



City of Dallas

**ARTS AND CULTURE ADVISORY COMMISSION  
MEETING AGENDA**

Thursday, February 25, 2021

4:30 p.m.

Dallas City Hall  
1500 Marilla Street  
Dallas, Texas 75201

**THIS WILL BE A VIDEOCONFERENCE**

This meeting will be conducted by videoconference. Members of the public who wish to speak must sign up online at [DallasCulture.org/publicspeakers](https://dallasculture.org/publicspeakers), or call (214) 670-3687 extension 4 by 5pm the day before the meeting. The public may listen in on the Spectrum Channel 96 and [bit.ly/cityofdallastv](https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e1d39691b239373f774d92a8088ad4ae5) or [YouTube.com/CityofDallasCityHall](https://www.youtube.com/CityofDallasCityHall), or <https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e1d39691b239373f774d92a8088ad4ae5>

Call to Order

Public Speakers (*see note below*)

**VOTING AGENDA ITEMS**

1. Approval of minutes of the January 21, 2021, Arts and Culture Advisory Commission meeting

**ALLOCATIONS COMMITTEE**

2. Recommendation in support of the FY 2021-22 Cultural Organizations Program (COP) Guidelines

**BRIEFINGS**

- A. Cultural Spotlight: Deep Vellum Publishing
- B. Training: Political Activities of City Officials for Elections
- C. FY 2021-22 Cultural Organizations Program (COP) Guidelines
- D. Dallas Cultural Plan Task Force Update and Small Arts Organizations Liaisons
- E. Shuttered Venue Operators Grant Status Update and Impact of 2021 Winter Storm
- F. Arts Month 2021 Preview

**INFORMATIONAL MATERIALS**

- I. Cultural Programs Panelist Recruitment Handout
- II. Community Arts: Nonprofit Residency Program Request for Proposals
- III. Juanita J Craft House Artist Residency

Adjournment

**Upcoming Meetings and Events**

March 2, 2021 – Public Art Committee

March 4, 2021 – Allocations Committee

March 25, 2021 – Arts and Culture Advisory Commission Meeting

NOTE: The Arts and Culture Advisory Commission welcomes public speakers who wish to comment on matters related to agenda items or other matters concerning the Commission. Public speakers must register with the Office of Arts and Culture by 5 p.m., Wednesday, February 24. Register online at [DallasCulture.org/publicspeakers](https://DallasCulture.org/publicspeakers), or call (214) 670-3687 extension 4. Speakers generally have a maximum of 3 minutes to speak, but the allotted speaking time may be limited if there is a large number of registered speakers.

## EXECUTIVE SESSION NOTICE

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex. Govt. Code §551.089]

## “HANDGUN PROHIBITION NOTICE FOR MEETING OF GOVERNMENT ENTITIES”

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

**AGENDA DATE:** February 25, 2021  
**COUNCIL DISTRICT(S):** N/A  
**SERVICE:** Arts and Culture Advisory Commission  
**STAFF CONTACT:** Anne Marie Gan, 214-671-7023

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**SUBJECT**

Approval of minutes of the January 21, 2021, Arts and Culture Advisory Commission meeting

**BACKGROUND**

This action is to approve the minutes of the January 21, 2021, Arts and Culture Advisory Commission meeting.

**PRIOR ACTION/REVIEW**

This item has no prior action.

**FISCAL INFORMATION**

This item has no cost consideration to the City.



City of Dallas

**ARTS AND CULTURE ADVISORY COMMISSION  
MEETING MINUTES**

Thursday, January 21, 2021

4:30 p.m.

VIDEOCONFERENCE

Dallas City Hall

1500 Marilla Street

Dallas, Texas 75201

**PRESENT: [15]**

Sam Santiago (Chair), Phillip Collins (Vice Chair), Linda Blase, Ella Goode-Johnson, Jesse Hornbuckle, Priscilla Rice, Yolanda Alameda, Brad Spellicy, Mickie Bragalone, Kathy Stewart, Krista Weinstein, Jo Trizila, Grady McGahan, Victoria Ferrell Ortiz, Vicki Meek

**ABSENT: [1]**

Meghann Bridgeman

**CITY STAFF PRESENT:**

Jennifer Scripps, David Fisher, Glenn Ayars, Nikki Christmas, Russell Dyer, Anne Marie Gan, Rhonda Ivery, Kay Kallos

**I. Call To Order**

A quorum of the commission being logged on in the videoconference, Vice Chair Phillip Collins, as acting Chair, called the meeting to order at 4:30 p.m.

**II. Public Speakers**

The commission provides "open microphone" opportunities for the following individuals to comment on matters that were not scheduled on the commission voting agenda or to present concerns or address issues that were not matters for consideration listed on the posted meeting agenda:

No individuals requested to speak at this meeting.

**ARTS AND CULTURE ADVISORY COMMISSION  
MEETING MINUTES – January 21, 2021**

**III. Voting Agenda Items**

1. Approval of minutes of the November 19, 2020, Arts and Culture Advisory Commission meeting [APPROVED]

Ms. Trizila moved to adopt the item. Motion seconded by Ms. Johnson and unanimously approved.

Due to an error found in the minutes following approval of Voting Item 4, a motion to reconsider Item 1 – Approval of minutes of the November 19, 2020, Arts and Culture Advisory Commission meeting was made by Ms. Blase. The motion to reconsider was seconded by Mr. Spellicy and was unanimously approved.

Ms. Meek moved to amend the minutes to reflect Commissioner Jo Trizila as present. The motion to amend was seconded by Ms. Johnson and was unanimously approved.

2. Recommendation in support of the donation of a sculpture by Daniel Scoggins to the Lake Highlands Public Improvement District Corporation for installation at Watercrest Park, located at 7070 Skillman Road in Council District 10 [APPROVED]

Mr. McGahan moved to adopt the item. Motion seconded by Ms. Stewart and, following discussion, the item was unanimously approved.

3. Recommendation in support of the 2021 Annual Public Art Plan [APPROVED]

Mr. McGahan moved to adopt the item. Motion seconded by Ms. Meek and, following discussion, the item was unanimously approved.

4. Approval of FY 2019-20 Arts and Culture Advisory Commission Annual Report [APPROVED]

Ms. Blasé moved to adopt the item. Motion seconded by Mr. Spellicy and unanimously approved.

**IV. Briefings**

- A. Cultural Spotlight: Cry Havoc Theater Company

Mara Richards Bim, founder of Cry Havoc Theater Company, briefed the Commission this item.

**ARTS AND CULTURE ADVISORY COMMISSION  
MEETING MINUTES – January 21, 2021**

**B. Peru Consulate Briefing**

The Honorable Liliana Trelles, Consul General of Peru, briefed the Commission on this item.

**C. Cultural Venues Update: Current Usage and Federal Funding**

Russell Dyer and Director Scripps briefed the Commission on this item.

**D. FY 2019-2020 Cultural Programs - Review of Key Metrics**

Anne Marie Gan briefed the Commission on this item.

**E. Bond Projects Update**

Nikki Christmas briefed the Commission on this item.

**V. Adjournment**

After all business properly brought before the commission had been considered, the commission adjourned at 6:52 p.m.

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Sam Santiago, Chair

ATTEST:

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Anne Marie Gan, Office of Arts and Culture

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Date Approved

**AGENDA DATE:** February 25, 2021  
**COUNCIL DISTRICT(S):** N/A  
**SERVICE:** Cultural Support Programs  
**STAFF CONTACT:** Glenn Ayars, 214-671-0878

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**SUBJECT**

Recommendation in support of the FY 2021-22 Cultural Organizations Program (COP) Guidelines

**BACKGROUND**

The updated Cultural Policy of the City of Dallas, adopted on November 28, 2018, provides that guidelines for the various Cultural Funding Programs will be submitted for review and approval of the City Council. This serves to affirm the artistic nature of services to be provided through these various cultural programs and to specify the review and selection process for cultural services.

The Cultural Organizations Program (COP) is the support program through which the Office of Arts and Culture contracts for a full season of cultural services with established non-profit organizations for a variety of cultural programs that include concerts, plays, exhibitions, performances, workshops and other cultural programming for the benefit of Dallas residents and visitors.

The FY 2021-22 Cultural Organizations Program (COP) guidelines are consistent with COP guidelines from previous fiscal years; the last major updates to these guidelines were made in FY 2019-20 to align with Dallas Cultural Plan 2018 priorities, including alignment to staff and board diversity goals, and resident panel evaluation of cultural programming in underserved neighborhoods around Dallas.

Updates made in the current proposed guidelines are:

- Removal of the requirement to submit audited financial statements for organizations with annual budgets under \$500,000, in line with industry standards; the requirement to submit audited financial statements for organizations with annual budgets over \$500,000 will continue
- Clarification of resident review panelist scoring rubric (70 points)
- Updates to administrative scoring (30 points) to accommodate business financial decisions and audience fluctuations during the COVID-19 pandemic
- Conversion from in-person to virtual panel review to accommodate potential restrictions on gatherings
- Minor wording and document flow updates to improve readability for new applicants, clarify requirements, and update submission deadlines and dates.



COP cultural service contracts are awarded annually using a volunteer review panel approach to evaluate applications. In accordance with Cultural Policy, the panelists are approved by the Arts and Culture Advisory Commission, and the panels are composed to reflect the diversity of the people of Dallas. Following panel review and scoring, the Allocations Committee of the Arts and Culture Advisory Commission will make recommendations to the full Arts and Culture Advisory Commission. The Commission's funding recommendations will be brought to City Council in the Fall of 2021 for authorization of the associated cultural service contracts.

**PRIOR ACTION/REVIEW**

On February 4, 2021, the Allocations Committee of the Arts and Culture Advisory Commission voted to recommend these guidelines.

**FISCAL INFORMATION**

This action has no cost consideration to the City. Appropriations for the Cultural Support Programs are established in the General Fund through the annual budget development process. Each award to a cultural organization through Cultural Organizations Program will be authorized by resolution of the City Council.



# **Cultural Organizations Program**

## **FY 2021-22 Guidelines**

### **for Non-Profit Arts and Culture Organizations**

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. [21-XXXX]  
on [DATE]

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# Office of Arts and Culture

## *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.

## *Contact OAC*

For general inquiries or assistance, please contact the Office of Arts and Culture, Cultural Programs Division at 214-670-3687, extension 2. Specific staff telephone numbers and email addresses may be found online at [dallasculture.org/contact](http://dallasculture.org/contact).

## FY 2021-22 Cultural Organizations Program

The Cultural Organizations Program (COP) is the program through which the City of Dallas Office of Arts and Culture (OAC) provide operational support as described by the Dallas Cultural Policy, approved by City Council on November 28, 2018 [Section 5(D)(i)]. Per the Dallas Cultural Policy, the Office of Arts and Culture contracts for cultural services with established, Dallas-based non-profit organizations for a variety of cultural programs that include concerts, plays, exhibitions, performances, workshops and other cultural programming for the benefit of Dallas residents and visitors. These cultural service contracts are awarded annually using a review panel approach to evaluate applications. Program eligibility and review criteria are published annually.

This document contains guidelines, deadlines and application instructions for the COP managed by the OAC for fiscal year 2021-22. Please refer to the appropriate sections of this guide for more detailed information about the different parts of this program. The FY 2021-22 City of Dallas fiscal year begins October 1, 2021 and ends September 30, 2022.

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 funding cycle.

The organization is responsible for the quality, completeness and timely submission of the proposal and supplemental materials. Application steps and deadlines are included in this document and online at [dallasculture.org](https://dallasculture.org). OAC staff are available to answer additional questions. See [Contact OAC](#).

### FY 2021-22 COP Timeline

May 3, 2021	FY 2021-22 COP Online Application Opens
June 14, 2021	FY 2021-22 COP Application Closes at 11:59 PM
June 24 – July 26, 2021	Virtual Panel Review Period
July 27 – July 30, 2021	Web-meeting Question and Answer session
	Tier 1 – July 27; Tier 2 – July 28; Tier 3 – July 29; Tier 4 – July 30;
August – September 2021	COP Application Review/Funding Levels – Allocations Committee; COP funding recommendations made by the Arts & Culture Advisory Commission
October 2021	COP funding recommendations approved by City Council; initiation of COP Contract execution
January 2022	COP organizations eligible to receive first payment (if compliance and insurance requirements are met)
April 15, 2022	COP organizations eligible to receive second payment (if compliance and insurance requirements are met)
October 15, 2022	COP Final Reports due for FY 2021-22
November 15, 2022	COP Final Monthly Report due for FY 2021-22
<b>COP organizations are eligible to receive final payment after FY 2021-22 Final Report and Final Monthly Report are submitted (if compliance and insurance requirements are met)</b>	

## FY 2021-22 COP Application

All organizations, new and previously funded, are required to complete an application and review process to be considered for funding through the FY 2021-22 Cultural Organizations Program (COP)

The FY 2021-22 COP Application can be found on the COP page of the OAC website at: <https://dallasculture.org/cultural-programs/cultural-organizations-program/>

Applications must be submitted via the online funding system by June 14, 2021 at 11:59 PM. Hard copies of applications will not be accepted.

NOTE: An organization that 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 could result in the application being rejected.

### *COP Eligibility Requirements*

#### **Organizations must meet the following criteria to qualify for COP funding:**

- Must be a 501(c)(3) tax-exempt entity as provided by the U.S. Internal Revenue Code, as amended, in good standing for at least 3 years.
- Must be authorized to transact business in the State of Texas.
- Must be an established City of Dallas arts or cultural organization with an operation history of at least 3 years.
- Organizations must have administrative offices permanently located in the City of Dallas. **This does not include P.O. Boxes – organization must have a physical Dallas administrative office address.**
- Must have an annual operating budget of at least \$100,000, based on the organization's prior year's actual expenses. An applying organization must be able to verify most recent completed fiscal year's unrestricted revenue through a Form 990, Form 990-EZ, or third-party financial audit.
- Obtain and maintain during the contract term all necessary licenses, permits, insurance and other approvals required by law for the provision of services.
- Must have at least one paid part-time Director/Manager staff person hired upon award of City contract and employed throughout the 12-month contract period.
- Must produce an annual season of programs, exhibitions, and/or performances in the City of Dallas for the public.
- The primary focus of the organization's operation must be to provide services to residents and visitors in the city limits of Dallas and at least 50% of activities must take place within the city limits of Dallas. COP funding may only be used for services provided within the City of Dallas.
- Must be in compliance with local, state, and federal laws prohibiting discrimination.
- 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.

#### **COP funds allocated cannot be used to pay direct costs for:**

- Activities which do not have a cultural or artistic focus or whose primary focus is religious in nature
- Projects planned primarily for fundraising purposes
- Activities restricted to members or which do not benefit the general public
- Tuition expenses
- College/university or school projects that are part of a course or curriculum or which do not benefit the general public
- Fellowships/grants, scholarships, cash prizes or awards

- Activities that include food or alcohol
- Out-of-city travel
- Underwriting of capital expenditures (buildings, land, permanent equipment or artwork)
- Purchase of artwork
- Activities that have occurred prior to the execution of the cultural services contract
- 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
- Activities of Dallas-based organizations that occur outside of the City limits
- Permanent or semi-permanent public art that is located on City property

### *COP Diversity Requirements*

Per the Cultural Policy of the City of Dallas, organizations funded through the Cultural Organizational Program should aim to meet the following goals, as set forth in the Cultural Policy. Organizations' progress will be monitored by the OAC on an ongoing basis and OAC staff are available to answer any questions or provide guidance on achieving these goals:

- (1) Have board-approved safe workplace policies (including, but not limited to, anti-discrimination and anti-harassment policies).
- (2) Have a policy and measurable goals related to equity, diversity and inclusion that is board-approved and published on their website.
- (3) Board Diversity<sup>1</sup> goals (by organization budget size):
  - a. Annual operating budget of \$5 million and above: at least 30% board diversity.
  - b. Annual operating budget of \$1 million - \$5 million: at least 20% board diversity.
  - c. Annual operating budget of \$500,000 to \$1 million: at least 10% board diversity.
- (4) For organizations with operating budgets over \$1 million: offer paid internships with livable wages to increase the diversity of the pipeline for future arts leaders.

### *Funding Level Restrictions*

A. The limit on support through the COP program is scaled to be proportional, based on an organization's most recently completed fiscal year's audited revenue, and in no case shall the amount of funding for an organization through the COP program be greater than:

- (i) 25% of most recent year's audited revenue for organizations with revenue less than \$1 million;
- (ii) 15% of most recent year's audited revenue for organizations with revenue between \$1 million and \$5 million;
- (iii) and 10% of most recent year's audited revenue for organizations with revenue greater than \$5 million.

B. Total support by the City in a fiscal year, whether cash or in-kind, regardless of the department from which the funds and support originate, shall not exceed:

- (i) 50% of an organization's most recent year's audited revenue for organizations with revenue less than \$1 million.

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<sup>1</sup> Diversity (as relates to board goals) means the percentage of non-majority (based on race/ethnicity) members of a board. For example, if the goal is at least 30% diversity on a board, an organization meeting that goal must have no more than 70% of any one racial/ethnic group on their board.

- (ii) 40% of an organization's most recent year's audited revenue for organizations with revenue of \$1 million or more.

C. In-kind support includes, but is not limited to, utility payments made directly by the City, payments made to a third party, including other City departments, in support of the organization, and facility use fee discounts at Cultural Centers.

### *Source of Cultural Support Funds*

The City of Dallas invests in the arts by allocating a portion of the City's general fund (primarily property and sales tax collections) and a portion of Hotel Occupancy Tax (HOT) revenue to eligible applicants who meet the established program criteria and are recommended for funding as a result of an application and review panel process. Per state law, revenue from the municipal Hotel Occupancy Tax collection may be used only to promote tourism and the convention and hotel industry (Texas Tax Code, Chapter 351.101. Use of Tax Revenue)

### *New Applicants*

New applicants are applicants submitting proposals to the program for the first time, as well as to applicants that have applied in the past but are not currently funded through the program.

New applicants must contact OAC staff before the application deadline. This is to ensure that the applicant is aware of the COP requirements and additional information that is needed.

### *Review Panel & Selection Process*

Applications for the Cultural Organization Program 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 review panels 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 and Culture Advisory Commissioner, or other City official be a 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 including, but not limited to, recusal and disclosure provisions. Panelists should strive to avoid the appearance and risk of impropriety.

### *Tier Structure*

All COP applicants will be reviewed in tier levels based on their unrestricted operating budget from the previous year's official audited records, Form 990, or Form 990 EZ. There will be one review panel for each tier level. The tier levels are as follows:

Tier 1 – \$100,000 – \$499,999

Tier 2 – \$500,000 – \$999,999

Tier 3 – \$1,000,000 – \$4,999,999

Tier 4 – \$5,000,000 or more



## Panel Review

In lieu of in-person presentations, each applicant will be required to submit a 10-minute maximum presentational video and attend a 10-minute question and answer session via a web-meeting platform (e.g. Zoom, Microsoft Teams, etc.) with the applicant's respective panel.

Applicants may reference the FY 2021-22 COP Timeline above for a date during which the question and answer sessions for each tier will take place. A shorter 30-minute timeslot will be made available to applicants at least a week in advance of the question and answer session. During the question and answer session, applying organizations must be represented by principal representatives, e.g. the Executive Director, Artistic Director, Board President and/or a Financial Officer or other staff as determined by the organization.

## Selection

Review panel and administrative scores are forwarded to the Arts & Culture Advisory Commission for review. The Commission recommends a level of funding for each organization taking into consideration the scoring, prior year funding, funding projections, contract compliance, and fiscal standing of applying organizations. **A returning COP organization whose normalized score is below 70% is only eligible to receive a maximum of 60% of their FY 2020-21 COP funding level. A new applicant whose normalized score is below 70% will not be eligible for funding in FY 2021-22.** All scores are normalized within their respective tier. Normalizing a score means each score is divided by the highest score of that tier.

The Commission's recommendation is then forwarded to the City Council through the City Manager's Office. The recommended allocation and individual contracts will receive approval or modification by the City Council in October of each year pending City of Dallas budget approval.

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

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
- Changes in scoring criteria
- Non-profit status requirements
- Status as a Dallas-based organization or artist
- Changes to ineligible activities

## Scoring

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

## Review Panel Scoring

Public Benefit (35 points) – The applicant defines its community in relation to its mission and provides programming that serves its identified audiences and promotes sustainability in the arts and culture sector of the City of Dallas.

- Creates unique or meaningful arts and cultural experiences
- Provides inviting opportunities which are accessible to the intended audience

- Meaningfully engages the community to achieve its mission
- Promotes a sustainable arts ecosystem
- Partners with Dallas-based artists or organizations
- Builds meaningful relationships with Dallas residents and community partners

**Impact (20 points)** – The applicant eliminates barriers and increases equitable access and inclusivity through mission-driven community/neighborhood programming, outreach, and involvement.

- Reflects the values of cultural equity, access, and inclusion through programming
- Invests time, resources, and programming in historically underserved communities
- Elevates and expands neighborhood cultural assets
- Increases creative access, awareness, and appreciation in neighborhoods across Dallas
- Involves, represents, and centers people and communities most impacted by racism and other forms of discrimination

**Overall (15 points)** – The overall evaluation of the applicant.

- Clarity of application
- Ability to execute and deliver proposed services
- Supplemental materials enhance the overall application
- Clearly defined organizational goals
- Plans to monitor organizational success
- Marketing and communication strategies show an understanding of audiences

### *OAC Administrative Scoring*

**Contract Compliance & Financial Viability (10 points)** – the organization has shown the capacity to comply with COP monthly reporting and financial audit submission requirements that are required by the COP contract (measured from the prior complete fiscal year). The organization has sound financial viability in fundraising/development and unrestricted net assets (measured from the organization’s most recent audit).

#### **4 Points:** Monthly Reports (returning applicants only)

- 4 = 10 to 12 reports submitted on time
- 2 = 7 to 9 reports submitted on time
- 0 = 6 or fewer reports submitted on time

**2 Points:** Audit submitted by deadline (returning applicants only) – For organizations participating in FY 2020-21 COP, 2020 audit submissions will be due May 31, 2021, without any “late penalty.” Otherwise stated, if the organization’s 2020 fiscal year ended on or before November 30, 2020, the organization will have until May 31, 2021, to submit the finalized audit without penalty.

**NOTE:** For a returning organization, whose fiscal year ends after December 1, 2020, the organization will revert to the original audit submission deadline of 180 calendar days [6 months] after close of the fiscal year.

- 2 = Audit submitted on time
- 0 = Audit submitted after deadline

**6 points: Prior Contract Compliance (new applicants only)** – The applicant has successfully been recommended for funding and executed a contract maintaining full compliance for either a contracting project-based funding program

or Community Artist Program (CAP) in FY 2018-19 or FY 2019-20. If the applicant was recommended for funding for ArtsActivate 2020 and the project was extended through FY 2020-21, an executed contract amendment will count in lieu of a final report at the time of application submission. Final acceptance into FY 2021-22 COP will be contingent upon completion of the extended contract and compliance.

- 6 = Recommended for funding and maintained contract compliance
- 0 = Not recommended for funding or did not maintain contract compliance

**2 Points: Fundraising Expense Percentage** – Percentage of sum of fundraising/development expenses to sum of fundraising/development revenues.

- 2 = Ratio less than 20%
- 1 = Ratio between 20% and 40%
- 0 = Ratio more than 40%

**2 Points: Average Days Cash on Hand** – The applicant's average days cash on hand, based most recent Form 990 or Form 990 EZ, calculated by dividing the average of cash and cash equivalents over the year, including savings & temporary investments, by the average monthly expense for the most recent year. Depreciation, depletion, and amortization are excluded from calculation of average monthly expenses.

Form 990 EZ – Average of Line 22A and Line 22B divided by Line 17 minus any non-cash expenses as detailed in Schedule O

Form 990 – Average of Part X, Line 1A plus 2A and Line 1B plus 2B divided Part IX, Line 25A minus Line 22A and any other non-cash expenses

- 2 = 60 days or more cash on hand
- 1 = 30 – 59 days cash on hand
- 0 = less than 30 days cash on hand

**Organization Program Management (8 points)** – Organization has performed in a reliable manner in the past in terms of contract sustainability. Special consideration will be taken for organizations going dramatically over their proposed number on an individual basis. Calculations based on proposed numbers in the FY 2019-20 COP contract Scope of Services versus actual reported FY 2019-20 numbers by the organization through the monthly reports.

**4 points: Organization Projection Matrix** – The organization has completed and submitted the matrix provided by OAC staff to show projections in organization management.

- 4 = Applicant has submitted a fully completed matrix
- 2 = Applicant has submitted a partially completed matrix
- 0 = Applicant has not submitted the matrix

**2 points: Safe Workplace Policy** – Per the City of Dallas Cultural Policy as adopted November 28, 2018, organizations receiving operational support through COP must have board-approved safe workplace policies (including, but not limited to, anti-discrimination and anti-harassment policies).

- 2 Points = Organization has completed and published their board-approved policy
- 0 Points = Organization has not completed and published their board-approved policy

**2 points: Organization Board Governance** – Organization has “give or get” policy with board of directors. In the most recently completed fiscal year, what percentage of board members contributed either by personal donation or securing predetermined funding from a third party for the organization.

2 = 90% - 100% board participation in “give or get” policy

1 = 75% - 89% board participation in “give or get” policy

0 = Less than 75% board participation in “give or get” policy

#### **Adherence to Cultural Policy Diversity Criteria (12 points)**

**5 points: Board Diversity** – Per the City of Dallas Cultural Policy as adopted November 28, 2018, the following 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 FY 2021-22 COP Application)

Points	Tier 1	Tier 2	Tier 3	Tier 4
5	10% or more	10% or more	20% or more	30% or more
3	3% - 9%	3% - 9%	6% - 19%	10% - 29%
0	2% or less	2% or less	5% or less	9% or less

**5 points: Staff Diversity** – While the Cultural Policy does not set specific goals for staff diversity, the OAC 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. Because organizations in Tier A and Tier I generally do not have significant numbers of staff, they are exempt from staff diversity goals.

Points	Tier 1	Tier 2	Tier 3	Tier 4
5		10% or more	20% or more	30% or more
3		3% - 9%	6% - 19%	10% - 29%
0		2% or less	5% or less	9% or less

**2 points: Equity, Diversity & Inclusion Policy** – Per the City of Dallas Cultural Policy as adopted November 28, 2018, organizations receiving operational support through COP must have measurable goals related to equity, diversity and inclusion that are board-approved and published on the organization’s website.

2 Points = Organization has completed and published their board-approved policy

0 Points = Organization has not completed and published their board-approved policy

## Compliance

COP contracts require compliance for the entirety of the contract period (October 1, 2020 – September 30, 2021). Any major contract compliance issues such as current audits not being received, or other similar items will be presented to the Allocations Committee to recommend a course of action to be taken. This will then be presented to the full Arts and Culture Advisory Commission for recommendation of funding continuation.

To maintain compliance, organizations must provide the following:

### Financial Reports

An annual financial report must be submitted to the OAC no later than six months after the completion of the organization's fiscal year. Depending on an organization's operational budget size, the organizations will submit a third-party financial audit, a Form 990, or a Form 990-EZ (see table below). Failure to meet a financial report submission deadline may result in the withholding of contract payments.

Budget Size	Financial Report Type
\$100,000 - \$199,999	Form 990-EZ, Form 990, or Financial Audit
\$200,000 - \$499,999	Form 990 or Financial Audit
\$500,000 or more	Financial Audit

### Monthly COP Reports

A monthly report listing Dallas activities and programs presented by the organization, the total attendance at each activity and supporting information must be submitted by the 15th day of each month (reporting the prior month's activities) to OAC.

### Final Report

A final evaluation report summarizing activities for the contract period must be submitted to OAC by October 31, 2022. Failure to submit the report in a timely manner or submission of an incomplete report may result in delayed payment or non-payment of the final contract installment as well as payment on future contracts. This online form can be found on the COP page at [dallasculture.org](https://dallasculture.org).

### Business Inclusion and Development: Minority and Women-Owned Business Enterprises

It is the policy of the City of Dallas to use qualified Minority and Women-Owned Business Enterprises (M/WBEs) to the greatest extent feasible on the City's construction, procurement and professional services contracts. The City and its contractors shall not discriminate on the basis of race, color, religion, national origin, age or sex in the award and performance of contracts. In consideration of this policy, the City of Dallas has adopted the Business Inclusion and Development Plan (BID Plan) for all City of Dallas contracts. The purpose of the Business Inclusion and Development Plan is to increase participation of M/WBEs in City procurement and contracting opportunities. And to develop the local business base through the award of contracts and purchases to locally owned businesses. Under the BID Plan, bidders/proposers are required to sign an affidavit agreeing to comply with the City's BID Plan.

The BID Plan shall apply to all City contracts for the procurement of construction, architectural and engineering, goods, other services and professional services, with emphasis on first tier subcontracts on City contracts over \$50,000. As a prerequisite for City Council award, the prime contractor must make a good faith effort to meet established M/WBE

subcontracting goals and if goals are not met, must demonstrate and document its good faith effort to meet the established goals.

In addition to the goal-based policy, it is the preference of the City of Dallas for the workforce of contract awardees to be reflective of the diversity of the residents of the City of Dallas.

The City reserves the right to request a company's affirmative action plan or equal opportunity plan from potential contract awardees. In addition, if the potential awardee plans to hire additional staff to complete the contract, the City reserves the right to request a local hiring plan.

### **Insurance Requirements**

Insurance requirements are included in the contract and are determined by the City of Dallas Office of Risk Management. A Certificate of Insurance (COI) must be submitted to the City whenever a policy expires and is renewed. Funds cannot be released without a memorandum of compliance from the Office of Risk Management stating the 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 Arts & Culture Advisory Commission and could result in contract termination. *(For more information on insurance requirements please see 2021-22 COP Appendix)*

### **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.

The City of Dallas logo can be downloaded from our website: [www.dallasculture.org/our-logo](http://www.dallasculture.org/our-logo).

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.”

### **Complimentary Tickets**

Cultural organizations shall make available up to four complimentary tickets per event, program, production, exhibition or other activity produced by the organization to the OAC 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. This requirement applies to organization's regular programming only and not to special fundraising events. Additionally, the organization may provide free tickets to promotional activities to the Director for distribution to the general public at various OAC facilities.

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.

## Social Media Recognition

In social media promotions related to any service funded by COP, 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: #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 #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: #dallasculture #liveart #oac

## Arts and Culture Advisory Commission Liaison

Funded COP organizations will be assigned a liaison from the Arts and Culture Advisory Commission whose duties will be outlined per organization needs. The liaison assignment will depend on the availability of the Commissioners.

## Probation

Organizations that fail to provide contractual services or meet program eligibility and reporting requirements may be in default of contract and may be placed on probation. Failure of an organization to satisfactorily address the City’s concerns within a period of the probation may result in a recommendation of “no funding” for the next fiscal year.

## Revisions

Once the contract has been signed, any changes in the project (either programmatic or financial) must be approved in advance by the Director of the Office of Arts and Culture and may require a formal amendment. The contractor must submit a written request for approval of any changes.