

# ArtsActivate 2021

## FY 2020-21 Guidelines: Non-Profit Organizations and Individual Artists

As recommended by the  
Arts and Culture Advisory Commission of the City of Dallas

Approved by the  
City Council of the City of Dallas  
by Council Resolution No. 20-1531  
on October 13, 2020



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## Introduction

The Office of Arts and Culture (OAC) is continuing its work to *activate* the Dallas Cultural Plan 2018 guided by our mission to create an equitable environment wherein artists as well as arts and cultural organizations thrive while ensuring that all Dallas residents have the opportunity to experience arts and culture throughout the city of Dallas.

As we continue to evolve with the guidance of the Cultural Plan and the community, the Cultural Funding Programs Division of OAC is continuing its project-based funding program, ArtsActivate for the 2020-21 fiscal year. This program is a combination of all previous project-based funding programs. ArtsActivate will continue to emphasize the goals of neighborhood/community engagement.

ArtsActivate is the project-based cultural support program through which the City of Dallas Office of Arts and Culture will contract for cultural services which establish a thriving cultural ecosystem that ensures all Dallas residents and visitors have an opportunity to experience the finest in arts and culture. OAC commits to championing policies and practices of cultural equity that help empower a just, inclusive, and equitable City. ArtsActivate is open for proposals from non-profit arts/cultural organizations, educational institutions<sup>1</sup>, social services organizations, individual artists, artist collectives and other eligible non-profit organizations.

Proposals shall be reviewed, evaluated, and selected by OAC staff and a community review panel. This document contains guidelines, program eligibility and review criteria, deadlines, and application instructions for ArtsActivate 2021 managed by the Office of Arts and Culture for fiscal year 2020-21.

ArtsActivate 2021 will open for one round during the fiscal year. Organizations currently receiving less than \$100,000 funded in the FY 2020-21 Cultural Organizations Program (COP) or through operating and maintenance support may apply for an ArtsActivate 2021 project given that the proposed project is not a part of the organization's FY 2020-21 COP scope of services.<sup>2</sup>

All applicants are required to read the guidelines and application instructions for details of program eligibility and requirements prior to beginning the application process. Guidelines are updated every fiscal year.

Applicants are responsible for the quality, completeness, and timely submission of the proposal. Application steps and deadlines are included in this document and online at the ArtsActivate page found at [artsactivate.com](http://artsactivate.com). OAC staff are available to answer additional questions. See Contact OAC below.

## Contact OAC

For general inquiries or assistance, please contact the Office of Arts and Culture, Cultural Programs Division staff:

Glenn Ayars  
Cultural Programs Manager  
[glenn.ayars@dallascityhall.com](mailto:glenn.ayars@dallascityhall.com)  
214-671-0878

Adriana Portillo  
Cultural Programs Coordinator  
[adriana.portillo@dallascityhall.com](mailto:adriana.portillo@dallascityhall.com)  
214-670-4065

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<sup>1</sup> Institutions of higher education do not qualify for funding through ArtsActivate

<sup>2</sup> Current eligible COP Organizations may be funded in order to create a broader, more diverse range of programming and participants in the program. This will help forward the goal of providing greater access to various arts and cultural experiences.

## Office of Arts and Culture

The ArtsActivate 2021 is one of OAC's cultural support programs that provides project support as described in the Dallas Cultural Policy, approved by City Council on November 28, 2018 [Section 5(D)(ii)]. Per the Dallas Cultural Policy:

### *Vision*

The Office of Arts and Culture aims to create an equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

### *Mission*

The Office of Arts and Culture works to enhance the vitality of the city and the quality of life for all Dallas residents by creating an equitable environment wherein artists as well as arts and cultural organizations thrive; people of all ages enjoy opportunities for creative expression; and all celebrate our multicultural heritage.

Our mission is to support and grow a sustainable cultural ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.

### *Statement on Cultural Equity*

In Dallas, we envision a city of people whose success and well-being are not pre-determined by their race, age, disability, sexual orientation, gender, social status, zip code, or citizenship status. We recognize that artistic and cultural expression are fundamental to the development of our identity, as individuals and as a community at large. We assert the right for all people to have access to arts and cultural experiences throughout Dallas.

We recognize the historic legacies of racism, overt bias and injustice that shape our present reality. In fact, the City of Dallas' arts funding originated to support organizations of the Western European canon, collectively referred to as "The Big Six." Going forward, we will strive to support the broadest range of art forms and creative producers, considering inclusivity, diversity and neighborhood impact to direct resources equitably to artists and organizations. We will work to build a robust arts ecosystem that continually evolves to better reflect the diverse composition of Dallas. Towards this end, we recognize and affirm the potential of new and emerging artists and organizations.

The Office of Arts and Culture will serve as convener and connector to catalyze equity in the policies and practices of its partners across the Dallas arts ecosystem. Core to this is leading other organizations and private resource providers to advance diversity, equity and inclusion in concrete, measurable ways. Annually, the Office of Arts and Culture will summarize its own support for artists and arts organizations, highlighting measures of equity and diversity.

As we work together to create a more vibrant Dallas, the Office of Arts and Culture is committed to nurturing the wide diversity of creative culture and experiences that make up this great city.

# ArtsActivate 2021

All first-time and returning applicants are required to complete the application and review process to be considered for funding through ArtsActivate 2021.

The ArtsActivate 2021 application can be found on the ArtsActivate page of the OAC website at: <https://artsactivate.com>.

Applications must be submitted via the online application system by the due date. Hard copies of applications will not be accepted.

NOTE: An applicant who submits a substantially incomplete application at the time of the deadline, as deemed by the Office of Arts and Culture, will receive notification via e-mail as to the incomplete status of the application from OAC staff. This will result in the rejection of an application.

## *Program Goals*

ArtsActivate 2021 proposals should be innovative projects that create active and ongoing engagement with people, neighborhoods, and communities in Dallas. They should celebrate our diversity, build community connections, and enhance the visibility of neighborhoods through arts and culture. Priority will be given to projects focusing on neighborhoods outside of the Urban Core (see typology map here: <http://dallasculturalplan.com/typologies/>).

1. Engage with the Dallas Cultural Plan 2018 and create programming to address its priorities and initiatives (see Dallas Cultural Plan 2018 Summary for more information regarding priorities and initiatives: <http://bit.ly/culturalplansummary>)
2. Provide public benefit by enhancing and diversifying artistic and cultural experiences to the residents of the City of Dallas
3. Increase access and inclusivity in the experience of art and creativity for communities that have been historically underserved
4. Connect individuals from diverse cultures, ages and economic means in an effort to strengthen communities and/or neighborhoods through the arts
5. Invest in historically underserved communities with artists or organizations rooted in that community to build individual capacity and economic viability

## *Definitions*

### Project

A project is defined as a specific one-time event or production (such as one concert, theater production, exhibit, etc.) or a project that includes a series of events using one theme or title.

### Art in Public Places Projects

Distinct from the City of Dallas Percent for Art Program, Art in Public Places is defined as permanent or temporary visual art installations supported by grants for installation on privately owned locations that are visible and accessible to the public. Permission from the property owner must be obtained prior to submitting an ArtsActivate application. Projects cannot be installed on any City-owned property.

Privately Owned Property – If a private person or company/organization owns the property, the applicant must obtain a formal letter of support and authorization from the owner allowing the applicant to install the proposed artwork. This letter must be included with the application. Without the property owner’s written consent, the application will not be reviewed.

### First-Time Applicants

First-time applicants are defined as:

- An applicant who has never received project-based funding from the Office of Arts and Culture,
- An applicant whose most recent project-based funding recommendation occurred during or prior to the 2017-18 fiscal year (October 1, 2017 – September 30, 2018), or
- An applicant who has met either criteria above and has been recommended for project-based funding during FY 2020-21 but has not yet executed a contract and completed a final report.

First-time applicants must contact OAC staff (see [Contact OAC](#) section) before the application deadline. This is to ensure that the applicant is aware of the application requirements and any additional information that is needed.

### Returning Applicants

Returning applicants are defined as an applicant who has received project-based funding in a project-based funding program during or after the 2018-19 fiscal year (October 1, 2018 – September 30, 2019).

## ArtsActivate 2021 Timeline

| Timeline                            |  |
|-------------------------------------|--|
| November 2, 2020                    | Application Opens  |
| November 30, 2020                   | Application Closes at 11:59 PM   |
| December 1, 2020 – January 12, 2021 | Panel Application Review/Funding Level Recommendations – Allocations Committee |
| January 19, 2021                    | Funding Recommendation Notifications to Applicants                             |
| February 15, 2021                   | Earliest start date for contracts  |
| September 15, 2020                  | Latest end date for contracts  |

## General Application Guidelines

### *Funding Period*

Projects must occur between February 15, 2021 and September 15, 2021 and not before contract execution with the City of Dallas.

### *Eligibility Requirements*

#### All Applicants

- Applications must align with one of the ArtsActivate 2021 Program Goals
- All proposed projects must be artistically or culturally focused
- Proposed projects must not start before February 15, 2021 (see [ArtsActivate 2021 Timeline](#))
- All proposed projects must be completed by September 15, 2021

- **Applicants who were at fault and/or failed to successfully complete a contract in City of Dallas fiscal year 2019-20 are not eligible to apply for project-based funding in FY 2020-21**
  - **Exceptions include applicants recommended for funding but forewent funding or cancelled active contracts with OAC approval due to the COVID-19 pandemic**
- Any proposed project budget showing a surplus of 10% or more of City of Dallas requested funding or proposed project budget showing a deficit will be subject to disqualification
- Applicants must be willing and able to enter into a contract with the City of Dallas and meet the requirements associated with receiving funds from the City of Dallas
- Applicants must not be receiving \$100,000 or more through the FY 2020-21 Cultural Organizations Program (COP) or \$100,000 or more in operating and maintenance support from the City of Dallas in FY 2020-21.
- All proposed project or activities must occur within the city limits of Dallas. NOTE: Highland Park, University Park, and Cockrell Hill are NOT considered within the City limits of Dallas. (see City of Dallas boundaries map at <http://gis.dallascityhall.com/cityinfo/>)
- Applicants must obtain and maintain all necessary licenses, permits, insurance and other approvals required by law for the provision of services during the contract term
- Pursuant to Dallas City Code 2-36, applicants that are indebted to the City or delinquent in any payment owed to the City of Dallas under a contract or other legal obligation are not eligible for this ArtsActivate 2021 Program

### Non-Profit Organizations

- Organizations must be a 501(c)(3) tax-exempt entity as provided by the U.S. Internal Revenue Code, as amended, and in good standing
- Organizations must be in-compliance with local, state, and federal laws prohibiting discrimination
- Organizations must be authorized to transact business in the State of Texas
- Organization must submit with their application their prior year's IRS 990
- Organizations must have administrative offices permanently located in the City of Dallas. This does NOT include P.O. Boxes – organizations must have a physical office at a Dallas address
- Organizations must have non-discriminatory employment and personnel practices
- Comply with regulations pertaining to federal grant recipients including Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Education Amendments of 1972, the Americans with Disabilities Act of 1990, and the Drug Free Workplace Act of 1988

### Individual Artists

- Individual artists must be a resident of the City of Dallas or maintain a permanent studio/workspace in the City of Dallas. Proof of rental agreement or lease will be required at the time of application submission
  - If rental or lease term is less than 12 months, eligibility is subject to Director approval
- Artists must provide a resume AND examples of their work
- Must obtain and maintain all necessary licenses, permits, insurance and other approvals required by law for the provision of services during the contract term

### *Ineligible Activities*

ArtsActivate 2021 funding cannot be used to pay direct costs for:

- Projects or events whose primary function is religious in nature
- Projects planned primarily for fundraising purposes
- Activities restricted to members or which do not benefit the public
- Tuition expenses

- College/university or school projects that are part of a course or curriculum or which do not benefit the public
- Fellowships/grants to individuals (does not prevent purchase from individuals)
- Scholarships of any form, cash prizes, or awards
- Travel
- Underwriting of capital expenditures (buildings, land, permanent equipment or artwork)
- Purchase of artwork or public art on city property
- Underwriting of past deficits
- Endowments
- Non-contract related services, lobbying, attorney's fees, fees for penalties, and fees for incorporation or obtaining tax-exempt status
- Any beverages and/or food
- Festivals that are organized by managers or promoters for profit or for which the organizer is promoting but not participating
- Publication of books for personal promotion
- Exhibitions or projects for personal financial gain
- Events or projects that don't have the proper permits or insurance coverage
- Commercial (for-profit) enterprises or activities

## Panel Review & Selection Process

Applications for ArtsActivate 2021 are evaluated by a review panel. The review panel should, to the greatest extent possible, reflect the diversity of the City of Dallas, without sacrificing expertise, knowledge, or demonstrated interest in arts and culture.

Nominations to a review panel shall be provided by interested members of the public, the Arts & Culture Advisory Commission, and City staff. In no instance shall a City employee, Arts & Culture Advisory Commissioner, or other City official be a participating member of a review panel. Review panel members shall be independent, impartial, and responsible only to the people of the City and shall comply with the Code of Ethics in Chapter 12A of the Dallas City Code and Cultural Policy Section 3(C)(iii) including, but not limited to, recusal and disclosure provisions. Panelists should strive to avoid the appearance and risk of impropriety.

### *Tier Structure*

All applicants will be reviewed in tier levels. Individual artists will be grouped into a tier, while organizations will be grouped into tiers based on their operating budget from the previous completed year's budget found in the application or referenced in their IRS Form 990. A review panel will review an entire tier to maintain consistency and integrity in scoring per tier. An exception may apply if the number of applications is great enough to warrant more than one panel, the tier will be split and scoring normalized per the relative panel. Normalization will be split between virtual and in-person projects (see Neighborhood Typology scoring). The tier levels are as follows:

|                    |                                     |
|--------------------|-------------------------------------|
| Tier 1             | Organizations Less than \$100,000   |
| Tier 2             | Organizations \$100,000 - \$499,999 |
| Tier 3             | Organizations \$500,000 - \$999,999 |
| Tier 4             | Organizations \$1,000,000 or more   |
| Tier IA – Projects | Individual Artists – Projects       |

## Panel Review

ArtsActivate 2021 applications are evaluated by a review panel whose membership is taken from a list of qualified candidates recommended by the Allocations Committee of the Arts & Culture Advisory Commission. For this year, panel reviews will be executed remotely. Applicants will upload a 5-minute video presentation with their application. The review panel will review and score the application through an online review portal in lieu of the traditional in-person panel presentations.

If any assistance is needed regarding the video submission process, please contact OAC Cultural Programs staff.

## Selection & Funding

An applicant's combined panel and OAC administrative scores are forwarded to the Allocations Committee of the Arts & Culture Advisory Commission for review. The Allocations Committee recommends a level of funding for each applicant taking into consideration the scoring and funding request. All scores are normalized within their tier. Normalizing a score means each score is divided by the highest score of that tier. **An applicant whose normalized panel score is below 70% will not be considered for funding.**

All funding levels receive final funding recommendation by the Allocations Committee of the Arts & Culture Advisory Commission and final approval by the Director of Arts and Culture

Variances from these guidelines may be approved by the Director; however, material variances shall require City Council approval. Material variances include:

- Changes in tier structure, and maximum awards by tier
- Changes in scoring criteria
- Non-profit status requirements
- Status as a Dallas-based organization or artist
- Changes to ineligible activities
- Allowing a Dallas-based organization or artist to receive multiple awards within fiscal year 2020-21

## Funding Request Amounts

Organizations can apply for a maximum funding request based on its respective tier. The maximum funding requests are as follows:

|                    |          |
|--------------------|----------|
| Tier IA (Projects) | \$7,500  |
| Tier 1             | \$10,000 |
| Tier 2 & Tier 3    | \$12,000 |
| Tier 4             | \$15,000 |

## Arts Activate 2021 Funding Allocation

No more than 20% of the total ArtsActivate 2021 available funding will be awarded to organizations with budgets of \$1,000,000 or more.

## Scoring

Each applicant will be scored on a 100-point scale. Seventy (70) points will be scored by the review panel. The remaining 30 points will be an administrative and compliance score calculated by OAC staff.

NOTE: Proposed projects with all audience-serving programming provided virtually will not be scored on Neighborhood Typologies administrative scoring. Criteria and final scores will be normalized against all other virtual-only proposed projects for a total possible score of 90 points.

### *Review Panel Scoring*

**Public Benefit – The review panel will score based on the criteria below with the intent to promote the public benefit of arts and culture programming in the City of Dallas for all its residents.**

#### **Objective (20) – What is the project?**

The project creates and provides meaningful and engaging artistic and cultural services and programming for the intended audience.

- Diversifies arts and cultural activities available in Dallas
- Provides inviting opportunities which are accessible for the resident of Dallas
- Creates unique or meaningful arts and cultural experiences
- Partners with Dallas-based artists or organizations to promote a sustainable arts ecosystem
- Supports Dallas-based artists

#### **Impact (35) – Who is benefitting from the project?**

The project eliminates barriers and increases equitable access and inclusivity through direct community/neighborhood activation.

- Enhances understanding of and respect for diverse cultural experiences
- Involves, represents, and centers people and communities most impacted by racism and other forms of discrimination
- Connects individuals from diverse backgrounds
- Invests in historically underserved communities with artists or organizations rooted in that community
- Engages authentically with the intended audience
- Strengthens communities/neighborhoods through the arts
- Fosters and encourages expression and intersectionality in arts and cultural experiences

#### **Overall (15) – How will the applicant execute the project?**

The overall evaluation of the project plan through the application.

- Clarity of application
- Description of programming and services
- Ability to execute and deliver proposed services
- Supplemental materials enhance overall application
- Clearly defined project goals
- Plans to monitor project success

## OAC Administrative Scoring

### Non-Profit Organizations

**Financial Viability (2.5 points)** –The organization has sound financial viability based on unrestricted net assets (measured from the organization’s most recent fiscal year financial audit or Form 990).

**2.5 Points:** Change in unrestricted net assets

2.5 = Change in unrestricted net assets greater than \$0 (surplus)

0 = Change in unrestricted net assets of \$0 or less (deficit)

**Application and Contracting Compliance (2.5 Points)** – New applicants have shown the capacity to contact OAC Cultural Programs staff as a new applicant or returning applicants have shown the capacity to comply with previous contracting and reporting deadlines and requirements (refer to the [First-Time Applicants](#) and [Returning Applicants](#) definitions).

**2.5 Points:** Contact OAC Cultural Programs Staff (First Time Applicants)

2.5 = Contacted OAC Cultural Programs Staff prior to application submission

0 = No record of contacting OAC Cultural Programs Staff prior to application submission

**2.5 Points:** Contract Compliance (Returning Applicants)

2.5 = Most recent funded project contract executed with an on-time submission of final report

0 = Failed execution of most recent project contract or late submission of final report

### **Board & Staff Diversity (5 Points)**<sup>3</sup>

**Board Diversity (2.5 points)** – Per the City of Dallas Cultural Policy as adopted November 28, 2018, the goals have been put in place for cultural organizations to demonstrate a commitment to diverse community representation of the organization’s board. (Diversity numbers taken from the ArtsActivate 2021 application)

| Points | Tier 1       | Tier 2        | Tier 3        | Tier 4        |
|--------|--------------|---------------|---------------|---------------|
| 2.5    | 5% or more   | 10% or more   | 10% or more   | 20% or more   |
| 0      | Less than 5% | Less than 10% | Less than 10% | Less than 20% |

**Staff Diversity (2.5 points)** – While the Cultural Policy does not set specific goals for staff diversity, the Office of Arts and Culture will mirror staff diversity goals based on those of board diversity goals and definitions for the purposes of this scoring category. Staff is considered pay-rolled staff, not contracted labor. NOTE: Organizations with only 1 staff member will receive full points for staff diversity.

| Points | Tier 1 | Tier 2 | Tier 3        | Tier 4        |
|--------|--------|--------|---------------|---------------|
| 2.5    |        |        | 10% or more   | 20% or more   |
| 0      |        |        | Less than 10% | Less than 20% |

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<sup>3</sup> Diversity (as relates to board and staff goals) is calculated based on the percentage of non-majority (based on race/ethnicity) members of a board or staff. For example, if the goal is at least 10% diversity on a board, an organization meeting that goal must have no more than 90% of any one race/ethnicity on their board.

**Projected Budget Support (5 points)** – Applicant shows percentage of financial support in total proposed project budget in comparison to the requested funding amount from OAC. This includes in-kind contribution. Example: Sum of revenue without OAC funding is \$7,500. Sum of revenue including OAC funding request is \$15,000. \$7,500 divided by \$15,000 is .5 or 50%.

| Points | Percent of Support |
|--------|--------------------|
| 5      | 50% or more        |
| 4      | 40% - 49%          |
| 3      | 30% - 39%          |
| 2      | 20% - 29%          |
| 1      | 10% - 19%          |
| 0      | 9% or less         |

**Neighborhood Typologies (10 points)** – Based on the Cultural Plan as approved by City Council on November 28, 2018, neighborhood typologies were outlined for the City of Dallas to identify and illustrate how different neighborhoods in Dallas are served by the city’s arts and culture ecosystem. Proposed projects with at least one in-person audience-serving event will be scored based on the proposed locations in their proposal. If multiple locations are listed in a proposal, the average score of the locations will be used. See map of typologies here: <http://dallasculturalplan.com/typologies/>. Proposed projects with all audience-serving programming provided virtually will not be scored on these criteria and final scores will be normalized against all other virtual-only proposed projects for a total possible score of 90 points.

| Points | Neighborhood Typology           |
|--------|---------------------------------|
| 10     | Non-traditional Spaces (green)  |
| 7      | Residential Opportunities (red) |
| 5      | Mixed Urbanism (blue)           |
| 0      | Urban Core (yellow)             |

NOTE: All events listed in the application must have a valid City of Dallas address. P.O. Boxes are not permitted. Any events outside of Dallas will be omitted from scoring. Events listed with no address will be scored at 0 and calculated into averaged score.

**Cultural Plan Priorities (5 points)** – Applicant strategically addresses at least one Cultural Plan priority in the submitted application with supporting information justifying which initiatives under the selected priority(-ies) are being met. See description of priorities and initiatives in the Dallas Cultural Plan Summary here: <http://bit.ly/culturalplansummary>

| Points | Priority Support                          |
|--------|---|
| 5      | Clearly supports selected priority(-ies)  |
| 3      | Somewhat supports selected priority(-ies) |
| 0      | Does not support selected priority(-ies)  |

### Individual Artists

**Application and Contracting Compliance (5 Points)** – The artist has either shown the capacity to contact OAC Cultural Programs staff as a new applicant or returning applicants have shown the capacity to comply with previous contracting and reporting deadlines and requirements (refer to the [First-Time Applicants](#) and [Returning Applicants](#) definitions)..

**5 Points:** Contact OAC Cultural Programs Staff (First Time Applicants)

5 = Contacted OAC Cultural Programs Staff prior to application submission

0 = No record of contacting OAC Cultural Programs Staff prior to application submission

**5 Points:** Contract Compliance (Returning Applicants)

5 = Most recent funded project contract executed with an on-time submission of final report

0 = Failed execution of most recent project contract or late submission of final report

**Projected Budget Support (5 points)** – Applicant shows percentage of financial support in total proposed project budget in comparison to the requested funding amount from OAC. This includes in-kind contribution. Example: Sum of revenue without OAC funding is \$834. Sum of revenue including OAC funding request is \$8,334. \$834 divided by \$8,334 is .1 or 10%.

| Points | Percent of Support |
|--------|--------------------|
| 5      | 10% or more        |
| 4      | 8% - 9.9%          |
| 3      | 6% - 7.9%          |
| 2      | 4% - 5.9%          |
| 1      | 2% - 3.9%          |
| 0      | Less than 2%       |

**Date & Venue Availability Confirmation (5 Points)<sup>4</sup>** – The applicant has exhibited due diligence in proper planning and coordination to, at a minimum, confirm that any proposed dates are available at a desired venue/location and that such is reported in the Events Listing step of the application.

5 = Confirmation that date and venue/location of proposed programming is available at time of application and recorded in Events Listing of application

0 = No confirmation that date and venue of proposed programming is available, or no date or venue/location listed in Events Listing of application

**Neighborhood Typologies (10 points)** – Based on the Cultural Plan as approved by City Council on November 28, 2018, neighborhood typologies were outlined for the City of Dallas to identify and illustrate how different neighborhoods in Dallas are served by the city’s arts and culture ecosystem. Proposed projects with at least one in-person audience-serving event will be scored based on the proposed locations in their proposal. If multiple locations are listed in a proposal, the average score of the locations will be used. See map of typologies here: <http://dallasculturalplan.com/typologies/>. Proposed projects with all audience-serving programming provided virtually will not be scored on these criteria and final scores will be normalized against all other virtual-only proposed projects for a total possible score of 90 points.

| Points | Neighborhood Typology           |
|--------|---------------------------------|
| 10     | Non-traditional Spaces (green)  |
| 7      | Residential Opportunities (red) |
| 5      | Mixed Urbanism (blue)           |
| 0      | Urban Core (yellow)             |

NOTE: All events listed in the application must have a valid City of Dallas address. P.O. Boxes are not permitted. Any events outside of Dallas will be omitted from scoring. Events listed with no address will be scored at 0 and calculated into averaged score.

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<sup>4</sup> Does not require that an artist pay to secure a venue, only that a date and venue are potentially available pending funding recommendation from OAC.

**Cultural Plan Priorities (5 points)** – Applicant strategically addresses at least one Cultural Plan priority in the submitted application with supporting information justifying which initiatives under the selected priority(-ies) are being met. See description of priorities and initiatives in the Dallas Cultural Plan Summary here: <http://bit.ly/culturalplansummary>

| Points | Priority Support                          |
|--------|---|
| 5      | Clearly supports selected priority(-ies)  |
| 3      | Somewhat supports selected priority(-ies) |
| 0      | Does not support selected priority(-ies)  |

## Payment

Payments will be made in installments for services that have been performed, as determined by the time frame and scope of work of the project. A portion of the funding will be held until after the final report is submitted. Any and all payments are subject to compliance and execution of a contract with the City of Dallas.

## Compliance

If an applicant’s panel score and review lead to a funding level being recommended by the Arts & Culture Advisory Commission, notification will be sent to the artist or organization after the funding process has been completed.

## Contracting Deadlines

The following lists the deadlines an applicant must follow during the contracting process:

Scope of Work Approval – 1 week after initial receipt of an initial draft of scope of work

Certificate of Insurance – 30 days after receipt of Risk Assessment Memo and Insurance Requirements

Signing of Contract – 48 hours to sign or respond with questions or concerns (contract sent electronically via Adobe Sign)

## Insurance Requirements

Insurance may be required of artists and organizations recommended for funding and contracting with the City of Dallas. Insurance requirements are included in the contract and are determined by the Office of Risk Management. A Certificate of Insurance (COI) must be submitted to the City covering the entire term of the contract. Funds cannot be released without a memorandum of compliance from the Office of Risk Management stating insurance requirements have been met. Proof of insurance must meet the specific terms of the contract. During the contract term, applicants are required to obtain and maintain all necessary licenses, permits, insurance and other approvals required by law for the provision of services.

Failure to meet insurance requirements will be reported to the Allocations Committee of the Arts & Culture Advisory Commission and is a default under the contract. This will result in contract termination, if the default is not cured within the timeframe required under the contract. (For more information on insurance requirements please see FY 2020-21 Cultural Projects Funding Resource Guide)

## Final Reporting

A final report for the project should be submitted to the OAC by the pre-determined due date referenced in the Scope of Work. The final report includes an itemized amount of project expenditures and revenue, and a narrative summary of the project. Samples of promotional materials and programs / playbills relating to the project are required. Failure to submit the final report by the due date may result in loss of funding and future eligibility for projects-based support from the OAC.

## Logo and Credit Line

It is imperative that the residents of Dallas know that their local tax dollars make it possible for them to enjoy the caliber of arts produced in this City. All contractors must recognize the City of Dallas in the same way it recognizes other contributors at the same support level in terms of benefits, type size on publications, and frequency of acknowledgment.

Arts organizations and artists awarded City of Dallas contracts for cultural services must include the following reasonably visible and legible credit line and logo in publications, programs, press releases, season brochures, lobby displays, advertising and every other mode of public communication:

“(Name of your organization/program) is supported in part by the City of Dallas Office of Arts and Culture.”

Download the logo at <https://dallasculture.org/our-logo/>

## Social Media Recognition

In social media promotions related to any services funded by ArtsActivate 2021, you can tag City of Dallas Office of Arts and Culture and utilize preferred hashtags when appropriate. See Dallas Culture handles, preferred hashtags and recommendations for social media engagement below.

### **Twitter**

- Through professional and/or personal accounts follow Dallas OAC Twitter account <https://twitter.com/dallasculture>
- When making posts about your project tag us in your tweet by using our handle @dallasculture
- Include the hashtags: #artsactivatedallas, #dallasculture, #liveart, #oac

### **Facebook**

- Through professional and/or personal pages, “like” the City of Dallas Office of Arts and Culture
- Facebook page <https://www.facebook.com/dallasculture>
- When making posts about your project, tag in them @City of Dallas Office of Arts and Culture
- Tag @City of Dallas Office of Arts and Culture in any photos/videos you post related to your project. Be sure to share photos on the Dallas Culture page as well
- Utilize the #artsactivatedallas #dallasculture #liveart #oac hashtags on Facebook posts of your projects

### **Instagram**

- Through professional and/or personal accounts follow Dallas OAC Instagram account [https://www.instagram.com/dallas\\_culture/](https://www.instagram.com/dallas_culture/)
- When making posts about your project tag us in your tweet by using our handle @dallas\_culture
- Include the hashtags: #artsactivatedallas #dallasculture #liveart #oac

## Complimentary Tickets

Organizations and artists shall make available up to four complimentary tickets per event, program, production, exhibition or other activity produced under the contracted services to the Office of Arts and Culture for the purpose of allowing City staff to assess the management and operation of City-owned facilities within their jurisdiction and to oversee City sponsored events.

Receipt of complimentary tickets by City staff is subject to the provisions of the City’s Gift Policy for City Employees, provided in Council Resolution 17-0516 adopted on March 22, 2017.