

Memorandum



CITY OF DALLAS

DATE April 18, 2025

TO Honorable Chair and Members of the Quality of Life, Arts, and Culture Committee

SUBJECT **Office of Arts and Culture Agenda Item #25-1183A on April 23, 2025: ArtsActivate 2026 Program Guidelines**

On April 23, 2025, City Council will consider the guidelines for the Fiscal Year 2025-26 ArtsActivate Program (ArtsActivate 2026). 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. ArtsActivate 2026 will run for three rounds through the fiscal year. For FY 2024-25, ArtsActivate 2025 allocated a total of \$1,391,462 that was awarded to 142 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 2026 Guidelines for FY 2025-26 were approved by the Arts and Culture Advisory Commission on April 10, 2025:

- Application and program timeline
- Program eligibility language to emphasize the required compliance to the provisions of the National Labor Relations Act
- Changes in program ineligibility for non-profit organizations which receive \$100,000 or more through the Cultural Organizations Program
- Changing panel and administrative scoring to be 70 points and 30 points respectively (previously 75 points and 30 points). Additional 5 points will be applied for the successful completion of a quiz on City insurance and special event requirements

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 2025-26 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.

DATE April 18, 2025
SUBJECT **Office of Arts and Culture Agenda Item #25-1183A on April 23, 2025: ArtsActivate
2026 Program Guidelines**
PAGE **2 of 2**

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

Sincerely,



**M. Elizabeth (Liz) Cedillo-Pereira,
Assistant City Manager**

c:

Kimberly Bizer Tolbert, City Manager	Alina Ciocan, Assistant City Manager
Tammy Palomino, City Attorney	Donzell Gipson, Assistant City Manager
Mark Swann, City Auditor	Robin Bentley, Assistant City Manager
Biliera Johnson, City Secretary	Jack Ireland, Chief Financial Officer
Preston Robinson, Administrative Judge	Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)
Dominique Artis, Chief of Public Safety	Directors and Assistant Directors
Dev Rastogi, Assistant City Manager	

Attachment

EXHIBIT A



FY 2025-26 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. (pending CR number)
On April 23, 2025

Table of Contents

Office of Arts and Culture (OAC)	3
Vision	3
Mission	3
Statement on Cultural Equity	3
Contact OAC	3
About ArtsActivate 2025	4
Program Goals	4
Definitions	5
ArtsActivate 2025 Timelines	6
General Application Guidelines	6
Application Support Available from OAC	6
Funding Period	7
Eligibility Requirements	7
Ineligible Activities	8
Panel Review & Selection Process	10
Group Structure	10
Panel Review	11
Selection & Funding	11
Funding Request Amounts	11
ArtsActivate 2025 Funding Allocation	11
Scoring.....	12
Review Panel Scoring	12
OAC Administrative Scoring	13
Payment	16
Compliance	16

Office of Arts and Culture (OAC)

ArtsActivate 2026 is one of OAC's cultural support programs that provides project support as described in the Dallas Cultural Policy, approved by City Council on November 28, 2018 [Section 5(D)(ii)]. Per the Dallas Cultural Policy:

Vision

The Office of Arts and Culture aims to create an equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

Mission

The Office of Arts and Culture works to enhance the vitality of the city and the quality of life for all Dallas residents by creating an equitable 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.

Our mission is to support and grow a sustainable cultural ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.

Statement on Cultural Equity

In Dallas, we envision a city of people whose success and well-being are not pre-determined by their race, age, disability, sexual orientation, gender, social status, zip code, or citizenship status. We recognize that artistic and cultural expression are fundamental to the development of our identity, as individuals and as a community at large. We assert the right for all people to have access to arts and cultural experiences throughout Dallas.

We recognize the historic legacies of racism, overt bias and injustice that shape our present reality. In fact, the City of Dallas' arts funding originated to support organizations of the Western European canon, collectively referred to as "The Big Six." Going forward, we will strive to support the broadest range of art forms and creative producers, considering inclusivity, diversity and neighborhood impact to direct resources equitably to artists and organizations. We will work to build a robust arts ecosystem that continually evolves to better reflect the diverse composition of Dallas. Towards this end, we recognize and affirm the potential of new and emerging artists and organizations.

The Office of Arts and Culture will serve as convener and connector to catalyze equity in the policies and practices of its partners across the Dallas arts ecosystem. Core to this is leading other organizations and private resource providers to advance diversity, equity and inclusion in concrete, measurable ways. Annually, the Office of Arts and Culture will summarize its own support for artists and arts organizations, highlighting measures of equity and diversity.

As we work together to create a more vibrant Dallas, the Office of Arts and Culture is committed to nurturing the wide diversity of creative culture and experiences that make up this great city.

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 2026

Launching for the 2025-26 fiscal year, ArtsActivate is the City of Dallas' project-based cultural support program¹. The City of Dallas Office of Arts and Culture will contract for cultural services which establish a thriving cultural ecosystem that ensures all Dallas residents and visitors have an opportunity to experience the finest in arts and culture. The goal of this program is to *activate* the Dallas Cultural Plan 2018, and demonstrate our mission to create an equitable, thriving arts environment for all Dallas artists and residents.

ArtsActivate is open for proposals from non-profit arts/cultural organizations, educational institutions², social services organizations, individual artists, artist collectives and other eligible non-profit organizations. Each proposal must include an event open to the public.

Proposals shall be reviewed, evaluated, and selected by OAC staff and a community review panel. This document contains guidelines, program eligibility and review criteria, deadlines, and application instructions for ArtsActivate 2026 managed by the Office of Arts and Culture for fiscal year 2025-26.

ArtsActivate 2026 will open for three rounds of applications during the 2025-26 fiscal year. Round 1 will be open from June 4 – July 7, 2025; Round 2 will be open from September 10 – October 14, 2025; and Round 3 will be open from January 7 – February 9, 2026. Individual Artists and Group A eligible applicants may apply in any and all rounds and can receive funding twice for two separate projects. Group B, C, & D and applicants who are in the Cultural Organizations Program (COP) can apply in all rounds but only be funded a maximum of one time given that the organization does not already receive more than \$100,000 in their FY 2024-25 or FY 2025-26 COP contract. As a reminder, organizations with Cultural Organizations Program funding may not submit a project that is within their funded COP scope.

All applicants are required to read the guidelines and application instructions for details of program eligibility and requirements prior to beginning the application process. Guidelines are updated every fiscal year.

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 address³. 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.)

NOTE: An applicant who 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 will result in the rejection of an application.

Program Goals

ArtsActivate 2026 proposals should be innovative projects that create active and ongoing engagement with people, neighborhoods, and communities in Dallas. They should celebrate our 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:

¹ ArtsActivate is a combination of all previous project-based funding programs.

² Institutions of higher education do not qualify for funding through ArtsActivate.

³ Please be sure to mark "dallas.gov" as a safe email sender. For reference, instructions for [Outlook](#) and [Gmail](#)/Yahoo are linked.

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

Collectively, funded ArtsActivate projects should:

1. Engage with the Dallas Cultural Plan 2018 and create programming to address its priorities and initiatives (see Dallas Cultural Plan 2018 Summary for more information regarding priorities and initiatives: <http://bit.ly/culturalplansummary>)
2. Provide public benefit by enhancing and diversifying artistic and cultural experiences to the residents of the City of Dallas
3. Increase access and inclusivity in the experience of art and creativity for communities that have been historically underserved
4. Connect individuals from diverse cultures, ages, and economic means in an effort to strengthen communities and/or neighborhoods through the arts
5. Invest in historically underserved communities with artists or organizations rooted in that community to build individual capacity and economic viability

Definitions

Project

A project is defined as a specific one-time event or production (such as one concert, theater production, exhibit, etc.) or a project that includes a series of events using one 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.

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 2023-24 fiscal year (October 1, 2023 – September 30, 2024) 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:

- 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 2023-24 fiscal year

- Applicants who have not completed their ArtsActivate 2025 or ArtsActivate 2026 awarded contract at time of submission

ArtsActivate 2026 Timelines

Round 1	
Wednesday, June 4, 2025	Application Opens
Monday, July 7, 2025	Application Closes at 11:59 PM
Tuesday, July 8, 2025 – Thursday, August 7, 2025	Panel Review/Funding Level Recommendations – Allocations Committee
Friday, August 8, 2025	Funding Recommendation Notifications to Applicants
Monday, October 6, 2025	Earliest start date for contracts
Monday, September 15, 2026	Latest end date for contracts
Round 2	
Wednesday, September 10, 2025	Application Opens
Tuesday, October 14, 2025	Application Closes at 11:59 PM
Wednesday, October 15, 2025 – Thursday, December 4, 2025	Panel Review/Funding Level Recommendations – Allocations Committee
Friday, December 5, 2025	Funding Recommendation Notifications to Applicants
Monday, January 13, 2026	Earliest start date for contracts
Monday, September 15, 2026	Latest end date for contracts
Round 3	
Wednesday, January 7, 2026	Application Opens
Monday, February 9, 2026	Application Closes at 11:59 PM
Tuesday, February 10, 2026 – Thursday, April 2, 2026	Panel Review/Funding Level Recommendations – Allocations Committee
Friday, April 3, 2026	Funding Recommendation Notifications to Applicants
Monday, May 4, 2026	Earliest start date for contracts
Monday, September 15, 2026	Latest end date for contracts

General Application Guidelines

The ArtsActivate 2026 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 funding system by **11:59 PM** on the evening of the Round's closing date: July 7, 2025; October 14, 2025; and February 9, 2026, 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, the 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 translator, with 48 hours’ 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 maybe 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 2026 application date ranges as listed below. Applications reflecting project date ranges outside the ranges listed below will be subject to disqualification.

Round 1: October 6, 2025 – September 15, 2026

Round 2: January 13, 2026 – September 15, 2026

Round 3: May 4, 2026 – September 15, 2026

Eligibility Requirements

All Applicants

- Applications must align with one of the ArtsActivate 2026 Program Goals
- All proposed projects must be artistically or culturally focused
- Proposed projects must not start before the respective round start dates (see [ArtsActivate 2026 Timelines](#))
- All proposed projects must be completed by September 15, 2026
- **Applicants who were at fault and/or failed to successfully complete an awarded contract during the City of Dallas fiscal year 2024-25 are not eligible to apply for project-based funding in FY 2025-26**
- 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 disqualification⁴
- 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
- 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/instance/minimalist/index.html?appid=807494fddae04830852e4b13e6847979>
- 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
- 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 2026 Program

Non-Profit Organizations

- 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

⁴ Please see example budget in the applicant portal.

- 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
- Organizations must not be receiving more than \$100,000.00 through the FY 2025-26 Cultural Organizations Program (COP) or receiving more than \$100,000.00 in operating and maintenance support from the City of Dallas in FY 2025-26.
- Organizations must have administrative offices permanently located in the City of Dallas. This does NOT include P.O. Boxes – organizations must have a physical office at a Dallas address. Proof of Dallas address will be requested at time of application submission. Acceptable proof of residency are driver's license, current mail from the last 30 days that is typewritten or computer generated, and a rental/lease agreement.
- 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.**

Individual Artists

- Individual artists must be a resident of the City of Dallas or maintain a permanent 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
- Must obtain and maintain all necessary licenses, permits, insurance and other approvals required by law for the provision of services during the contract term
- Individual Artist must not have been employed by the City of Dallas in the last 12 months

Ineligible Activities

ArtsActivate 2026 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)⁵
- Projects planned primarily for fundraising purposes
- Activities restricted to members of a specific community and are not open to the public⁶
- 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

⁵ 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 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.**

⁶ Tickets may be sold to ArtsActivate events. However, ticket sales must be available to the public.

- 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

Variations from these guidelines may be approved by the Director; however, material variations shall require City Council approval. Material variations 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 2025-26

Panel Review & Selection Process

Applications for ArtsActivate 2026 are evaluated by a review panel. The review panel should, to the greatest extent possible, reflect the diversity 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

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 A	Organizations Less than \$100,000.00
Group B	Organizations \$100,000.00 - \$499,999.99
Group C	Organizations \$500,000.00 - \$999,999.99
Group D	Organizations \$1,000,000.00 or more
Individual Artists	Individual Artists

Panel Review

ArtsActivate 2026 applications are evaluated by a review panel of qualified candidates recommended by the Allocations Committee of the Arts & Culture Advisory Commission. For this year, panel reviews will be executed remotely. The review panel will review and score the application through an online review portal.

In lieu of an in-person question-and-answer presentation to the panel, applicants will upload a 5-minute video presentation with their application. If any assistance is needed regarding the video submission process, please contact OAC Cultural Programs staff.

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 highly 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.

Funding Request Amounts

Applicants can apply for a maximum funding request based on its respective group. The maximum funding requests are as follows:

Individual Artists	\$8,000.00
Group A	\$12,000.00
Group B & C	\$14,000.00
Group D	\$16,000.00

ArtsActivate 2026 Funding Allocation

Eligible applicants may apply in any and all rounds of ArtsActivate 2026. Group A (organizations with annual budgets under \$100,000.00) and Individual Artists may receive funding twice per fiscal year, for two separate projects, but 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 2026 available funding will be awarded to organizations with budgets of \$1,000,000.00 or more.

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 and compliance score calculated by OAC staff.⁷

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:

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

Descriptions of all criteria are listed below.

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 intended audience.

- Diversifies arts and cultural activities 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
- Applicant strategically addresses one Dallas Cultural Plan priority

Impact (35 points) – Who is benefitting from the project?

The project eliminates barriers and increases equitable access and inclusivity through direct community/neighborhood activation.

- Enhances understanding of and respect for diverse cultural experiences
- Involves, represents, and centers people and communities most impacted by racism and other forms of discrimination
- Connects individuals from diverse backgrounds
- Invests in historically underserved communities with artists or organizations rooted in that community
- Engages authentically with the intended audience
- Strengthens communities/neighborhoods through the arts
- Fosters and encourages expression and intersectionality in arts and cultural experiences

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

The overall evaluation of the project plan through the application.

- Clarity of application

⁷ Please note: In Rounds 2 and 3, the Allocations Committee may prioritize first-time-funded artists (within the 2025-26 fiscal year) over second-time funded artists with highly similar scores.

- Description of programming and services
- Ability to execute and deliver proposed services
- Supplemental materials enhance overall application
- Plans to monitor project success

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.

Administrative scoring for *both* Individual Artist and Nonprofit applications will include a total of 25 points:

- Application and Contracting Compliance (5 points)
- Projected Budget Support (5 points)
- Neighborhood Typologies (10 points)
- Special Events and Insurance Quiz (5 points)

The last 5 points are calculated differently for Individual Artists and Nonprofit applicants:

- NONPROFITS: Board Diversity (2.5 points) and Staff Diversity (2.5 points)
- INDIVIDUAL ARTIST: Venue and Date Confirmation (5 points)

Descriptions of all criteria are listed below.

Application and Contracting Compliance (5 Points) – If an applicant is new or *inactive*, applicant demonstrates understanding of and willingness to comply with ArtsActivate 2026 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.

If an applicant is *active*, applicant demonstrates understanding of and willingness to comply with ArtsActivate 2026 contracting guidelines if the most recent funded project was executed with an on-time submission of final report. Active applicants do not need to take the Guidelines and Compliance Assessment.

Please refer to refer to the [Inactive Status Applicants](#) and [Active Status Applicants](#) definitions above.

Note: Contracts or projects cancelled with approval by OAC staff due to COVID-19 will not be considered in relation to this scoring criteria. Such applicants shall consider themselves Inactive or Active Status applicants as if such project or contract had not existed.

5 Points: ArtsActivate 2026 Guidelines and Compliance Assessment (Inactive Status Applicants)

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

Projected Budget Support (5 points) – Applicant shows percentage of financial support in total proposed project budget in comparison to the requested funding amount from OAC. This includes in-kind contribution.

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 Percent of 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.

Points	Percent of Support
5	50% or more
4	40% - 49%
3	30% - 39%
2	20% - 29%
1	10% - 19%
0	9% or less

Neighborhood Typologies (10 points) – Based on the Cultural Plan as approved by City Council on November 28, 2018, 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	Neighborhood Typology
10	Non-traditional Spaces (green)
7	Residential Opportunities (red)
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.

Special Events and Insurance Quiz (5 points) – As part of hosting a public event, it is likely that a project may need either a special event permit and/or insurance, which is facilitated through the Office of Risk Management and the Office of Special Events. All applicants must demonstrate understanding of and willingness to comply with event and insurance guidelines through a Special Event and Insurance 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.

NONPROFIT APPLICANTS ONLY: Board & Staff Diversity (5 Points) ⁸

Board Diversity (2.5 points) – Per the City of Dallas Cultural Policy as adopted November 28, 2018, the goals have been put in place for cultural organizations to demonstrate a commitment to diverse community representation of the organization’s board.

Points	Group A	Group B	Group C	Group D
2.5	5% or more	10% or more	10% or more	20% or more
0	Less than 5%	Less than 10%	Less than 10%	Less than 20%

Staff Diversity (2.5 points) – While the Cultural Policy does not set specific goals for staff diversity, the Office of Arts and Culture will mirror staff diversity goals based on those of board diversity goals and definitions for the purposes of this scoring category. Staff is considered pay-rolled staff, not contracted labor. *NOTE: Organizations with no staff or only 1 staff member will receive full points for staff diversity.*

Points	Group A	Group B	Group C	Group D
2.5			10% or more	20% or more
0			Less than 10%	Less than 20%

INDIVIDUAL ARTIST APPLICANTS ONLY: Date & Venue Availability Confirmation (5 Points)⁹ – The applicant has exhibited due diligence in proper planning and coordination to, at a minimum, confirm that any proposed dates are available at a desired venue/location and that such is reported in the Events Listing step of the application.

5 Points = Confirmation that date and venue/location of proposed programming is available at time of application and recorded in Events Listing of application

0 Points = No confirmation that date and venue of proposed programming is available, or no date or venue/location listed in Events Listing of application

⁸ Diversity (as relates to board and staff goals) is calculated based on the percentage of non-majority (based on race/ethnicity) members of a board or staff. For example, if the goal is at least 10% diversity on a board, an organization meeting that goal must have no more than 90% of any one race/ethnicity on their board. For this year, the diversity score does not take gender or sexual orientation into consideration.

⁹ Does not require that an artist pay to secure a venue, only that a date and venue are potentially available pending funding recommendation from OAC.

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 Arts & Culture Advisory Commission, notification will be sent to the artist or organization after the funding process has been completed.

Contracting Deadlines

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

Scope of Work Approval – 1 week after initial receipt of an initial draft of scope of work

Certificate of Insurance – 30 days after receipt of Risk Assessment Memo and Insurance Requirements

Signing of Contract – 48 hours to sign or respond with questions or concerns (contract sent electronically via Adobe Sign)

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 will be reported to the Allocations Committee of the Arts & Culture Advisory Commission and is a default under the contract. This will result in contract termination, if the default is not cured 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.¹⁰

Final Reporting

A final report for the project should be submitted to the OAC by the pre-determined due date referenced in the 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 projects-based support from the OAC.

¹⁰ For more information about Special Events permits, please see: <https://dallascityhall.com/departments/office-special-events/Pages/Special-Events-Permit.aspx>.

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/>

DRAFT

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.

Go See DFW

- Visit GoSeeDFW at <https://www.dallasnews.com/arts-entertainment/things-to-do/> to upload an event at no cost to artists or organizations
- Include a line that says "Supported in part by the City of Dallas Office of Arts and Culture"

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
- 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.