EXHIBIT A

Cultural Organizations Program

FY 2024-25 Guidelines for Non-Profit Arts and Culture Organizations

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. XX-XXXX_____
on [DATE]_____

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Office of Arts and Culture

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, or call (214) 670-4065. Specific staff email addresses may be found online at dallasculture.org/contact.

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About the Cultural Organizations Program

The Cultural Organizations Program (COP) is the program through which the City of Dallas Office of Arts and Culture (OAC) provides operational support as described by the Dallas Cultural Policy, approved by City Council on November 28, 2018 [Section 5(D)(i)]. Per the Dallas Cultural Policy, the Office of Arts and Culture contracts for cultural services with established, Dallas-based non-profit organizations for a variety of cultural programs that include concerts, plays, exhibitions, performances, workshops, and other cultural programming for the benefit of Dallas residents and visitors. These cultural service contracts are awarded annually using a review panel approach to evaluate applications. Program eligibility and review criteria are published annually.

This document contains guidelines, deadlines and application instructions for the COP managed by the OAC for fiscal year 2024-25. Please refer to the appropriate sections of this guide for more detailed information about the different parts of this program. The FY 2024-25 City of Dallas fiscal year begins October 1, 2024 and ends September 30, 2025.

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 funding cycle.

The organization is responsible for the quality, completeness and timely submission of the proposal and supplemental materials. Application steps and deadlines are included in this document and online at dallasculture.org. OAC staff are available to answer additional questions. (See Contact OAC.) Post-application, OAC staff may reach out to applicants with questions or clarifications; organizations are responsible for responding in a timely manner.

FY 2024-25 COP Timeline

March 11, 2024	FY 2024-25 COP Online Application Opens
April 10, 2024	Deadline for new organizations to notify OAC of intent to apply at OACFundingPrograms@dallas.gov (*organizations that were not funded in the FY 2023-24 year only*)[1]
April 17, 2024	FY 2024-25 COP Application Closes at 11:59 PM
April 19 – May 10, 2023	Virtual Panel Review Period
May 14 – May 20, 2024	Web-meeting Question and Answer session (Virtual)
	Tier 1 – May 14; Tier 2 – May 15; Tier 3 – May 16; Tier 4 –May 17; Tiers 5 and 6 – May 20
June – September 2024	COP Application Review/Funding Levels – Allocations Committee; COP funding recommendations made by the Arts & Culture Advisory Commission
October 2024	COP funding recommendations approved by City Council; initiation of COP Contract execution
January 2025	COP organizations eligible to receive first payment (if compliance and insurance requirements are met)
April 15, 2025	COP organizations eligible to receive second payment (if compliance and insurance requirements are met)
October 15, 2025	COP Final Monthly Report due for FY 2024-25
October 31, 2025	COP Final Report due for FY 2024-25
COP organizations are eligible to receive final payment after FY 2024-25 Final Report and Final Monthly Report are submitted (if compliance and insurance requirements are met)	

[1] New organizations, including previously funded applicants who were not selected for the FY 2023-24 program, who do not notify OAC by the deadline may be disqualified from the application process.

FY 2024-25 Cultural Organizations Program (COP)

All organizations, new and previously funded, are required to complete an application and review process to be considered for funding through the FY 2024-25 Cultural Organizations Program (COP).

The FY 2024-25 COP Application can be found on the COP page of the OAC website at: https://dallasculture.org/cultural-programs/cultural-organizations-program/. Applications must be submitted via the online funding system by **Wednesday, April 17, 2024 at 11:59 PM**. Hard copies of applications will not be accepted.

To assist with the application process, the OAC staff will host information sessions, both virtual and in person, in the months of March and April. 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.

NOTE: An organization 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. **While staff will make significant effort to communicate deadlines to organizations far in advance, please note that this deadline is non-negotiable.**

COP Eligibility Requirements

Organizations must meet the following criteria to qualify for COP funding:

- Must be a 501(c)(3) Public Charity as provided by the U.S. Internal Revenue Code, as amended, in good standing for at least 3 years.
- Must be authorized to transact business in the State of Texas.
- Must be an established City of Dallas arts or cultural organization with an operation history of at least 3 years.
- Organizations must have administrative offices permanently located in the City of Dallas. **This does not include P.O. Boxes – organization must have a physical Dallas administrative office address.**
- Must have an annual operating budget of at least $100,000, based on the organization's prior year's unrestricted operating revenue, excluding in-kind revenues. An applying organization must be able to verify most recently completed fiscal year's unrestricted revenue through a Form 990, Form 990-EZ, or third-party financial audit.
    - An organization that is a returning applicant (in the Cultural Organizations Program for FY 2023-24 at the time of application) may, at the OAC Director's discretion, be granted one probationary year in which it is allowed to have a revenue below $100,000 for the prior year's revenue. If the probationary year is granted, the organization will be considered as a Tier 1 organization for the probationary year. The organization will be required to have at least one paid full- or part-time employee as described below throughout the 12-month contract period of the probationary year. The organization may only be granted a single probationary year. After the probationary year, the organization must achieve revenues of at least $100,000, as demonstrated by a Form 990, Form 990-EZ, or third-party financial audit, to be considered for eligibility in the Cultural Organizations Program in future years.
- Obtain and maintain during the contract term all necessary licenses, permits, insurance and other approvals required by law for the provision of services.
- Must have at least one paid full- or part-time employee of a Director/Manager level hired upon award of City contract and employed throughout the 12-month contract period. For the purposes of this requirement, an employee is defined as an individual who, through the applicant organization, is paid a regular wage, receives a W-2, and has taxes withheld from those wages. An employee does not include independent contractors.
- Must produce an annual season of programs, exhibitions, and/or performances in the City of Dallas for the public.

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- The primary focus of the organization's operation must be to provide services to residents and visitors in the city limits of Dallas and at least 50% of activities must take place within the city limits of Dallas. COP funding may only be used for services provided within the City of Dallas.
- Must be in compliance with local, state, and federal laws prohibiting discrimination.
- 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.
- Must have board-approved safe workplace policies (including, but not limited to, anti-discrimination and anti-harassment policies).
- Must have an Equity, Diversity, and Inclusion policy with measurable goals related to equity, diversity and inclusion that are board-approved and published on the organization's website.

COP funds allocated cannot be used to pay direct costs for:

- Activities which do not have a cultural or artistic focus
- Projects planned primarily for fundraising purposes
- Activities restricted to members or which do not benefit the general public
- Tuition expenses
- College/university or school projects that are part of a course or curriculum or which do not benefit the general public
- Fellowships/grants, scholarships, cash prizes or awards
- Activities that include food or alcohol
- Out-of-city travel
- Underwriting of capital expenditures (buildings, land, permanent equipment or artwork)
- Purchase of artwork
- Activities that have occurred prior to the execution of the cultural services contract
- 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
- Activities of Dallas-based organizations that occur outside of the City limits
- Permanent or semi-permanent public art that is located on City property
- Activities, events, and programs already specifically funded through another Office of Arts and Culture funding source or program, including but not limited to a Cultural Center program, ArtsActivate, Community Arts, or Culture of Value[2]

COP Diversity Requirements

Per the Cultural Policy of the City of Dallas, organizations funded through COP should aim to meet the following goals, as set forth in the Cultural Policy. Organizations' progress will be monitored by the OAC on an ongoing basis and OAC staff are available to answer any questions or provide guidance on achieving these goals:

(1) Have board-approved safe workplace policies (including, but not limited to, anti-discrimination and anti-harassment policies).
(2) Have a policy and measurable goals related to equity, diversity and inclusion that is board-approved and published on their website.

[2] COP recipients may always apply to other City of Dallas/Office of Arts and Culture programs for which they are eligible in those programs' guidelines. However, the proposed events/programs must be entirely unique from the scope of work funded through the Cultural Organizations Program.

(3) Board Diversity[3] goals (by organization budget size):
   a. Annual operating budget of $5 million and above: at least 30% board diversity.
   b. Annual operating budget of $1 million - $5 million: at least 20% board diversity.
   c. Annual operating budget of $500,000 to $1 million: at least 10% board diversity.

(4) For organizations with operating budgets over $1 million: offer paid internships with livable wages to increase the diversity of the pipeline for future arts leaders.

Funding Level Restrictions

A. The limit on support through COP is scaled to be proportional, based on the **higher** of (1) the unrestricted operating revenue from the previous year's official audited records, Form 990, or Form 990 EZ or (2) the average unrestricted operating revenue from the previous **three (3)** years' official audited records, Forms 990, or Forms 990 EZ, and in no case shall the amount of funding for an organization through COP be greater than:

(i) 30% of the applicant organization's revenues up to $250,000;
(ii) 25% of the applicant organization's revenues between $250,000 to $500,000;
(iii) 20% of the applicant organization's revenues between $500,000 to $1 million;
(iv) 15% of the applicant organization's revenues between $1 million to $3 million;
(v) 10% of the applicant organization's revenues between $3 million to $5 million;
(vi) 5% of the applicant organization's revenues between $5 million to $10 million;
(vii) 1% of the applicant organization's revenues between $10 million to $15 million;
(viii) and 0.5% of the applicant organization's revenues greater than $15 million.

Please see below for the tier **maximum calculations based on documented revenue[4]:**

Revenue $100K - $250K - maximum funding of 30% of revenue
Revenue $250K - $500K – maximum starts at $75,000 + 25% of revenue over $250K
Revenue $500K - $1M – maximum starts at $137,500 + 20% of revenue over $500K
Revenue $1M - $3M – maximum starts at $237,500 + 15% of revenue over $1M
Revenue $3M - $5M– maximum starts at $537,500 + 10% of revenue over $3M
Revenue $5M – $10M – maximum starts at $737,500 + 5% of revenue over $5M
Revenue $10M - $15M – maximum starts at $987,500 + 1% of revenue over $10M
Revenue $15M+ – maximum of $1,037,500 + 0.5% of revenue over $15M

For example, an organization with a documented revenue of $1,250,000 could receive a maximum award of $275,000. This would include $237,500 for the first $1 million in revenue, plus $37,500 (15% of the remaining $250,000).

NOTE: All funding level restriction calculations shall be made excluding in-kind revenues.

B. 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:

[3] Diversity (as relates to board goals) means the percentage of non-majority (based on race/ethnicity) members of a board. For example, if the goal is at least 30% diversity on a board, an organization meeting that goal must have no more than 70% of any one racial/ethnic group on their board.

[4] These calculations are possible *maximums*, not estimates of funding for each organization. Most awarded organizations are **not** funded at the maximum percentage of revenue for their tier.

(i) 50% of an organization's most recent year's audited revenue for organizations with revenue less than $1 million.

(ii) 40% of an organization's most recent year's audited revenue for organizations with revenue of $1 million or more.

C. In- kind support includes, but is not limited to, utility payments made directly by the City, payments made to a third party, including other City departments, in support of the organization, and facility use fee discounts at Cultural Centers.

Source of Cultural Support Funds

The City of Dallas invests in the arts by allocating a portion of the City's general fund (primarily property and sales tax collections) and a portion of Hotel Occupancy Tax (HOT) revenue to eligible applicants who meet the established program criteria and are recommended for funding after an application and review panel process. Per state law, revenue from the municipal Hotel Occupancy Tax collection may be used only to promote tourism and the convention and hotel industry (Texas Tax Code, Chapter 351.101. Use of Tax Revenue).

New Applicants

New applicants are applicants submitting proposals to the program for the first time, as well as to applicants that have applied in the past but are not currently funded through the program during the FY 2023-24 year.

New applicants must contact OAC staff (OACFundingPrograms@dallas.gov) before the application deadline, ideally by April 10, 2024. This is to ensure that the applicant is aware of the COP requirements and additional information that is needed.

Application Checklist

The 2024-25 Cultural Organizations Program application includes five components:

I. Main Application

The Main Application includes:

- Applicant Profile
- Applicant Details
    - Tax Information
    - Organizational history, mission, and leadership
- FY 2024-25 COP Proposal
    - Proposed scope of work for the FY 2024-25 season[5]
        - Public Benefit
        - Access and Impact
        - Proposed Programming Diversity
    - Organizational Capacity
    - Organizational Goals, measurable in the FY 2024-25 season
- Required Materials

[5] If applicants are selected for FY 2024-25 COP funding, this section will become the scope of work written into the 2024-25 contract. Please include all planned, regular activities for the calendar year. Any item listed in an organization's COP scope of work will be considered funded through COP, and not be eligible for other funding opportunities from the City of Dallas Office of Arts and Culture.

- FY 2024-25 Projection Matrix (optional)
- Most recently completed fiscal year's IRS 990 EZ or 990
- IRS Letter of Determination (new applicants only)
- Board of Directors Roster, with contact and officer positions, i.e. Board Chair, not including ex-officio or non-voting members
- Equity, Diversity, and Inclusion Policy, with a link to the public webpage
    - Safe Workplace Policy

II. Diversity Supplement

The Diversity Supplement, also found in the online portal, includes:

- ALAANA self-identification
- LGBTQIA+ self-identification
- Labor Diversity self-identification
- Employee Pay data

III. Application Video

Applicants should create a video no more than 10 minutes in length that describes the applicant's proposed scope of work for the season. While this video may include clips or "b-roll" from the applicant's work, it is not intended to be a professionally produced "sizzle reel." The video should be included with the online application and is due on the same date.

IV. Supplemental Materials

Applicants should add any supplemental material that they feel best reflects their success as an organization, recent work completed, or projects for the FY 2024-25 season that are not included elsewhere in the application. (Most applicant organizations 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
- A recent program book or catalogue of previous years' events
- Photos or video of a recent event
- An annual report of the past year

No more than 3-5 materials should be included.

V. Certification

This section certifies that the organization has read and understood the application process. Please ensure correct contact information; if the OAC has questions about the organization's application, they will use this contact information to reach the applicant.

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Review Panel & Selection Process

Applications for COP 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 review panels 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 and Culture Advisory Commissioner, or other City official be a member of a review panel. Review panel members must:

- Live and/or work in the City of Dallas
- Participate in Dallas arts ecosystem as an artist, administrator, volunteer, or frequent audience member
- Be over the age of 18

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 including, but not limited to, recusal and disclosure provisions. Panelists should strive to avoid the appearance and risk of impropriety.

Tier Structure

All COP applicants will be reviewed in tier levels based on the **higher** of (1) the unrestricted operating revenue from the previous year's official audited records, Form 990, or Form 990 EZ or (2) the average unrestricted operating revenue from the previous **three (3)** years' official audited records, Forms 990, or Forms 990 EZ. There will be one review panel for each tier level. The tier levels are as follows:

Tier 1 – $100,000 – $249,999, or organizations in their probationary year (returning applicants only)
Tier 2 - $250,000 – $499,999
Tier 3 – $500,000 – $999,999
Tier 4 – $1,000,000 – $3,999,999
Tier 5 – $4,000,000 - $9,999,999
Tier 6 -- $10,000,000 and over

If a cultural organization reports verified unrestricted operating revenue at the time of application close, and ceases operations by July 31, 2024, with a transfer of assets including financial assets, trademarks, and domain names, to a Dallas-based non-profit cultural organization in a different tier and having a different funding maximum, the new organization may assume the application, as submitted for the original organization, for the FY 2024-25 Cultural Organizations Program. For scoring and funding maximum purposes, the application will be considered in the tier in which the organization existed as of April 17, 2024.

Panel Review

In lieu of in-person presentations, each applicant will be required to submit a 10-minute maximum presentational video and attend a 10-minute question and answer session via a web-meeting platform (e.g. Zoom, Microsoft Teams, etc.) with the applicant's respective panel.

Applicants may reference the FY 2024-25 COP Timeline above for a date during which the question-and-answer sessions for each tier will take place. A shorter 30-minute timeslot will be made available to applicants at least a week in advance of the question-and-answer session. During the question-and-answer session, applying organizations must be represented by principal representatives, e.g. the Executive Director, Artistic Director, Board President and/or a Financial Officer or

other staff as determined by the organization. OAC staff recommends that an organization consider sending between 1 and 4 representatives (maximum) to ensure that questions can be answered efficiently in the ten-minute allowed time.

Selection

Review panel and administrative scores are forwarded to the Arts & Culture Advisory Commission for review. The Commission recommends a level of funding for each organization taking into consideration the scoring, prior year funding, funding projections, contract compliance, and fiscal standing of applying organizations. **A returning applicant whose normalized score is below 70% is only eligible to receive a maximum of 60% of their FY 2023-24 COP funding level. A new applicant whose normalized score is below 70% will not be eligible for funding in FY 2024-25.** All scores are normalized within their respective tier. Normalizing a score means each score is divided by the highest score of that tier.

The Commission's recommendation is then forwarded to the City Council through the City Manager's Office. The recommended allocation and individual contracts will receive approval or modification by the City Council in October of each year pending City of Dallas budget approval.

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

Material variances include:

- Changes in tier structure
- Changes in scoring criteria
- Non-profit status requirements
- Status as a Dallas-based organization or artist
- Changes to ineligible activities

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Scoring

Each applicant will be scored on a 100-point scale. 70 points will be at the discretion of the review panel. The remaining 30 points will be an administrative and compliance score calculated by OAC staff.

Review Panel Scoring

Public Benefit (35 points) – The applicant defines its community in relation to its mission and provides programming that serves its identified audiences and promotes sustainability in the arts and culture sector of the City of Dallas.

- Creates unique or meaningful arts and cultural experiences
- Provides inviting opportunities which are accessible to the intended audience
- Meaningfully engages the community to achieve its mission
- Promotes a sustainable arts ecosystem
- Partners with Dallas-based artists or organizations
- Builds meaningful relationships with Dallas residents and community partners

Access & Impact (20 points) – The applicant eliminates barriers and increases equitable access and inclusivity through mission-driven community/neighborhood programming, outreach, and involvement.

- Reflects the values of cultural equity, access, and inclusion through programming
- Invests time, resources, and programming in historically underserved communities
- Elevates and expands neighborhood cultural assets
- Increases creative access, awareness, and appreciation in neighborhoods across Dallas
- Involves, represents, and centers on people and communities most impacted by racism and other forms of discrimination

Organizational Capacity (15 points) – The evaluation of the organization's ability to successfully plan for and manage its proposed services and audience.

- Clarity of application
- Ability to execute and deliver proposed services
- Supplemental materials enhance the overall application
- Clearly defined organizational goals
- Plans to monitor organizational success
- Marketing and communication strategies show an understanding of audiences

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OAC Administrative Scoring

Contract Compliance & Financial Viability (10 points) – the organization has shown the capacity to comply with COP monthly reporting and financial report submission requirements that are required by the COP contract (measured from the prior complete fiscal year). The organization has sound financial viability in fundraising/development and unrestricted net assets (measured from the organization's most recent audit).

4 Points: Monthly Reports (returning applicants only)

4 = 10 to 12 reports submitted on time
2 = 7 to 9 reports submitted on time
0 = 6 or fewer reports submitted on time

2 Points: Financial report submitted by deadline (returning applicants only) – the organization has submitted the required financial reporting documentation 180 calendar days (6 months) after the close of the organization's fiscal year. (See table below for financial reporting requirements)

Budget Size	Financial Report Type
$100,000 - $199,999 **Or applicants approved for a single probationary year (returning applicants only)**	Form 990-EZ, Form 990, or Financial Audit
$200,000 - $499,999	Form 990 or Financial Audit
$500,000 or more	Financial Audit

2 = Financial report submitted on time
0 =Financial report submitted after deadline

6 points: Prior Contract Compliance (new applicants only) **–** The applicant has successfully been recommended for funding and executed at least one contract while maintaining full compliance for ArtsActivate or the Community Artist Program (CAP) in FY 2020-21, FY 2021-22, FY 2022-23, or FY 2023-24. If an applicant held multiple contracts throughout this time frame, all such contracts must have maintained compliance for full scoring consideration. Final acceptance into FY 2024-25 COP will be contingent upon completion of the terms of the contract amendment and compliance.

6 = Recommended for funding and maintained contract compliance
0 = Not recommended for funding or did not maintain contract compliance

2 Points: Fundraising Expense Percentage – Percentage of sum of fundraising/development expenses to sum of fundraising/development revenues.

2 = Ratio less than 20%
1 = Ratio between 20% and 40%
0 = Ratio more than 40%

2 Points: Average Days Cash on Hand – The applicant's average days cash on hand, based on most recent Form 990 or Form 990 EZ, calculated by dividing the average of cash and cash equivalents over the year, including savings & temporary investments, by the average monthly expense for the most recent year. Depreciation, depletion, and amortization are excluded from calculation of average monthly expenses.

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Form 990 EZ – Average of Line 22A and Line 22B divided by Line 17 minus any non-cash expenses as detailed in Schedule O
Form 990 – Average of Part X, Line 1A plus 2A and Line 1B plus 2B divided Part IX, Line 25A minus Line 22A and any other non-cash expenses

2 = 60 days or more cash on hand
1 = 30 – 59 days cash on hand
0 = less than 30 days cash on hand

Organization Program Management (10 points) – The organization has performed in a reliable manner in the past in terms of contract sustainability, program management, board governance, and employee compensation.

4 points: Organization Projection Matrix – The organization has completed and submitted the matrix provided by OAC staff to show projections in organization management.

4 = Applicant has submitted a fully completed matrix
2 = Applicant has submitted a partially completed matrix
0 = Applicant has not submitted the matrix

4 points: Organization Employee Pay – The organization provides sustainability in the Dallas arts ecosystem by providing, at a minimum, a living wage to all full- and part-time employees as aligned with the City of Dallas living wage rate of $18.24[6] per hour. These criteria shall only be applied to organizations in Tiers 4, 5, and 6 (revenues $1 million or more).

Points	Tier 1 and 2	Tier 3	Tier 4	Tiers 5 and 6
4			$18.24 or more	$18.24 or more
3			$16.00 - $18.24	$16.00- 18.24
2			$13.00 – $16.00	$13.00–$16.00
0			$13.00 or less	$13.00 or less

2 points: Organization Board Governance – Organization has "give or get" policy with board of directors. In the most recently completed fiscal year, what percentage of board members contributed either by personal donation or securing predetermined funding from a third party for the organization.

2 = 90% - 100% board participation in "give or get" policy
1 = 75% - 89% board participation in "give or get" policy
0 = Less than 75% board participation in "give or get" policy

Adherence to Cultural Policy Diversity Criteria (10 points)

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

[6] The City of Dallas implemented a living wage policy for general service contracts on November 10, 2015, by Resolution No. 15-2141. The policy requires an annual adjustment according to the Massachusetts Institute of Technology's (MIT) Living Wage Calculator, found here: https://livingwage.mit.edu/counties/48113. For fiscal year 2024, the living wage for an individual in Dallas County is $18.24 per hour ($0.42 increase from the 2023 rate of $17.82 per hour).

Points	Tier 1 and 2	Tier 3	Tier 4	Tiers 5 and 6
5	10% or more	10% or more	20% or more	30% or more
3	3% - 9%	3% - 9%	6% - 19%	10% - 29%
0	2% or less	2% or less	5% or less	9% or less

5 points: Staff Diversity – While the Cultural Policy does not set specific goals for staff diversity, the OAC 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. Because organizations in Tier 1 and Tier 2 generally do not have significant numbers of staff, they are exempt from staff diversity goals and receive credit for this criterion.

Points	Tier 1 and 2	Tier 3	Tier 4	Tiers 5 and 6
5		10% or more	20% or more	30% or more
3		3% - 9%	6% - 19%	10% - 29%
0		2% or less	5% or less	9% or less

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Compliance

COP contracts require compliance for the entirety of the contract period (October 1, 2024 – September 30, 2025). Any major contract compliance issues such as current audits not being received, or other similar items will be presented to the Allocations Committee to recommend a course of action to be taken. This will then be presented to the full Arts and Culture Advisory Commission for recommendation of funding continuation.

To signify willingness to comply with COP Guidelines, awarded organizations will be required to attend a mandatory training in November 2024. Post-training, organizations must provide the following to maintain compliance throughout the year:

Financial Reports

An annual financial report must be submitted to the OAC no later than six months after the completion of the organization's fiscal year. Depending on an organization's operational budget size, the organizations will submit a third-party financial audit, a Form 990, or a Form 990-EZ (see table below). Failure to meet a financial report submission deadline may result in the withholding of contract payments.

Budget Size	Financial Report Type
$100,000 - $199,999 Or not less than $95,000 for a single probationary year (returning applicants only)	Form 990-EZ, Form 990, or Financial Audit
$200,000 - $499,999	Form 990 or Financial Audit
$500,000 or more	Financial Audit

Monthly COP Reports

A monthly report listing Dallas activities and programs presented by the organization, the total attendance at each activity and supporting information must be submitted by the 15th day of each month (reporting the prior month's activities) to OAC. Monthly reports consistently completed incorrectly after correction from OAC staff may be considered "late" submissions.

If organizations choose to share upcoming events and activities with their City Council representatives and/or the Arts and Culture Advisory Commission, there is an optional tab in the Monthly Report to do so.

Final Report

A final evaluation report summarizing activities for the contract period must be submitted to OAC by October 31, 2025. Failure to submit the report in a timely manner or submission of an incomplete report may result in delayed payment or non-payment of the final contract installment as well as payment on future contracts. This online form can be found on the COP page at dallasculture.org.

Business Inclusion and Development: Minority and Women-Owned Business Enterprises

It is the policy of the City of Dallas to use qualified Minority and Women-Owned Business Enterprises (M/WBEs) to the greatest extent feasible on the City's construction, procurement, and professional services contracts. The City and its contractors shall not discriminate based on race, color, religion, national origin, age or sex in the award and performance of contracts. In consideration of this policy, the City of Dallas has adopted the Business Inclusion and Development Plan

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(BID Plan) for all City of Dallas contracts. The purpose of the Business Inclusion and Development Plan is to increase participation of M/WBEs in City procurement and contracting opportunities, and to develop the local business base through the award of contracts and purchases to locally owned businesses. Under the BID Plan, bidders/proposers are required to sign an affidavit agreeing to comply with the City's BID Plan.

The BID Plan shall apply to all City contracts for the procurement of construction, architectural and engineering, goods, other services, and professional services, with emphasis on first tier subcontracts on City contracts over $50,000. As a prerequisite for City Council award, the prime contractor must make a good faith effort to meet established M/WBE subcontracting goals and if goals are not met, must demonstrate and document its good faith effort to meet the established goals.

In addition to the goal-based policy, it is the preference of the City of Dallas for the workforce of contract awardees to be reflective of the diversity of the residents of the City of Dallas.

The City reserves the right to request a company's affirmative action plan or equal opportunity plan from potential contract awardees. In addition, if the potential awardee plans to hire additional staff to complete the contract, the City reserves the right to request a local hiring plan.

Insurance Requirements

Insurance requirements are included in the contract and are determined by the City of Dallas Office of Risk Management. A Certificate of Insurance (COI) must be submitted to the City whenever a policy expires and is renewed. Funds cannot be released without a memorandum of compliance from the Office of Risk Management stating the 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.

Failure to meet insurance requirements will be reported to the Arts & Culture Advisory Commission and is a default under the contract terms.

Panel Review Representatives

To help strengthen the Arts and Culture ecosystem in Dallas, each awarded organization must nominate at least one staff member, board member, and/or affiliated artist to the Office of Arts and Culture funding review panel. (See Review Panel and Selection Process for eligibility details.) These individuals must be eligible reviewers, attend a panel reviewer orientation, and participate in at least one round of adjudication during the FY 2024-25 year. This can include Culture of Value, Community Arts, ArtsActivate, or other ad-hoc review opportunities. (Please note that this individual will not be able to participate in reviewing the COP process, due to conflict of interest.)

If an awarded organization already has a staff member, board member, or artist on the review panel roster, this fulfills the requirement if the individual serves at least once during the FY 2024-25 year.

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.

The City of Dallas logo can be downloaded from our website: www.dallasculture.org/our-logo.

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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."

Complimentary Tickets

Cultural organizations shall make available up to four complimentary tickets per event, program, production, exhibition, or other activity produced by the organization to the OAC for the purpose of allowing City staff to assess the management and operation of City-owned facilities within their jurisdiction and to oversee City sponsored events. This requirement applies to organization's regular programming only and not to special fundraising events. Additionally, the organization may provide free tickets to promotional activities to the Director for distribution to the public at various OAC facilities.

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

Social Media Recognition

In social media promotions related to any service funded by COP, 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 at https://twitter.com/dallasculture
- Tag OAC at the handle @dallasculture
- Include hashtags: #dallasculture #liveart #oac

Facebook

- "Like" the City of Dallas Office of Arts and Culture's Facebook page at https://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 COP projects.
- Include hashtags: #dallasculture #liveart #oac

Instagram

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

Arts and Culture Advisory Commission Liaison

Funded COP organizations will be assigned a liaison from the Arts and Culture Advisory Commission whose duties will be outlined per organization needs. The liaison assignment will depend on the availability of the Commissioners. COP organizations shall allow attendance by and share minutes with the assigned Arts and Culture Advisory Commission liaison for governing board proceedings, excluding proceedings that are confidential, to the extent allowable by law and board governance.

ALAANA Designation

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Applicant organizations are asked to identify as an ALAANA organization if applicable. ALAANA means African, Latinx, Asian, Arab, and Native American. This also includes Native Hawaiian and Pacific Islander (category as defined by the US Census Bureau). An ALAANA organization is one whose primary intentions, practices, and mission are by, for, or about ALAANA artists, cultures, and communities. The word "for" refers to the intention of the organization to perpetuate, promote, and present art that is representative of an ALAANA culture and people and/or is given form by ALAANA artists. ALAANA designation has no impact on funding decisions by the City of Dallas. However, it does assist OAC in tracking Dallas Cultural Policy and Plan goals surrounding diversity, equity, inclusion, and access.

Probation

Organizations that fail to provide contractual services or meet program eligibility and reporting requirements may be in default of contract and may be placed on probation per OAC Director discretion. Failure of an organization to satisfactorily address the City's concerns within a period of the probation may result in a recommendation of "no funding" for the next fiscal year.

Revisions

Once the contract has been signed, any changes in the project (either programmatic or financial) must be approved in advance by the Director of the Office of Arts and Culture and will require a formal amendment if it affects the contractual requirements. The contractor must submit a written request for approval of any changes.

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