

EXHIBIT A



ArtsActivate 2027

FY 2026-27 Guidelines for Non-Profit Organizations and Individual Artists

As recommended by the
Arts and Culture Advisory Commission of the City of Dallas

Approved by the
City Council of the City of Dallas
by Council Resolution No. May X, 2026

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Office of Arts and Culture (OAC)

About

The Office of Arts and Culture (OAC) is a City of Dallas department that works to enhance the vitality of the city and the quality of life for all Dallas residents by creating an 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. OAC does this by supporting artists, arts organizations, and Dallas residents through grants, partnerships and other critical resources. OAC is also the custodian of 19 city-owned cultural facilities, where a wide variety of arts and cultural programs are offered for residents and visitors. These facilities consist of many of our community's most important cultural venues that, when combined, represent more than 1.5 million square feet of space dedicated to arts and cultural functions in our community. OAC also oversees a 300 plus-work citywide public art collection.

Vision

The Office of Arts and Culture's vision is of a vibrant and welcoming community where all residents and visitors have opportunities to engage in enriching artistic and cultural experiences throughout Dallas.

Mission

The Office of Arts and Culture enhances the city's vibrancy and enriches the lives of Dallas residents and visitors by fostering an environment where artists and cultural organizations flourish; people of all ages engage in creative expression; and the city's rich artistic traditions are celebrated.

Contact OAC

For general inquiries or assistance, please contact the Office of Arts and Culture, Cultural Programs Division at OACFundingPrograms@dallas.gov for fastest response. Specific staff contact information may be found online at dallasculture.org/contact.

About ArtsActivate 2027

Launching for the 2026-27 fiscal year, ArtsActivate is the City of Dallas’ project-based cultural support program. The City of Dallas Office of Arts and Culture will contract for open-to-the-public, cultural services that showcase Dallas artists and organizations to support and enhance the Dallas arts ecosystem. This program funds artistic and cultural events that *activate* Dallas communities, ensuring that all Dallas residents have an opportunity to experience high-quality arts and culture in their home neighborhoods.

ArtsActivate is open for proposals from non-profit arts/cultural organizations, educational institutions¹, social service organizations, individual artists, artist collectives and other eligible non-profit organizations. Each proposal must include an in-person event open to the public. Proposals are reviewed, evaluated, and selected by OAC staff, a community review panel, and the Allocations Committee of the Arts and Culture Advisory Commission.

This document contains updated guidelines, program eligibility and review criteria, deadlines, and application instructions for ArtsActivate 2027. All applicants are required to read the guidelines prior to beginning the application process. Guidelines are updated and approved by City Council every fiscal year.

ArtsActivate 2027 will open for three rounds of applications for projects taking place throughout the 2026-27 fiscal year (October 1, 2026 – September 30, 2027).

- Round 1 will be open from June 2 – July 6, 2026
- Round 2 will be open from September 15 – October 5, 2026
- Round 3 will be open from February 9 – March 1, 2027

Applicants are responsible for the quality, completeness, and timely submission of the proposal, including responses to clarifying questions from OAC staff, which may come from a “dallas.gov” email address². Application steps and deadlines are included in this document and online at the ArtsActivate page found at artsactivate.com. Applications must be submitted via the online application system by the due date. Hard copies of applications will not be accepted.

OAC staff are available to answer additional questions. (See Contact OAC above.)

Program Goals

ArtsActivate 2027 proposals should be innovative projects that create active and ongoing engagement with people, neighborhoods, and communities in Dallas. They should celebrate artistic diversity, build community connections, and enhance the visibility of neighborhoods through arts and culture. Priority will be given to projects focusing on neighborhoods outside of the Urban Core. See typology map here:

<https://www.arcgis.com/home/webmap/viewer.html?url=https://services2.arcgis.com/rwnOSbfKSwyTBcwN/arcgis/rest/services/CulturalNeighborhoodTypologies/FeatureServer>

¹ “Educational institutions” may include nonprofits that focus on education or organizations affiliated with a school (such as a Parent Teacher Association or an alumnae club) that hold their own 501c3 designations. However, primary (K-12 schools) and institutions of higher education, such as community colleges and universities, do not themselves qualify for funding through ArtsActivate.

² Please be sure to mark “dallas.gov” as a safe email sender. For reference, instructions for [Outlook](#) and [Gmail](#)/Yahoo are linked.

Collectively, funded ArtsActivate projects should:

1. Grow Dallas' artistic footprint by providing new artistic services across Dallas, including in nontraditional spaces and through unique artistic disciplines.
2. Provide public benefit by building and enhancing artistic and cultural experiences available to the residents of the City of Dallas.
3. Connect individuals across Dallas to strengthen communities and/or neighborhoods through the arts.

Definitions

Project

A project is defined as a specific one-time event or production (such as one concert, theater production, exhibit, etc.) or a short series of events using the same theme or title. This event must be open to the public and may not be restricted to members of a specific community that cannot be open to the public.

Open to the Public

A project must be "open to the public," meaning that the public event portion of the project must welcome anyone to attend or participate. A project's audience may not be closed based on race, age, sex, or other demographic characteristics.

Art in Public Places Projects

Distinct from the City of Dallas Percent for Art Program, Art in Public Places is defined as permanent or temporary visual art installations supported by grants for installation on privately owned locations that are visible and accessible to the public. Permission from the property owner must be obtained prior to submitting an ArtsActivate application. Projects cannot be installed on any City-owned property.

Privately Owned Property – If a private person or company/organization owns the property, the applicant must obtain a formal letter of support and authorization from the owner allowing the applicant to install the proposed artwork. This letter must be included with the application. Without the property owner's written consent, the application will not be reviewed.

Active Status Applicants

Active Status Applicants are defined as applicants who have been recommended for funding, executed a contract with OAC, and successfully completed such contract during or after the 2024-25 fiscal year (October 1, 2024 – September 30, 2025) at the time of the application round submission deadline. This includes contracts from any funding program through the Office of Arts and Culture, including Culture of Value, Cultural Organizations Program, Community Artists Program, etc.

Inactive Status Applicants

Inactive status applicants are defined as either:

- Applicants who have never received funding from an Office of Arts and Culture funding program, or have not received funding from an OAC funding program since before the 2024-25 fiscal year; OR
- Applicants who have not completed their ArtsActivate 2026 or ArtsActivate 2027 awarded contract at time of submission including the submission of their final report.

ArtsActivate 2027 Timelines

Round 1	
Tuesday, June 16, 2026	Application Opens
Monday, July 20, 2026	Application Closes at 11:59 PM
Tuesday, July 21, 2026 – Thursday, September 9, 2026	Panel Review/Funding Level Recommendations – Allocations Committee
Friday, September 10, 2026	Funding Recommendation Notifications to Applicants
Tuesday, October 13, 2026	Earliest start date for contracts (and earliest possible project start date, with completed contract)
Wednesday, September 15, 2027	Latest end date for contracts (and last possible project date)
Round 2	
Tuesday, September 22, 2026	Application Opens
Tuesday, October 13, 2026	Application Closes at 11:59 PM
Wednesday, October 14 – Thursday, December 3, 2026	Panel Review/Funding Level Recommendations – Allocations Committee
Friday, December 4, 2026	Funding Recommendation Notifications to Applicants
Tuesday, January 12, 2027	Earliest start date for contracts (and earliest possible project start date, with completed contract)
Wednesday, September 15, 2027	Latest end date for contracts (and last possible project date)
Round 3	
Tuesday, February 9, 2027	Application Opens
Monday, March 1, 2027	Application Closes at 11:59 PM
Tuesday, March 2, 2027– Thursday, May 6, 2027	Panel Review/Funding Level Recommendations – Allocations Committee
Friday, May 7, 2027	Funding Recommendation Notifications to Applicants
Friday, June 18, 2027	Earliest start date for contracts (and earliest possible project start date, with completed contract)
Wednesday, September 15, 2027	Latest end date for contracts (and last possible project date)

General Application Guidelines

The ArtsActivate 2027 application can be found on the ArtsActivate page of the OAC website at: www.artsactivate.com. Full applications, including the video component, must be submitted via the online application system by **11:59 PM** on the evening of the Round's closing date: July 6, 2026; October 5, 2026; and March 1, 2027, respectively. Hard copies of applications will not be accepted.

NOTE: An applicant that submits a substantially incomplete application at the time of the deadline, as deemed by the Office of Arts and Culture, will receive notification via e-mail as to the incomplete status of the application from OAC staff. This could result in the application being rejected.

Application Support Available from OAC

To assist with the application process, OAC staff will host information sessions, both virtual and in person, before each round closes. These dates will be posted on the OAC website at the time of the online application opening. The week before the deadline, OAC staff will also host online "office hours" for individual questions on a drop-in basis. Additionally, returning applicant organizations may request feedback on prior years' applications from OAC staff. All information sessions and office hours are **optional** and have no bearing on the application scoring.

Applicants may also request that any info session, office hour, and/or application support be available in Spanish or with a Spanish interpreter, with 4 business days' notice. To request an interpreter, email OACFundingPrograms@dallas.gov.

NOTE: OAC application support will close at 5:00 p.m. on the Friday before each round's deadline. Staff may not be able to respond to emails within 72 hours of the application's close, except to help troubleshoot technical issues. OAC staff highly recommends submitting before the final round's closing date.

Funding Period

Proposed projects must fall within the respective ArtsActivate 2027 application date ranges as listed below. Applications reflecting project date ranges outside the ranges listed below will be subject to disqualification.

Round 1: October 13, 2026 – September 15, 2027

Round 2: January 12, 2027 – September 15, 2027

Round 3: June 18, 2027 – September 15, 2027

Eligibility Requirements

To receive funding through ArtsActivate, both the **applicant** and the **project** must meet all eligibility requirements.

Applicant Eligibility Requirements: ALL APPLICANTS

- Applicants must be willing and able to enter into a contract with the City of Dallas and meet the requirements associated with receiving funds from the City of Dallas.

- Applicants must obtain and maintain all necessary licenses, permits, insurance and other approvals required by law for the provision of services during the contract term.
- Applicants must be a resident of Dallas or maintain a permanent, paid studio/workspace in the City of Dallas. Organizations must have administrative offices permanently located in the City of Dallas. This does NOT include P.O. Boxes – all applicants must have a physical home or office at a Dallas address.
 - Proof of Dallas residency will be required at time of submission.
 - Acceptable proof of residency includes a driver’s license, current mail from the last 30 days that is typewritten or computer-generated, and/or a rental/lease agreement.
 - If rental or lease term is less than 12 months, eligibility is subject to Director approval.

Additional Applicant Eligibility Requirements for Individual Artists

- Individual Artists must be a resident of Dallas or maintain a permanent, paid studio/workspace in the City of Dallas.
 - Proof of Dallas residency will be required at time of submission. Acceptable proof of residency includes a driver’s license, current mail from the last 30 days that is typewritten or computer-generated, and/or a rental/lease agreement. If rental or lease term is less than 12 months, eligibility is subject to Director approval.

Project Eligibility Requirements: ALL APPLICANTS

- All proposed projects must be artistically or culturally focused
- All proposed projects must include an in-person (not virtual) event that is open to the public.
- Proposed projects must not start before the respective round start dates (see [ArtsActivate 2027 Timelines](#)).
- All proposed projects must be completed by September 15, 2027.
- Any proposed project budget showing a surplus of 10% or more of City of Dallas requested funding or any proposed project budget showing a deficit will be subject to disqualification³.
- All proposed projects or activities must occur within the city limits of Dallas. NOTE: Highland Park, University Park, and Cockrell Hill are NOT considered within the City limits of Dallas. See City of Dallas boundaries map at: <https://dallasgis.maps.arcgis.com/apps/instant/minimalist/index.html?appid=807494fddae04830852e4b13e6847979/>.
- Projects may be ticketed, but they cannot exclude the public or limit who may be a member of the audience. If the event has limited capacity, everyone must have equal access or opportunity to purchase a ticket and/or attend on a first come, first serve basis.
- Applicants whose primary programming takes place in K-12 schools or is arts education-focused must have a public facing arts program that is open to the general public. Public programming can be geared toward youth audiences but must be accessible to everyone.

Additional Applicant Eligibility Requirements for Non-Profit Organizations

- Organizations must have administrative offices permanently located in the City of Dallas. This does NOT include P.O. Boxes – all applicants must have a physical home or office at a Dallas address.

³ Please see example budget in the applicant portal.

- Proof of Dallas residency will be required at time of submission. Acceptable proof of residency includes current mail to the organization from the last 30 days that is typewritten or computer-generated and/or a rental/lease agreement. If rental or lease term is less than 12 months, eligibility is subject to Director approval.
- Organizations must be a 501(c)(3) tax-exempt entity as provided by the U.S. Internal Revenue Code, as amended, and in good standing.
- Organizations must be in-compliance with local, state, and federal laws prohibiting discrimination.
- Organizations must be authorized to transact business in the State of Texas.
- Organizations must submit with their application their most recently completed fiscal year's IRS Form 990.
 - If an organization does not have an IRS Form 990 to submit because the organization has not completed a full year as a nonprofit, an organization may complete the application. However, the organization will be assumed "Group A," (revenue under \$50K).
- Organizations must have non-discriminatory employment and personnel practices.
- Organizations must comply with regulations pertaining to federal grant recipients including Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Education Amendments of 1972, the Americans with Disabilities Act of 1990, and the Drug Free Workplace Act of 1988.
- **Organizations must comply with all applicable provisions of the National Labor Relations Act, 29 U.S.C.A. §§ 151-169, as amended.**

Ineligible Applicants

- Pursuant to Dallas City Code Section 2-36, applicants that are indebted to the City or delinquent in any payment owed to the City of Dallas under a contract or other legal obligation are not eligible for this ArtsActivate 2027 Program.
- **Applicants who were at fault and/or failed to successfully complete an awarded contract during the City of Dallas fiscal year 2025-26 are not eligible to apply for project-based funding in FY 2026-27.**
- **Organizations that receive over \$100K per year through the FY 2026-27 Cultural Organizations Program are not eligible to apply for project-based funding in FY 2026-27.**
- Individual Artist applicants who have been employed by the City of Dallas in the last 12 months are ineligible to apply for funding in FY 2026-27.

Ineligible Project Activities

ArtsActivate 2027 funding cannot be used to pay direct costs for:

- Projects or events whose primary function is not arts and culture related
- Projects, events, or activities financially supported by another Office of Arts and Culture initiative or funding program (such as Cultural Organizations Program, Culture of Value, and Community Artists Program)⁴
- Projects planned primarily for fundraising purposes

⁴ Artists and organizations may apply for as many funding programs as they are eligible. An artist and organization may be funded through the Office of Arts and Culture through multiple different funding programs, as long as each proposed contract's scope is entirely unique. **However, a project specifically within scope of another City of Dallas Office of Arts and Culture contract, such as the Cultural Organizations Program, Culture of Value, and Community Artists Program, may not be funded again through ArtsActivate.**

- Activities restricted to members of a specific community and are not open to the public⁵
- Activities which do not benefit the public
- Tuition expenses
- College/university or school projects that are part of a course or curriculum or which do not benefit the public
- Fellowships/grants to individuals (does not prevent purchase from individuals)
- Scholarships of any form, cash prizes, or awards
- Travel
- Underwriting of capital expenditures (buildings, land, permanent equipment, or artwork)
- Purchase of artwork or public art on city property
- Underwriting of past deficits
- Endowments
- Non-contract related services, lobbying, attorney's fees, fees for penalties, and fees for incorporation or obtaining tax-exempt status
- Any beverages and/or food
- Festivals that are organized by managers or promoters for profit or for which the organizer is promoting but not participating
- Publication of books for personal promotion
- Exhibitions or projects for personal financial gain
- Events or projects that don't have the proper permits or insurance coverage
- Commercial (for-profit) enterprises or activities

Variances from these guidelines may be approved by the Director; however, material variances shall require City Council approval. Material variances include:

- Changes in group structure, and maximum awards by group
- Changes in scoring criteria
- Non-profit status requirements
- Status as a Dallas-based organization or artist
- Changes to ineligible activities
- Allowing eligible applicants to receive multiple awards within fiscal year 2026-27

⁵ Tickets may be sold to ArtsActivate events. However, ticket sales must be available to the public.

ArtsActivate 2027 Application Checklist

The ArtsActivate 2027 application, found on www.artsactivate.com, includes five components. All components, including the video, must be submitted to the submission portal by the round's deadline.

I. Main Application Form

The Main Application is an opportunity for the applicant to write a narrative about their project. Required information in this section includes: a project proposal; the applicant's background/biography (Individual Artist) or organizational history and tax ID (Nonprofit Organization); the project's budget; and other details about the project's impact. The section also requests contact information, and a certification that all information provided is valid.

II. Application Quiz

Linked to the Main Application, this quiz for all applicants assesses an applicant's understanding of the guidelines and city contract requirements. All applicants must receive 100% on the quiz, and the name on the quiz **must** match the applicant's name on the application.

Applicants may take the quiz an unlimited number of times. Additionally, applicants may ask any questions to OAC Staff while completing the quiz.

III. Video Form

All applicants must create a video, no longer than 5 minutes, to describe their ArtsActivate proposed project. While this video may include clips of b-roll from the applicant's work, it is not intended to be a professionally produced "sizzle reel;" and do not require filmmaking experience – videos may be produced using a recorded Zoom meeting or filmed on a cell phone. This video must be available on YouTube.

IV. Event Listing Form

The Event Listing Form should include all public events associated with the project. Points will be awarded based on the Cultural Typology map (see Administrative Scoring section). If more than one event location is provided, OAC will take the average of the locations' scores to assign points.

V. Supplemental Materials Form

Applicants should add any supplemental material that they feel best reflects their artistic success, background, or recent work completed. (Most applicants reuse recently published material and do ***not*** create anything new for this section.) Successful supplemental materials may include: news articles about the organization and/or a recent performance or production; photos or video of a recent event; or an annual report of the past year. At least one supplemental material must be included. However, please do not include more than 5.

Panel Review & Selection Process

Panel Review

ArtsActivate 2027 applications are evaluated by a review panel of qualified candidates recommended by the Allocations Committee of the Arts & Culture Advisory Commission. Panel reviews will be completed remotely, through an online review portal.

The review panel should, to the greatest extent possible, reflect the population and communities of the City of Dallas, without sacrificing expertise, knowledge, or demonstrated interest in arts and culture. Nominations to a review panel shall be provided by interested members of the public, the Arts & Culture Advisory Commission, and City staff. In no instance shall a City employee, Arts & Culture Advisory Commissioner, or other City official be a participating member of a review panel. Review panel members shall be independent, impartial, and responsible only to the people of the City and shall comply with the Code of Ethics in Chapter 12A of the Dallas City Code and Cultural Policy Section 3(C)(iii) including, but not limited to, recusal and disclosure provisions. Panelists should strive to avoid the appearance and risk of impropriety.

Group Structure and Funding Request Amounts

All applicants will be reviewed in group levels. Individual artists will all be put together into a group, while organizations will be collected into groups based on their operating budget from the previous completed year's budget found in the application or referenced in their IRS Form 990. A review panel will review an entire group to maintain consistency and integrity in scoring per group. An exception may apply if the number of applications is great enough to warrant more than one panel. If this is the case, the group will be split, and scoring normalized per the relative panel.

Group	Revenue per year (as shown in 990)	Maximum Funding Request Per Project	Maximum Funding per Year
Group A	Organizations Less than \$100,000.00	\$12,000	May receive two unique projects per year
Group B	Organizations \$100,000.00 - \$499,999.99	\$14,000	May receive one project per year
Group C	Organizations \$500,000.00 - \$999,999.99	\$14,000	May receive one project per year
Group D	Organizations \$1,000,000.00 or more	\$16,000	May receive one project per year
Individual Artists	N/A – all individual artists or artist collectives who do not hold a 501c3	\$8,000	May receive two unique projects per year

Selection & Funding

An applicant's combined panel and OAC administrative scores are forwarded to the Allocations Committee of the Arts & Culture Advisory Commission for review. The Allocations Committee recommends a level of funding for each applicant taking into consideration the scoring and funding request. All scores are normalized within their group. Normalizing a score means each score is divided by the highest score of that group. **An applicant whose normalized panel score is below 70% will not be considered for funding.**

Please note that for awardees funded in early rounds (Rounds 1 and/or 2), the Allocations Committee may prioritize first-time-funded artists over second-time-funded artists, if the scores are similar.

All funding levels receive funding recommendation by the Allocations Committee of the Arts & Culture Advisory Commission and final approval by the Director of Arts and Culture.

ArtsActivate 2027 Funding Allocation

Eligible applicants may apply in any and all rounds of ArtsActivate 2027. Group A (organizations with annual budgets under \$100,000.00) and Individual Artists may receive funding twice per fiscal year, for two separate projects. Groups B, C, and D (organizations with annual budgets over \$100,000.00) may only receive funding once through the program. No more than 20% of the total ArtsActivate 2027 available funding will be awarded to organizations with budgets of \$1,000,000.00 or more.

As a reminder, organizations receiving more than \$100K in COP funding in FY 2026-27 are not eligible to apply. Additionally, according to the City of Dallas' Cultural Policy, total support by the City in a fiscal year, whether cash or in-kind, regardless of the department from which the funds and support originate, shall not exceed: 50% of an organization's audited revenue for organizations with revenue less than \$1,000,000; or 40% of an organization's audited revenue for organizations with revenue of \$1,000,000 or more. (This means that an organization receiving awards for more than one City of Dallas funding program may not be eligible for a full ArtsActivate award; please reach out to OAC staff with any questions about specific organizational situations.)

Scoring

Each applicant will be scored on a 100-point scale. Seventy (70) points will be scored by the review panel. The remaining thirty (30) points will be an administrative compliance score calculated by OAC staff.⁶

Review Panel Scoring

The review panel will score based on the criteria below with the intent to promote the public benefit of arts and culture programming in the City of Dallas for all its residents.

Panels will allocate up to 70 points per applicant (descriptions below):

- Intention (20 points)
- Impact (35 points)
- Overall (15 points)

Intention (20 points) – What is the project’s purpose?

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

- Expands arts and cultural activities and offerings available in Dallas
- Provides inviting opportunities which are accessible for the residents 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) – Who is benefitting from the project?

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 Calculator⁷
- 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

⁶ Please note: In Rounds 2 and 3, the Allocations Committee may prioritize first-time-funded artists (within the 2026-27 fiscal year) over second-time funded artists with similar scores.

⁷ The MIT Living Wage Calculator is an estimate of the local wage rate that a full-time worker requires to cover the costs of their family’s basic needs where they live. For Dallas County, an individual may need to earn \$47,965 before taxes to cover most basic needs; the salary increases with number of family members supported and number of members in the household. For more detail, please visit: <https://livingwage.mit.edu/counties/48113>. Updated as of 9.10.2025.

Overall (15) – How will the applicant execute the project?

The overall evaluation of the project plan through the application.

- Clarity of application, including description of programming and services
- Ability to execute and deliver proposed services
- Supplemental materials enhance overall application
- Financial resources allocated to the project are proportional to its size, complexity, and scope
- Plans to monitor project success

Reviewers will also be asked two questions at the end of each review:

1. Would you support this program for funding through ArtsActivate 2027? (Yes or No)
2. Does this project have an in-person, public, and artistic/cultural event? (Yes or No)

OAC Administrative Scoring

OAC staff will score based on the criteria below with the intent to promote the public benefit of arts and culture programming in the City of Dallas for all its residents.

OAC staff will allocate administrative scores up to 30 points per applicant:

- Application and Contracting Compliance (10 points)
- Project Budget Support (10 points)
- Neighborhood Typologies (10 points)

Descriptions of all criteria are listed below.

Application and Contracting Compliance (10 Points)

NEW! All applicants must demonstrate understanding of and willingness to comply with ArtsActivate 2027 contracting guidelines through a Guidelines and Compliance Assessment. The assessment is a short quiz that can be found in the application portal. Each applicant must receive a 100% score on the quiz to receive points, but the quiz can be taken multiple times. Additionally, applicants may reach out to OAC staff for quiz support at OACFundingPrograms@dallas.gov, if necessary.

Additionally, Active applicants may earn points for past, fully completed contracts that were submitted successfully, on time. Inactive applicants may also earn these points for submitting proof of residency, which may include: a driver's license, current mail from the last thirty days that is typewritten or computer generated, and/or a rental/lease agreement.

5 Points: ArtsActivate 2027 Guidelines and Compliance Assessment Quiz

- 5 = Completed assessment with 100% accuracy
- 0 = Failed to complete assessment with 100% accuracy

5 Points: Contract Compliance (**Active** Status Applicants)

- 5 = Most recent funded project contract executed with an on-time submission of final report
- 0 = Failed execution of most recent project contract or late submission of final report

5 Points: Residency Compliance (Inactive Status Applicants)

5 = Documentation provided that proves Dallas residency

0 = Documentation not provided that proves Dallas residency

Project Budget (10 points)

5 Points: Budget Support

An applicant may earn up to 5 points by bringing in additional revenue for their project beyond OAC’s anticipated support, called “Budget Support.” These points are calculated as a percentage of financial support in total proposed project budget in comparison to the requested funding amount from OAC. This includes in-kind contribution.

Points	INDIVIDUAL ARTIST: Budget Support	NONPROFIT ORGANIZATION: Budget Support
5	25% or more	50% or more
4	20% - 24%	40% - 49%
3	15% - 19%	30% - 39%
2	10% - 14%	20% - 29%
1	5% - 9%	10% - 19%
0	4% or less	9% or less

Example: Applicant Z is an organization with revenue under \$100K. They calculate that their revenue, including in-kind contributions, will be \$7,500 without OAC contributions. Applicant Z also estimates \$19,500 in expenses needed to complete the project, so they request the remaining \$12,000 from OAC. Applicant Z’s total revenue, including OAC funding, is now \$19,500.

To calculate Applicant Z’s Budget Support score, the organization divides \$7,500 (the support outside the OAC) by \$19,500 (their total revenue). This equals .38, or 38%. Applicant Z would earn 3 points in this section, because 30-39% of their budget will be provided from sources outside the ArtsActivate program.

5 Points: Artist Support

Additionally, an applicant may earn an additional 5 points for contributing at least a quarter of their project’s anticipated expenses to pay Dallas artists, called “Artist Support.” These points are calculated as a percentage of financial support in the “Artist Fees” section in comparison to the total expenses of the project.

Points	ALL APPLICANTS: Artist Support
5	25% or more
4	20% - 24%
3	15% - 19%
2	10% - 14%
1	5% - 9%
0	4% or less

Example: Applicant Y is an individual artist. She calculates that her total expenses for the project will be \$8,000. She will pay herself and an additional two members of her team each \$1,000 for their time and effort in the project, meaning that the Artist Fees section of her expenses will be \$3,000.

To calculate Applicant Y's Artist Support score, she divides \$3,000 (artist fees) by \$8,000 (total expenses). This equals .375, or 37.5%. Applicant Y would earn 5 points in this section, because more than 25% of their expenses will go towards artists in the Dallas arts ecosystem.

Neighborhood Typologies (10 points) – Based on the Cultural Plan as approved by City Council on November 28, 2018, and later amended on December 10, 2025, neighborhood typologies were outlined for the City of Dallas to identify and illustrate how different neighborhoods in Dallas are served by the city’s arts and culture ecosystem. Proposed projects must have at least one in-person event that serves their intended audience. If multiple locations are listed in a proposal, the average score of the locations will be used. See map of typologies here: <https://www.arcgis.com/home/webmap/viewer.html?url=https://services2.arcgis.com/rwnOSbfKSwyTBcwN/arcgis/rest/services/CulturalNeighborhoodTypologies/FeatureServer>

Points	ALL APPLICANTS: Neighborhood Typology
10	Non-traditional Spaces (green)
7	Residential Opportunities (pink)
5	Mixed Urbanism (blue)
2	Urban Core (yellow)
0	No location listed

NOTE: All events listed in the application must have a valid City of Dallas address. P.O. Boxes are not permitted. Any events outside of Dallas will be omitted from scoring. Events listed with no address will be scored at 0 and calculated into the average score.

When considering a venue, all applicants are welcome to consult OAC’s Venue Resource Guide, which can be found as an Appendix to these Guidelines or on OAC’s website in the “Resources for Artists” section. These new and/or non-traditional arts spaces have specifically requested ArtsActivate collaboration and are generally located in Residential Opportunities and Non-traditional Spaces areas of Dallas.

Payment

Payments will be made in installments for services that have been performed, as determined by the time frame and scope of work of the project. Applicants should plan for payments to be disbursed through three installments and will not be paid out as a lump sum payment. A portion of the funding will be held until after the final report is submitted. All payments are subject to compliance and execution of a contract with the City of Dallas.

Compliance

If an applicant's panel score and review lead to a funding level being recommended by the Allocations Committee of Arts & Culture Advisory Commission, notification will be sent to the artist or organization after the funding allocation recommendation process has been completed.

Contracting Deadlines

The following lists the deadlines an applicant must follow during the contracting process:

Scope of Work Approval – 4 weeks after initial receipt of an initial draft of scope of work

Certificate of Insurance – 60 days after receipt of Risk Assessment Memo and Insurance Requirements

Signing of Contract – 72 hours to sign or respond with questions or concerns (contract sent electronically via Adobe Sign)

If these deadlines are not met and contract is not executed before the project's start date, OAC reserves the right to reallocate award funding or require the artist to reapply in a subsequent round of ArtsActivate.

Insurance Requirements

Insurance may be required of artists and organizations recommended for funding and contracting with the City of Dallas. Insurance requirements are included in the contract and are determined by the Office of Risk Management. A Certificate of Insurance (COI) must be submitted to the City covering the entire term of the contract. Funds cannot be released without a memorandum of compliance from the Office of Risk Management stating insurance requirements have been met. Proof of insurance must meet the specific terms of the contract. During the contract term, applicants are required to obtain and maintain all necessary licenses, permits, insurance and other approvals required by law for the provision of services.

Note that if the project includes direct interaction with minors, applicants will most likely be required to secure abuse and molestation insurance. Alternatives to this can be considered on a case-by-case basis and can include: having the event at a city owned facility, OAC background checks, and/or hiring an off-duty Dallas police officer for the duration of the event.

Failure to meet insurance requirements may result in contract termination, if the insurance is not provided within the timeframe required under the contract. Additionally, if a public event requires a Special Events permit, applicants will be required to fulfill the permit process, including paying for permit costs.⁸

Final Reporting

A final report for the project shall be submitted to OAC by the pre-determined due date referenced in the contract scope of work. The final report includes an itemized amount of project expenditures and revenue, and a narrative summary of the project. Samples of promotional materials and programs / playbills relating to the project are required. Failure to submit the final report by the due date may result in loss of funding and future eligibility for project-based support from the OAC.

Logo and Credit Line

It is imperative that the residents of Dallas know that their local tax dollars make it possible for them to enjoy the caliber of arts produced in this City. All contractors must recognize the City of Dallas in the same way it recognizes other contributors at the same support level in terms of benefits, type size on publications, and frequency of acknowledgment.

Arts organizations and artists awarded City of Dallas contracts for cultural services must include the following reasonably visible and legible credit line and logo in publications, programs, press releases, season brochures, lobby displays, advertising and every other mode of public communication:

“(Name of your organization/program) is supported in part by the City of Dallas Office of Arts and Culture.”

Download the logo at <https://dallasculture.org/our-logo/>

Office of Arts and Culture Recognition in Social Media and Marketing Publications

In social media promotions related to any service funded by ArtsActivate, organizations may tag the City of Dallas Office of Arts and Culture. See Dallas Culture handles, preferred hashtags, and recommendations for social media engagement below.

X

- Follow Dallas OAC’s X account <https://x.com/dallasculture>
- Tag OAC at the handle @dallasculture
- Include hashtags: #artsactivatedallas #dallasculture #liveart #oac

Facebook

- “Like” the City of Dallas Office of Arts and Culture’s Facebook page <https://www.facebook.com/dallasculture>
- Tag OAC at @City of Dallas Office of Arts and Culture
- Tag @City of Dallas Office of Arts and Culture in any photos/videos related to ArtsActivate projects

⁸ For more information about Special Events permits, please see: <https://dallascityhall.com/departments/office-special-events/Pages/Special-Events-Permit.aspx>.

- Include hashtags: #artsactivatedallas #dallasculture #liveart #oac

Instagram

- Follow the Dallas OAC Instagram account at https://www.instagram.com/dallas_culture/
- Tag OAC at @dallasculture
- Include hashtags: #artsactivatedallas #dallasculture #liveart #oac

Complimentary Tickets

Organizations and artists shall make available up to four complimentary tickets per event, program, production, exhibition or other activity produced under the contracted services to the Office of Arts and Culture for the purpose of allowing City staff or City officials to assess the management and operation of City-owned facilities within their jurisdiction and to oversee City sponsored events.

Receipt of complimentary tickets by City staff or City officials is subject to the provisions of the City's Gift Policy for City Employees and City Officials, provided in Council Resolution 17-0516 adopted on March 22, 2017.