

Memorandum



CITY OF DALLAS

DATE October 18, 2024

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

SUBJECT **Office of Arts and Culture Agenda Item # 24-3064 on October 23, 2024: FY 2024-25 Cultural Organizations Program Contracts**

On October 23, 2024, City Council will consider the Fiscal Year 2024-25 Cultural Organizations Program (COP) contracts with 56 Dallas-based non-profit arts and cultural organizations. The Cultural Organizations Program contracts with cultural organizations with budgets ranging from \$100,000 to over \$10 million to provide an annual season of programming for residents and visitors of Dallas. The following pages list organizations with their recommended contract amounts totaling \$6,415,236 for FY 2024-25.

The COP Guidelines, eligibility, scoring, and review process are aligned with Dallas Cultural Plan goals and are approved annually by City Council. Following guideline adoption, information sessions are conducted, and organizations apply through an online grant system. The applications are scored by resident panels composed of at least 60% ALAANA (African, Latinx, Asian, Arab, Native American) individuals.

Scoring criteria of applications totals 100 points. Seventy of the 100 points are allocated to the review panel. The remaining 30 points of total 100 points are allocated to OAC Administrative Scoring. The following is a breakdown of the categories of scoring. Further detailed scoring information can be found on pages 10 through 13 of the attached *FY 2024-25 Cultural Organizations Program Guidelines* as approved by City Council on February 28, 2024.

- **Review Panel Scoring (70 total points)**
 - Public Benefit (35 points)
 - Access & Impact (20 points)
 - Organizational Capacity (15 points)
- **OAC Administrative Scoring (30 total points)**
 - Contract Compliance & Financial Viability (10 points)
 - Monthly Report Submissions (returning applicants)
 - Financial Report Submission (returning applicants)
 - Prior Contract Compliance (new applicants)
 - Fundraising Expense Percentage
 - Average Days Cash on Hand
 - Organization Program Management (10 points)
 - Organization Projection Matrix
 - Organization Employee Pay
 - Organization Board Governance
 - Adherence to Cultural Policy Diversity Criteria (10 points)
 - Board Diversity

▪ Staff Diversity

Following rigorous review of scores and past funding amounts, the FY 2024-25 awards were unanimously recommended by the Arts and Culture Advisory Commission on September 19, 2024. For FY 2024-25, 56 non-profit organizations are recommended for over \$6.4M funding. This funding represents an increase of \$159,958, or an approximately 2.6% budget increase from FY 2023-24 due to higher use of the Hotel Occupancy Tax percentage for the program. OAC continues to leverage the use of HOT funds in COP due to the direct impact funded organizations have on the Dallas arts ecosystem and its nexus to cultural tourism.

Five organizations are recommended for COP contracts that were not part of the 2023-24 COP program. The four first-time organizations in the COP are: Pegasus Media Project, Art House Dallas, The Artist Outreach, and the Nasher Sculpture Center. Deep Vellum Publishing, Inc., was part of the program in FY 2022-23, did not apply in FY 2023-24, and has rejoined for the FY 2024-25 year. The attached table below includes each recommended organization's name, contract amount, contract amount as percentage of annual budget, organization tier based on operating revenue, and mission statement.

Organization tiers are defined as follows:

- Tier 1 - \$100,000 - \$249,999
- Tier 2 - \$250,000 - \$499,999
- Tier 3 - \$500,000 - \$999,999
- Tier 4 - \$1,000,000 - \$2,999,999
- Tier 5 - \$3,000,000 - \$10,000,000
- Tier 6 - \$10,000,000 and over

If you have any questions, please feel free to contact me or the Director of the Office of Arts and Culture, Martine Elyse Philippe, at 214-671-2828 or martine.philippe@dallas.gov.

Sincerely,



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

Kimberly Bizer Tolbert, City Manager (I)
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge

Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager (I)
Robin Bentley, Assistant City Manager (I)
Jack Ireland, Chief Financial Officer
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)

Dominique Artis, Chief of Public Safety (I)
Dev Rastogi, Assistant City Manager

Directors and Assistant Directors

[Attachment]

	Organization (* marks new organizations) Organization tiers are defined as follows: <ul style="list-style-type: none"> Tier 1 - \$100,000 - \$249,999 Tier 2 - \$250,000 - \$499,999 Tier 3 - \$500,000 - \$999,999 Tier 4 - \$1,000,000 - \$2,999,999 Tier 5 - \$3,000,000 - \$10,000,000 Tier 6 - \$10,000,000 and over 	Contract Amount (\$)	Contract Amount as Percentage of Annual Budget	Tier
1	Anita N. Martinez Ballet Folklorico	\$50,007	25%	1
ANMBF's mission statement is to create a cultural and educational foundation to unlock the potential of every child through active engagement in the arts.				
2	Art House Dallas	\$42,000	9%	2
Art House Dallas is a local nonprofit that serves and supports hundreds of local artists (visual arts, music, literary, and performing arts) each year through artist formation and outreach opportunities. Central to our mission of creativity for the common good, Art House Dallas believes in the power of creativity to form a more thoughtful, compassionate, and united Dallas. Our work is built upon the value of three pillars: community, formation, and outreach.				
3	Artist Outreach, Inc dba The Artist Outreach	\$45,000	8%	3
The Artist Outreach (TAO) works to change the educational, emotional, and financial futures of those we serve through creative arts programs provided to schools and advocacy centers.				
4	Arts Mission Oak Cliff	\$30,000	13%	1
Arts Mission Oak Cliff holds space for a diverse community to cultivate, celebrate, and sustain their creativity while actively engaging and inspiring the public with the arts.				
5	Artstillery Nonprofit	\$37,243	18%	1
Artstillery is a multidisciplinary arts and social justice organization that uplifts marginalized voices through original immersive productions.				
6	Avant Chamber Ballet	\$45,600	15%	2
Avant Chamber Ballet's mission is to bring exceptional live dance and chamber music together for audiences in the Dallas and Fort Worth.				
7	Ballet North Texas	\$36,000	9%	2

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Ballet North Texas is dedicated to enriching the North Texas community through exceptional performances, transformative dance training, and inclusive community education and outreach.				
8	Big Thought	\$682,664	6%	6
Big Thought's mission is to make imagination a part of everyday learning.				
9	Cara Mia Theatre Company	\$91,482	7%	4
To inspire and engage people to uplift their communities through transformative Latinx theatre, multicultural youth arts experiences, and community action.				
10	Color Me Empowered	\$35,776	24%	1
Color Me Empowered provides programming that empowers children and communities through visual arts education and the implementation of civic art.				
11	Creative Arts Center of Dallas	\$59,238	7%	3
The Creative Arts Center of Dallas nurtures a community where citizen artists discover, develop, and express their artistic vision.				
12	Dallas Black Dance Theatre	\$248,435	7%	5
The mission of Dallas Black Dance Theatre is to create and produce contemporary modern dance at its highest level of artistic excellence through performances and educational programs that bridge cultures and reach diverse communities.				
13	Dallas Chamber Symphony	\$71,924	15%	2
The Dallas Chamber Symphony exists to engage community audiences and enrich people's lives by sharing in the discovery, creation, exploration, and enjoyment of great music.				
14	Dallas Children's Theater	\$189,822	5%	5
The mission of Dallas Children's Theater is to inspire young people to creative and productive lives through the art of theater.				
15	Dallas Historical Society	\$47,810	4%	4
Established in 1922, the Dallas Historical Society is a 501 (c)(3) nonprofit that is dedicated to collecting, preserving, and exhibiting (sharing) the extraordinary heritage of Dallas and Texas to educate and inspire present and future generations.				
16	Dallas Holocaust and Human Rights Museum	\$93,000	1%	5
The Museum is dedicated to teaching the history of the Holocaust and advancing human rights to combat prejudice, hatred, and indifference.				
17	Dallas Museum of Art	\$1,073,896	3%	6
The Dallas Museum of Art is a space of wonder and discovery where art comes alive. The DMA will place art and our diverse communities at the center around which all activities radiate; pursue excellence in collecting and programming, present works of				

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art across cultures and time, and be a driving force in contemporary art; and strengthen our position as a prominent, innovative institution, expanding the meaning and possibilities of learning and creativity.				
18	Dallas Symphony Association, Inc. [Children's Chorus Only]	\$71,290	0%	6
To inspire and change lives through musical excellence.				
19	Dallas Theater Center	\$90,007	1%	5
The mission of Dallas Theater Center is to engage, entertain, and inspire our diverse community by creating experiences that stimulate new ways of thinking and living. We will do this by consistently producing plays, educational programs, and other initiatives that are of the highest quality and reach the broadest possible constituency.				
20	Dallas Wind Symphony dba Dallas Winds	\$68,140	8%	3
The Dallas Winds Brings Joy to People Through Band Music: by presenting live performances that deliver unique and engaging experiences, by offering education programs that encourage youth participation in school bands, and by the production of noteworthy recordings and media content.				
21	Deep Vellum Publishing, Inc.	\$55,000	5%	4
To bring the world into conversation through literature by publishing underrepresented writers from around the world, and promoting a lifelong love of reading and writing to readers everywhere.				
22	Fine Arts Chamber Players	\$47,517	30%	1
FACP's mission is to enrich and enhance the quality of life for North Texas-area residents, especially families and children, through free concerts of classical music and educational activities.				
23	Flamenco Fever	\$20,000	11%	1
The mission of Flamenco Fever (FF) is to create a sustainable flamenco community in Dallas equal to other cities of our size while preserving the legacy of Latinx art and culture, specifically in the rapidly gentrifying neighborhood of Oak Cliff, where FF is based. Flamenco Fever presents high-quality educational activities and public performances throughout North Texas, reaching underserved neighborhoods with our belief that all should have the opportunity to learn, participate, regularly access, and reap the rewards of the mental, physical, and spiritual benefits that music and dance provide.				
24	Forest Forward	\$86,600	3%	4
Forest Forward is a non-profit organization that partners with the community to drive equitable development, economic mobility, and improve outcomes for children, residents, and families of the South Dallas community.				

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25	Foundation for African American Art dba The African American Museum	\$108,785	11%	3
The Museum of African-American Life and Culture (The African American Museum) is an institution dedicated to the research, identification, selection, acquisition, presentation and preservation of visual art forms and historical documents that relate to the life and culture of the African-American community.				
26	Greater Dallas Youth Orchestra	\$71,242	8%	3
The mission of the Greater Dallas Youth Orchestra is to inspire and cultivate excellence in youth through music education, ensemble building, and performance opportunities.				
27	Junior Players Guild	\$89,157	8%	4
The mission of Junior Players is to encourage intellectual growth, mental well-being, and the development of life skills in youth through mentoring, creative expression and participation in the fine arts. Junior Players' vision is to be at the forefront of an innovative youth arts education that celebrates diversity, promotes thought leadership and meets communities' needs.				
28	Kitchen Dog Theater Company	\$65,564	19%	2
It is the mission of Kitchen Dog Theater to provide a place where questions of justice, morality, and human freedom can be explored. We choose plays that challenge our moral and social consciences, and invite our audiences to be provoked, challenged, and amazed. We believe that the theater is a site of individual discovery as well as a force against conventional views of the self and experience. It is not a provider of answers, but an invitation to question. Since theater of this kind is not bound by any tradition, Kitchen Dog Theater is committed to exploring these questions whether they are found in the classics, contemporary works, or new plays.				
29	Nasher Sculpture Center	\$80,000	1%	5
The Nasher Sculpture Center's mission is to be an international focal point and catalyst for the study, installation, conservation, and appreciation of modern and contemporary sculpture.				
30	Orpheus Chamber Singers	\$26,000	11%	1
Orpheus Chamber Singers, Inc., is the premier professional choir in North Texas, committed to performances and activities that perpetuate and elevate the art of choral music.				
31	OutLoud Dallas	\$42,000	8%	3
OutLoud's mission is to amplify youth voice and value young people as capable artists, changemakers and storytellers. OutLoud serves youth from over 30 zip codes in the Dallas area and surrounding metroplex, using the transformative power of the				

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arts to bridge divides, enhance social emotional learning, and provide young people with platforms to share their stories.				
32	Pegasus Media Project	\$25,000	21%	1
Pegasus Media Project envisions a future where the film and media arts industry thrives on diversity and inclusivity, transforming it into a space where every voice is celebrated and integral to the narrative, ensuring underrepresented artists not only participate but lead and innovate for a more equitable and authentic media landscape.				
33	Pegasus Musical Society dba Orchestra of New Spain	\$20,000	7%	2
The mission of the Orchestra of New Spain is: Introduction in concert of the neglected repertory of the Spanish and New World Hispanic 17th and 18th centuries, and exploration of the Hispanic heritage of which it is a part; educating the public on the importance of the repertory and its broader cultural implications. Performance of other renaissance, baroque, classical and romantic repertories on period instruments. Performance of alternative repertory, from other periods and of other provenance.				
34	Perot Museum of Nature and Science	\$744,489	3%	6
To inspire minds through nature and science.				
35	Premier Lone Star Wind Orchestra dba Lone Star Wind Orchestra	\$39,800	17%	1
Music Changing Lives in North Texas and beyond through inspired collaborations, exceptional musician mentoring, unforgettable performances, and inclusive community engagement.				
36	Sammons Center for the Arts	\$121,170	12%	3
The Sammons Center grows the Arts, in and for this community, by providing essential support uniquely focused on the needs of local performing artists, arts groups, audiences, and arts education to enrich the lives of people of all ages and backgrounds.				
37	Second Thought Theatre	\$30,000	15%	1
Second Thought Theatre provides an intimate and unique theatrical experience by empowering top local artists to take risks, and by showcasing writers who boldly tackle the difficult and demanding questions of our rapidly changing world.				
38	Shakespeare Festival of Dallas dba Shakespeare Dallas	\$123,856	12%	4
Using Shakespeare's works as a cornerstone, Shakespeare Dallas serves the Southwest region with fun and accessible indoor and outdoor theatre, integrated school programs and cultural enrichment for people of all ages and backgrounds.				
39	Soul Rep Theatre Company	\$34,354	21%	1

Our MISSION: Soul Rep Theatre Company exists to protect and progress the Black Theatre experience through enlightening entertainment. Our VISION is to cultivate the next generation of theatre artists and patrons by establishing an institution committed to quality theatre and arts education.				
40	Teatro Dallas	\$81,088	30%	2
Teatro Dallas is committed to the cultural empowerment of the Latinx community by representing our varied experiences, voices, and artistic expressions. Through high quality theatrical programming Teatro Dallas employs the power of theater to celebrate our diverse traditions while strengthening our community.				
41	TeCo Theatrical Productions, Inc. dba Bishop Arts Theatre Center	\$138,157	12%	4
Bishop Arts Theatre Center's mission is to engage and cultivate a vibrant arts community by welcoming emerging artists and developing equitable, multigenerational programming for the community, where learning and social impact are invited and celebrated.				
42	Texas International Theatrical Arts Society DBA TITAS/DANCE UNBOUND	\$138,157	7%	4
TITAS entertains, educates, and inspires by curating and commissioning extraordinary dance and performance art from around the world.				
43	Texas Winds Musical Outreach, Inc.	\$90,439	19%	2
Texas Winds Musical Outreach engages, comforts, and celebrates the spirits of isolated seniors, hospital patients, veterans, and children in North Texas through live, professional musical performances.				
44	The Bandan Koro Experience	\$39,061	22%	1
Bandan Koro's mission is: To Educate and Inspire Through African Arts and Culture. In our execution of this mission, we seek to foster a greater awareness, understanding, and appreciation of cultures and experiences relative to Africa and the African Diaspora.				
45	The Black Academy of Arts and Letters, Inc.	\$216,680	7%	5
To create and enhance an awareness and understanding of artistic, cultural, and aesthetic differences utilizing the framework of African-American Arts and Letters and to promote, foster, cultivate, perpetuate and preserve the Arts and Letters of the African, African-Americans and Caribbean Culture in the Fine, Literary, Cinematic and Performing Arts.				
46	The Bruce Wood Dance Co., Inc.	\$67,353	6%	4
The mission of Bruce Wood Dance is to present high-caliber, original, contemporary choreography that harnesses the power of dance to entertain, enrich, and heal. Bruce				

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Wood Dance produces and licenses Wood's repertoire, commissions new, relevant works by resident and guest choreographers, licenses masterworks, provides engagement opportunities to under-resourced populations, focuses on equity, equality, and inclusion, and contributes to enriching the quality of life in Dallas, the region, state, and nation.				
47	The Dallas County Historical Foundation dba Sixth Floor Museum at Dealey Plaza	\$55,091	1%	5
The Sixth Floor Museum at Dealey Plaza chronicles the assassination and legacy of President John F. Kennedy; interprets the Dealey Plaza National Historic Landmark District and the John F. Kennedy Memorial Plaza; and presents contemporary culture within the context of presidential history.				
48	The Dallas Opera	\$157,500	1%	6
The Dallas Opera is a world-class performing arts organization producing outstanding mainstage and chamber opera repertoire; attracting national and international attention; committed to extensive community outreach and education; and managed to the highest possible standards of artistic excellence, accountability, efficiency, and financial sustainability.				
49	The Flame Foundation	\$40,000	16%	1
Our mission is to spark an intergenerational passion and curiosity about flamenco dance through presentations of exemplary collaborative flamenco artistic works and interactive, accessible education opportunities for children and adults with or without dance backgrounds in Dallas, Texas. All of our events are intentionally bilingual, spoken in English and Spanish to engage and connect diverse individuals who will steadily become a strong cross-cultural flamenco community.				
50	The Writer's Garret	\$53,185	24%	1
The Writer's Garret connects people through the power of language.				
51	Theatre Three, Inc.	\$97,045	13%	3
We are an intimate stage for everyone. Playwrights will invent, artists will risk, and audiences will be immersed in new and familiar plays they can see from all sides. Feel emboldened, entertained, and intrigued--rediscover and reach for T3!				
52	Turtle Creek Chorale, Inc.	\$62,625	4%	4
The mission statement of the Turtle Creek Chorale is to entertain, educate, unite, and inspire.				
53	Undermain Theatre	\$62,219	9%	3
Undermain Theatre is a company of artists seeking to inspire, educate and challenge audiences and artists through its production of innovative theater, with particular interest in poetic and language-driven work.				
54	Uptown Players, Inc.	\$53,000	7%	3

<p>The mission of Uptown Players is to present professional theatre that meets a rising demand in the community for audiences to see their life experiences represented on stage. We offer diverse productions focusing on contemporary and alternative lifestyle themes that explore subjects including diversity, relationships, family, prejudice, and values. We present plays and musicals that challenge audiences artistically, strengthen cultural bridges with the LGBTQ+ community, and create greater positive public awareness and acceptance through the performing arts.</p>				
55	USA Film Festival	\$78,518	30%	2
<p>The USA Film Festival is a Dallas-based, 501c3 non-profit organization dedicated to the recognition and encouragement of excellence in the film and video arts. PROGRAM MISSION -- To enrich our community through a wide variety of cultural and educational programs; To promote equality through both our programs and through access for all publics; To celebrate the film and video arts; To utilize the power and popularity of the visual medium to reach and teach people of all ages; To support filmmakers and other artists by providing outlets for their works as well as providing the opportunity to speak with our audiences.</p>				
56	Verdigris Ensemble Inc.	\$45,250	24%	1
<p>Verdigris Ensemble's mission is to [transform] our world through an alchemy of immersive storytelling and the power of human voice.</p> <ul style="list-style-type: none"> - We [CREATE] a new music movement by commissioning works and exploring diverse genres to tell compelling stories; - We [INVEST] in musicians through education and community engagement; - We [REDEFINE] vocal music through creative programming and technological innovation. 				
	TOTAL	\$6,415,236		