



City of Dallas

Culture of Value

**Information Session
FY 2023 – 2024**

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City of Dallas

Presentation Overview



- About the Office of Arts & Culture (OAC)
- Purpose of the Culture of Value Funding Program
- 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 policies and practices of its partners across the Dallas arts ecosystem.



Purpose: Culture of Value



- The Culture of Value funding program supports artists and arts and culture organizations whose primary programming and services center around an ALAANA* experience or culture by allocating arts endowment funds to execute a self-defined project which provides a service to the residents of Dallas.
- The recipient shall execute a **one-time, non-recurring project** that furthers the “Culture of Value” that the arts are essential to a thriving, equitable society within the city of Dallas - Dallas Cultural Plan, Strategy 14 (Support for Artists).
- Selected applicants will be eligible to receive an award of up to \$3,000 to support an **indoor** project that centers an ALAANA experience or culture.

*ALAANA means African, Latinx, Asian, Arab, and Native American. This also includes Native Hawaiian and Pacific Islander (category as defined by the US Census Bureau).



What is “Culture of Value?”



- Purpose
 - Centers around the premise that the arts are essential to a thriving and equitable society
 - Constructs a narrative to structure our society to value local arts and culture in its diverse forms and traditions
 - Increases support for artists by broadening the available arts and culture experiences in the city
- Outcomes
 - Recipients will be able to utilize funds in a flexible way regarding how they define their project and discipline
 - Projects will ideally connect with Dallas ALAANA communities
 - Addresses priorities and strategies of the Dallas Cultural Plan
 - Expedience in application, review, and selection process



Culture of Value: Source of Funds



- Funding for this program is established through the National Endowment for the Arts using federal grants under the American Rescue Plan (ARP).
- Receiving these funds is subject compliance required by NEA “Specific Terms and Conditions for Local Arts Agencies that Subgrant.”
 - Terms and Conditions to Note:
 - Project must take place indoors
 - Non-profit recipients must obtain a valid Unique Employer Identifier (UEI) number
 - Individual artists must NOT register with an LLC – must be a unique social security number



Culture of Value Eligibility



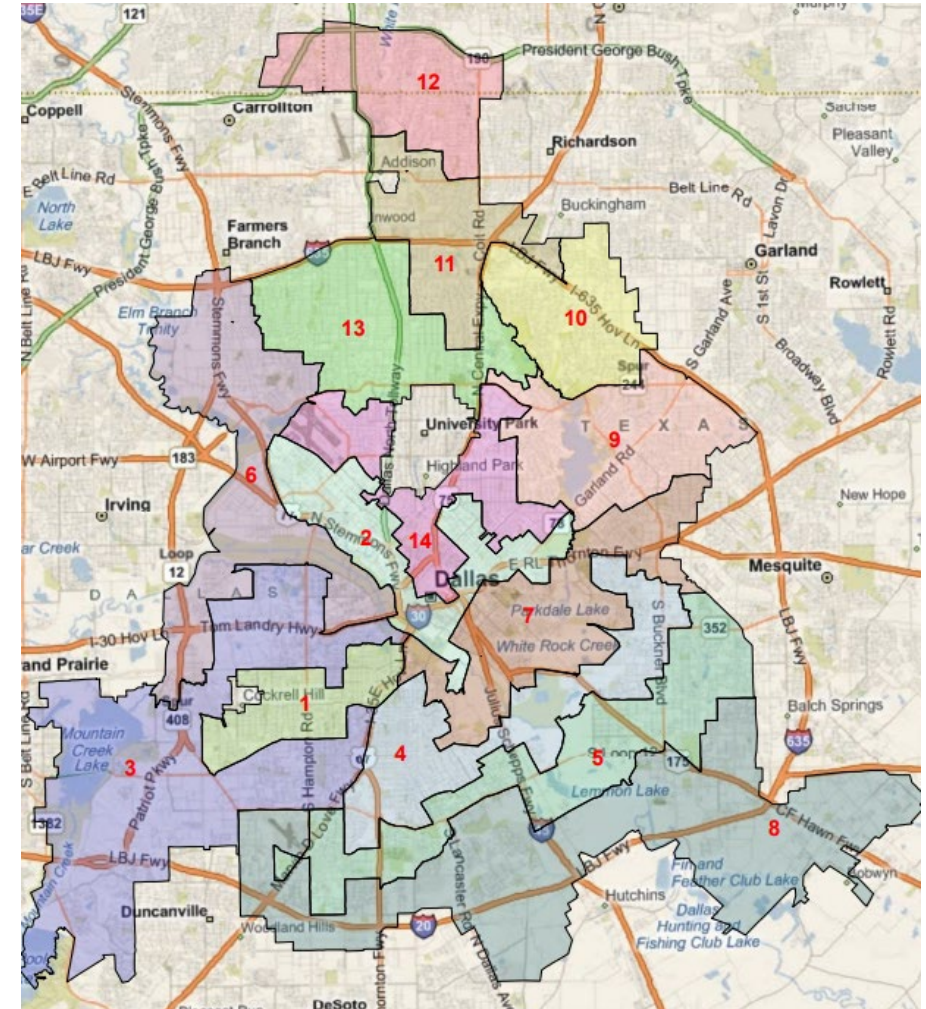
- Be a resident of the City of Dallas (P.O. Box will not be accepted)
- Artist or org:
 - A) Be an individual artist whose primary services and programming centers around an ALAANA experience or culture, OR
 - B) Be a 501c3 non-profit organization who primary mission and/or function centers around an ALAANA experience or culture, in good standing with the IRS
- Project must be arts and culture related
- Be willing to comply with any City of Dallas compliance requirements, which may include **obtaining insurance or passing a background check**
- Projects cannot begin until after August 7, 2023 and must be complete by February 15, 2024
- Projects funded through Culture of Value must not be re-submitted to other OAC funding programs, such as ArtsActivate, COP, or CAP; the OAC may not fund the same project through multiple funding programs



Culture of Value Event Locations



- Event Requirements:
 - All events must take place within the City of Dallas
 - This does not include Highland Park, University Park, or Cockrell Hill
 - See map for all [City of Dallas Council Districts](#)
- All events must take place **indoors**
 - Location must have 4 walls and a roof
 - Patios are considered outside
- If you are looking for a location, feel free to contact a City of Dallas cultural center, library, or recreation center. You can also utilize [SpaceFinder](#) for Dallas based event locations.



Culture of Value vs. ArtsActivate Funding Programs



Culture of Value

- Open to ALAANA-serving artists and organizations only
- Projects: One-time, non-recurring event*
- Award Amount: Up to \$3,000 for all applicants
- Contract Process: Service Agreements (faster process)
- Project Locations: **Must** take place indoors, within the City of Dallas

ArtsActivate

- Open to all, including ALAANA-serving artists and organizations
- Projects: Can be multiple events or series of events
- Award Amount: Up to \$8,000 for individual artists and \$16,000 for non-profit organizations
- Contract Process: Artist Contracts
- Project Locations: Can take place indoors and outdoors, within the City of Dallas

**If the project is an art show/exhibit, it must be held for less than 1 week to be considered "1 event"*



Overview: Culture of Value Application (IA)



•Application Steps:

- Project proposal
 - Artist biography
 - Contact information, including email and home/studio address
- Proposed event list
- Supplemental Materials

•Funding and Payment

- Proposed budget not to exceed OAC funding request of \$3,000
- Payment is distributed in two installments

PLEASE READ THE GUIDELINES!

Online application can be found on the Culture of Value page: dallasculture.org



Overview: Culture of Value Application (Org)



•Application Steps

- Project proposal
 - Organization's history & mission
 - Tax ID number
 - UEI number – *Note: if you do not have one, follow the instructions to start one*
 - Project lead bio(s) and contact information, including email and administrative address
- Proposed event list
- Supplemental Materials

• Funding and Payment

- Proposed budget not to exceed OAC funding request of \$3,000
- Payment is distributed in two installments

PLEASE READ THE GUIDELINES!

Online application can be found on the Culture of Value page: dallasculture.org



Culture of Value Budget



Applicants are required to submit a project budget with their application. Proposals should not exceed a requested \$3,000 from the Office of Arts and Culture. The OAC staff strongly recommends to submit a balanced budget (**revenue total and expense total are the same amount**) and reminds you to **pay yourself and any artists working on your project!**

Budget Example

Revenues

OAC funding request - \$3,000

Other - \$200

Revenues Total: \$3,200

Expenses

Artist fees - \$1,750

Administrative Fees - \$400

Supplies - \$150

Technology - \$500

Other - \$400

Expenses Total: \$3,200

Project Budget Net Total - \$0

Ineligible Expenses:

- General operating support
- Relief programs intended to alleviate financial hardships
- Alcoholic beverages
- Gifts and prizes
- Marketing expenses not directly related to the project
- Rental costs for home workspaces owned by the individuals or entities affiliated with applicant organizations
- Costs incurred before the beginning of City of Dallas authorization to proceed or after the end of the official period of the eligible granting cycle on February 28, 2024.
- Food
- Transportation



Culture of Value Timeline



| Date | Event |
|------------------------|---|
| June 2, 2023 | FY 2023-24 Culture of Value Application Opens |
| June 5 – June 15, 2023 | Application Support Open: information sessions and office hours |
| June 20, 2023 | FY 2023-24 Culture of Value Application Closes at 11:59 PM |
| June 21 – July 5, 2023 | Application Review Period |
| July 6, 2023 | Allocations Committee of the Arts and Culture Advisory Commission Funding Recommendations |
| July 7, 2023 | Funding Notifications |
| July 11, 2023 | Mandatory Virtual Contracting Orientation (Option 1) - 5:00pm - 6:30pm |
| July 13, 2023 | Mandatory Virtual Contracting Orientation (Option 2) - 12:00pm - 1:30pm |
| August 7, 2023 | Earliest Project Start Date |
| February 15, 2024 | Latest Project End Date |



Review Panel & Selection Process



- Proposal Review – OAC Staff will review submitted proposals
 - Quality of Services and Proposal
 - Impact on Dallas Residents
 - Commitment to Cultural Diversity
 - Overall Management and Executability
- Selection Process
 - Panel and administrative scores averaged
 - Top scoring projects will be recommended by staff
 - Allocations Committee of the Arts & Culture Advisory Commission will review and make a final recommendation for funding



Scoring I: Project Review (80 pts)



First Review: 80 Points

| ALAANA Programming 25 points | Culture of Value 25 points | Quality of Services and Marketing 15 points | Public Benefit 15 points |
|--|--|--|--|
| The applicant's proposed programming or services are centered around an ALAANA experience or culture | The applicant's response to the question: "How does the proposed project address the development of a Culture of Value?" | The applicant exhibits a commitment to high quality standards in artistic and cultural services. Applicant exhibits ability to execute and effectively market the proposed programming | The Applicant addresses the value and necessity of artists, art and culture, and creating access to arts and culture for a diverse population of Dallas residents through their proposed project |



Application Tips



- **Be specific** – “public benefit” can mean different things to different readers
 - Readers 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 you or your organization’s art brings to the community
- **Demonstrate prior success**
 - Show how you or 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 Scoring



Administrative Scoring: 20 Points

Fiscal Management 10 points

The applicant has the fiscal and managing stability to perform the proposed services in a reliable manner, as evidence in their proposed budget.

ALAANA Focus 10 points

The applicant expresses a history of programming and services* focused around one or more ALAANA experiences and/or cultures

*To be considered an ALAANA organization, you must meet the following requirements: 30% or more of your board identifies as ALAANA, 50% or more of your staff identifies as ALAANA, and 70% or more of your audience identifies as ALAANA



Other Application Tips



- Update your contact information and save “dallas.gov” as a safe sender in your email
- Complete your application in the portal early; reach out to OAC staff with technical problems prior to the deadline
- Proofread
- Questions? Reach out early and often!



Stay in Touch: Be an OAC Review Panelist!



- Become an Office of Arts and Culture Review Panelist!
- Panel requirements:
 - Must live or work in Dallas
 - Must participate in Dallas arts (artist, board member, committed audience member, etc.)
 - Must be willing to provide thoughtful, equity-focused feedback to applicants
- Note: Panelists must recuse themselves from an adjudication funding program/round if they (or organizations that they represent) are applicants.
- Panel Opt-In Survey:
<https://webportalapp.com/webform/panelsurveyopt-in>



Stay in Touch: Apply for Other Funds!



- Community Artist Program (CAP) opens June 5th
 - Website: <https://dallasculture.org/community-arts/community-artist-program-cap/>
 - Artist/organization requirements:
 - Dallas-based ALAANA artists, ALAANA organizations, and artists with disabilities encouraged, though all individual artists are eligible.
- ArtsActivate 2024 Round 1 opens July 5th
 - Website: <https://dallasculture.org/cultural-funding-programs/artsactivate/>
 - Artist/organization requirements:
 - All Dallas-based individual artists and arts/culture organizations are eligible.
- View all OAC open grants and calls:
<https://dallasculture.org/grants-and-calls/>





City of Dallas

Thank you!

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