



FY 2021-22
CULTURAL ORGANIZATIONS PROGRAM
(COP)

Information Session

ABOUT OAC

Vision

- ▶ An equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

Mission

- ▶ 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.
- ▶ 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.

ABOUT OAC

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 citizen 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.
- ▶ 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.

CULTURAL ORGANIZATIONS PROGRAM (COP)

- ▶ COP is the organizational support program of the OAC
 - ▶ Year-round general operational support
 - ▶ Fiscal Year: October 1, 2021 – September 30, 2022
 - ▶ Funding sources
 - ▶ City of Dallas general fund
 - ▶ Hotel Occupancy Tax
 - ▶ Supports 34 cultural organizations in FY 2020-21

TIMELINE

Date	Event				
May 3, 2021	FY 2021-22 COP Online Application Opens				
June 14, 2021	FY 2021-22 COP Application Closes at 11:59 PM				
June 25 – July 26, 2021	Virtual Panel Review Period				
July 27 – 30, 2021	Web-meeting Question and Answer session				
	<table border="1"> <tr> <td data-bbox="715 582 1098 654">Tier 1 – July 27</td> <td data-bbox="1098 582 1510 654">Tier 2 – July 28</td> <td data-bbox="1510 582 1923 654">Tier 3 – July 29</td> <td data-bbox="1923 582 2341 654">Tier 4 – July 30</td> </tr> </table>	Tier 1 – July 27	Tier 2 – July 28	Tier 3 – July 29	Tier 4 – July 30
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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 1, 2022	COP orgs eligible to receive first payment*				
April 15, 2022	COP orgs eligible to receive second payment*				
October 15, 2022	FY 2021-22 COP Final Reports Due				
November 15, 2022	FY 2021-22 COP Final Monthly Report Due				

COP orgs eligible to receive final payment after FY 2021-22 Final Report, Final Monthly Report, and most recent financial audit are submitted.*

*if compliance and insurance requirements are met

ELIGIBILITY

- ▶ 501(c)(3) Non-Profit Organization
- ▶ Minimum of one paid part-time Director/Manager staff member
- ▶ Three-year operational history
- ▶ Administrative office in the City of Dallas (no PO Box)
- ▶ Minimum operational budget of \$100,000 based on prior year's actual expenses
- ▶ Complete the required financial reporting per organization budget size
- ▶ Primary focus of operation and programming in City of Dallas (min. 50%)

NEW APPLICANTS

- ▶ Those submitting a COP application for the first time
- ▶ Those who have applied for COP in the past but have not yet been funded
- ▶ Contact OAC Staff
- ▶ Be prepared to submit:
 - ▶ 501(c)(3) IRS letter of determination
 - ▶ Most recent Form 990 (Form 990 EZ) showing revenues over \$100,000

FY 2021-22 COP APPLICATION

- ▶ READ THE GUIDELINES!
- ▶ Online application found on the COP page of the dallasculture.org website
- ▶ Application Steps:
 - ▶ Main Application
 - ▶ Org info, Mission, History, Planned annual programming, etc.
 - ▶ Financial Summary and Organization Diversity
 - ▶ Events Listing
 - ▶ Supplemental Materials
 - ▶ Certification Statement

REVIEW PANEL & SELECTION PROCESS

- ▶ COP applications are evaluated by OAC staff and Panel Review
- ▶ Tier Structure
 - ▶ 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 and above
- ▶ Panel Review
 - ▶ 10-minute presentational video submitted with the application in lieu of in-person presentations
 - ▶ 10-minute Q&A session via a web-meeting
 - ▶ Organizations must be represented by principal individuals in video submission and Q&A session (e.g. Executive Director, Board President, etc.)
 - ▶ Scheduled days per tier for Q&A session in timeline presented previously, a shorter 30-minute timeslot will be made available to applicants at least a week in advance of the Q&A session.

REVIEW PANEL & SELECTION PROCESS

10

OAC staff compile scores

Allocations Committee recommendation

Arts & Culture Advisory Commission recommendation

Quality of Life, Arts & Culture Committee recommendation

City Council approval

SCORING

- ▶ Review Panel – 70 Points

- ▶ 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.

- ▶ Impact (20 Points)

- ▶ The applicant eliminates barriers and increases equitable access and inclusivity through mission-driven community/neighborhood programming, outreach, and involvement.

- ▶ Overall (15 points)

- ▶ The overall evaluation of the applicant

SCORING

- ▶ OAC Staff Administrative Scoring – 30 Points
 - ▶ Contract Compliance & Financial Viability (10 pts)
 - ▶ Organization Program Management (8 pts)
 - ▶ Adherence to Cultural Policy Diversity Criteria (12 pts)

CONTRACT COMPLIANCE & FIANANCIAL VIABILITY (10 pts)

Returning Applicants

- 4 Points: Monthly Reports
 - 4 = 10-12 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
 - 2 = Audit submitted on time
 - 0 = Audit submitted after deadline

New Applicants

- 6 points: Prior Contract Compliance
 - 6 = Recommended for funding and maintained contract compliance
 - 0 = Not recommended for funding or did not maintain contract compliance

For project-based funding or CAP for FY 2018-19 and after.
If in a current contract, COP acceptance will be contingent upon successful completion of that contract.

CONTRACT COMPLIANCE & FIANANCIAL VIABILITY (8 pts) cont.

All Applicants

- 2 Points: Fundraising Expense Percentage
 - 2 = Ratio less than 20%
 - 1 = Ratio between 20% and 40%
 - 0 = Ratio more than 40%

- 2 Points: Average Days Cash on Hand
 - 2 = 60 days or more cash on hand
 - 1 = 30 – 59 days cash on hand
 - 0 = less than 30 days cash on hand

(Details on calculation are in the guidelines)

ORGANIZATION PROGRAM MANAGEMENT (8 pts)

- 4 Points: Organization Projection Matrix
 - 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
 - 2 = Organization has completed and published their board-approved policy
 - 0 = Organization has not completed and published their board-approved policy
- 2 Points: Organization Board Governance
 - 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 (CONT.)

Board Diversity (5 points) – 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 I	Tier II	Tier III	Tier IV
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

ADHERENCE TO CULTURAL POLICY DIVERSITY CRITERIA – 12 POINTS (CONT.)

Staff Diversity (5 points) – While the Cultural Policy does not set specific goals for staff diversity, the Office of Cultural Affairs 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 I generally do not have significant numbers of staff, they are exempt from staff diversity goals.

Points	Tier I	Tier II	Tier III	Tier IV
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

ADHERENCE TO CULTURAL POLICY DIVERSITY CRITERIA – 12 POINTS (CONT.)

Equity, Diversity & Inclusion Policy (2 points) - 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

COP COMPLIANCE

- ▶ COP contracts require compliance for the entirety of the contract period (October 1, 2021 – September 30, 2022).
 - ▶ Financial Reports

Budget Size	Financial Report Type
\$100,00 - \$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 Events & Attendance Reports
- ▶ Final Report
- ▶ Business Inclusion and Development
- ▶ Minority and Women-Owned Business Enterprises (MWBE)
- ▶ Insurance Requirements
- ▶ Logo and Credit Line
- ▶ Complimentary Tickets
- ▶ Permits and permissions

THANK YOU

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