

Memorandum



CITY OF DALLAS

DATE March 26, 2024

TO Honorable Members of the Quality of Life, Arts & Culture Committee

SUBJECT **Office of Arts and Culture Agenda Item #24-1009 on April 10, 2024: ArtsActivate 2025 Program Guidelines**

On April 10, 2024, City Council will consider the guidelines for the Fiscal Year 2024-25 ArtsActivate Program (ArtsActivate 2025). ArtsActivate is a project-based funding program which contracts with individual artists, arts and culture organizations, and other eligible non-profit organizations to provide artistic and cultural services throughout the city of Dallas. In FY 2023-24, a total of \$1,300,000 that was awarded to 135 projects under this program.

The ArtsActivate Guidelines, eligibility, scoring, and review process are aligned with Dallas Cultural Plan goals and are approved annually by City Council. The following updates to ArtsActivate Guidelines for FY 2024-25 were approved by the Arts and Culture Advisory Commission on March 21, 2024:

- Added clarity on eligibility guidelines, both for applicants and projects
- Added more information for resources for applicants who prefer to apply and/or receive information in other languages
- Updated scoring to allow for the OAC review panel to assess Cultural Plan alignment, rather than OAC staff

Following guidelines adoption, artists and organizations will apply through an online portal. Applications will be reviewed by staff, an OAC Funding Review Panel, and the Allocations Committee of the Arts and Culture Advisory Commission. FY 2024-25 funding amounts will be recommended by the Allocations Committee of the Arts and Culture Commission at the conclusion of each of the three rounds of the program.

If you have questions, please feel free to contact Martine Philippe, Director of the Office of Arts and Culture.

A handwritten signature in black ink, appearing to read 'MCE'.

Mary Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager

c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Billierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
Dr. Robert Perez, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors