FY 2022-23
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, 2022 – September 30, 2023
  - Funding sources
    - City of Dallas general fund
    - Hotel Occupancy Tax
  - Supports 43 cultural organizations in FY 2021-22
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>March 1, 2022</td>
<td>FY 2022-23 COP Online Application Opens</td>
</tr>
<tr>
<td>April 11, 2022</td>
<td>FY 2022-23 COP Application Closes at 11:59 PM</td>
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<tr>
<td>April 15 – May 16, 2022</td>
<td>Virtual Panel Review Period</td>
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<tr>
<td>May 17- May 20, 2022</td>
<td>Web-meeting Question and Answer session</td>
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<tr>
<td>June – September 2022</td>
<td>Tier 1 – May 17 Tier 2 – May 18 Tier 3 – May 19 Tier 4 – May 20</td>
</tr>
<tr>
<td>June – September 2022</td>
<td>COP Application Review/Funding Levels – Allocations Committee; COP funding recommendations made by the Arts &amp; Culture Advisory Commission</td>
</tr>
<tr>
<td>October 2022</td>
<td>COP funding recommendations approved by City Council; initiation of COP contract execution</td>
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<tr>
<td>January 1, 2023</td>
<td>COP orgs eligible to receive first payment*</td>
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<tr>
<td>April 15, 2023</td>
<td>COP orgs eligible to receive second payment*</td>
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<tr>
<td>October 15, 2023</td>
<td>FY 2022-23 COP Final Monthly Reports Due</td>
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<tr>
<td>October 31, 2023</td>
<td>FY 2022-23 COP Final Report Due</td>
</tr>
<tr>
<td>COP orgs eligible to receive final payment after FY 2022-23 Final Report, Final Monthly Report, and most recent fiscal year’s financial reports are submitted.*</td>
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*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 as an arts or cultural organization
- 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* Board-approved Equity, Diversity, and Inclusion Policy on the website and a Board-approved Safe Workplace Policy – previously was optional but part of administrative scoring
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
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 Cultural Data Profile
- Organization Diversity
- Events Listing
- Supplemental Materials
- Certification Statement
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

- OAC staff compile scores
- Allocations Committee recommendation
- Arts & Culture Advisory Commission recommendation
- Quality of Life, Arts & Culture Committee recommendation
- City Council approval
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.

Access & Impact (20 Points)

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

Organizational Capacity (15 points)

- The evaluation of the organization’s ability to successfully plan for and manage its proposed services and audience.
SCORING

OAC Staff Administrative Scoring – 30 Points

- Contract Compliance & Financial Viability (10 pts)
- Organization Program Management (10 pts)
- Adherence to Cultural Policy Diversity Criteria (10 pts)
CONTRACT COMPLIANCE & FINANCIAL 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: Financial Report submitted by deadline
  - 2 = Financial report submitted on time
  - 0 = Financial Report 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 ArtsActivate or CAP for FY 2019-20 and after. If in a current contract, COP acceptance will be contingent upon successful completion of that contract.
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 (10 pts)

• 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
ORGANIZATION PROGRAM MANAGEMENT (10 pts) – NEW FOR FY22-23

• 4 Points: SMU DataArts Cultural Data Profile*
  - 4 = Applicant has completed a three-year history CDP
  - 2 = Applicant has completed a one-year history CDP
  - 0 = Applicant has not completed a CDP

• 4 Points: Organization Employee Pay
  - Organization provides at a minimum, a living wage to all full and part time employees as aligned with the City of Dallas living wage rage of $15.21 per hour.

<table>
<thead>
<tr>
<th>Points</th>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
<th>Tier 4</th>
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<tbody>
<tr>
<td>4</td>
<td></td>
<td></td>
<td>$15.21 or more</td>
<td>$15.21 or more</td>
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<tr>
<td>3</td>
<td></td>
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<td>$12.61-$15.20</td>
<td>$12.61-$15.20</td>
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<tr>
<td>2</td>
<td></td>
<td></td>
<td>$10.00-$12.60</td>
<td>$10.00-$12.60</td>
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<tr>
<td>0</td>
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<td></td>
<td>$9.99 or less</td>
<td>$9.99 or less</td>
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FAQ for CDP

- Is the deadline flexible?
  - Yes – we will need at least 1 year by application deadline, you have until June 30, 2022 for all three if you’d like full points

- Is it free for arts organizations to create a CDP and to run the report?
  - Yes

- Who can I contact for help?
  - SMU Data Arts provides a help line from Monday-Friday, 9am-7pm Eastern at the following links:
    - Email: help@culturaldata.org
    - Phone: 877-707-DATA (877-707-3282)

- What report do we pull? Annual report
  - Article: SMU DataArts Analytic Reports (force.com)
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 2022-23 COP Application)
ADHERENCE TO CULTURAL POLICY
DIVERSITY CRITERIA – 10 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.

<table>
<thead>
<tr>
<th>Points</th>
<th>Tier I</th>
<th>Tier II</th>
<th>Tier III</th>
<th>Tier IV</th>
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<tbody>
<tr>
<td>5</td>
<td>-</td>
<td>10% or more</td>
<td>20% or more</td>
<td>30% or more</td>
</tr>
<tr>
<td>3</td>
<td>-</td>
<td>3% - 9%</td>
<td>6% - 19%</td>
<td>10% - 29%</td>
</tr>
<tr>
<td>0</td>
<td>-</td>
<td>2% or less</td>
<td>5% or less</td>
<td>9% or less</td>
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COP COMPLIANCE

- COP contracts require compliance for the entirety of the contract period (October 1, 2022 – September 30, 2023).
  - Financial Reports

<table>
<thead>
<tr>
<th>Budget Size</th>
<th>Financial Report Type</th>
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<tbody>
<tr>
<td>$100,00 - $199,999</td>
<td>Form 990-EZ, Form 990, or Financial Audit</td>
</tr>
<tr>
<td>$200,000 - $499,999</td>
<td>Form 990 or Financial Audit</td>
</tr>
<tr>
<td>$500,000 or more</td>
<td>Financial Audit</td>
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</table>

- 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
- *new* Commission Liaison board meetings
THANK YOU

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