

ArtsActivate 2026 Round 2

Information Session FY 2025 – 2026

Office of Arts & Culture
City of Dallas

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Presentation Overview



- Meet the Office of Arts & Culture (OAC)
- Purpose of the ArtsActivate Program
- How the application works and is scored: Eligibility, About the application, Scoring, and Quizzes
- Helpful application tips
- Next steps





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About the OAC

About the Office of Arts & Culture



- Enacts the **Dallas Cultural Plan**
- Stewards **19 City-owned cultural venues**
- Cares for **350+ works** in the Public Art collection
- Distributes **\$7M+ in arts funding** each year



Glossary of terms



Here are some phrases we'll use in this presentation:

- **Application Types**

- **Individual Artist** = project hosted by an individual artist (1) whose name will be on the contract. Must reside in Dallas.
- **Nonprofit Organization** = project hosted by an organization that holds a 501(c)(3) designation whose name will be on the contract. Must be located in Dallas.
- **Project** = open-to-the-public art workshop, exhibit, class, or performance led by an Artist or Nonprofit Organization
- **Typology** = the location in Dallas, based on this Cultural Plan map: [ArcGIS - My Map](#)





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Purpose of ArtsActivate

Purpose: ArtsActivate 2026



- ArtsActivate 2026 is the **project-based** cultural funding program for qualifying arts and cultural projects in the City of Dallas.
- The point of ArtsActivate is to fund **public events** that use the arts to "activate" Dallas communities.



ArtsActivate 2026 Goals



- Purpose

- Grow Dallas' artistic footprint by providing new artistic services across Dallas, including in nontraditional artistic spaces and in unique artistic disciplines
- Provide public benefit by building and enhancing artistic and cultural experiences available to the residents of the City of Dallas
- Increase inclusivity in the experience of art and creativity for communities that have been historically unable to access artistic experiences in downtown Dallas
- Connect individuals across Dallas to strengthen communities and/or neighborhoods through the arts

- 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 communities



ArtsActivate 2025 Project Examples



ATENIGHTSH
GHTDIFFEREN
NARRATIVET
SSHORTSRED
SWORLDTATINC



The Dallas International Film Festival

“DIFF 2025!”

Artist: Dallas Film Society

Venue: Cinopolis Victory Park

Description: Film festival



“Blue!”

Artist: Natalia Padilla

Venue: Vickery Meadow Branch
Library

Description: Participatory public
art workshop



“Strings Attached Across the Pacific”

Artist: Hee Yun Kim

Venue: AT&T Performing Arts
Center

Description: Concert with
programming by Dallas composers





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Eligibility

Project Eligibility



- Projects must:
 - Project must be arts and culture related
 - Have at least **one in-person** event that serves the intended audience
- OAC cannot fund projects that:
 - Happen outside of Dallas
 - Are fully virtual (online only)
 - Include murals on City-owned property
 - Show a big budget surplus (more than 10%) or have any planned deficit
 - Include activities that are part of another City of Dallas contract (including CAP, Culture of Value, COP, etc.)





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The Application

ArtsActivate 2026 Application Logistics



- ArtsActivate 2026 will be open for 3 rounds (June, September, and January)
- Applicants may apply in any and all rounds
- Individual Artists can be funded up to **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**
- Applicants who are currently funded in the Cultural Organizations Program (COP) for FY 2023-24 or FY 2024-25 may apply if they receive less than \$100K in operating or maintenance support.
- Projects already funded by other City of Dallas programs, such as Cultural Organizations Program (COP), Community Artist Program (CAP), Culture of Value, cultural center contracts cannot be funded again through ArtsActivate.



ArtsActivate 2026 Timeline



ArtsActivate 2026 Round 1	
September 10, 2025	ArtsActivate 2026 Round 2 Application Opens
September 11 - 28, 2025	Application Support Open: information sessions and office hours
September 29, 2025	ArtsActivate 2026 Round 2 Application Closes at 11:59 PM
September 30 – December 3, 2025	Application Review Period
December 4, 2025	Funding Notifications
December 8, 2025	Mandatory Bilingual Virtual Contracting Orientation (Option 1) - 5:00pm - 6:30pm
December 9, 2025	Mandatory Bilingual Virtual Contracting Orientation (Option 2) - 12:00pm - 1:30pm
January 13, 2026	Earliest Project Start Date
September 15, 2026	Latest Project End Date



Overview: ArtsActivate 2026 Application (IA)



• Application Steps

- Project proposal
 - Artist biography
 - Contact information, including email and home/studio address
 - 5-minute application video
 - Compliance Assessment
<https://forms.office.com/g/v1Uk973n6P>
 - Special Events and Insurance Quiz
<https://forms.office.com/g/auYRYwbv8T>
 - Proposed event list

- Supplemental materials: photos, videos, newspaper articles, etc. that demonstrate previous artistic success

• 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 2026 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: photos, videos, newspaper articles, etc. that

demonstrate previous artistic success

• Funding and Payment

- Proposed budget not to exceed OAC funding request maximum (\$12,000-\$16,000 based on the organization revenue size)

PLEASE READ THE GUIDELINES!

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



Applicant Eligibility



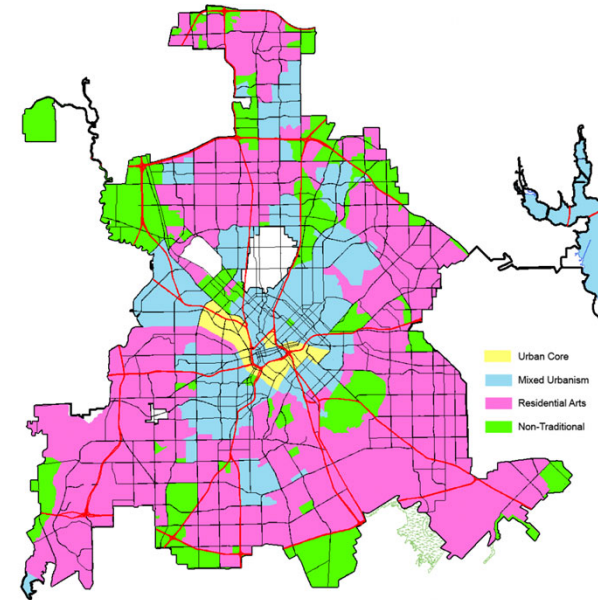
- You can apply if you are applying as any of the following:
 - An individual artist
 - A group of artists (without a 501(c)(3))
 - A nonprofit arts or social group with a 501(c)(3) designation
 - Another Dallas-based nonprofit that wants to do an arts project
- All applicants must:
 - Be a resident of the City of Dallas (P.O. Box will not be accepted)
 - Be willing to comply with any City of Dallas compliance requirements, which may include **obtaining insurance or passing a background check**
- Individual artist applicants must also:
 - Be an individual artist who lives in Dallas or maintains a permanent studio/workspace in the City of Dallas
- 501(c)(3) Nonprofit organizations must also:
 - Be a 501c3 non-profit organization with an administrative office in the City of Dallas, in good standing with the IRS, and authorized to do business in the State of Texas.



ArtsActivate 2026 Event Locations



- Event Requirements:
 - All events must take place within the City of Dallas
 - Not 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.
 - **Zero points will be granted for not having a location**



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



Groups and Funding Requests



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 2026 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 2026 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
- Be sure that you are prepared for the funding coming in three installments

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Scoring

Review Panel & Selection Process



- Proposal Review – Review panel will review submitted proposals
 - Quality of Services and Proposal
 - Impact on Dallas Residents
 - Overall Management and Executability
- Selection Process
 - Panel and administrative scores averaged and normalized
 - 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

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

Think: What is the project's purpose?

Impact 35 points

The project directly **"activates"** **communities and neighborhoods** through the arts.

Think: Who is benefiting from the project?
Why? How?

Overall 15 points

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

Think: How will you execute the project? Is this project plan clear and realistic?



Intention – 20 points



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

- Expands arts and cultural activities and offerings 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

WHAT THIS MEANS: Tell the panel what your project is about and who it is for. Show how it will add value to the Dallas arts ecosystem.



Impact – 35 points



The project directly “activates” communities and neighborhoods through the arts.

- Strengthens communities/neighborhoods through the arts
- Fosters and encourages expression and intersectionality of art forms
- Expands awareness and appreciation for a wide range of cultural experiences, art forms, or artistic disciplines
- Provides experiences accessible to Dallas residents with annual income below the living wage, as set by the MIT Living Wage Calculator
- Builds connections among individuals with differing personal or cultural experiences
- Artist's audience is identified and authentically engaged through programs tailored to their selected audience through curriculum, program, or presentation

WHAT THIS MEANS: Focus on who you are serving and how this project benefits them.



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

WHAT THIS MEANS: Reviewers want to know: Can you do what you are proposing? Make sure your plan is realistic and detailed.



Scoring II: Administrative Scoring (IA and NP)



- OAC Staff Administrative Scoring – 30 Points
 - Application and Contracting Compliance (5 pts)
 - Projected Budget Support (5 pts)
 - Neighborhood Typologies (10 pts)
 - Date/Venue confirmation (5 pts)
 - **NEW FOR EVERYONE: Special Events and Insurance Quiz (5 pts)**



What's different about Round 2, 2026?



- This round has a shorter applicant window. This is because OAC was delayed as the guidelines were reviewed for this program. Review is complete, and the application deadline is September 29, 2025, at 11:59 p.m.
- The ArtsActivate guidelines have been modified slightly to address federal executive orders in place as of January of 2025. Please read them.
- The application does not request the demographic makeup of an applicant's proposed audience, staff, or board.



What's the same about Round 2, 2026?



- OAC **will** continue to support artistic and cultural art forms and celebrations open to the public, including:
 - Culturally specific festivals open to the Dallas public
 - Cultural art forms in events open to the Dallas public
- Projects will continue to be scored on the Intention, Impact, Overall, and Administrative Score points. The identity or affiliations of applicants have not and will not be used for any evaluative, scoring, or recommendation in the awarding of funds.
- All projects must still include an event **open to the public**.^{*} Activities may not limit attendees by race, gender, sexual orientation, age, or economic status.
 - ^{*}You may still charge for tickets. The tickets must be available for purchase by the public.





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Quizzes

Contracting Compliance Quiz



- For "inactive" applicants – those who have not FINISHED an ArtsActivate, Culture of Value, or Cultural Organizations Program project since 2023
 - *Applicants still in progress of finishing a 2025 project OR artists who have only done Cultural Artist Program work since 2023 are considered in this category, too.*
- Link: [ArtsActivate 2026 Guidelines and Compliance Assessment](#)
- Name on the quiz must match artist or organization name on application to receive points
- Must earn a 100% to receive points. May use guidelines, and OAC staff for support.
- The point of this new section is to help applicants become familiar with the guidelines and contract costs before contracting with the City.



NEW! Special Events & Insurance Quiz



- For **EVERYONE**, even if applicant has received prior funding
- Link: [Special Events and Insurance Quiz](#)
- Name on the quiz must match artist or organization name on application to receive points
- Must earn a 100% to receive points. May use guidelines, Special Events website, and OAC staff for support.
- The point of this new section is to help applicants become familiar with insurance and permit requirements and costs before contracting with the City. You do **not** need to buy insurance or a permit before receiving the award.





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Application Tips

Top 3 Items To Review



- Below are the top 3 sections to double check before you submit:
 - **Project Dates**
 - Are they within the required round's date range? See guidelines.
 - Does your date range include all the activities of your project, from start to finish?
 - **Events Listing and Locations**
 - Do your events match your proposed project?
 - Did you list your proposed event location? AND, is it within Dallas City limits?
 - 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 your events will occur in the City of Dallas.
 - **Project Budget**
 - Make sure that your budget is balanced (no surplus over 10% and no deficit.
 - The "net/surplus" calculation should be \$0.
 - Do not include items that can not be paid for by OAC (food, alcohol, scholarships, transportation, etc.) See guidelines.



Application Tips



- **This application is HIGHLY competitive**- do your best, focus on content and quality of your application!
- **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!
- **Proof 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



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!





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Next Steps

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!**



- View all OAC open grants and calls:
<https://dallasculture.org/grants-and-calls/>





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Thank you!
¡Gracias!

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ArtsActivate vs Culture of Value Funding Programs



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

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)

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

