



City of Dallas

Office of Arts and Culture Cultural Support Programs

**Quality of Life,
Arts & Culture Committee
September 20, 2021**

Jennifer Scripps, Director
Office of Arts and Culture
City of Dallas

Purpose



- To provide the Quality of Life, Arts & Culture Committee an overview on annual cultural support programs
- Total proposed FY 2022 budget for cultural support programs is \$6.3M

Arts and Culture Advisory Commission*

Place	Commissioner	Place	Commissioner
1	Augustine Jalomo	10	Kathy Stewart
2	Linda Blase	11	Krista Weinstein
3	Ella Goode Johnson*+	12	Jo Trizila*
4	Jesse Hornbuckle*	13	Macey Davis
5	Priscilla Rice*	14	Grace Glover
6	J Damany Daniel	15	Vacant
7	Phillip Collins (Vice Chair)	16	Grady McGahan (At-large)
8	Brad Spellicy*	17	Vicki Meek (At-large)
9	Mickie Bragalone*	18	Jodi Voice Yellowfish (At-large)

+Allocations Committee Chair

*Allocations Committee Member



**Commission membership as of September 9 for term beginning October 1, 2021*

OAC Cultural Support Programs



Funding Program	Description	FY 2020-21 Budget	# of contracts	Avg contract amount
COP - Cultural Organizations Program	Operational support program for established arts and culture non-profits	\$4.9 M	36	\$137,000
ArtsActivate	Project-based support for artists and non-profits aligned to Dallas Cultural Plan goals (1 round + FY 2020 extensions)	\$580,000	89	\$8,000 (excl. FY 2020 extensions)
CAP – Community Artists Program	Roster of ALAANA artists and organizations who can be requested by the community to perform free of charge	\$410,000	44	\$9,300
Culture of Value (2020 one-time pilot)	COVID relief and stimulus support for small projects by ALAANA artists and organizations	\$214,000	71	\$2,900
Total		\$6,104,000	240	\$39,300

*Note: ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the Dallas Cultural Policy



Cultural Support Program Award Process



- Three core annual funding programs: COP, ArtsActivate, and CAP
- Guidelines and scoring criteria are brought forth to City Council for annual approval after recommendation from the Arts and Culture Advisory Commission
 - Applications are accepted through online grants portal
 - Volunteer review panels that reflect the racial/ethnic diversity of Dallas score subjective criteria such as artistic and community impact
 - Staff score empirical criteria, e.g., contract compliance and board diversity percentages
- Based on scoring, Allocations Committee/Arts and Culture Advisory Commission to City Council for the Cultural Organizations Program, or to the Director (contracts <\$50K)



Cultural Organizations Program (COP)



- Funding program for cultural services with established non-profit cultural organizations to support a full season of programs that include concerts, plays, exhibitions, performances, workshops, and other cultural services
 - Annual budget sizes range from \$100K to over \$30M
- Program guidelines, eligibility, and review process aligned with Dallas Cultural Plan goals and are approved annually by City Council
 - Process established by the City's Cultural Policy adopted by City Council on November 28, 2018
- Organizations complete application through an online grant system



36 Current COP Organizations



Revenue under \$1 Million

- African American Museum
- Anita N. Martinez Ballet Folklorico
- Bruce Wood Dance Co, Inc
- Cara Mia Theatre
- Children's Chorus of Greater Dallas
- Creative Arts Center of Dallas
- Cry Havoc Theater Company
- Dallas Chamber Symphony
- Dallas County Heritage Society
- Dallas Wind Symphony
- Fine Arts Chamber Players
- Greater Dallas Youth Orchestra
- Kitchen Dog Theater
- Lone Star Wind Orchestra
- Teatro Dallas
- Texas Winds Musical Outreach, Inc.
- The Writer's Garret
- Theatre Three, Inc
- Turtle Creek Chorale, Inc.
- Undermain Theatre
- USA Film Festival

Revenue \$1M - \$5M

- Bishop Arts Theatre Center
- Dallas Black Dance Theatre
- Dallas Children's Theater
- Dallas Historical Society
- Junior Players Guild
- Sammons Center for the Arts
- Shakespeare Festival of Dallas
- The Black Academy of Arts and Letters
- TITAS

Revenue over \$5M

- Big Thought
- Dallas Holocaust and Human Rights Museum
- Dallas Museum of Art
- Dallas Theater Center
- Perot Museum of Nature and Science
- The Dallas Opera



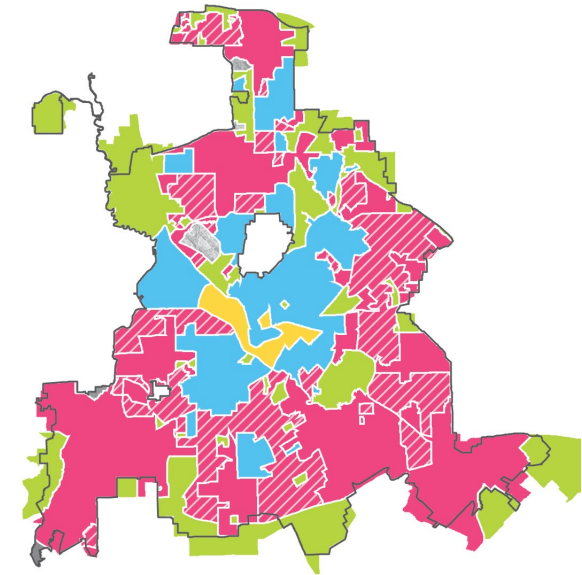
Cultural Organizations Program (COP)



- FY 2021 COP funding kept steady due to City Council budget amendments; all organizations received same or slightly increased amounts which served as important arts ecosystem “ballast”
- Flexible COP programming during COVID included (a few examples):
 - Take home art kits distributed by the Dallas Museum of Art at Dallas library branches
 - Streamed dance performances and live artist “talkback” by Dallas Black Dance Theatre for audiences in Dallas and across the world
 - Outdoor concerts performed at local senior centers by Texas Winds Musical Outreach
 - Outdoor parade and performance by Cara Mia Theater and Teatro Dallas
 - Virtual summer camps and classes from Dallas Children’s Theater, Bishop Arts Theater Center, Greater Dallas Youth Orchestra, Big Thought, and many more!



- Project-based support aligned to Dallas Cultural Plan goals
- Total budget of \$775K for FY 2022
 - Awards of up to \$7,500 for individual artists and up to \$15,000 for non-profit organizations
- FY 2022 will have 3 different application rounds
- Program goals are to implement the Dallas Cultural Plan, diversify artistic experiences available to Dallas residents, increase access in historically underserved areas, and strengthen neighborhoods
 - 10 points of admin scoring based on Cultural Plan Typology map; applicants score more points for planning events in underserved neighborhoods

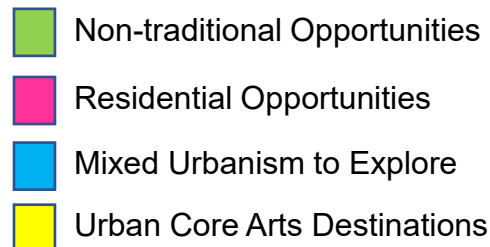
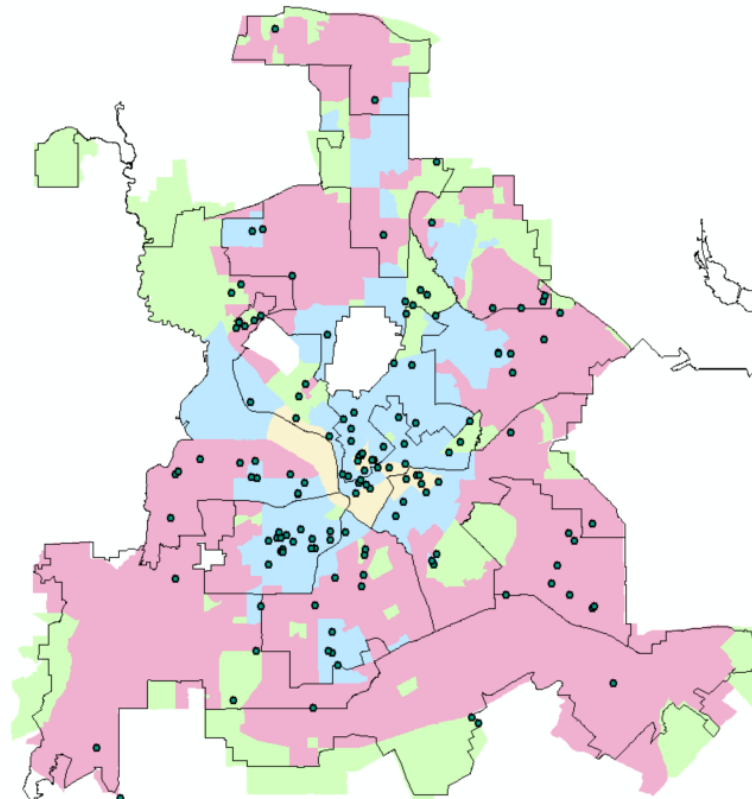
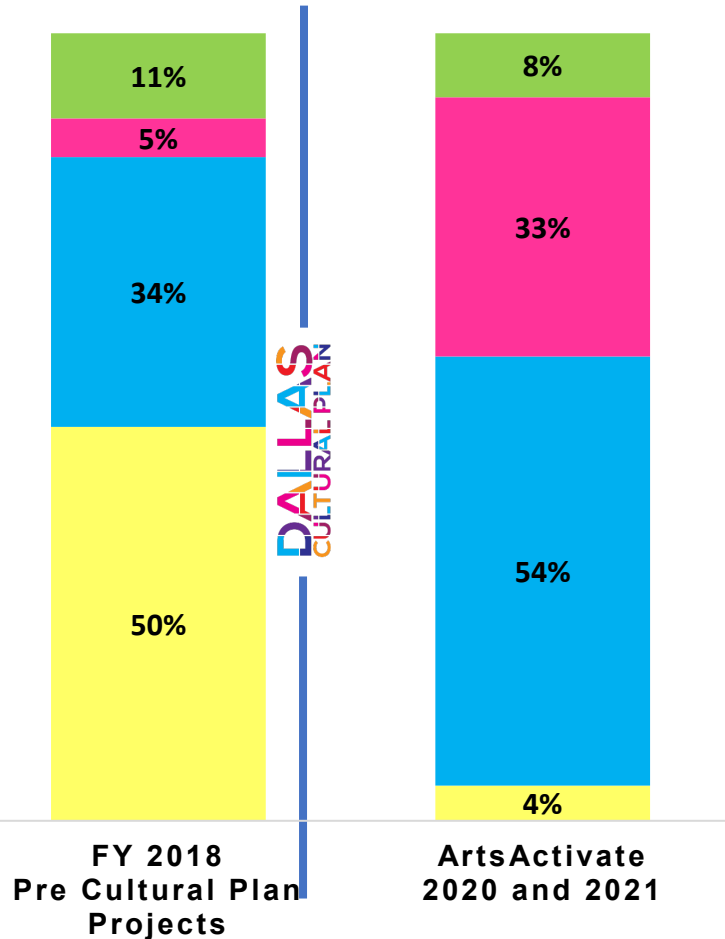


- Non-traditional Opportunities
- Residential Opportunities
- Mixed Urbanism to Explore
- Urban Core Arts Destinations

ArtsActivate 2020 and 2021 results to date



ARTSACTIVATE EVENTS



Pre-Cultural Plan

- Majority of events in Urban Core (yellow)
- Very low activation in “pink” and “green” areas



Post-Cultural Plan

- 96% of the 984 in-person events outside of Urban Core
- 40% of events in “pink” and “green” areas
- Greater dispersion of events across all Council Districts in Dallas



Community Artists Program (CAP)



- Roster of ALAANA artists and organizations who can be requested by the community to perform free of charge
- Total proposed budget of \$410K for FY 2022
 - FY 2022 roster will have 51 different artists across 7 disciplines, including dance, music, theater, visual arts, senior movement, and spoken word
- Next annual application will be in summer 2022
- Events must be free and not a fundraiser, open to the public, and in City of Dallas limits
- Requests must be made at least 3 weeks in advance
- Host Guidelines, CAP Roster, and Request form can be accessed at <https://dallasculture.org/community-arts/community-artist-program-cap/>



Funding Program Timelines



- FY 2022 CAP program roster has been approved, and contracting is in process
 - FY 2023 CAP applications open in summer 2022
- FY 2022 COP allocations will be recommended for approval by Arts and Culture Advisory Commission on Thursday, September 23
- City Council will vote to approve FY 2022 COP allocations on October 27, 2021
- FY 2023 COP applications open in spring 2022
- ArtsActivate 2022 Application Periods
 - Round 1: Application period complete
 - Round 2: September 7 – October 4, 2021 (application currently open)
 - Round 3: December 6, 2021 – January 3, 2022





Office of Arts and Culture Cultural Support Programs

Quality of Life,
Arts & Culture Committee
September 20, 2021

Jennifer Scripps, Director
Office of Arts and Culture
City of Dallas



Appendix



COP: Goals and Requirements



- Program goals
 - Provide general operating support to established non-profit cultural organizations for a year-long program of cultural events in Dallas
 - Further the goals of the Dallas Cultural Plan
- Key requirements
 - Established Dallas-based arts and culture non-profit organization, with an operating history of at least three years, producing a season of cultural programming for residents and visitors
 - Minimum annual operating budget of at least \$100,000
 - Maintain at least one full/part-time staff member
 - Submit monthly event and attendance reports, audited financial statements, and comply with all contractual requirements
- City support is limited to a percentage of an organization's annual audited revenue, as approved by Council in annual COP guidelines
 - Org revenue under \$1 Million: City maximum 25% of revenue
 - Org revenue \$1M-\$5M: City maximum 15% of revenue
 - Org revenue over \$5M: City maximum 10% of revenue



ArtsActivate: Goals and Requirements



- Program goals
 - Engage with the Dallas Cultural Plan 2018 and create programming to address its priorities and initiatives
 - Provide public benefit by enhancing and diversifying artistic and cultural experiences to the residents of the City of Dallas
 - Increase access and inclusivity in the experience of art and creativity for communities that have been historically underserved
 - Connect individuals from diverse cultures, ages, and economic means in an effort to strengthen communities and/or neighborhoods through the arts
 - Invest in historically underserved communities with artists or organizations rooted in that community to build individual capacity and economic viability
- Key requirements
 - Artists - Must be a resident of the City of Dallas / or maintain a permanent studio/workspace in the City of Dallas
 - Organizations
 - Must be a 501(c)3 organization
 - Must have an administrative office address in the City of Dallas



CAP: Goals and Requirements



- Program Goals
 - Provide opportunities for Dallas neighborhood residents and organizations to have greater access to art and culture
 - Create opportunities for ALAANA artists to participate in events throughout Dallas showcasing their history and diversity
 - Provide support and opportunities for arts programming for Dallas residents
 - Promote collaborations between the arts and community entities for the purpose of community development
 - Further the goals of the Dallas Cultural Plan
 - Continue to inform various Dallas communities about CAP services
 - CAP information available in Spanish
 - Information shared with City of Dallas Council Members and Arts and Culture Advisory Commission



CAP: Goals and Requirements



Sample of Bilingual Communications:

CITY OF DALLAS - OFFICE OF ARTS AND CULTURE
PRESENT

COMMUNITY ARTIST PROGRAM

Request an Artist for your community event for
FREE!

The Community Artist Program (CAP) provides FREE cultural and artistic performances and workshops by ALAANA* artists. Community members and organizations are invited to submit an online CAP-request for their next community events, enriching our communities with artistic and cultural experiences. Dance, music, theatre and visual arts workshops/performances are offered for youth, adults, and senior citizens.

*ALAANA means African, Latinx, Asian, Arab, and Native American

Scan here to learn more about CAP, guidelines, and our roster of Artists!



CITY OF DALLAS - OFFICE OF ARTS AND CULTURE
PRESENTA

PROGRAMA DE ARTISTAS COMUNITARIOS

¡Solicite un artista para su evento comunitario
GRATIS!

El Programa de Artistas Comunitarios (CAP) ofrece espectáculos y talleres culturales y artísticos GRATUITOS de artistas ALAANA*. Se invita a los miembros de la comunidad y a las organizaciones a enviar una solicitud de CAP en línea para sus próximos eventos comunitarios, enriqueciendo a nuestras comunidades con experiencias artísticas y culturales. Se ofrecen talleres/actuaciones de danza, música, teatro y artes visuales para jóvenes, adultos y personas de la tercera edad.

*ALAANA significa africano, latino, asiático, árabe y nativo americano

¡Escanee aquí para obtener más información sobre CAP, pautas y nuestra lista de artistas!



CAP: Goals and Requirements



- Key requirements
 - Organizations must have at least a 3-year operating history
 - Individual artists must have at least 3 years of professional experience in their field
 - Activities must have a cultural or artistic focus
 - Applicants must be residents of or have an administrative office in the city of Dallas
- Artists receive \$350 - \$750 for each 50-minute workshop session or performance; range is dependent on number of artists/teachers and materials expenses



FY 2022 CAP Roster



#TeenWritersProject
Alejandra Ramos Gomez
Alfredo Villanueva
Anita N. Martinez Ballet Folklórico
Artstillery
Bhuvaneswari Venkatraman
Cara Mia Theatre
Cynthia Veronica Anzaldua
Danielle Kamica King
Dean Hill
Devondria Robertson
DFW Play
Ebony Lewis
Ernesto Plazola
Evelio Flores (Mitotiliztli Yaoyollohtli)
Flamenco Fever
Frida N Lozano
Indian Cultural Heritage Foundation
Jazz BeCuzz Arts Group, Inc
Jennifer Gonzales
Jiles King
Jose Nelson Cruhigger
Lenotha Barnett Jr.
Linus Spiller-Craft
Marco A Ozuna
Marcus Molden Bey
Micaela Gutierrez (Orizon)
Michael Childs

Michelle Gibson (The New Orleans
Buckshop Workshop)
Mylan Nguyen
Natalia Padilla
Obiora Asiana
Ofelia Faz-Garza
Ollimpaxqui Ballet Co, Inc.
Patrick M. Oliver
Patrick Rivera
Prism Movement Theater
Renee Miche'al Jones
Rhianna Mack (True Artist Brand)
Rob Holbert Group
Selestino Barron
Sorany Gutierrez
South Dallas Concert Choir
Teatro Hispano De Dallas
The Bandan Koro Experience
The Flame Foundation
The Herbie Johnson Jazz Quartet
TMJ Dance Project
Verb Kulture
VET
Wendi Valladares Quiñones

Artistic Disciplines

Visual Arts	16
Dance	21
Music Performance	16
Music Education	6
Theater/Acting	13
Spoken Word/Literary	12
Senior Movement	14
Other*	6
*Other includes Fashion Design, Cultural Awareness, Film, African Textiles, etc. Some artists provide services in multiple disciplines.	

ALAANA Percentages

Black/African American	47%
Hispanic/Latinx	32%
Multi-Ethnic	14%
Asian	5%
Brazilian	2%

