

ArtsActivate 2022 Information Session

About OAC

- The City of Dallas Office Arts and Culture (OAC)
 - established by City Council in 1989
 - works with artists, organizations, businesses, funders, and other partners to serve Dallas residents and visitors
- The OAC's core programs are:
 - Stewardship of 19 City-owned cultural venues
 - 6 managed directly by OAC staff
 - 13 managed by partner organizations
 - \$6 million in cultural support funding
 - 300+ works in the Public Art collection
 - WRR 101.1 FM, broadcasting 100 miles in every direction from Cedar Hill tower

About OAC

- Arts & Culture Advisory Commission (ACAC)
 - Established as an advisory body to the city manager and city council,
 - Make recommendations related to:
 - Establishment and implementation of cultural policies
 - Design, operation and use of city facilities devoted to the arts
 - Development of cultural programs and activities
- ACAC serves as a community advocate for arts and culture in Dallas

Dallas Cultural Plan 2018 and Cultural Policy

- Cultural Plan and Policy were unanimously approved by City Council on November 28, 2018
 - “Cultural Plan” – guiding document with big picture goals and priorities for the next 7-10 years
 - “Cultural Policy” – the approved policy guiding the OAC’s ongoing work
- Over 9,000 residents engaged in the year-long process

Development of the 2018 Cultural Plan

- What is the Cultural Plan?
 - Identifies top priorities
 - What is the cultural potential of Dallas?
 - What issues keep Dallas from reaching its cultural potential?
 - How can these be addressed?
 - Provides a blueprint for the future
 - Identifies top-tiered initiatives that Dallas as a whole is poised to launch/bolster
 - Informs an Updated Cultural Policy for the Office of Arts and Culture

Development of the 2018 Cultural Plan

nearly **9,000** Dallas residents contributing

150+ public, committee, and taskforce meetings

137 Initiatives

31 Strategies

6 Priorities

ONE Coordinated Vision for Dallas' arts and culture

- Equity
- Diversity
- Space
- Support for Artists
- Sustainable Arts Ecosystem
- Communication

Dallas Cultural Policy

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.

Dallas Cultural Policy

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.

ArtsActivate 2022

- **ArtsActivate 2022** is the project-based cultural funding program through which the City of Dallas Office of Arts and Culture will provide funding for qualifying arts and cultural projects in the City of Dallas.
- **ArtsActivate 2022** is open for proposals from non-profit arts/cultural organizations, social services organizations, individual artists, artist collectives and other eligible non-profit organizations for the 2021-22 fiscal year.
- artsactivate.com
- [#artsactivatedallas](#) [#dallasculture](#) [#oac](#) [#activarartedallas](#)

ArtsActivate 2022

- OAC's project-based cultural funding program
- Combines and replaces all previous project-based funding programs (CPP, Special support, CVP, CPF)
- Open for **three rounds**
- Applicants may apply in any and all rounds and be funded a maximum of one time
- Program budget of ~\$775,000
- Applicants completing an ArtsActivate 2020 and 2021 are eligible to apply for **ArtsActivate 2022** since we will be starting a new fiscal year
- Applicants who are currently funded in the Cultural Organizations Program (COP) for FY 2021-22 may apply if they receive less than \$100K in operating or maintenance support and that the proposed project is not currently a part of the organization's current COP scope of services.

ArtsActivate 2022 Goals:

1. Engage with the Dallas Cultural Plan 2018 and create programming to address its priorities and initiatives
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

- 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.

Definitions

Active Status Applicants

- Active Status Applicants are defined as applicants who have been recommended for funding, executed a contract with OAC, and successfully completed such contract through ArtsActivate during or after the 2019-20 fiscal year (October 1, 2019 – September 30, 2020) at the time of the application round submission deadline.

Inactive Status Applicants

- Applicants who have never received project-based funding from the Office of Arts and Culture,
- Applicants whose most recent project-based funding recommendation occurred during or prior to the 2018-19 fiscal year (October 1, 2018 – September 30, 2019), or
- Applicants who have met either criteria above and have been recommended for project-based funding during FY 2019-20 or FY 2020-21 but have not yet executed and successfully completed a contract with OAC at the time of the application round submission deadline.

ArtsActivate 2022 Timelines

Round 1

June 28, 2021

July 26, 2021

July 27, 2021 - August 27, 2021

August 30, 2021

October 1, 2021

September 15, 2022

Application Opens

Application Closes at 11:59 PM

Panel Review/Funding Level Recommendations – Allocations Committee

Funding Recommendation Notifications to Applicants

Earliest start date for contracts

Latest end date for contracts

Round 2

September 7, 2021

October 4, 2021

October 5, 2021 – November 5, 2021

November 8, 2021

January 1, 2022

September 15, 2022

Application Opens

Application Closes at 11:59 PM

Panel Review/Funding Level Recommendations – Allocations Committee

Funding Recommendation Notifications to Applicants

Earliest start date for contracts

Latest end date for contracts

Round 3

December 6, 2021

January 3, 2022

January 4, 2022 – February 11, 2022

February 15, 2022

April 1, 2022

September 15, 2022

Application Opens

Application Closes at 11:59 PM

Panel Review/Funding Level Recommendations – Allocations Committee

Funding Recommendation Notifications to Applicants

Earliest start date for contracts

Latest end date for contracts

Eligibility Requirements

Individual Artists

- Must be a resident of the City of Dallas, or
- Maintain a permanent studio/workspace in the City of Dallas
- P.O. Box does not apply

Non-Profit Organizations

- Must be a 501(c)(3) tax-exempt entity as categorized by the IRS
- Must be authorized to do business in the State of Texas
- Must have an administrative office address in the City of Dallas (P.O. Box does not apply)

ArtsActivate 2022 Guidelines

All projects must...

- Take place in the City of Dallas
 - This does not include Highland Park, University Park, or Cockrell Hill
- Align with at least one of the [ArtsActivate 2022](#) goals
- Be arts and culture related
- Have at least one in-person event that serves the intended audience
- Not start until after the respective application round earliest start date:
 - [Round 1 – October 1, 2021](#)
 - [Round 2 – January 1, 2021](#)
 - [Round 3 – April 1, 2021](#)
- Be completed by September 15, 2022

Tiers & Funding Requests

Tier	Description	Funding Request Max
Tier IA – Projects	Individual Artists – Projects	\$7,500
Tier 1	Organizations Less than \$100,000	\$10,000
Tier 2	Organizations \$100,000 - \$499,999	\$12,000
Tier 3	Organizations \$500,000 - \$999,999	\$12,000
Tier 4	Organizations \$1,000,000 or more	\$15,000

ArtsActivate 2022 Process

- Application
- Staff Review
- Panel Review
- Funding Recommendation
- Contracting Process
- Project Execution
- Final Report

ArtsActivate 2022 –Application

- Basic Applicant Info
- Intention
 - Project Proposal
 - Where reviewers should find the most compelling information
 - Project should be in the planning stage or completely planned
 - Be descriptive and give concrete details. Include – location, dates, people involved, who will it impact, ages involved, how are you going to accomplish the project
 - Have achievable goals
 - Write so anyone can understand – don't assume
 - Spell Check

ArtsActivate 2022 –Application

- Impact
 - How the project will make an impact
 - Cultural Plan Priorities
 - Marketing
 - Audience Diversity
- Project Budget
- Materials
- Risk Management Questionnaire

ArtsActivate 2022 –Application

- Project Budget

- Budget reflects the needs of the project and shows good use of City dollars
- Be sure and check the Project Guidelines – don't include items that can't be funded by OAC
 - Travel, Food/Drink, Scholarships/Awards, etc.
- OAC can only fund projects that happen in Dallas and before services have been completed
- Be sure that you are prepared for the funding coming in installments

- Revenues and Expenses

- 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
- Include insurance costs
- Be sure and show your matching funds, if any (can be in kind)
- Make sure you include your funding request

ArtsActivate 2022 – Application

Video Submission

- For this year, panel reviews will be executed remotely
- Applicants will upload 5-minute maximum video presentation with their application
- Address the following:
 - Intention – What is the project's purpose?
 - Impact – Who is benefitting from the project?
 - Overall – How will you execute the project?

ArtsActivate 2022 - Application

- Events Listing

- **All project proposal must have at least one in-person event that serves the intended audience**
- List any and all dates and events associated with your project
- Include addresses and location names if in-person
- Events listing will be used to determine the Neighborhood Typology administrative score
- Chose ideal location with at least a soft confirmation of venue availability
- If venue must change, show a good faith effort to find another venue that is in the same typology and/or serves a similar audience

- Supplemental Materials

- Uploading the right material to support your project is important – check the guidelines
- Choose strong visual pieces or YouTube clips to help support what you are planning
- Limit the number of materials – more is not always better
- Make sure that the materials relate to what you are proposing

ArtsActivate 2022 – Staff/Panel Review

- Staff review and vet applications for compliance
 - Location and time frame
 - All materials and information complete
 - Sound proposal
 - Budget in order
 - Executable project
- Panel will review both application and video submission
 - VIDEO
 - Looking for content not for production value
 - Looking for well thought out responses
 - Watching and listening for the applicant to express their passion and intent about the project
 - Panel will be instructed to stop watching at 5 minutes
 - This is not meant to be a sizzle reel

ArtsActivate 2022 – Panel Scoring

Intention (20) – What is the project's purpose?

The project creates and provides unique 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 residents 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

ArtsActivate 2022 – Panel Scoring

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

ArtsActivate 2022 – Panel Scoring

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

ArtsActivate 2022 – Admin Scoring

OAC Administrative Scoring – Individual Artists

- Date & Venue Availability Confirmation (5 points)
 - 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

ArtsActivate 2022 – Admin Scoring

OAC Administrative Scoring – Organizations

- Board & Staff Diversity (5 points)
 - Board Diversity (2.5 points)

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)

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

ArtsActivate 2022 – Admin Scoring

Application and Contracting Compliance (5 Points) – Inactive status applicants have completed the guidelines and compliance assessment, or active status applicants have shown the capacity to comply with previous contracting and reporting deadlines and requirements (refer to the [Inactivate Status Applicants](#) and [Activate Status Applicants](#) definitions). Contracts or projects cancelled with approval by OAC staff due to COVID-19 will not be considered in relation to this scoring criteria. Such applicants shall consider themselves Inactive or Activate Status applicants as if such project or contract had not existed.

5 Points: ArtsActivate 2022 Guidelines and Compliance Assessment (Inactive Status Applicants)

5 = Completed assessment with 100% accuracy

0 = Failed to complete assessment with 100% accuracy

5 Points: Contract Compliance (Activate Status 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

ArtsActivate 2022 – Admin Scoring

- Project Budget Support (5 points)
 - Applicant shows percentage of financial support in total proposed project in comparison to the requested funding amount from OAC. This includes in-kind contribution

Individual Artists

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%

Organizations

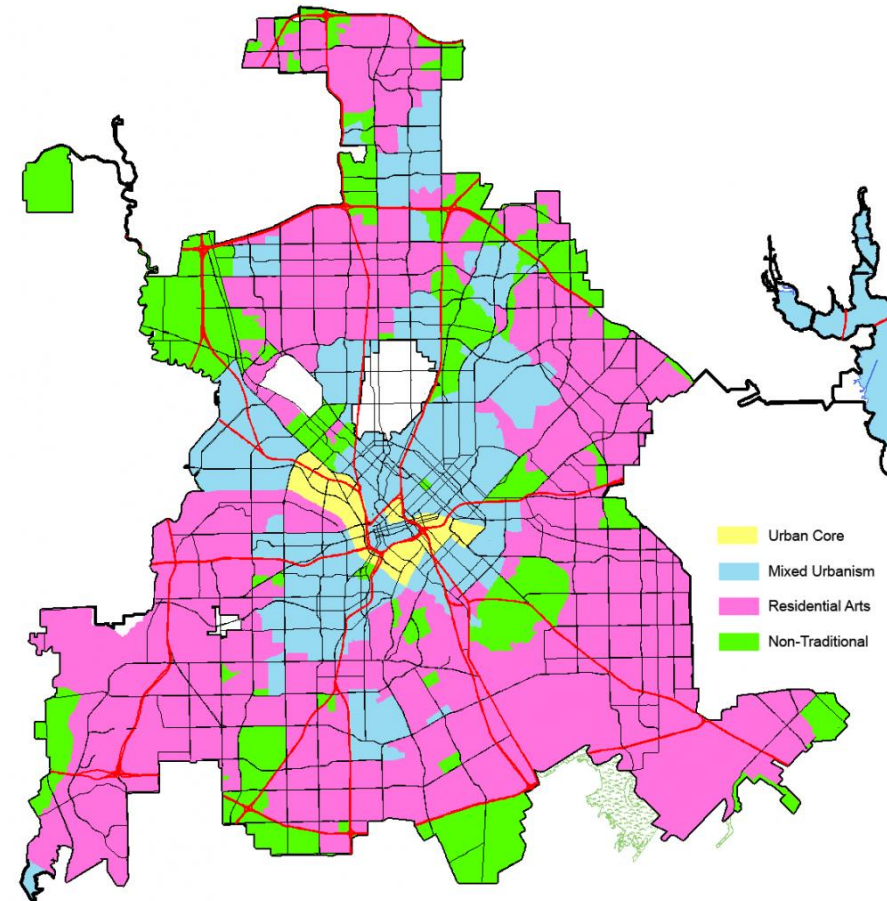
Points	Percent of Support
5	50% or more
4	40% - 49%
3	30% - 39%
2	20% - 29%
1	10% - 19%
0	Less than 10 %

ArtsActivate 2022 – Admin Scoring

- Neighborhood Typologies (10 points)
 - Applicant 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.

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

- All project proposals must have at least one in-person event that serves the intended audience.



ArtsActivate 2022 – Admin Scoring

- 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.

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

Cultural Plan Priorities Example

Pleasant Grove Spoken Word Workshop Series

An artist would like to present a free workshop series in the Pleasant Grove Library. This workshop series would teach about writing and spoken word to help local residents express themselves and find a stronger sense of identity and pride in their neighborhood. The workshop series ends with a public performance of the works created by the participants in Pleasant Grove.

- Equity
 - Improve equity citywide through expanded and adapted programmatic offerings

Cultural Plan Priorities Example

Pleasant Grove Spoken Word Workshop Series

1. The project will take place in Pleasant Grove and culminate in a final performance for the residents of that neighborhood.
2. The project addresses equity.
3. This project improves upon the priority of equity through addressing a historically underserved neighborhood in Dallas. The project brings free literary programming directly to the local residents of Pleasant Grove presenting a program tailored directly for them. The workshops will allow for the building of relationships between the residents and garner a stronger voice and sense of pride to the neighborhood.

Cultural Plan Priorities Example

Pleasant Grove Spoken Word Workshop Series

1. The project will take place in Pleasant Grove and culminate in a final performance for the residents of that neighborhood.
 - Somewhat supports (3 points)
2. The project addresses equity.
 - Does not support (0 points)
3. This project improves upon the priority of equity through addressing a historically underserved neighborhood in Dallas. The project brings free literary programming directly to the local residents of Pleasant Grove presenting a program tailored directly for them. The workshops will allow for the building of relationships between the residents and garner a stronger voice and sense of pride to the neighborhood.
 - Clearly supports (5 points)

Cultural Plan Priorities Example

Oak Cliff Mural Project

An organization would like to leverage its resources to bring together Latinx visual artists from Oak Cliff to create a collaborative mural to celebrate the multicultural heritage and impact of the Latinx community in the Oak Cliff neighborhood.

- Support for Artists
 - Maintain the cultural integrity of neighborhoods and address gentrification across the city in partnership with artists living in those areas

Cultural Plan Priorities Example

Oak Cliff Mural Project

1. In light of the rapid development and gentrification of Oak Cliff, this mural project brings together a group of Latinx visual artists from Oak Cliff and provides them the opportunity to use their talents and experience to collaborate on a mural project that will help highlight the cultural contributions that the Latinx community has made in the Oak Cliff area.
2. The project will give Oak Cliff artists work to address gentrification in the area.
3. We are hiring artists to do a mural project in Oak Cliff.

Cultural Plan Priorities Example

Oak Cliff Mural Project

1. Considering the rapid development and gentrification of Oak Cliff, this mural project brings together a group of Latinx visual artists from Oak Cliff and provides them the opportunity to use their talents and experience to collaborate on a mural project that will help highlight the cultural contributions that the Latinx community has made in the Oak Cliff area.
 - Clearly supports (5 points)
2. The project will give Oak Cliff artists work to address gentrification in the area.
 - Somewhat supports (3 points)
3. We are hiring artists to do a mural project in Oak Cliff.
 - Does not support (0 points)

Contracting with the City of Dallas

Contracts

- Vendor with the City
- Scope of Work (SOW)
- Deliverables
- INSURANCE →
- Signatures of Artist or Org, City Manager, City Attorney
 - Electronic signatures
- Approved by Purchasing
- Permits

Insurance

- Working with kids or seniors
- Working with anything that could cause injury or harm
- Some type of coverage for most projects
- Possible background check
- Risk Management
- Certificate of Insurance (COI)
- Insurance Requirements
- Include in your budget

ArtsActivate 2022 Final Report

- Every funding project must complete a final report as a part of their contract
- Comprehensive Evaluation
 - Event Summary
 - Services not provided
 - Events & Attendance
 - Demographics

Invoicing/Payments

- Once **ArtsActivate 2022** contracts are executed, you become eligible to receive payments.
- The City of Dallas operates under the Net 30 premise, which means that it could take 30 days for your invoice to pay out.
- Invoices are submitted for services rendered and cannot be paid in advance of services.
- Based on your scope of services, you will need to provide verification of completion of certain deliverables (services) before invoices can be submitted for payment.
- As a means of checks and balances, submitted invoices must be reconciled, reviewed, and approved before submitted for payment to the City's Controller's Office.

Invoicing/Payments

- Examples of items which may delay your payment:
 - Contract execution delays
 - Scope approval, insurance requirements, etc.
 - Timeliness of invoice submission
 - Accuracy of invoice info
 - Addresses!!!
 - Data entry errors
 - U.S. Postal Service
 - Etc.

Thank you!

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