



- The meeting has not yet begun
- Commissioners have been muted upon entry to minimize excess “noise”
  - If Commissioners dial in, the host will unmute you but please mute yourself from your end to minimize noise disruptions
  - Public speakers will be unmuted following the Call to Order from the Chair
- The meeting will begin once we have reached quorum and the Chair calls the meeting to order
- Please refrain from discussing any business before the meeting has been called to order





**City of Dallas**

# **Arts and Culture Advisory Commission Briefing**

**February 25, 2021**

Office of Arts and Culture  
City of Dallas

# Agenda



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





## **IN 2020, DEEP VELLUM**

- Published 17 works
- Raised \$20,000 in relief funds for Texas writers
- Acquired world-renowned nonprofit publishing house Dalkey Archive Press
- Collaborated with Teatro Dallas to create the first stage adaptation of one of our titles

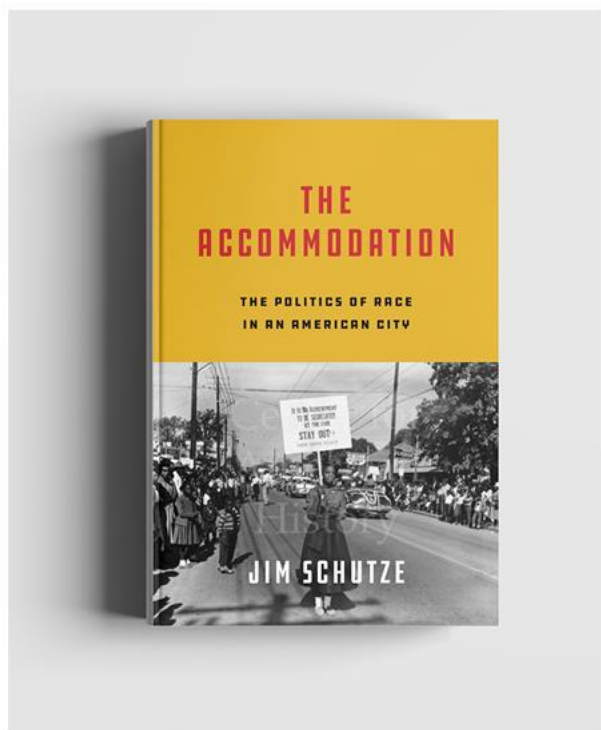


## **IN 2021, DEEP VELLUM**

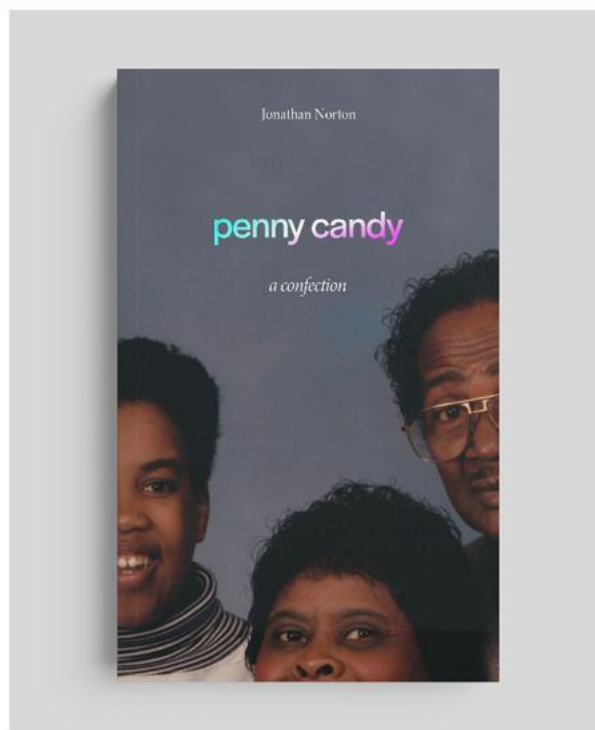
- Will publish 50 works
- Expand our event programming to reach more Dallas communities with limited access to the independent publishing world
- Initiate new collaborations with the Dallas Historical Society, UTD, Ignite/Arts, Friends of the Dallas Public Library, and others



# IN 2021, DEEP VELLUM WILL PUBLISH MORE DALLAS TITLES



*The Accommodation*, Jim Schutze



*penny candy*, Jonathan Norton



*Welcome to Midland*, Logen Cure

# OUR LONG-TERM VISION: A COMPREHENSIVE LITERARY ARTS CENTER

- Deep Vellum Publishing
- Event Space / Classroom
- Writers' Studios
- Bookstore
- Book Art Makers' Space
- Café

ARTS ENTERTAINMENT > BOOKS

## Deep Vellum dreams of 'literary arts center' that city's readers and writers can call home

The publisher calls for a physical space where programs like those at its bookstore can get a bit more elbow room.



Will Evans, executive director of Deep Vellum Publishing (Lynda M. Gonzalez / Staff Photographer)

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# Cultural Organizations Program (COP)



- COP is the cultural support program through which OAC provides support to established Dallas-based nonprofit arts and cultural organizations and institutions for general operating expenditures, including artistic and administrative expenses, directly related to a year-long program of events for the benefit of Dallas residents and visitors
  - Program eligibility and review criteria are published annually
  - A review panel approach evaluates and scores applications
  - The Allocations Committee and full Arts and Culture Advisory Commission make funding recommendations based on panel and administrative scores
  - Contracts are awarded annually for a 1-year term
- The program falls under the Organizational Support category of Cultural Support Programs in the Cultural Policy



# FY 2021-22 COP Timeline/Schedule



- Pushed back application timeline to summer 2021 to allow applicants more time to plan for their 2021-22 season of events
- Allows OAC staff to adequately prepare for new virtual panel process and provide quality engagement for new and returning applicants

	Date	Event
Guidelines	February 4, 2021	Allocations Committee briefing and recommendation of guidelines
	February 25, 2021	Arts and Culture Advisory Commission briefing and recommendation of guidelines
	March 24, 2021	City Council vote on guidelines
	April 1, 2021	FY 2021-22 COP Guidelines Posted
Application and Allocation	<b>May 3, 2021</b>	<b>FY 2021-22 COP Online Application Opens</b>
	<b>June 14, 2021</b>	<b>FY 2021-22 COP Application Closes at 11:59 PM</b>
	June 25-July 26, 2021	Virtual Panel Review
	June-August 2019	COP Application Review/Funding Levels – Allocations Committee
	September 2019	COP funding recommendations made by Arts & Culture Advisory Commission and approved by City Council



# Eligibility and Compliance



- Applications from new organizations will be accepted and considered, unlike in FY 2020-21 (current year)
  - New organizations may be included in FY 2021-22 COP pending budget availability
- Financial report requirements relaxed to allow smaller organizations to submit Form 990 (federal tax filing) instead of audited financial statements
  - Aligns with best practices, responds to organization requests for flexibility
  - Lowers barriers to entry and helps advance equity for COP
  - May help increase the percentage and number of ALAANA organizations funded through COP
  - Other City departments are looking at audit requirements with an eye towards equity, but most do not contract with smaller non-profits

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
Any organization with a multi-year OAC facility agreement	Financial Audit



# Virtual Panel Review Process



- Allocations Committee and OAC staff recommend maintaining a high level of panel engagement in the virtual panel review process
- Applicants will submit a 10-minute presentational video in lieu of an in-person presentation
- The review panels will meet for a question-and-answer session with their tier's applicants
- The review panel will have 10 minutes to ask questions
  - Previous in-person panels allotted 10 minutes for presentation and 10 minutes for Q&A

Tier	Organizational Budget
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





# Scoring



Maximum score of 100 points split 70/30 between review panel and OAC Administrative Score as has been the case since FY 2018-19.

Review Panel Scores (70 points) - categories updated to align better with public benefit and away from quality and merit (similar changes made to ArtsActivate)

- 35 points: Public Benefit (formerly Quality of Services)
- 20 points: Impact (formerly Impact of Community Programming and Neighborhood Outreach)
- 15 points: Overall Evaluation

OAC Administrative Scores (30 points) – major categories remain the same; minor adjustments to financial criteria and services/attendance performance responding to fiscal and operational forecasting realities due to the pandemic

- 10 points: Contract compliance and financial viability
- 8 points: Organization program management
- 12 points: Adherence to Cultural Policy diversity goals



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# Cultural Plan Task Force



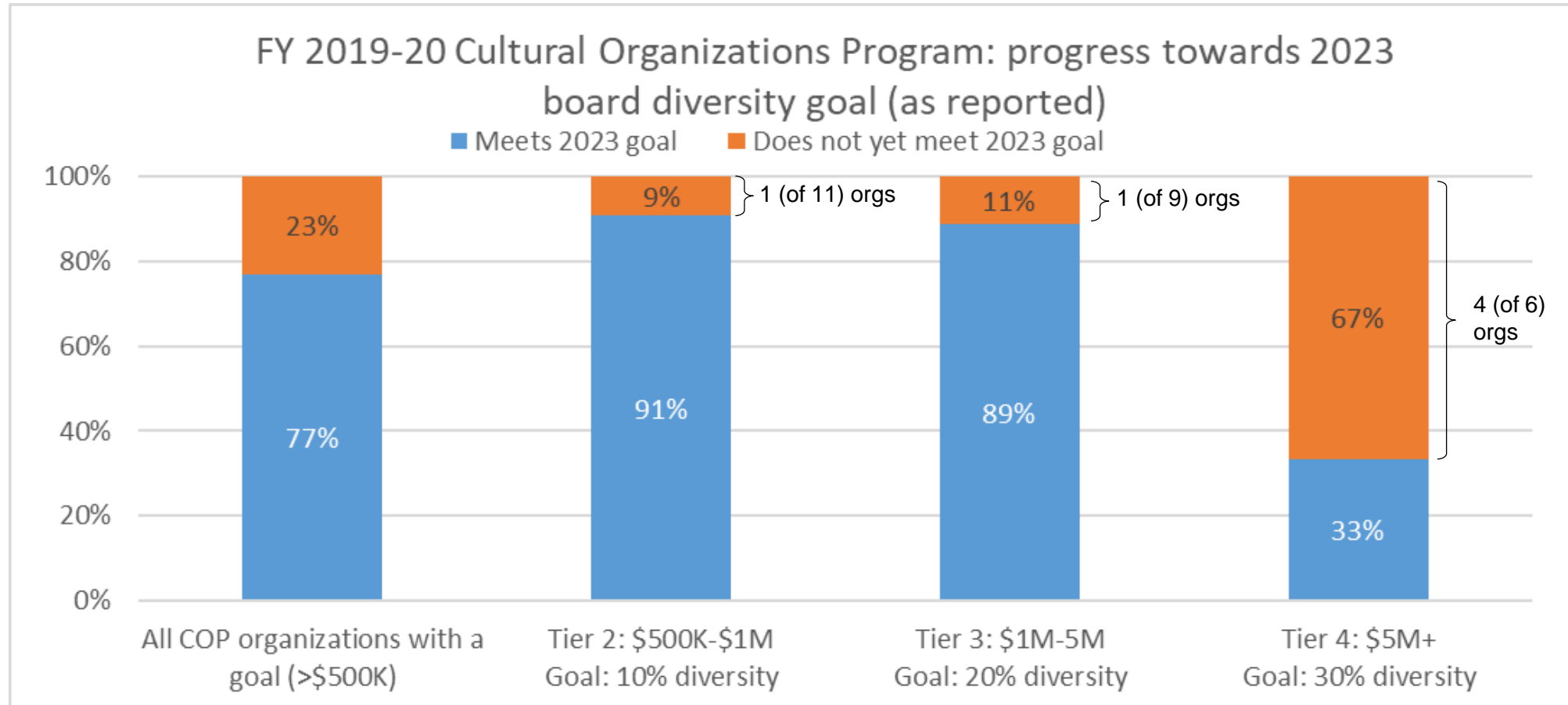
- Ad hoc Cultural Plan Task Force of seven Commissioners was working towards the November 2020 update in the face of COVID-19 and systemic racism
- As follow-up to January's Commission meeting, the task force met to discuss COP board diversity progress towards 2023 goals and the small arts organization liaison "ask" of Commissioners
- Ad hoc task force's work will continue through regular Cultural Plan updates to the full Commission on the agenda
  - Enables all Commissioners and interested members of the public to engage and give input
  - Enables visibility for ongoing work and counters historical "burying" of work in committees/Task Forces
- Allocations and Public Art Committees will continue as the standing committees of Commission as relates to ongoing funding/contract recommendations which are subsequently brought to Commission



# Recap: FY 2019-20 COP Board Composition



- 77% of COP organizations (20 out of 26) have achieved or surpassed the 2023 board goal (vs. 62% in FY 2017-18)



\*Note: Tier 1 (under \$500K) does not have a board diversity goal; ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the Cultural Policy.

# FY21 COP Orgs not yet meeting 2023 goal



- FY 2021 data was collected in May 2020 during FY 2021 application cycle
- Tier 4 Organizations (\$5M+ annual operating budget, 30% goal)
  - Dallas Museum of Art - board is now 30% ALAANA
  - Perot Museum – 22% diversity means they need 3 additional diverse board members needed to meet the goal by 2023
  - Dallas Theater Center – current board has 60 members, of which 25% are ALAANA
  - The Dallas Opera – at only 3% diversity, the Opera will need 17 diverse board members
- Tier 3 Organization (\$1-5M annual operating budget, 20% goal)
  - The Black Academy of Arts and Letters – at 13% diversity, TBAAL will need 1 more diverse board member to meet goal
- Tier 2 Organization (\$500K - \$1M annual operating budget, 10% goal)
  - African American Museum – at 6% board diversity, AAM will need 2 more diverse board members to meet goal





# Small Art Organization Liaisons



- Commission previously briefed in November on the “call” for Commission liaisons to small, non-COP organizations to increase visibility of organizations and “formalize” the relationship with these groups
- Five Commissioners expressed interest in working with small art organizations: Vicki Meek, Priscilla Rice, Brad Spellicy, Mickie Bragalone, and Victoria Ferrell Ortiz
- Criteria would be similar to that of OAC October focus groups, with emphasis towards ALAANA groups (approx. 24 groups):
  - Non-profit 501(c)(3) organizations with arts-based missions
  - Successful past contracts with OAC or ongoing partnerships through one of the cultural centers or venues
  - Leader has expressed interest in deepening relationship with OAC and currently has or has potential for year-round season of cultural programming
- Commissioners would be asked check in with groups regularly, attend/view programming, and to submit liaison reports similar to COP liaison reports



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# Federal Shuttered Venue Operator (SVO) Grants



- Recap: The second round of Federal COVID relief included an appropriation for \$15 billion for Small Business Administration (SBA) grants of up to \$10 million to small live entertainment venues and related small businesses
  - The effort was commonly referred to as "Save our Stages"
  - Eligible businesses include concert venues, movie theaters, museums, and live venue operators and producers
  - Entities owned by state and local governments are eligible if they have less than 500 employees (such as the Moody Performance Hall and Majestic Theater)
- SBA has published updated FAQ's on their website but no updates have yet been shared on when applications will open
- Given the slight delay in applications, several Dallas arts organizations have opted to pursue a 2nd PPP loan rather than wait to apply for SVO grant funds, but the City of Dallas will definitely apply for SVO



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# Arts Month 2021 Preview:



- Hybrid virtual and in-person events
- OAC contributions
  - Video Release (launch) – 3/31
  - ART 214 citywide exhibit – opens 4/3
  - CAP Showcases – 4/16-18 & 4/25
  - Creative Conversation – 4/26
- Other Events
  - Arts District Block Party – 4/16
  - EarthX & USA Film Festivals 4/16 – 4/28
  - Virtual Arts Advocacy Day – 4/20
  - All events compiled at [www.dallasartsmonth.com](http://www.dallasartsmonth.com)





# Safe Opening Procedures – By Appointment Gallery Exhibits



## Appointment

02/26/2021



February



2021



SUN MON TUE WED THU FRI SAT

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Friday, February 26



3:00 PM

3:30 PM

4:00 PM

4:30 PM

5:00 PM

5:30 PM

6:00 PM

6:30 PM

America/Chicago (GMT-06:00)

By submitting this appointment form, you, and everybody who is part of your visiting group, agree to comply with all the health and safety requirements and gallery visit guidelines described at <https://bathhouse.dallasculture.org/appointments/>

FEB 13, 2021 (2-2:30 PM)

**Reserved – Ashmore – 4**

FEB 13, 2021 (2:30-3 PM)

FEB 13, 2021 (3-3:30 PM)

**Reserved – Maurer – 3**

FEB 13, 2021 (3:30-4 PM)

**Reserved – Gibson – 2**

FEB 13, 2021 (4-4:30 PM)

FEB 13, 2021 (4:30-5 PM)

FEB 13, 2021 (5-5:30 PM)

**Reserved – Black – 2**

FEB 13, 2021 (5:30-6 PM)



# Safe Opening Procedures – By Appointment Gallery Exhibits



- There is a limit of up to 5 people in the building per visit.
- Food and beverages are not allowed in the building.
- Visitors will only have access to the public exhibition spaces, lobby and restrooms. Other parts of the building, including staff offices, will be off-limits.
- Visitors will use the front lobby entrance to enter and exit the building. In case of an emergency, the other exits can be used.
- All visitors, two years of age and older, are required to wear protective masks at all times while in the building. Hand sanitizer will be available at the check-in table.
- Visitors must observe physical distancing of 6 feet with the staff and with individuals outside of their party.
- The center and custodial staff will clean common touch points before and after each visit.
- Patrons who have tested positive for COVID-19, or those who suspect that they have been exposed to an individual with the virus or are feeling ill must cancel or postpone their visits.
- When guests have completed their visits, the staff will walk them to the exit and limit unnecessary access to other parts of the building.



# Looking Ahead



- City Council:
  - March 23 – Quality of Life Committee: DMA Strategic Plan Briefing
- Commission and Committees:
  - March 2 – Public Art Committee
  - March 4 – Allocations Committee
  - March 25 – Arts and Culture Advisory Commission Meeting (\*\*4th Thursday due to Spring Break\*\*)



# Appendix



# Small Arts Organization Focus Groups



## Wednesday, Oct 21 Leaders

- Alegre Ballet Folklórico – Pedro Perez
- Artstillery – Ilknur Ozgur
- Beckles Dancing Company – Loris Anthony Beckles
- Ollimpaxqui Ballet – Eduardo Gutierrez
- Teatro Flor Candela – Carmela Lamberti
- The Flame Foundation – Delilah Buitron
- Verdigris Ensemble – Sam Brukhman

## Monday, Oct 26 Leaders

- B. Moore Dance - Bridget Moore
- Bandan Koro African Drum and Dance Ensemble – Tony Browne
- Color Me Empowered – Kristen Rice
- Deep Vellum Publishing – Will Evans
- Indian Cultural Heritage Foundation – Suma Kulkarni
- TMJ Dance Project – Terrance Johnson

## Invited but unable to attend

African American Repertory Theater, American Baroque Opera Company, Avant Chamber Ballet, Dark Circles Contemporary Dance, DFW Play, Indique Dance Company, Jazz Becuzz, Soul Rep Theater Company, Spark, Swan Strings, and The Cedars Union





# OAC Administrative Scoring (30 points)



## FY 2020-21 COP

### **Contract Compliance & Financial Viability (8 points)**

- 2 points – Monthly Reports or 2 points – IRS nonprofit letter
- 2 points – Audit submission
- 2 points – Fundraising expense percentage
- 2 points – Change in unrestricted net assets

### **Organization Program Management and Board Governance (10 points)**

- 4 points – services contract vs provided and
- 4 points – attendance projected vs actual or
- 4 points – 3-year history change in services and
- 4 points – 3-year history change in attendance
- 2 points – Board give or get policy

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

- 5 points – Board diversity
- 5 points – Staff diversity
- 2 points – Equity, diversity, and inclusion policy



## FY 2021-22 COP

### **Contract Compliance & Financial Viability (10 points)**

- 4 points – Monthly Reports and 2 points – Audit submission or 6 points – Prior contract compliance\*
- 2 points – Fundraising expense percentage
- 2 points – Average days cash on hand\*

### **Organization Program Management (8 points)**

- 4 points – Organization projection matrix\*
- 2 points – Safe workplace policy\*
- 2 points – Board give or get policy

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

- 5 points – Board diversity
- 5 points – Staff diversity
- 2 points – Equity, diversity, and inclusion policy

- Returning applicants
- New applicants

\* Updated criteria for FY 2021-22



