ArtsActivate 2024 Round 2

Information Session
FY 2023 – 2024

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Office of Arts & Culture
City of Dallas

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

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

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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**

Project Eligibility Requirements

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 January 9, 2024** 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

City of Dallas

Welcome to Round 2

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.com 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
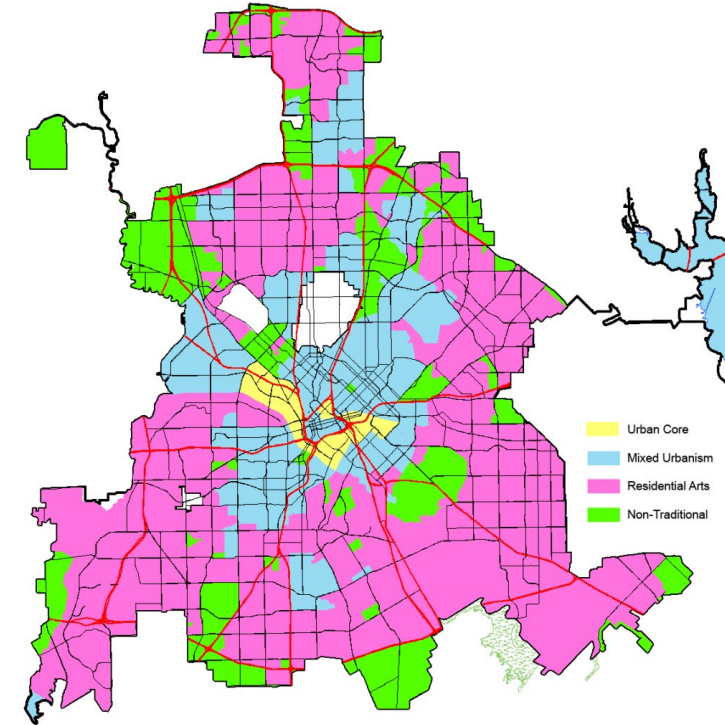
City of Dallas

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.**

Legend:
- Urban Core
- Mixed Urbanism
- Residential Arts
- Non-Traditional

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

We'll ask: How much will your Project cost?

Group	Description	Funding Request Max
Individual Artists	Individual Artists	$8,000
Group A	Organizations Less than $100,000	$12,000
Group B	Organizations $100,000 – $499,999	$14,000
Group C	Organizations $500,000 – $999,999	$14,000
Group D	Organizations $1,000,000 or more	$16,000

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

Proposed Budget Revenues

OAC funding request: $8,000

Tuition/Workshop Fees: $0

Other Earned Revenue: $3,000

Fundraising: $2,000

Grants: $5,000

In-Kind Contributions: $3,000

Other Contributed Revenue: $0

Revenues Total: $21,000

Proposed Budget Expenses

Admin/Artistic Staff: $10,000

Contract Labor: $4,000

Other Personnel Expenses: $250

Marketing/Advertising: $1,250

Technology/Technical Production: $700

Rental: $2,000

Insurance: $800

Materials/Supplies: $1,500

Other Programming Expenses: $500

Expenses Total: $21,000

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: $1,000

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
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Scoring

Review Panel & Selection Process

- 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

Scoring I: Project Review (70 pts)

Panel Review: 70 Points

Intention 20 points	Impact 35 points	Overall 15 points
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

Impact – 35 points

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

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

Timeline & Tips

ArtsActivate 2024 Timeline

ArtsActivate 2024 Round 2	
September 20, 2023	**ArtsActivate 2024 Round 2 Application Opens**
September 20 – October 13, 2023	Application Support Open: information sessions and office hours
October 16, 2023	**ArtsActivate 2024 Round 2 Application Closes at 11:59 PM**
October 17 – December 6, 2023	Application Review Period
December 7, 2023	Allocations Committee of the Arts and Culture Advisory Commission Funding Recommendations
December 8, 2023	Funding Notifications
December 12, 2023	Mandatory Virtual Contracting Orientation (Option 1) - 5:00pm - 6:30pm
December 14, 2023	Mandatory Virtual Contracting Orientation (Option 2) - 12:00pm - 1:30pm
January 9, 2024	Earliest Project Start Date
September 15, 2024	Latest Project End Date

ArtsActivate 2024 Round 3	
January 3, 2024 – January 29, 2024	Application Dates
April 8, 2024 – September 2024	Project Dates

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 <u>prior to the deadline</u>

- Proofread

- Questions? Reach out early and often!

City of Dallas

Stay in Touch

Need more application help?

- Visit us at other info sessions:

  - **In-Person Information Session**: **September 20, 2023** | 6:00pm-7:00 pm | Goldmark Cultural Center (14001 Goldmark Dr, Dallas TX 75240)

  - **Virtual Information Session**: **September 25, 2023** | 12:00pm-1:00pm

  - **Virtual Information Session**: **September 27, 2023** | 12:00pm-1:00pm

  - **In-Person Application Workshop: October 10, 2023** | 6:00pm-8:00 pm | Urban Arts Center (807 Hutchins Rd, Dallas, TX 75203)

- Join us for virtual open office hours:

  - **Virtual Open Office Hours: October 11, 2023** | 6:00pm-7:00pm

  - **Virtual Open Office Hours: October 13, 2023** | 12:00-1:00 pm

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

WANT TO SUPPORT DALLAS ART?

JOIN THE ARTS & CULTURE FUNDING REVIEW PANEL

We're looking for volunteer panelists who live or work in Dallas; participate in Dallas arts; and are willing to provide thoughtful, equity-focused feedback to artists and arts organizations.

Sound like you? Let's connect!

CLICK HERE
Or follow the link below:
https://webportalapp.com/webform/panelsurveyopt-in

City of Dallas — Office of Arts & Culture

Thank you!
OACFundingPrograms@dallas.gov

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