



City of Dallas

Allocations Committee

September 25, 2025

Office of Arts and Culture
City of Dallas

Agenda



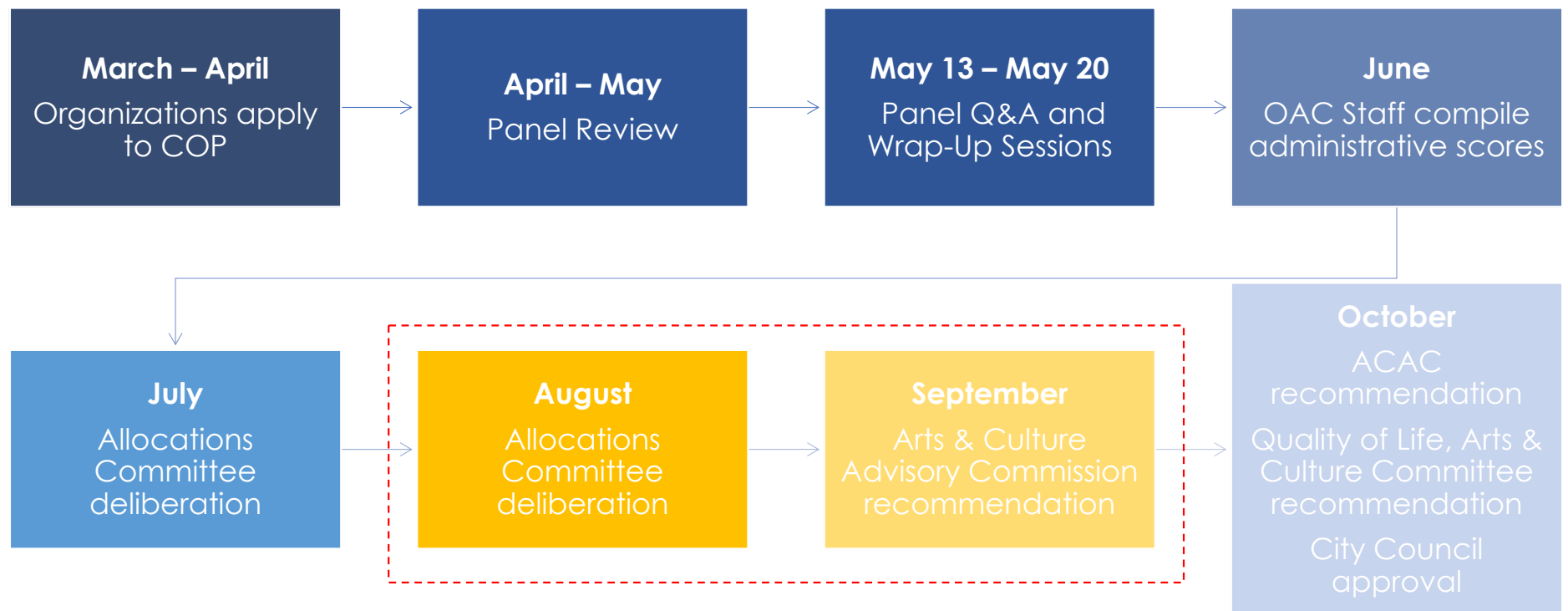
- Cultural Organizations Program (COP) 2025: Funding Allocations Scenarios
- OAC Staff Updates and Announcements
- Chair Updates and Announcements



Review: COP Selection Process



March through October, 2025



Key Dates



- October 9 – Allocations Committee VOTE
- October 16 – ACAC VOTE
- October 22 – City Council (Plan A)
- November 12 – City Council (Plan B)*
 - **There would be no penalty to the organizations or delay to typical contract timeline if it went in November; they would also still receive “pending award” emails after Allocations’ vote on October 3, so that they can budget accordingly.*



Review: 68 out of 70 applicants went to panel



- Every organization funded in 2025-26 reapplied (54 organizations).
- Additionally, the following 14 new or immediately returning organizations applied and went to panel review:
 - Tier 1: Pegasus Contemporary Ballet*, Swan Strings*, The Women's Chorus of Dallas*#, Urban Arts Collective*
 - Tier 2: Ochre House Theater, The Texas Supremacy of Music and Arts*, Texas Folklife Resources, Inc.
 - Tier 3: Agape Broadcasting Foundation (dba KNON)*, Lone Star Circus Arts Center\$, SPARK! Dallas*, Young Leaders Strong City*
 - Tier 4: Dallas Black Dance Theater*#, Dallas Contemporary
 - Tier 5: n/a
 - Tier 6: Dallas Symphony Association (*FULL, not just Children's Chorus*)#
- Two organizations submitted letters of intent and/or applications, but did not go to panel:
 - Beyond the Ball – decided that their programming was not a fit
 - Let the Beat Build – not yet 3 years old; will reapply in the future

* Past ArtsActivate Awardee
Past COP Awardee
\$ Community Arts partner



Last Meeting Recap



- We discussed why the modified scoring rubric has fewer points than usual this year
 - 90 v 100
- We showed results of the first run of the survey that replaced the panel Access and Impact section
 - Survey results were basically the same as panel, with about a dozen exceptions
- We found that about a dozen organizations interpreted questions in a way that was overly specific, so their panel score was over 5 points higher than their panel score.
 - Survey questions are in the appendix of this deck.
- This week, we called those dozen organizations to clarify those questions, **which is why some organizations have COP scores that are have changed from last week**



Review: Modified Scoring Rubric



Original Rubric in Guidelines

- Panel
 - Public Benefit(35)
 - Access & Impact (20)
 - Organizational Capacity (15)
- Administrative
 - Contract Compliance & Financial Viability (10)
 - Organization Program Management (10)
 - Adherence to Cultural Policy Diversity Criteria (10)
- **TOTAL = 100 points**

Modified Scoring (Federal Directives)

- Panel
 - Public Benefit (35)
 - Organizational Capacity (15)
- Administrative
 - Contract Compliance and Financial Viability (10)
 - Organization Program Management (10)
 - ~~Adherence to Cultural Policy Diversity Criteria~~
 - Access and Impact: New Survey (20)
- **TOTAL = 90 points**

These changes allow OAC to consider original applications as efficiently as possible, with as few “asks” to applicants for more information as possible.



Review: Survey Results



- There is no perfect solution to replacing the original panel scores. Panelists bring their own personal experience, backgrounds, and perspectives each time, which cannot be replicated. However, OAC does **recommend this survey** as a substitute for the following reasons:
 - The average difference between the survey and the original panel score of each applicant was 1.3 points (which, out of 20 points, is a 6.5% difference). **After phone calls, average is 1.1, with a much lower range.**
 - 75% of organizations received a score within 3 points of their original panel score.
 - Allows us to move forward with scoring, while considering as much “access” and “impact” data as possible.
- There are 13 applicants with big differences (i.e. 5 points or more of a difference.)
 - If organizations were significantly **penalized by the survey (12 applicants >5)** as compared to their panel score (i.e. lost 5 points or more), OAC staff will reach out to ensure that they have understood all questions. This process is ongoing, and there may be additional updates for next month’s meeting. **Currently completing these calls.**
 - If organizations **earned significantly more points from the survey than the panel (1 org < - 5)**, staff has not reached out yet. However, we may give these organizations a phone call this month to “spot check” answers to make sure that there are full programs referenced.



Review: September 11 Blue Scenario



- Theme: **Prioritizes new organizations at a base rate close to the rest of the tier, raises minimum funding percentages to returning orgs that received at least a 90% score.**
- Invites in all new organizations that received more than a **90% normalized score**
 - The Women's Chorus of Dallas [returning after 2-year gap]
 - Urban Arts Collective
 - Pegasus Contemporary Ballet
 - Swan Strings
 - The Texas Supremacy of Music & Arts
 - Dallas Contemporary
 - Dallas Black Dance Theatre [returning after 1-year gap]
 - The Dallas Symphony Association [returning in FULL, after being just the Children's Chorus]
- Awards additional HOT dollars to other organizations that scored above a 90%, but are funded less by revenue percentage below their peers
- This is the same strategy that we used in our final scenario last year

• **PLEASE NOTE: BUDGET PENDING**



Changes made for 9.25 to both scenarios



- Cuts to tier outliers as percentage of funding:
 - Anita Martinez, \$10K
 - Big Thought, \$50K
- Dallas Black Dance Theater was marked in the last scenario at \$200,000 entry; they left in 2025 at \$250,000. Both scenarios have added \$225K for discussion.



NEW: September 25 PURPLE Scenario



- Theme: **Prioritizes new organizations at a base rate close to the rest of the tier. Raises minimum funding percentages to returning orgs that received at least a 90% score.**
- Invites in all new organizations that received more than a **90% normalized score**
 - The Women's Chorus of Dallas [returning after 2-year gap]
 - Urban Arts Collective
 - Pegasus Contemporary Ballet
 - Swan Strings
 - The Texas Supremacy of Music & Arts
 - Dallas Contemporary
 - Dallas Black Dance Theatre [returning after 1-year gap]
- The Dallas Symphony Association [returning in FULL, after being just the Children's Chorus]
- Awards additional HOT dollars to other organizations that scored above a 90%, but are funded less by revenue percentage below their peers
- **MORE funding per org for all orgs – which helps us make funding closer to even among peers:**
 - **INCREASED entry points for new orgs in every tier**
 - **INCREASED minimum funding amounts for everyone receiving a score above 90%**
- **Same general philosophy, same # of new orgs**



NEW: September 25 ORANGE Scenario



- Theme: **Prioritizes new organizations (as many as could reasonably enter the program) at a base rate close to the rest of the tier. Raises minimum funding percentages to returning orgs that received at least a 90% score.**
- Invites in all new organizations that received more than an **85% normalized score**
 - The Women's Chorus of Dallas [returning after 2-year gap]
 - Urban Arts Collective
 - Pegasus Contemporary Ballet
 - Swan Strings
 - The Texas Supremacy of Music & Arts
 - Dallas Contemporary
- Dallas Black Dance Theatre [returning after 1-year gap]
- The Dallas Symphony Association [returning in FULL, after being just the Children's Chorus]
- Young Leaders Strong City
- SPARK!
- Agape Broadcasting, KNON
- Awards additional HOT dollars to other organizations that scored above a 90%, but are funded less by revenue percentage below their peers
- To accommodate more funds needed for new organizations, fewer increases for current organizations and no fewer increases by tier



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ArtsActivate Round 2



- ArtsActivate Round 2 is open!
- Visit artsactivate.com for details. Deadline is 9/29/25 at midnight – there is still more time to apply!



Culture of Value Winners Announced



- We awarded 50 Culture of Value artists last week! They are currently working with their libraries and rec centers to plan a program date.
- All programs will be from November 1-30, 2025. We will have a separate website up by mid-October with a Culture Month Calendar.
- Please help us share widely!



Upcoming Calendar



- October 9: Allocations (CHANGE)



Appendix



- Access and Impact Survey



20 points: Access and Impact



- The 2025-26 original guidelines' A&I section asked the panel to evaluate how the applicant “**eliminates barriers and increases equitable access and inclusivity through mission-driven community/neighborhood programming, outreach, and involvement.**” This section included panel scoring criteria about the applicant's values of cultural equity, access, racial equity, and inclusion.
- Per executive order, OAC may not use these criteria to award funding. These panel points were removed from the panel score (lowering panel score from a possible 70 points to a possible 50.)
- To replace these points, OAC sent a survey to all applicants that included 10 questions (2 points each) that address some of the same ideas of access and impact, while remaining federally compliant.



20 points: Access and Impact



- The 2025-26 original guidelines' A&I section asked the panel to evaluate how the applicant “**eliminates barriers and increases equitable access and inclusivity through mission-driven community/neighborhood programming, outreach, and involvement.**” This section included panel scoring criteria about the applicant's values of cultural equity, access, racial equity, and inclusion.
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Survey Questions: ACCESS



1. ACCESS: Between October 1, 2025 and September 30, 2026, will your organization provide services in areas labeled **“pink”** or **“green”** in the Cultural Typology map?
2. ACCESS: Between October 1, 2025 and September 30, 2026, will your organization provide services specifically designed for **youth attending public and charter schools in the City of Dallas?**
 1. Note: "Specifically designed" means programs, performances, classes, workshops, or other services provided to the public with students as the primary audience. This may include some schools that are inside the City of Dallas but outside of Dallas ISD, such as Richardson ISD.
 2. If yes, please provide the name of the school(s).
3. ACCESS: Between October 1, 2025 and September 30, 2026, will your organization provide services specifically designed for **audiences with physical or mental disabilities, neurodivergent audiences, and/or other audiences in Dallas that may need accommodations** to enjoy a performance or service from your organization?
 1. Note: "Specifically designed" means programs, performances, classes, workshops, or other services provided to the public with audiences with physical or mental disabilities, neurodivergent audiences, and/or other audiences in Dallas that may need performance accommodations as the primary audience.



Survey Questions: ACCESS



4. ACCESS: Between October 1, 2025 and September 30, 2026, will your organization provide services specifically designed for **senior citizens** in the City of Dallas?

1. Note: "Specifically designed" means programs, performances, classes, workshops, or other services provided to the public with senior citizens (Dallas residents 60+ years old) as the primary audience.

5. ACCESS: Between October 1, 2025 and September 30, 2026, will your organization provide services specifically designed for Dallas **resident households with annual income below the living wage**, as set by the MIT Living Wage Calculator?

1. Note: "Specifically designed" means programs, performances, classes, workshops, or other services provided to the public with Dallas citizens with annual, two-income household income below \$57,092 (living wage as recorded for Dallas, TX as of 8/27/2025) as the primary audience. This may include free and reduced-rate tickets or programming, partnership with other nonprofit organizations serving communities with low household incomes, targeted marketing, or other access initiatives.



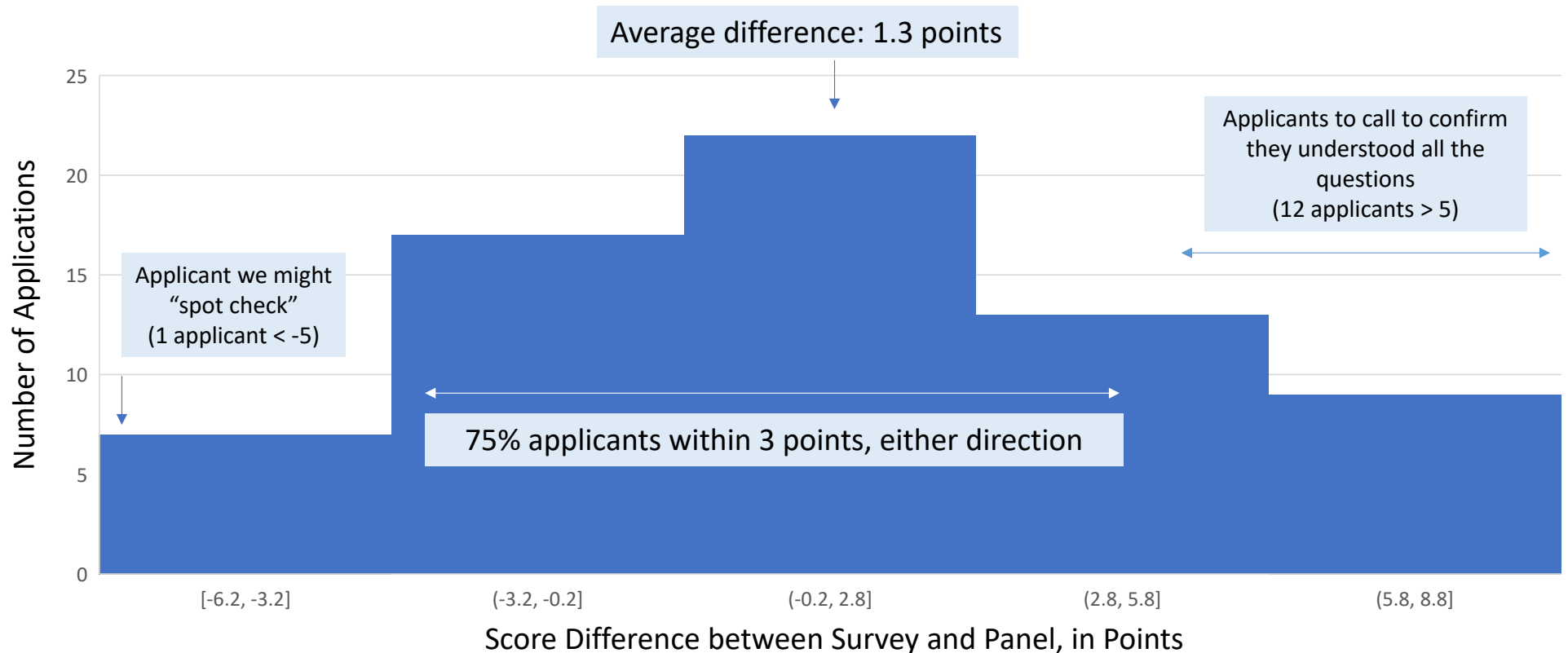
Survey Questions: IMPACT



1. IMPACT: Does your organization currently have a method for **measuring your public programs and services' impact on Dallas audiences?** (Measurement may be qualitative or quantitative.) Examples may include audience or participant surveys, focus groups, steering committees, or other measurement initiatives.
2. IMPACT: Does your organization currently have a method for **collecting broad data about your audience** (including zip code of residence?)
3. IMPACT: Does your organization **implement multilingual efforts** to attract audiences and/or visitors?
 1. "Multilingual efforts" may include translated signage/captions, multilingual programming, access to a translator or interpreter, or other language access efforts made to ensure that all audiences are able to participate in your organization's core programming.
4. IMPACT: Does your organization currently demonstrate with quantifiable data that its marketing, programs, or services **attract tourists** to Dallas?
5. IMPACT: Between October 1, 2025 and September 30, 2026, will your organization **host a youth advisory board, internship program, community board committee, or other leadership pipeline** for young Dallas artists to gain experience that helps extend the longevity of the Dallas arts ecosystem?



LAST WEEK: Most applicants scored approximately the same. The survey generally confirmed panel scores.



LEFT: Negative difference = survey score higher than panel score.
RIGHT: Positive difference = panel score higher than survey score.

