



Legislation Text

File #: 20-1862, **Version:** 1

STRATEGIC PRIORITY: Quality of Life
AGENDA DATE: October 13, 2020
COUNCIL DISTRICT(S): N/A
DEPARTMENT: Office of Arts and Culture
EXECUTIVE: Joey Zapata

SUBJECT

A resolution **(1)** authorizing the ArtsActivate 2021 Program, a project-based cultural support program within the Office of Arts and Culture to support art and cultural services in the City of Dallas for FY 2020-21; and **(2)** approving the program guidelines - Financing: This action has no cost consideration to the City (see Fiscal Information)

BACKGROUND

The updated Cultural Policy of the City of Dallas, adopted on November 28, 2018, provides that guidelines for the various Cultural Support Programs will be submitted for review and approval of the City Council. This serves to affirm the artistic nature of services to be provided through these various cultural programs and to specify the review and selection process for cultural services.

ArtsActivate 2021, as it will be referred to for FY 2020-21, is the project-based funding program for Dallas-based arts and culture organizations and individual artists. ArtsActivate 2021 will continue to emphasize the goals of public benefit, neighborhood/community engagement and equity. The program will open for one round during FY 2020-21. The goals of ArtsActivate 2021 are:

1. Engage with the *Dallas Cultural Plan 2018* and create programming to address its priorities and initiatives
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

The *Dallas Cultural Plan 2018* and the updated Cultural Policy were adopted following a year-long cultural planning effort, which included in-depth regional, national, and international research, engagement with Dallas residents, artists, organizations, and City staff and leaders. Over 9,000 Dallas residents were engaged in this process to develop over one hundred initiatives and strategies under these six priorities: equity, diversity, space, support for artists, sustainable arts ecosystem, and communication.

ArtsActivate 2021 seeks to improve equity through expanded and adapted programmatic offerings in Dallas neighborhoods. Applicants will be partially scored on their proposals to provide cultural services in Dallas neighborhoods outside of the urban core of the city.

Cultural Support Programs will continue to be brought forward for City Council approval on an annual basis as the Office of Arts and Culture continues to implement initiative and strategies identified in the *Dallas Cultural Plan 2018*.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On November 28, 2018, City Council adopted the *Dallas Cultural Plan 2018* and a revised and restated Cultural Policy of the City of Dallas; and authorized and established the Cultural Projects Funding Program, Cultural Vitality Program, and Community Artist Program to support artist and cultural services in the City of Dallas by Resolution No. 18-1683.

On July 12, 2019, City Council authorized and established the ArtsActivate 2020 program and approved the program guidelines by Resolution No. 19-0887.

On July 8, 2020, the Allocations Committee of the Arts and Culture Advisory Commission voted to recommend these guidelines.

On September 17, 2020, the Arts and Culture Advisory Commission voted to recommend these guidelines.

FISCAL INFORMATION

This action has no cost consideration to the City.

Appropriations for the Cultural Support Programs are established in the General Fund through the annual budget development process. Each award to a cultural organization or individual artist through ArtsActivate 2021 will be \$15,000.00 or less and authorized by administrative action.