ArtsActivate
2024 Round 1
Information Session
FY 2023 – 2024

Megan Carfa, Cultural Programs Coordinator
Julia Hosch, Cultural Programs Manager

Office of Arts & Culture
City of Dallas
Presentation Overview

• About the Office of Arts & Culture (OAC)
• Purpose of the ArtsActivate Program
• Application logistics and scoring
• Application tips
• Next steps
About the OAC

City of Dallas
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.
ArtsActivate: Basics & Eligibility
What is ArtsActivate 2024?

- ArtsActivate 2024 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.

- This funding program is open for proposals from:
  - Non-profit arts/cultural organizations
  - Social services organizations
  - Individual artists
  - Artist collectives and
  - Other eligible non-profit organizations
What ArtsActivate Can Do

• ArtsActivate projects will:
  • Engage with the Dallas Cultural Plan 2018 and create programming to address its priorities and initiatives
  • Provide public benefit by enhancing and diversifying artistic and cultural experiences to Dallasites
  • Increase access and inclusivity in the experience of art and creativity for communities that have been historically disadvantaged
  • Connect individuals from diverse cultures, ages and economic means in an effort to strengthen communities and/or neighborhoods through the arts
  • Invest in historically disadvantaged communities with artists or organizations rooted in that community
What ArtsActivate Can’t Do

• ArtsActivate 2024 cannot fund:
  • Projects that will take place outside the City of Dallas, or are by artists that do not live and/or work at a studio in Dallas
  • Projects budgeted to have a deficit or have a surplus of over 10%
  • Projects that include creation of murals on city owned property
  • Projects that are fully virtual – must have at least one, in-person event
  • Projects that are already part of a currently funded scope of services through any other OAC funding program, like Cultural Organizations Program (COP), Community Artist Program (CAP), Culture of Value, or any cultural center contracts
Applicant Eligibility Requirements

Applicants MUST...
• Be a resident of the City of Dallas (P.O. Box will not be accepted)
• Artist or org:
  • A) Be an individual artist who lives in Dallas or maintains a permanent studio/workspace in the City of Dallas
• Be willing to comply with any City of Dallas compliance requirements, which may include obtaining insurance or passing a background check

Organizations MUST...
• Be based in Dallas, with an administrative office in the City of Dallas
• Be in good standing with the IRS, and hold current 501c3 status
• Hold authorization to do business in Texas
• Receive less than $150K in funding from the City of Dallas COP program (if recipient)
• Be willing to comply with any City of Dallas compliance requirements, which may include obtaining insurance or passing a background check
Projects MUST...

- Projects have requirements too! Projects must:
  - Be arts and culture related
  - Have at least **one in-person** event that serves the intended audience
  - Start on or **after October 9, 2023** and finish by September 15, 2024
  - Be unique! Projects funded by any other City of Dallas funding program may not be funded by ArtsActivate (this includes CAP, COP, Culture of Value, all Cultural Center workshops, etc.)
ArtsActivate: How to Apply
Welcome to Round 1

Round 1
Apply NOW through July 31, 2023
• Earliest Start Date: October 9, 2023

Round 2
Apply September 20 – October 16, 2023
• Earliest Start Date: January 8, 2024

Round 3
Apply January 3 – January 29, 2024
• Earliest Start Date: April 8, 2024

• Visit ArtsActivate - City of Dallas Office of Arts and Culture (dallasculture.org) to apply – OPEN NOW!
• ArtsActivate 2024 will be open for 3 rounds (July, September, and January)
• Applicants may apply in any rounds, but may not be funded every time.
  • Individual Artists can be funded a maximum of two times, for two separate projects.
  • Non-profits with annual revenue under $100,000 can be funded a maximum of two times, for two separate projects.
  • Non-profits with annual revenue above $100,000 can be funded one time.
Overview: ArtsActivate 2024 Application (IA)

• Application Steps
  • Project proposal
    • Artist biography
    • Contact information, including email and home/studio address
    • 5-minute application video
  • Proposed event list
  • Supplemental materials

• Funding and Payment
  • Proposed budget not to exceed OAC funding request maximum of $8,000
  • Payment is distributed in three installments

PLEASE READ THE GUIDELINES!

Online application can be found on the ArtsActivate page: dallasculture.org.
Overview: ArtsActivate 2024 Application (Org)

• Application Steps
  • Project proposal
    • Organization’s history & mission
    • Tax ID number
    • Project lead bio(s) and contact information, including email and administrative address
    • 5-minute application video
  • Proposed event list
  • Supplemental materials

• Funding and Payment
  • Proposed budget not to exceed OAC funding request maximum ($12,000-$16,000 based on the organization revenue size)
  • Payment is distributed in three installments

PLEASE READ THE GUIDELINES!
Online application can be found on the ArtsActivate page: dallasculture.org
Application: A Closer Look
We’ll ask: Where is your Project?

- Event Requirements:
  - All **events must take place within the City of Dallas**
    - This does not include Highland Park, University Park, or Cockrell Hill
  - Applicant will be **scored based on the proposed locations in their application** utilizing the **Dallas Cultural Plan Typology Map**
    - If multiple locations are listed in a proposal, the average score of the locations will be used.
  - 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.
  - If you change your location, you must let OAC know.

<table>
<thead>
<tr>
<th>Points</th>
<th>Neighborhood Typology</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Non-traditional Spaces (green)</td>
</tr>
<tr>
<td>7</td>
<td>Residential Arts (pink)</td>
</tr>
<tr>
<td>5</td>
<td>Mixed Urbanism (blue)</td>
</tr>
<tr>
<td>0</td>
<td>Urban Core (yellow)</td>
</tr>
</tbody>
</table>
We’ll ask: How much will your Project cost?

<table>
<thead>
<tr>
<th>Group</th>
<th>Description</th>
<th>Funding Request Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Artists</td>
<td>Individual Artists</td>
<td>$8,000</td>
</tr>
<tr>
<td>Group A</td>
<td>Organizations Less than $100,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>Group B</td>
<td>Organizations $100,000 - $499,999</td>
<td>$14,000</td>
</tr>
<tr>
<td>Group C</td>
<td>Organizations $500,000 - $999,999</td>
<td>$14,000</td>
</tr>
<tr>
<td>Group D</td>
<td>Organizations $1,000,000 or more</td>
<td>$16,000</td>
</tr>
</tbody>
</table>
ArtsActivate 2024 Budget (IA)

Applicants are required to submit a project budget with their application. Proposals should not exceed the funding request maximum 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!

**Individual Artist Budget Example**

<table>
<thead>
<tr>
<th>Proposed Budget Revenues</th>
<th>Proposed Budget Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>OAC funding request: $8,000</td>
<td>Admin/Artistic Staff: $10,000</td>
</tr>
<tr>
<td>Tuition/Workshop Fees: $0</td>
<td>Contract Labor: $4,000</td>
</tr>
<tr>
<td>Other Earned Revenue: $3,000</td>
<td>Other Personnel Expenses: $250</td>
</tr>
<tr>
<td>Fundraising: $2,000</td>
<td>Marketing/Advertising: $1,250</td>
</tr>
<tr>
<td>Grants: $5,000</td>
<td>Technology/Technical Production: $700</td>
</tr>
<tr>
<td>In-Kind Contributions: $3,000</td>
<td>Rental: $2,000</td>
</tr>
<tr>
<td>Other Contributed Revenue: $0</td>
<td>Insurance: $800</td>
</tr>
<tr>
<td><strong>Revenues Total: $21,000</strong></td>
<td>Materials/Supplies: $1,500</td>
</tr>
<tr>
<td></td>
<td>Other Programming Expenses: $500</td>
</tr>
<tr>
<td></td>
<td><strong>Expenses Total: $21,000</strong></td>
</tr>
</tbody>
</table>

**Important to Remember:**
- Be sure and check the Project Guidelines – do not include items that can’t be funded by OAC.
- Travel, Food/Drink, Scholarships/Awards, etc.
- Include insurance and permitting costs
- Make sure you include your OAC funding request
- Be sure that you are prepared for the funding coming in three installments

**Any proposed project budget showing a surplus of 10% or more or proposed project budget showing a deficit will be subject to disqualification**
ArtsActivate 2024 Budget (Org)

Applicants are required to submit a project budget with their application. Proposals should not exceed the funding request maximum 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!

Organization Budget Example

Proposed Budget Revenues
- OAC funding request: $12,000
- Tuition/Workshop Fees: $2,500
- Other Earned Revenue: $0
- Fundraising: $1,100
- Grants: $4,000
- In-Kind Contributions: $0
- Other Contributed Revenue: $0

Revenues Total: $19,500

Proposed Budget Expenses
- Admin/Artistic Staff: $7,500
- Contract Labor: $3,000
- Other Personnel Expenses: $500
- Marketing/Advertising: $2,500
- Technology/Technical Production: $1,250
- Rental: $1,000
- Insurance: $2,000
- Materials/Supplies: $1,500
- Other Programming Expenses: $250

Expenses Total: $19,500

Important to Remember:
- Be sure and check the Project Guidelines – do not include items that can’t be funded by OAC
- Travel, Food/Drink, Scholarships/Awards, etc.
- Include insurance and permitting costs
- Make sure you include your OAC funding request
- Be sure that you are prepared for the funding coming in three installments

*Any proposed project budget showing a surplus of 10% or more or proposed project budget showing a deficit will be subject to disqualification
Scoring
Review panel and staff will review selected proposals and score them, up to **100 points**. The panel is looking for:

- 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
Panel Review: 70 Points

<table>
<thead>
<tr>
<th>Intention</th>
<th>Impact</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 points</td>
<td>35 points</td>
<td>15 points</td>
</tr>
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</table>

The project creates and provides unique and engaging artistic and cultural services and programming for the intended audience.

The project eliminates barriers and increases equitable access and inclusivity through direct community/neighborhood activation.

The overall evaluation of the ability to successfully plan for and manage the proposed services to the intended audience.
Intention – 20 points

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 resident 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
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
### Overall – 15 points

The overall evaluation of the ability to successfully plan for and manage its proposed services to the intended audience.

- Clarity of application
- Description of programming and services
- Ability to execute and deliver proposed services
- Supplemental materials enhance overall application
- Plans to monitor project success
Scoring II: Administrative Scoring (IA)

- OAC Staff Administrative Scoring – 30 Points
  - Date & Venue Availability Confirmation (5 pts)
  - Application and Contracting Compliance (5 pts)
  - Projected Budget Support (5 pts)
  - Neighborhood Typologies (10 pts)
  - Cultural Plan Priorities (5 pts)
Scoring II: Administrative Scoring (Org)

- OAC Staff Administrative Scoring – 30 Points
  - Board and Staff Diversity (5 pts)
  - Application and Contracting Compliance (5 pts)
  - Projected Budget Support (5 pts)
  - Neighborhood Typologies (10 pts)
  - Cultural Plan Priorities (5 pts)
## ArtsActivate 2024 Timeline

### ArtsActivate 2024 Round 1

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>July 5, 2023</td>
<td>ArtsActivate 2024 Round 1 Application Opens</td>
</tr>
<tr>
<td>July 5 – July 28, 2023</td>
<td>Application Support Open: information sessions and office hours</td>
</tr>
<tr>
<td>July 31, 2023</td>
<td>ArtsActivate 2024 Round 1 Application Closes at 11:59 PM</td>
</tr>
<tr>
<td>August 1 – September 6, 2023</td>
<td>Application Review Period</td>
</tr>
<tr>
<td>September 7, 2023</td>
<td>Allocations Committee of the Arts and Culture Advisory Commission Funding Recommendations</td>
</tr>
<tr>
<td>September 8, 2023</td>
<td>Funding Notifications</td>
</tr>
<tr>
<td>September 12, 2023</td>
<td>Mandatory Virtual Contracting Orientation (Option 1) - 5:00pm - 6:30pm</td>
</tr>
<tr>
<td>September 14, 2023</td>
<td>Mandatory Virtual Contracting Orientation (Option 2) - 12:00pm - 1:30pm</td>
</tr>
<tr>
<td>October 9, 2023</td>
<td>Earliest Project Start Date</td>
</tr>
<tr>
<td>September 15, 2024</td>
<td>Latest Project End Date</td>
</tr>
</tbody>
</table>

### ArtsActivate 2024 Round 2

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 20, 2023 – October 16, 2023</td>
<td>Application Dates</td>
</tr>
<tr>
<td>January 9, 2024 – September 15, 2024</td>
<td>Project Dates</td>
</tr>
</tbody>
</table>

### ArtsActivate 2024 Round 3

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 3, 2024 – January 29, 2024</td>
<td>Application Dates</td>
</tr>
<tr>
<td>April 8, 2024 – September 2024</td>
<td>Project Dates</td>
</tr>
</tbody>
</table>
Top 3 Mistakes from Last Year

• Below are the top 3 sections to double check before you submit:

  • **Project Dates:**
    • Be sure your proposed dates encompass your full project from start to finish and are not outside of the ArtsActivate date range that correspond to the application round.

  • **Events Listing and Locations:**
    • Make sure the events in your event listing match your proposed project and fit within your project date range.
    • Add your **proposed event location**. While this can be tentative, your location corresponds with a significant number of application points and the OAC staff needs to be able to verify that your events will occur in the City of Dallas.

  • **Project Budget**
    • The “net/surplus” calculation should be $0. Please double check to make sure you **do not** have a deficit or surplus of over 10% (and ideally, no surplus at all!)
    • Check the ArtsActivate guidelines to ensure you do not include items that can not be paid for by OAC.
Application Writing Tips

• **Be specific** – “impact and 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 your application**
  - 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
Technical 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

City of Dallas
Need more application help?

- Visit us at other info sessions:
  - **In-Person Information Session: July 10, 2023** | 5:00pm-5:45pm | Bachman Lake Branch Library (9480 Webb Chapel Rd, Dallas, TX 75220)
  - **Virtual Information Session: July 12, 2023** | 12:00pm-1:00pm
  - **Application Workshop: July 12, 2023** | 6:00pm-8:00pm | Oak Cliff Cultural Center (223 Jefferson Blvd, Dallas, TX 75208)
  - **In-Person Information Session: July 15, 2023** | 11:00am-12:00pm | Bath House Cultural Center (521 E Lawther Dr, Dallas, TX 75218)

- Join us for virtual open office hours:
  - **Virtual Open Office Hours: July 21, 2023** | 12:00pm-1:00pm | Join Virtually Here
  - **Virtual Open Office Hours: January 25, 2023** | 12:00-1:00 pm | Join Virtually Here
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
Thank you!

OACFundingPrograms@dallas.gov

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Anne Marie Gan, Interim Assistant Director
Annemarie.gan@dallas.gov
**Arts Activate vs Culture of Value Funding Programs**

**Arts Activate**
- 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

**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

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