Cultural Organizations Program (COP)
Information Session
FY 2023 – 2024

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Office of Arts & Culture
City of Dallas
Presentation Overview

• About the Office of Arts & Culture (OAC)
• Purpose of the Cultural Organizations Program (COP)
• Application logistics and scoring
• Application tips
• Next steps
About the Office of Arts & Culture (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 ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.
  • The Office of Arts and Culture (OAC) 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 the Office of Arts & Culture (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 historical legacies of racism, overt bias, and injustice that shape our present reality.

• The OAC will serve as a convener and connector to catalyze equity in the polices and practices of its partners across the Dallas arts ecosystem.
Purpose: Cultural Organizations Program

• The Cultural Organizations Program (COP) is the organizational support program of the OAC. COP:
  • Provides year-round support for selected organizations over $100K in revenue
  • Funds organizations from the City of Dallas General Fund and the Hotel Occupancy Tax
  • Supports 48 cultural organizations in FY 2022 – 23

• 2024 funding will support **October 1, 2023 – September 30, 2024** programs
To be COP-eligible, organizations must:

- Hold 501(c)(3) Non-Profit Public Charity designation from at least three years prior (as of April 12, 2020 or earlier) and be in good standing with the IRS
- Have a three-year operational history as an arts or cultural organization
- Employ a minimum of one paid part-time Director/Manager staff member
- Hold an administrative office in the City of Dallas (no P.O. Box)
- Have a minimum operational budget of $100,000 based on prior year’s actual revenue
- Complete the required financial reporting per organization budget size (see slide 23)
- Host programming and operations primarily within the City of Dallas (minimum of 50% of programming must be in Dallas)
- Post a Board-approved Equity, Diversity, and Inclusion Policy on organization’s website
- Have a Board-approved Safe Workplace Policy
New Applicants: Welcome!

• We consider those submitting a COP application for the first time **OR** who have applied for COP in the past but have not yet been funded as “new applicants”

• New applicants should contact OAC staff ([OACFundingPrograms@dallas.gov](mailto:OACFundingPrograms@dallas.gov)) in advance of application deadline

• Be prepared to submit:
  • 501(c)(3) IRS letter of determination
  • Most recent Form 990 (Form 990 EZ) showing revenues over $100,000
Overview: FY 2023 – 24 COP Application

• PLEASE READ THE GUIDELINES!

• Online application can be found on the COP page: dallasculture.org

• Application Steps:
  • Main Application
    • Org info, Mission, History, Planned annual programming, etc.
  • Financial Summary and Projection Matrix*
  • Organization Diversity
  • Events Listing
  • Supplemental Materials
  • Certification Statement

*Note: change from last year. We will no longer accept the SMU DataArts Cultural Data Profile.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>March 9, 2023</td>
<td>FY 2022-23 COP Online Application Opens</td>
</tr>
<tr>
<td>March 24 – April 6, 2023</td>
<td>Application Support Open: information sessions and office hours</td>
</tr>
<tr>
<td>April 12, 2023</td>
<td>FY 2022-23 COP Application Closes at 11:59 PM</td>
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<tr>
<td>April 14 – May 15, 2023</td>
<td>Virtual Panel Review Period</td>
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<tr>
<td>May 16 – May 22, 2023</td>
<td>Web-meeting Question and Answer session</td>
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<tr>
<td>Tier 1: May 16</td>
<td>$100,000 - $249,999</td>
</tr>
<tr>
<td>Tier 2: May 17</td>
<td>$250,000 - $499,999</td>
</tr>
<tr>
<td>Tier 3: May 18</td>
<td>$500,000 - $999,999</td>
</tr>
<tr>
<td>Tier 4: May 19</td>
<td>$1,000,000 - $4,999,999</td>
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<tr>
<td>Tier 5: May 22</td>
<td>$5,000,000+</td>
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<tr>
<td>June – September 2023</td>
<td>COP Application Review/Funding Levels – Allocations Committee; COP funding recommendations made by the Arts &amp; Culture Advisory Commission</td>
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<tr>
<td>October 2023</td>
<td>COP funding recommendations approved by City Council; initiation of COP contract execution</td>
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<tr>
<td>January 1, 2024</td>
<td>COP orgs eligible to receive first payment (50%)*</td>
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<tr>
<td>April 15, 2024</td>
<td>COP orgs eligible to receive second payment (40%)*</td>
</tr>
<tr>
<td>October 15, 2024</td>
<td>FY 2022-23 COP Final Monthly Reports Due</td>
</tr>
<tr>
<td>October 31, 2024</td>
<td>FY 2022-23 COP Final Report Due</td>
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*COP orgs eligible to receive final payment (10%) after FY 2023-24 Final Report, Final Monthly Report, and most recent fiscal year’s financial reports are submitted, if compliance and insurance requirements are met.
Review Panel & Selection Process

- COP applications are evaluated by OAC staff and Panel Review
- Panel Review
- 10-minute presentational video submitted with the application in lieu of in-person presentations
  - Organizations must be represented by principal individuals in video submission and Q&A session (e.g. Executive Director, Board President, etc.)
- 10-minute Q&A session via a web-meeting
  - 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.

Tier Q&A Session Dates
- Tier 1 (May 16): $100,000 – $249,999
- Tier 2 (May 17): $250,000 - $499,999
- Tier 3 (May 18): $500,000 – $999,999
- Tier 4 (May 19): $1,000,000 – $4,999,999
- Tier 5 (May 22): $5,000,000+
Review Panel & Selection Process (cont’d)

June – September, 2023

1. OAC staff compile scores
2. Allocations Committee recommendation
3. Arts & Culture Advisory Commission recommendation
4. Quality of Life, Arts & Culture Committee recommendation
5. City Council approval
Changes for FY 2024

What’s new?

• FY 2023 – 24 applicants do not need to complete the SMU DataArts Cultural Data Profile (CDP)
  • Instead, applicants may complete the same Projection Matrix used in FY 2021 – 22 applications and before

• Applicants in the smallest budget size are now eligible for increased funding (up to 30% of annual revenue)
  • Tier 1 from 2022-23 was $100K - $500K; this tier has been split into 2 groups (NEW Tier 1: $100K - $249K; NEW Tier 2 $250K - $500K)

What’s the same?

• All eligibility requirements remain the same from previous years

• Applicants must still submit a video to present for panel review by the April 12th deadline, and attend a virtual Q&A session on their assigned date, May 16 – 22, 2023

• Please note that applicants will still give VIRTUAL Q&A’s, even though review panels may meet in person (TBD)
Scoring I: Review Panel (70 pts)

### Review Panel: 70 Points

<table>
<thead>
<tr>
<th>Public Benefit</th>
<th>Access &amp; Impact</th>
<th>Organizational Capacity</th>
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<tbody>
<tr>
<td><strong>35 points</strong></td>
<td><strong>20 points</strong></td>
<td><strong>15 points</strong></td>
</tr>
<tr>
<td>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.</td>
<td>The applicant eliminates barriers and increases equitable access and inclusivity through mission-driven community/neighborhood programming, outreach, and involvement.</td>
<td>The evaluation of the organization’s ability to successfully plan for and manage its proposed services and audience.</td>
</tr>
</tbody>
</table>
Tips for Panel Scoring

• **Be specific** – “public benefit” can mean different things to different panelists
  - Measurable statistics are helpful, especially in the Goals section. Panelists often ask, “How is [Applicant] measuring success?”
  - Marketing plans, community outreach, and other logistics for how you will reach your audience are always welcome
  - Emphasize health, social, emotional, financial, etc. benefits that your organization’s art brings to the community

• **Demonstrate prior success**
  - Show how your organization has impacted your community (as specifically as possible)
  - Submit supplemental materials that enhance your application; case stories, photos, and video welcome!

• **Proofread**
  - Fully answer each question asked, including how the funding will be used
  - More is not necessarily more! Many panelists comment on the focus of great applications
  - It goes without saying, but we hear about typos from our panelists!
Scoring II: Administrative

• 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 2020 – 2021 and after. If in a successful contract, COP acceptance will be contingent upon successful completion of that contract
Contract Compliance & Financial Viability (cont’d)

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 calculations are in the Guidelines
Organization Program Management (10 pts)

• **4 Points: Projection Matrix**
  - 4 = Applicant has completed the Projection Matrix, including 3 years of financials, attendee, and event data
  - 2 = Applicant has completed at least one year of history in the Projection Matrix
  - 0 = Applicant has not completed or did not submit a Projection Matrix

• Returning applicants can select their name from the drop-down menu; previously entered estimates and actuals will auto-populate.

• All organizations should complete the financial summaries for all three years to receive full points
• 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 range of $17.82 per hour.

• Note: Amounts change each year, based on the MIT Living Wage Calculator

<table>
<thead>
<tr>
<th>Points</th>
<th>Tiers 1-3</th>
<th>Tier 4</th>
<th>Tier 5</th>
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<tbody>
<tr>
<td>4</td>
<td></td>
<td>$17.82 or more</td>
<td>$17.82 or more</td>
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<tr>
<td>3</td>
<td></td>
<td>$15.00 - $17.81</td>
<td>$15.00 - $17.81</td>
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<tr>
<td>0</td>
<td></td>
<td>$12.49 or less</td>
<td>$12.49 or less</td>
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</table>
• 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 (10 points)

• Board Diversity (5 points)
  • Per the City of Dallas Cultural Policy, the following goals have been put in place for cultural organizations to demonstrate a commitment to diverse board representation:

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<tr>
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<th>Tier 4</th>
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<tr>
<td>5</td>
<td>10% or more</td>
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<td>20% or more</td>
<td>30% or more</td>
</tr>
<tr>
<td>3</td>
<td>3% - 9%</td>
<td>3% - 9%</td>
<td>6% - 19%</td>
<td>10% - 29%</td>
</tr>
<tr>
<td>0</td>
<td>2% or less</td>
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<td>5% or less</td>
<td>9% or less</td>
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• Staff Diversity (5 points)
  • OAC mirrors staff goals based on board diversity goals. Staff is considered payroll staff, not contracted labor. Because organizations in Tier 1 and 2 do not have significant numbers of staff, they are exempt from staff diversity goals:

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Other COP Application Tips

• Update your contact information and save “dallas.gov” as a safe sender in your email

• Upload your video or provide the link early; reach out to OAC staff with technical problems prior to the deadline

• Remember that our panels are new every year; even though your organizations have historically been funded, they may be new to panelists

• Proofread

• Questions? Reach out early and often!
After Funding: COP Compliance

- COP contracts require compliance for the entirety of the contract period: October 1, 2023 – September 30, 2024
  - Financial reports
    - $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 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
  - Commission Liaison Board Meetings
Thank you!

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