



**CITY OF DALLAS OFFICE OF ARTS AND CULTURE
CALL FOR ARTISTS**

CULTURE OF VALUE

SUBMISSION DEADLINE: Monday, June 15th, 2026

OBJECTIVE

The purpose of Culture of Value 2026 is to support artists and arts and culture organizations whose primary programming and services are representative of the artistic diversity present in Dallas. The recipient shall provide a one-time artistic service that furthers Dallas' "Culture of Value," or the principle that the arts are essential to a thriving, equitable society within the city of Dallas (Dallas Cultural Plan, Strategy 14 - Support for Artists).

REQUEST FOR PROPOSALS

The City of Dallas Office of Arts and Culture (OAC) will partner with the Dallas Public Library (DPL) and the Park and Recreation Department (PKR) to match Dallas-based artists and organizations with library branches and recreation centers across the City of Dallas. OAC requests submissions for proposals for a one-time service of an artistic and/or cultural nature that develops a "Culture of Value," establishing the arts as essential to a thriving, equitable society within the City of Dallas. Through any artistic or cultural discipline, the proposed service must address the value and necessity of artists, art, and culture. The service must also open access to arts and culture for the residents of Dallas.

The proposed service (art project) must take place on a single day; the RFP does not request a series of events. The installation of an art exhibit will be seen as a one-time service for its exhibit duration, but may not last longer than one week. All services must take place between **Tuesday, September 1st, 2026, and Wednesday, September 30th, 2026**. To receive payment, the artist must complete a final report for the Office of Arts and Culture by **Thursday October 3rd, 2026**.

In its third year, the 2026 Culture of Value program will continue to uphold the key elements from 2024 and 2025 that made it a success:

- Each **artist or organization will receive up to \$2,500** for their project.
- All projects must be a **one-day, one-time artistic experience**. The only exceptions are **art exhibitions, which may stay up for up to one week**, but they must still be accompanied by a **one-day activation or event at the location**.
- All projects must reflect what a "Culture of Value" means to the artist.
- The funded artistic experiences will all take place from **September 1 – September 30, 2026**
- The application review team will still include **DPL and PKR teams alongside OAC staff**.



Arts & Culture

- **Artists and organizations will indicate their preferred locations** along possible dates and times of their project.
- The application will allow artists to provide graphics for customized marketing support.

ELIGIBILITY

Applicants must meet the following criteria to apply:

Individual Artists

- Be an artist whose primary services and programming center around a cultural experience and/or are representative of the artistic diversity of Dallas.
- Be a resident of the City of Dallas
 - PO Box will not be accepted as an address for proof of residency.
- Be willing to comply with any City of Dallas compliance requirements, which may include, but is not limited to, obtaining insurance, or passing a background check.

Non-Profit Organizations

- Be an organization who primary mission and/or function center around a cultural experience and/or are representative of the artistic diversity of Dallas.
- Be a 501(c)(3) non-profit organization whose primary function is arts and culture related.
- Be registered to transact business in the State of Texas
- Have an administrative address in the City of Dallas
 - PO Box will not be accepted as an administrative address.
- Be willing to comply with any City of Dallas compliance requirements, which may include, but is not limited to, obtaining insurance, or passing a background check.

KEY DATES

- **Application Opens:** Tuesday, May 26, 2026
- **Application Closes:** Monday, June 15, 2026
- **Application Review Period:** Monday, June 15 – Friday, July 10, 2026
- **Matching Process:** Monday, July 13 – Thursday, July 16, 2026
- **Final Matches Notification Date:** Friday, July 17, 2026
- **Artist Contracting Orientations:** Tuesday, July 21 – Thursday, July 23, 2026
- **Culture of Value Month:** Tuesday, September 1– Wednesday, September 30, 2026

PROPOSAL ADJUDICATION

Individual Artists and Nonprofit Organizations (see Eligibility Criteria below) may propose a one-time service that benefits the Dallas public; addresses the value and necessity of arts and culture in Dallas; and showcases the artistic diversity present in Dallas.

Proposals will be scored by a panel consisting of OAC, DPL, and PKR staff members. Proposals may receive up to 100 points, following the rubric below:

- **Culture of Value | 25 points**
 - The applicant's narrative and project proposal respond to the question "How does the proposed project help support a Culture of Value in Dallas?"
- **Public Benefit | 25 points**
 - The applicant's proposal provides clear and tangible audience engagement opportunities and participant benefits.
 - The proposed program may introduce audience members to new art forms or experiences that they may not typically access.
- **Artistic and Cultural Services | 25 points**
 - The applicant demonstrates a history of programming and services focused on unique, cultural and/or artistic experiences.
 - The proposed program is unique, accessible, and could be enjoyed by a wide variety of audiences who may be present at a recreation center or library.
- **Operational Management | 25 points**
 - The applicant shows a budget that has no surplus or deficit and pays Dallas artists for their work.
 - The project proposed could reasonably be performed in one day in a library or recreation center.
 - The applicant exhibits logistical ability to execute the proposed programming successfully, especially on an expedited timeline.

Applicants who receive more than 70 points are eligible to enter the match pool. Entering the match pool means that the applicant's project will be shared with the project review team. It does not necessarily mean that the project will be selected.

ARTIST MATCHING PROCESS

In the application, OAC will provide a list of participating venues and their respective resources (i.e. performance spaces and equipment) to artists. Artists may choose locations that best fit their project.

Applications are then reviewed using the point process described above.

All participating venues will each receive a list of proposals that a) requested that location and b) received at least 70 points. Each venue will select up to three proposals from this list that fit their summer programming needs.

After all libraries and recreation centers have made their selections, OAC will “match” proposals with library and recreation center venues, based on the library and recreation center rankings. Matches will be announced to applicants and venues on **Friday, July 17, 2026.**

SUBMITTAL MATERIALS

Please submit the following to <https://dallasculture.org/cultural-fundingprograms/cultureofvalue26/>:

1. Artist/organizational background of programming and service:

- a. Artist biography expressing history of programmatic and service focus, and contact information, including email and home address; OR
- b. Organization’s mission, history, leadership, and contact information, including email and administrative address

2. Proposal describing the planned execution of a project as described in the **Scope of Services above.**

3. Proposed budget to execute proposals not to exceed \$2,500, reimbursable by the Office of Arts and Culture

4. Venue match preferences:

Any proposed venue requirements that are non-negotiable to the success of the project and cannot be rented (i.e. an open space for dancing)

5. Supplemental materials that help illustrate project description or applicant’s previous success, such as photos, newspaper articles, etc.

6. A photo of the artist, art piece, or programming that may be used by the OAC to market your event.

CONTACT

Questions? Please email Itzel Quintero Marmol Ramos at itzel.mramos@dallas.gov.