

Memorandum



CITY OF DALLAS

DATE May 18, 2026

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Zarin D. Gracey (Chair), Laura Cadena (Vice Chair), Adam Bazaldua, Paul Ridley, Bill Roth, Chad West, Gay Donnell Willis

SUBJECT **May 27, 2026, City Council Agenda Item: ArtsActivate 2027 Program Guidelines**

On May 27, 2026, the City Council will consider the updated guidelines for the Fiscal Year 2026-27 ArtsActivate Program (ArtsActivate 2027). ArtsActivate is the Office of Arts and Culture's primary cultural support program which focuses on project-based support. As such, the administration of ArtsActivate must be authorized by resolution of the City Council including approval of the program guidelines.

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 2027 will run for three rounds throughout the fiscal year. In FY 2025-26, ArtsActivate 2026 is budgeted to allocate a total of over \$1,300,000 to support over 100 projects through 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 substantive updates to ArtsActivate 2027 Guidelines for FY 2026-27 were approved by the Arts and Culture Advisory Commission on April 16, 2026:

- Application and program timeline
- Introduction of applicant checklist, to help applicants understand all requirements before beginning an application
- Amendments to ArtsActivate application scoring, including:
 - New points for "contract compliance" to reward previous awardees for completing past projects on time and in budget
 - New points for "artist support" to reward applicants for prioritizing the payment of participating artists
 - An applicant quiz to ensure that special events protocols and insurance needs are understood before signing a contract
- Clarification on artist eligibility, project eligibility, and allowed ticket revenue

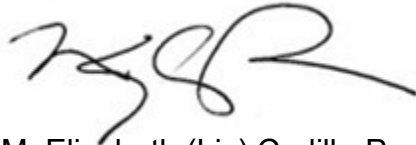
Following guidelines adoption, artists and organizations will apply through an online application portal. Applications will be reviewed by staff, an OAC Funding Review Panel, and the Allocations Committee of the Arts and Culture Advisory Commission. In alignment with Dallas Cultural Policy, each round of ArtsActivate 2027 funding amounts will be recommended by the Allocations Committee of the Arts and Culture Commission. Once the Committee's recommendations for funding are approved by the Director of Arts and

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Culture, contracting for artistic services will commence for services during the 2026-27 fiscal year.

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

Service First, Now!



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

c: Kimberly Bizer Tolbert, City Manager
Bertram Vandenberg, City Attorney (I)
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