

Memorandum

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CITY SECRETARY
DALLAS, TEXAS



CITY OF DALLAS

DATE April 18, 2014

Honorable Members of the Arts, Culture & Libraries Committee:
TO Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis,
Jennifer Staubach Gates

SUBJECT Arts, Culture & Libraries Committee Meeting Agenda

Monday, April 21, 2014, 3:00 p.m.

Dallas City Hall - 6ES, 1500 Marilla St., Dallas, TX 75201

The agenda for the meeting is as follows:

1. Call to Order Philip T. Kingston
Chair

2. Approval of February 18, 2014 Minutes Philip T. Kingston
Chair

3. Friends of the Library – An Introduction Kate Park
Executive Director, Friends of the Dallas
Public Library

4. Nasher XChange Impact Report Jeremy Strick
Director of the Nasher Sculpture Center

5. Overview of the Sammons Center for the Arts Joanna St. Angelo
Executive Director, Sammons Center for
the Arts

6. Cultural Services Contracts Process Maria Munoz-Blanco
Director, Office of Cultural Affairs

Upcoming Agenda Items

7. Authorize Revisions to the Park and Recreation Department's 2006 Bond Fund for the Public Art Program – Council Agenda April 23, 2014 Willis Winters
Director, Park and Recreation

8. Adjourn Philip T. Kingston
Chair

A handwritten signature in cursive script that reads "Philip T. Kingston".

Philip T. Kingston
Chair

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Daniel F. Solis, Administrative Judge
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
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Elsa Cantu, Asst. to the City Manager – Mayor and Council

NOTICE: A quorum of the Dallas City Council may attend this Council committee meeting.

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.

Arts, Culture & Libraries Committee Meeting Record

DRAFT

Meeting Date: February 18, 2014 **Convened:** 3:02 p.m. **Adjourned:** 4:42 p.m.

Members Present:

Philip T. Kingston, Chair
Monica R. Alonzo, Vice Chair
Jerry R. Allen
Jennifer Staubach Gates
Vonciel Jones Hill
Carolyn R. Davis

Members Absent:

Briefing Presenters

LaToya Jackson
Asst., Dir. Strategic Customer Services
Zaida Basora
Ass., Dir. Public Works

Staff Present:

Joey Zapata, Maria Munoz-Blanco, Jo Giudice, Rick Galceran, LaToya Jackson, Zaida Basora, Eric Izuora

AGENDA:

1. **Approval of January 21, 2014 Minutes**

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s):

A motion was made to approve the minutes of January 21, 2014.

Motion made by: Vonciel Jones Hill

Motion seconded by: Monica R. Alonzo

Item passed unanimously:

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

2. **Proposed Strategic Plan FY 2015 - 2017**

Presenter(s): LaToya Jackson

Information Only:

Action Taken/Committee Recommendation(s):

The committee provided input on the draft Culture, Arts, Recreation and Education (CARE) components for the draft Strategic Plan, which was to be briefed to full city council on April 2nd.

The Committee requested that input be sought from arts & cultural groups and patrons outside of City Hall in the strategic planning process.

3. **Cultural Facilities Overview and Needs Inventory Update**

Presenter(s): Zaida Basora

Information Only:

Action Taken/Committee Recommendation(s):

The purpose of this briefing was to provide the committee an overview of city-owned cultural facilities that will give information on operations and maintenance, status of energy efficiency projects, status of 2006 bond program funded activities, and detail a needs inventory.

4. **Authorize Service Contract for Library Shelving For the Highland Hills Branch – Council Agenda February 26, 2014**

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s): Approval to move forward to full council.

A briefing memo was provided for this item, which is scheduled for the February 26, 2014 council agenda.

A motion of approval was made for this item.

Motion made by: Vonciel Jones Hill

Motion seconded by: Jerry Allen

Item passed unanimously:

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

Councilmember Philip T. Kingston
Chair

Memorandum



CITY OF DALLAS

DATE April 18, 2014

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair)
Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis,
Jennifer Staubach Gates

SUBJECT Friends of the Library – An Introduction

On Monday, April 21, 2014, the Arts, Culture & Libraries committee will be briefed by the Friends of the Dallas Public Library. The briefing will provide the committee an overview of their organization.

Please contact me if you have any questions or need additional information.

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
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Friends of the Library

– An Introduction

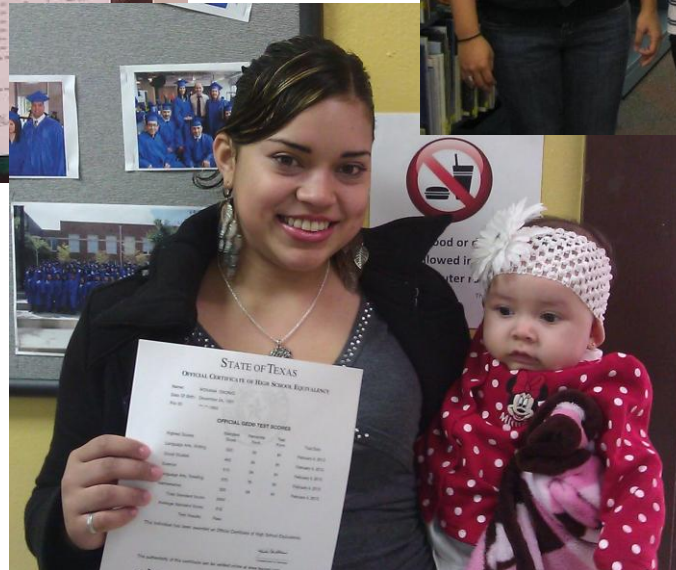
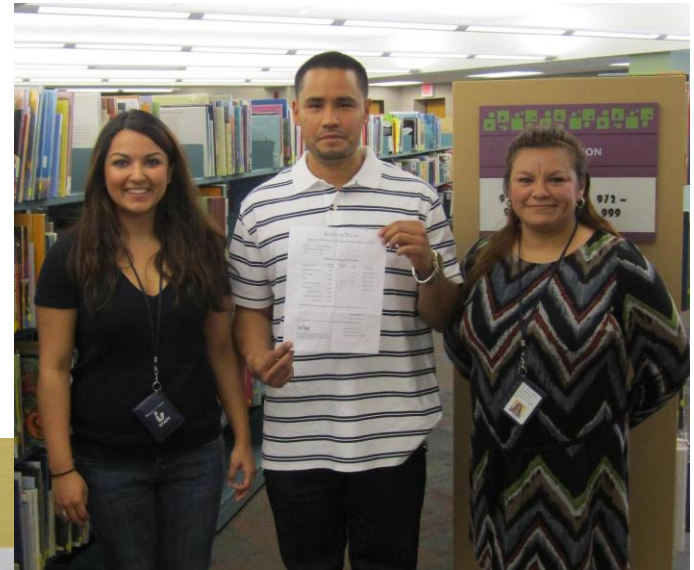
Presented to the Arts, Culture & Libraries Committee
April 21, 2014



- Founded in 1950 by 23 civic-minded citizens such as Stanley Marcus and Lon Tinkle
- FoDPL serves as the Library's foundation providing financial support for all Dallas Public Library educational initiatives. City of Dallas budget pays for library buildings, staff and materials.
- FoDPL and separate Branch Friends groups pay for all staff development and appreciation, programming and supplies through donations from individuals, corporation and foundations.

Dallas Public Library Programmatic Support

Adult Literacy Successes





Free Programs For All



Financial Support

Friends of the Dallas Public Library
Last Five Years - \$3.6 million

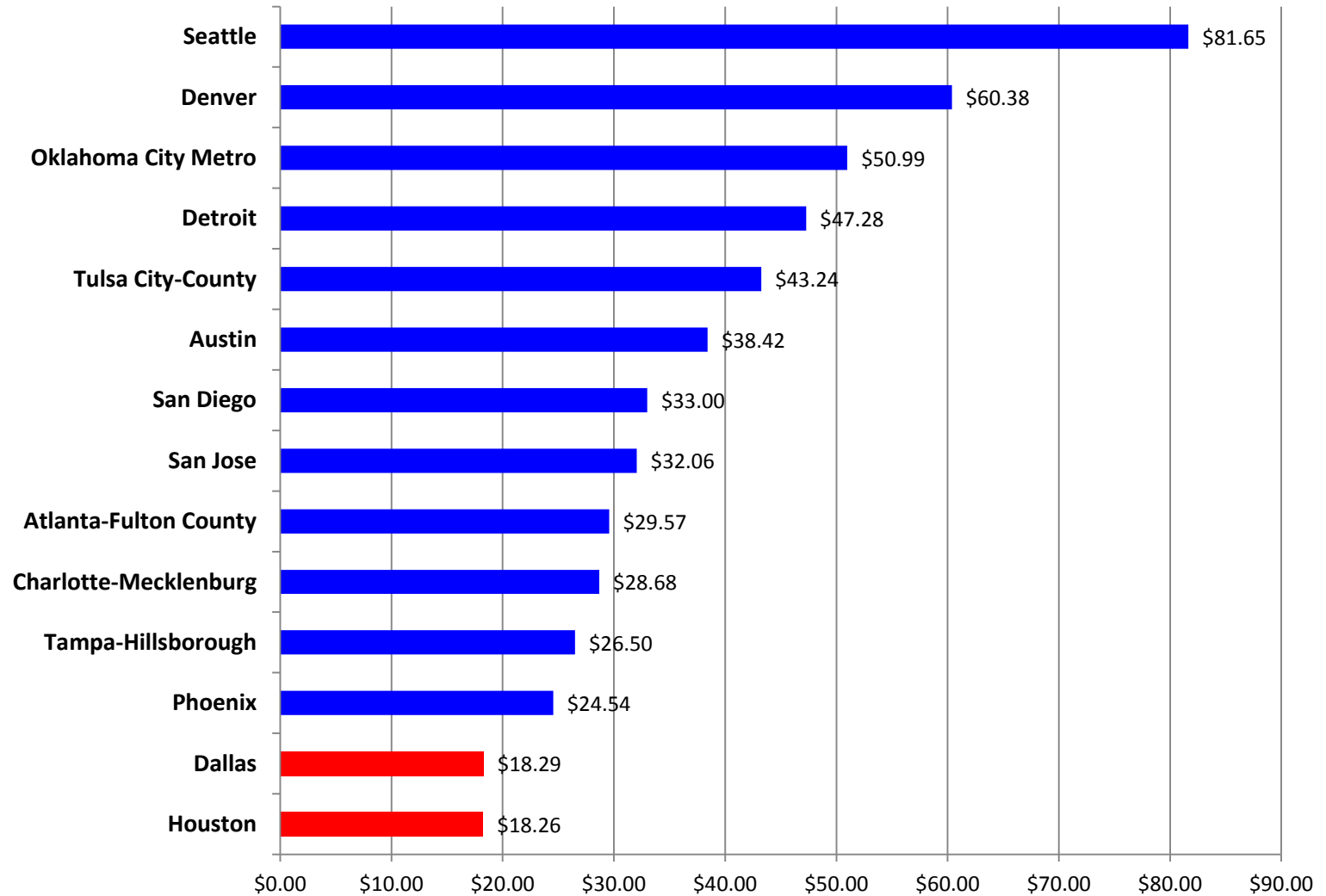
Our 64-year History –
\$43 million

Advocacy

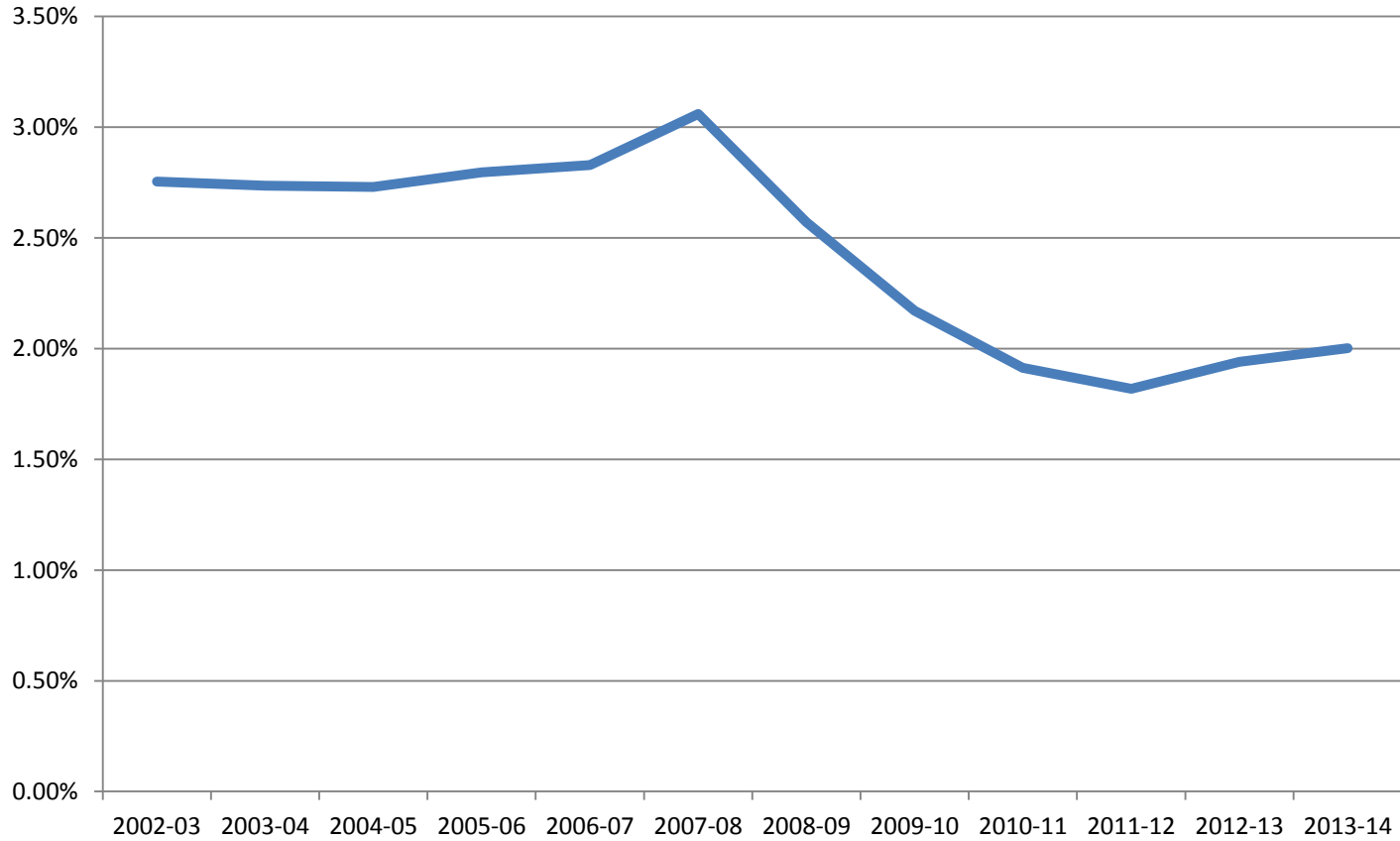
Dallas vs. Suburbs and Texas Peers: Main Library Hours of Service per Week

Open 60 or more hours per week	Open 50 or more hours per week	Open 45 or more hours per week	Open 40 hours per week
Allen, Arlington, Farmers Branch, Frisco, Garland, Irving, Mesquite, McKinney, Plano, Richardson, San Antonio	Austin, DeSoto, Duncanville, Fort Worth, Grand Prairie, Houston, Lancaster, Southlake	Carrollton, Colleyville, University Park	Dallas

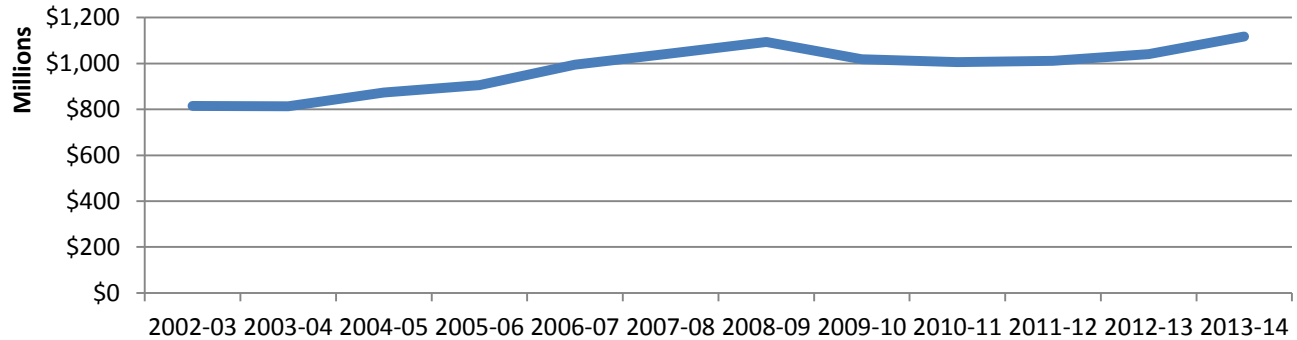
Library Spending/Citizen Dallas vs. National Peers, 2013-14



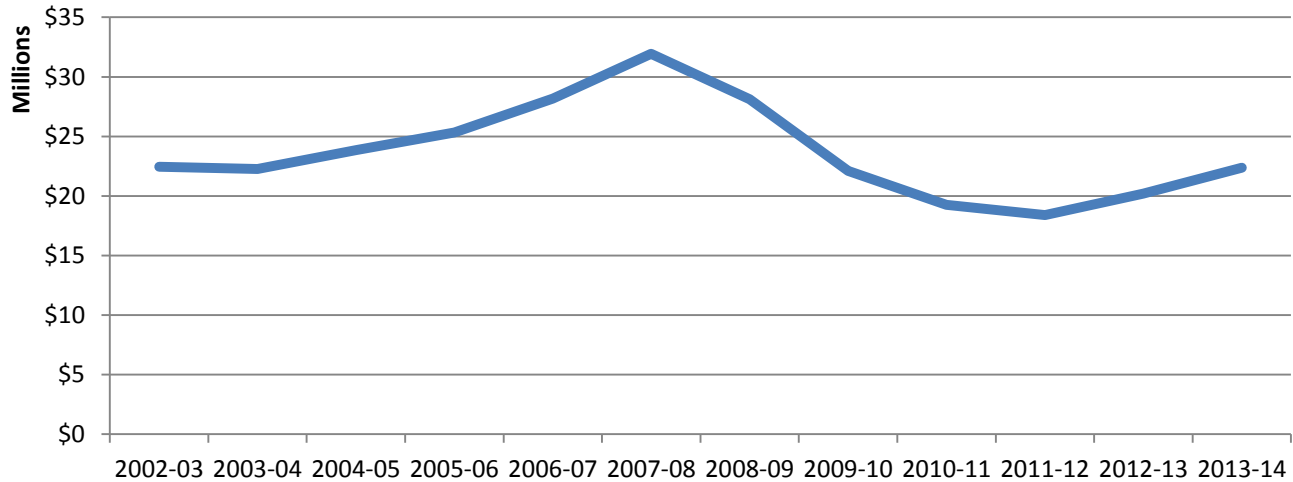
Library Spending as a Percentage of the City of Dallas Budget



City of Dallas General Fund 2002-03 to 2013-14



City of Dallas Library Spending 2002-03 to 2013-14



Memorandum



CITY OF DALLAS

DATE January 17, 2014

TO Honorable Members of the Arts, Culture & Libraries Committee:
Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel
Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach
Gates

SUBJECT Additional Information on Library Hours of Service

At the Arts, Culture and Libraries Committee meeting last month, Dallas Public Library director Jo Giudice presented an overview of department operations. The committee requested additional information on options and estimated costs to increase library hours of service in FY14-15.

The additional cost to open libraries to FY08-09 levels exceeds \$6M, and a more cost effective option is to increase hours incrementally over the next three years. For FY14-15, there would be a \$2M cost to open 6 geographically dispersed, high-use branch locations 7 days per week. Central Library would continue operating 6 days per week. The total hours of service would be 1,260.5 hours weekly.

ent hours of service, and any
. Typical staffing averages 5
rches. These staffing levels
ls, shelving books, assisting
ms, performing outreach in
y. Each location is open a
y staff absences impact our

h 2 library sites open 7 days
ours of service were 1,303.5

hours weekly.

Currently, 25 of 28 library sites are open 5 days per week, with the Central Library and 2 DISD co-located branches open 6 days per week. The total hours of service are 1,152.5 hours weekly.

The additional cost to open libraries to FY08-09 levels exceeds \$6M, and a more cost effective option is to increase hours incrementally over the next three years. For FY14-15, there would be a \$2M cost to open 6 geographically dispersed, high-use branch locations 7 days per week. Central Library would continue operating 6 days per week. The total hours of service would be 1,260.5 hours weekly.

What's Missing?

Equipment, Outreach, Programs and Supplies

Memorandum



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Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis,
Jennifer Staubach Gates

SUBJECT Nasher XChange Impact Report

On Monday, April 21, 2014, the Arts, Culture & Libraries committee will receive the Nasher XChange Impact Report from the Nasher Sculpture Center.

The Nasher XChange was a dynamic public art exhibition where 10 public sculptures were newly commissioned and temporarily installed throughout the city. The exhibit began October 19, 2013 and ended February 16, 2014.

Please contact me if you have any questions or need additional information.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

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10 YEARS. 10 ARTISTS. 10 SITES.

NASHER XCHANGE

October 19, 2013 - February 16, 2014

Nasher Sculpture Center

IMPACT REPORT

Arts, Culture & Libraries Committee

April 21, 2014



FEBRUARY 20, 2013



10 YEARS. 10 ARTISTS. 10 SITES.
NASHER XCHANGE
Nasher Sculpture Center



A LEGACY OF PUBLIC ART



10 artists commissioned

10 works created

10 years celebrated

1 city transformed

The historic Nasher XChange was the first ever museum-curated citywide public art exhibition in the United States, and commemorated the 10-year anniversary of the Nasher Sculpture Center. More importantly, it enriched the cultural life of Dallas and produced something meaningful for the city and its visitors, fostering community dialogue and creating a resounding sense of place in the diverse spaces Dallasites live, work and play.

288,374 people engaged virtually
(email, social media, digital, app, web)

32 public events held
(education, community and stakeholder focus during exhibition)

67 community partnerships
(education, community and stakeholder focus during exhibition)

1,926 individuals inspired to donate
(at site of one work, benefiting three different charities)

49 states represented in visitation
(to site at Nasher Sculpture Center)

36 countries represented in visitation
(to site at Nasher Sculpture Center)

97% positive community feedback
(in person testimonials and social media)

Nasher XChange Exhibition Sites



1. **Lara Almarcegui**
Buried House
Oak Cliff Gardens
2. **Good/Bad Art Collective**
Curtains
Bryan Tower
3. **Rachel Harrison**
Moore to the point
City Hall Plaza
4. **Alfredo Jaar**
*Music (Everything I know
I learned the day my son
was born)*
Nasher Sculpture Center
5. **Liz Larner**
X
University of Texas at Dallas
6. **Charles Long**
Fountainhead
NorthPark Center
7. **Rick Lowe**
Trans.lation
Vickery Meadow
8. **Vicki Meek**
*Black & Blue:
Cultural Oasis in the Hills*
Paul Quinn College
9. **Ruben Ochoa**
Flock in Space
Trinity River
Audubon Center
10. **Ugo Rondinone**
dear sunset
Fish Trap Lake



LARA ALMARCEGUI
Buried House
Oak Cliff Gardens



GOOD BAD/ART COLLECTIVE
CURTAINS
Bryan Tower



RACHEL HARRISON
Moore to the Point
City Hall Plaza



ALFREDO JAAR

Music (Everything I know I learned the day my son was born)

Nasher Sculpture Center



LIZ LARNER

X

University of Texas at Dallas



CHARLES LONG
Fountainhead
NorthPark Center



RICK LOWE
Trans.lation
Vickery Meadow



VICKI MEEK

Black & Blue: Cultural Oasis in the Hills

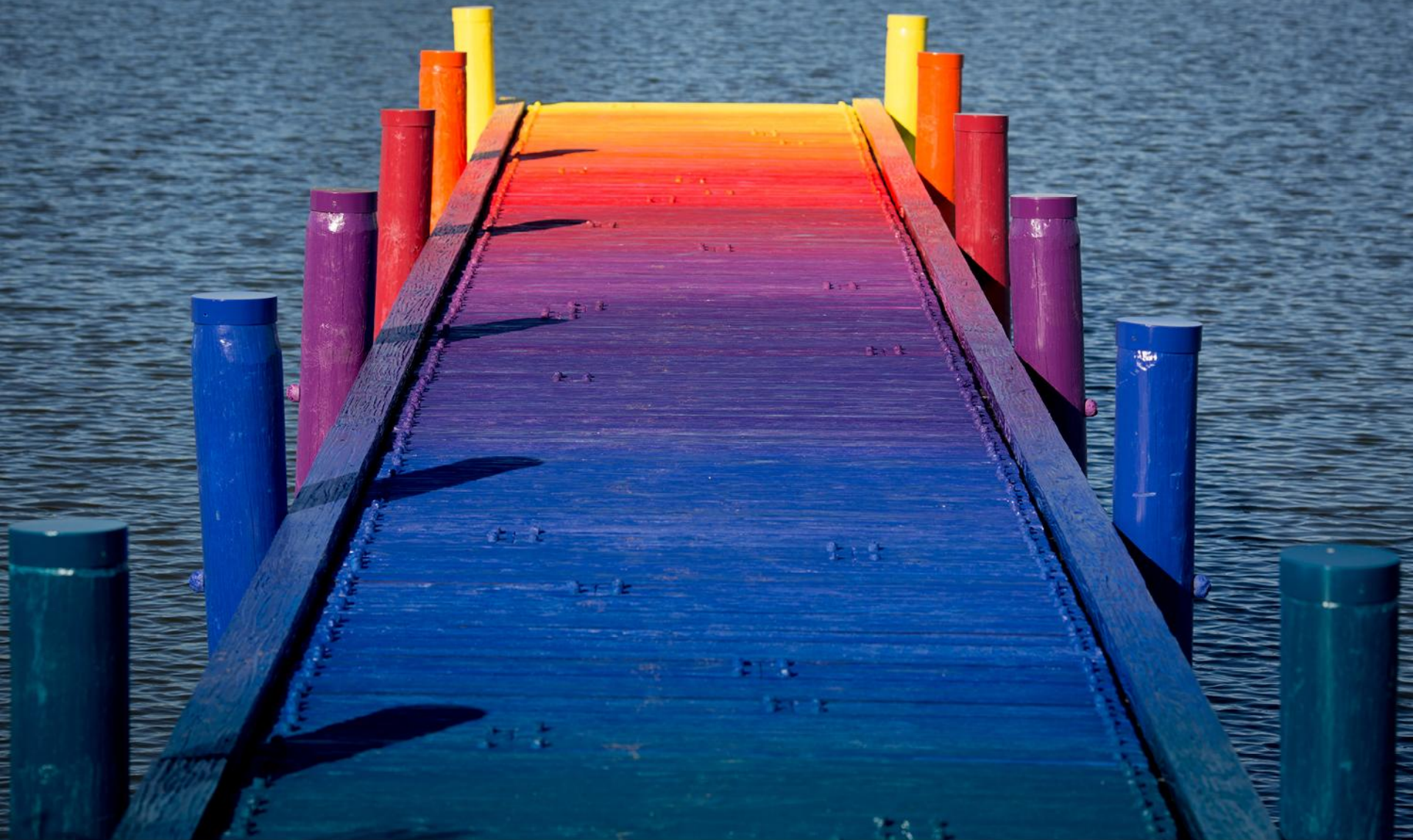
Paul Quinn College



RUBEN OCHOA

Flock in Space

Trinity River Audubon Center



UGO RONDINONE
dear sunset
Fish Trap Lake

“If a sprawling city like Dallas
can do it, why not others?”

- *The New York Times*

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Jennifer Staubach Gates

SUBJECT Overview of the Sammons Center for the Arts

On Monday, April 21, 2014, Joanna St. Angelo, Executive Director of the Sammons Center for the Arts, will provide the Arts, Culture & Libraries Committee an overview of the Sammons Center for the Arts.

Please contact me if you have any questions or need additional information.

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

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Overview of the Sammons Center for the Arts

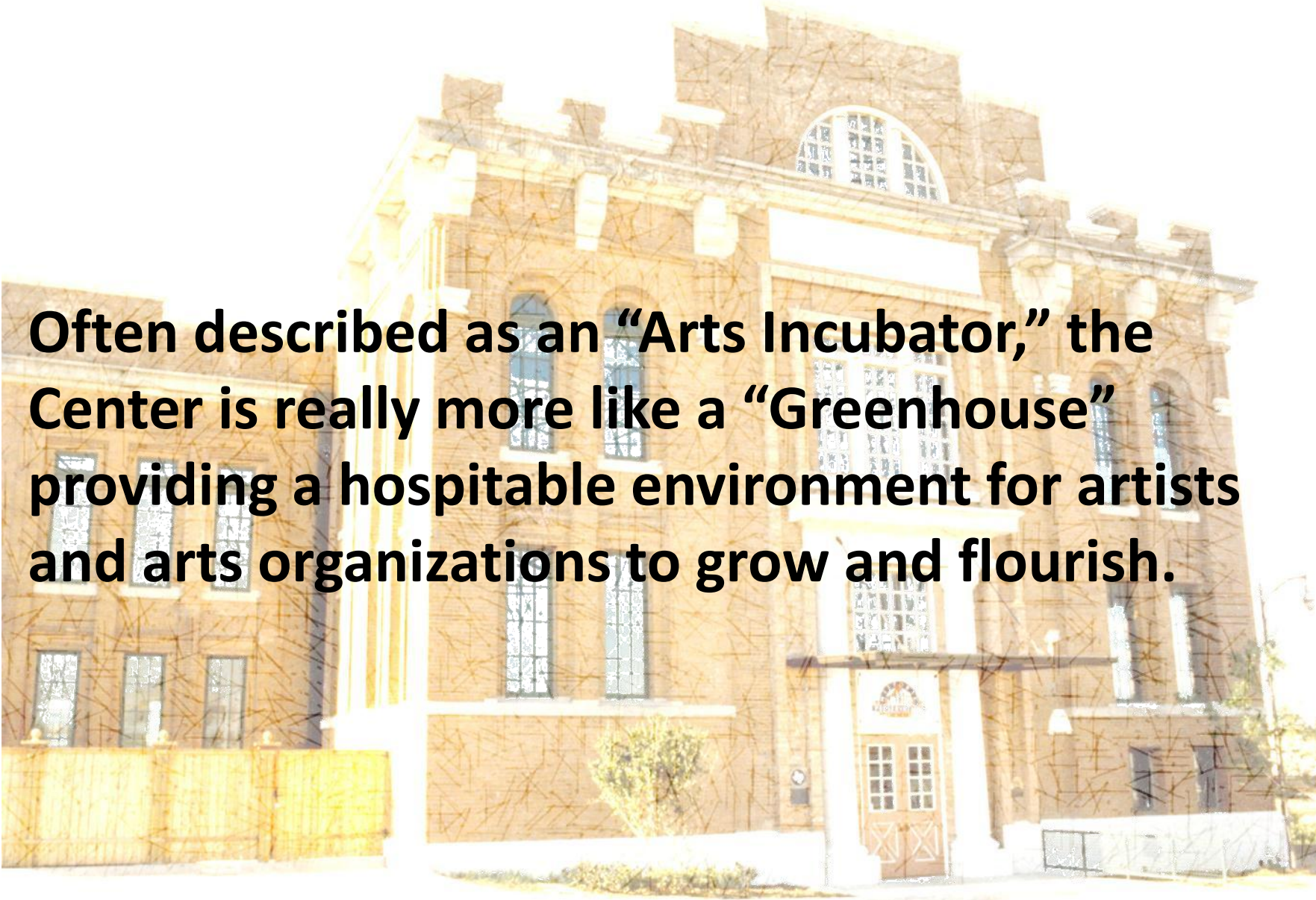
Arts, Culture & Libraries Committee

April 21, 2014





Since 1988, the Sammons Center has provided a nurturing home for the Performing Arts. Fourteen resident organizations plus over 100 non-resident groups create a vibrant and thriving arts community in this restored historic building.



Often described as an “Arts Incubator,” the Center is really more like a “Greenhouse” providing a hospitable environment for artists and arts organizations to grow and flourish.



Sammons Center for the Arts

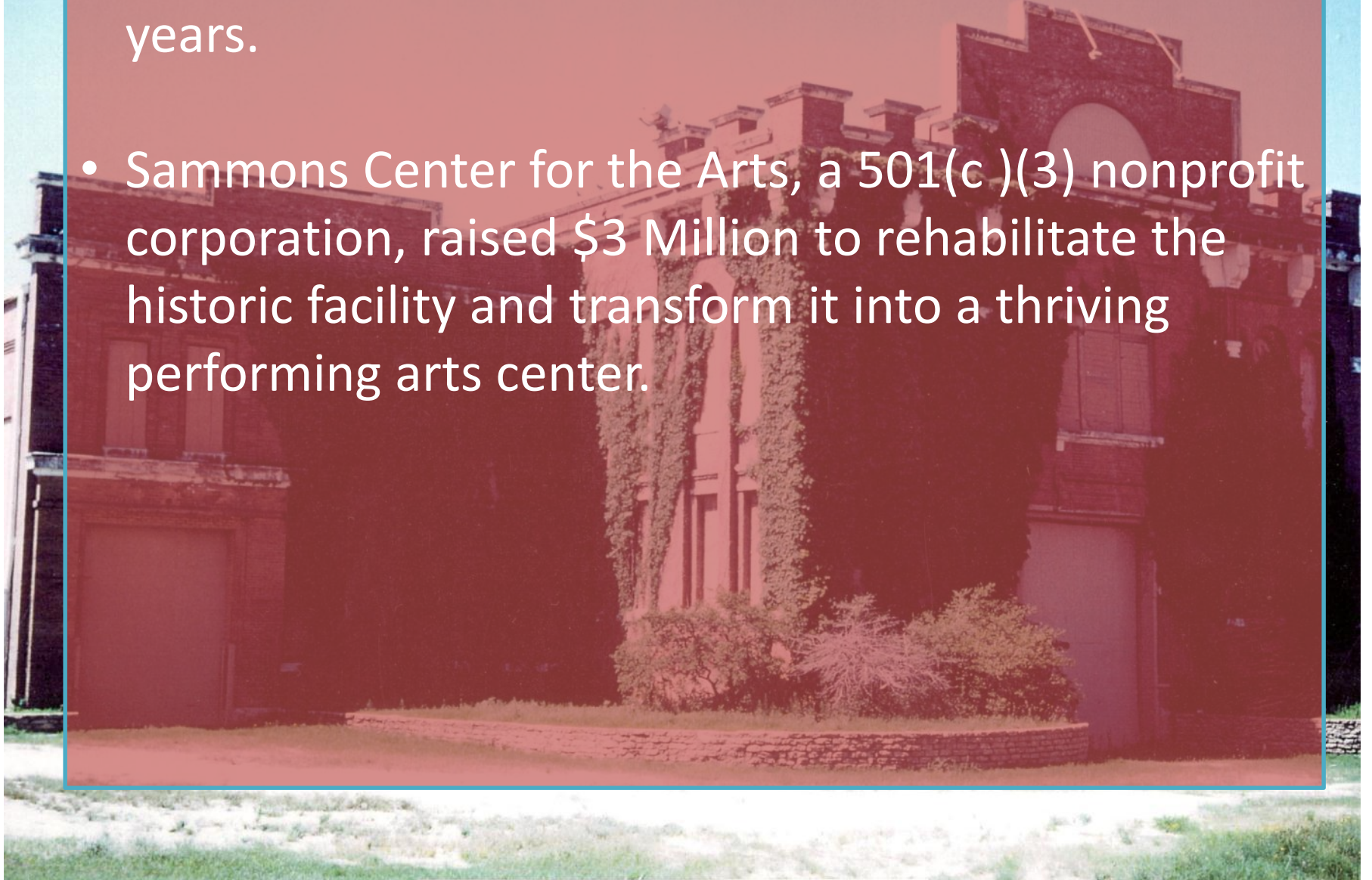
The Turtle Creek Pump Station was built on the shores of the Trinity River in 1909 as the first modern water facility providing water to the growing City of Dallas.



- Before renovations started in 1985, the Turtle Creek Pump Station sat empty for nearly thirty years.



- Before renovations started in 1985, the Turtle Creek Pump Station sat empty for nearly thirty years.
- Sammons Center for the Arts, a 501(c)(3) nonprofit corporation, raised \$3 Million to rehabilitate the historic facility and transform it into a thriving performing arts center.



- Before renovations started in 1985, the Turtle Creek Pump Station sat empty for nearly thirty years.
- Sammons Center for the Arts, a 501(c)(3) nonprofit corporation, raised \$3 Million to rehabilitate the historic facility and transform it into a thriving performing arts center.
- This facility is an excellent example of private-public partnership. The City of Dallas leases the Center to the nonprofit Sammons Center, which manages it on behalf of 14 tenant organizations.



Before renovation, the Turtle Creek Pump Station sat abandoned for many years.



Now, the Center is both functional and beautiful.



Recent upgrades include landscape, artworks, and improved accessibility.



Tessa Ring

Meadows Hall, our largest space, is home to a wide variety of activities.



Greater Dallas Youth Orchestras rehearsals take place nearly every Sunday.



Large choral rehearsals make the building ring with sound.



Our Sammons Jazz Youth Program introduces children ages 6-12 to live jazz music.



Bandan Koro brings the vibrant music and dance of Western Africa.



Jazz students from Booker T. Washington High School perform to a packed house.



USA Dance turns Meadows Hall into a ballroom.



The Turtle Creek Chorale rehearses weekly.



Performing Arts nonprofits use the Center for fundraisers and special events.



David
"Fathead"
Newman

The Sammons Jazz program features local and national artists in a variety of styles.



Audiences experience jazz music in many forms, from traditional to modern.



Jazz music can incorporate unusual instruments from around the world, such as this silk-stringed Korean Haegeum.



Members of D'Drum coax a jazzy tune out of ethnic percussion instruments from across the globe, such as this Indonesian Gamelan set.



The Arts Magnet Jazz Ensemble entertained guests at the kickoff of D’JAM – Dallas Jazz Appreciation Month, April 2012. D’JAM is a consortium of jazz presenters, founded by the Sammons Center.



Our Conference Room provides a professional, creative meeting space.



The Cree Mezzanine is perfect for sectionals, rehearsal breaks, meetings, and classes.



Children from Boys and Girls Clubs of Dallas enjoy a mid-concert snack break.



Kurth Hall is used for recitals, intimate concerts, and rehearsals.



GDYO joins forces with the Children's Chorus of Greater Dallas for a holiday concert.



Kurth Hall is also home to our new Cabaret Concert Series. Sheran Goodspeed Keyton performs in the Spring 2014 series.



Artworks by Eliseo Garcia were installed in January 2012, through the Dallas Public Art Program, adding even more artistic flair to the Center.



Sammons Center for the Arts is the Gateway to the Arts District.



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- Overlooking a major artery into downtown Dallas, the Center welcomes visitors to the cultural heart of the City.



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- Overlooking a major artery into downtown Dallas, the Center welcomes visitors to the cultural heart of the City.
- Hosting rehearsals, auditions, workshops, and classes, the Center is a critical arts ecosystem and backbone of the local arts community.





Sammons Center for the Arts is the Gateway to the Arts District.

- Overlooking a major artery into downtown Dallas, the Center welcomes visitors to the cultural heart of the City.
- Hosting rehearsals, auditions, workshops, and classes, the Center is a critical arts ecosystem and backbone of the local arts community.
- Students and performers in many of the Center's tenant and user groups such as Greater Dallas Youth Orchestras, Junior Players, and Fine Arts Chamber Players go on to entertain on stages in the Arts District and around the nation.

Sammons Center for the Arts is a 501(c)(3) nonprofit corporation. Most of the photographs in this presentation were contributed by members of various performing groups, and are used with permission. Night-time photo of the building by Justin Terveen

Music:

“Rio” - composed by Cindy Horstman & Mike Medina

Cindy Horstman, harp

Mike Medina, bass

Andy Timmons, guitar

Gary Freeman, keyboards

Greg Bissonette, drum machine

From the CD “Out of the Blue”

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Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach
Gates

SUBJECT Cultural Services Contracts Process

The attached briefing will be presented to the Arts, Culture & Libraries Committee on Monday, April 21, 2014. The briefing will provide an overview of the Cultural Services Contracts application and award process.

If you have questions or need additional information, please contact me.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

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Maria Muñoz-Blanco, Director of Cultural Affairs



Cultural Services Contracts Process

Briefing to the Arts, Culture & Libraries Committee
April 21, 2014



Office of Cultural Affairs
CITY OF DALLAS

Purpose of the Briefing

2

- To provide the Arts, Culture & Libraries Committee with an overview of the Cultural Contracts policy, procedures and outcomes.
- To request the Committee's input to guide the Cultural Affairs Commission's review and updates to the Cultural Contracts policy for FY15-16.

Cultural Contracts Program

- Through the Cultural Contracts Program, the City contracts annually with emerging, mid-size and large cultural organizations to provide arts and cultural services to the community.
 - ▣ Contracted organizations are required to match the City support with private funds (earned or contributed).
- The Cultural Contracts Program is one of the strategies used by the City to support its mission of establishing a cultural system that ensures that all Dallas citizens and visitors have an opportunity to experience the finest in arts and culture. Other strategies include facility support, cultural center programs, public art and classical radio.

Cultural Contracts Program (cont.)

4

- Since FY10-11, the Cultural Contracts Program has been operated on a two-year cycle to streamline the review process, reduce the burden on the applicants, and provide the groups with preliminary funding information for their planning purposes.
- The process for FY14-15 began in January 2014 and any changes adopted by Council to the policy would be implemented in FY15-16.

Cultural Contracts Program (cont.)

5

- Cultural Contracts are awarded through an annual application and review process:
 - ▣ Peer review panels are held every other fiscal year to evaluate and rank the applications.
 - Peer review panels are appointed by the Cultural Affairs Commission Allocations Committee and includes volunteers with expertise in the arts and nonprofit management and business people.
 - ▣ On the off-year, the Cultural Affairs Commission's Allocations Committee conducts the review of the applications.
 - ▣ Cultural Affairs Commission makes funding recommendation.
 - ▣ City Council authorizes contract with organizations for cultural services.
 - ▣ Periodic reports and a final report are required as part of the contract.

Cultural Contracts Categories

6

- Cultural Organizations Program (COP)
 - ▣ Operating support for established arts and cultural organizations
 - ▣ FY13-14 supported 32 organizations
- Cultural Projects Program (CPP)
 - ▣ Project support for emerging and mid-size arts and cultural organizations and other nonprofits
 - ▣ FY13-14 supported 39 organizations

Multi-step Process

7

Step	FY14-15 Timeline
Allocations Committee reviews annual application and guidelines	January-February 2014
OCA posts guidelines and application information	January 31, 2014
Online application goes live	February 21, 2014
OCA hosts information workshops and provides one-on-one phone consultations with prospective applicants	December-January
Application deadlines	April 14, 2014 (COP) April 21, 2014 (CPP)
OCA reviews applications for eligibility and completeness	April 15-22, 2014
Volunteers are recruited and invited to serve in the Peer review panels	February-April 2014
Peer review panels receive access to the online system to review the application prior to their meeting	April 21, 2014 (COP) April 28, 2014 (CPP)

Multi-step Process (cont.)

8

Step	Timeline
Peer review panels convene; applicants make a brief presentation and answer questions from the panel	May 12-23, 2014
Applications are scored based on criteria (Panel Score and Compliance Score)	May 27-30, 2014
Allocations Committee uses the application score to allocate funding; their funding recommendation is reviewed and adopted by the Cultural Affairs Commission	June-September 2014
City approves funding recommendation and awards contracts Cultural Organizations Program (COP) contracts are approved by City Council Resolution Cultural Projects Program (CPP) contracts are approved through Administrative Action	October 23, 2014 (COP) November 2014 (CPP)
Organizations submit periodic reports and final reports; City makes payments per contract terms	November 2014-September 2015

Two-Year Application Process

9

- **Year 1 (FY14-15)**
 - Full application
 - Peer review panel
 - Cultural Affairs Allocation Committee funding recommendation
 - Cultural Affairs Commission funding recommendation
 - Adjusted scores include:
 - FY14 Panel review (75 points): This is the score given by the peer review panels based on the group's application and presentation
 - FY14 Administrative review (25 points): This is a score that is updated annually by staff based on criteria for staff and board diversity and ethnicity and fulfillment of contract requirements for financial audits
- **Year 2 (FY15-16)**
 - Full application
 - Cultural Affairs Allocation Committee review and funding recommendation
 - Cultural Affairs Commission funding recommendation
 - Adjusted scores include:
 - FY14 Panel review (75 points): This is the score given by the peer review panels the prior year
 - FY15 Administrative review (25 points): This is a score that is updated annually by staff based on criteria for staff and board diversity and ethnicity and fulfillment of contract requirements for financial audits

Application Scores

10

Cultural Organizations Program (COP)

Panel Score

- Quality of Services = 25 pts
- Management = 15 pts
- Impact = 15 pts
- Cultural Diversity = 10 pts
- Overall = 10 pts
- Subtotal = 75 pts

Administrative Score

- Contract Compliance = 5 pts
- Fiscal Management = 10 pts
- Staff Diversity = 5 pts
- Board Diversity = 5 pts
- Subtotal = 25 pts

Total = 100 pts

Cultural Projects Program (CPP)

Panel Score

- Quality of Services = 25 pts
- Management = 20 pts
- Impact = 15 pts
- Cultural Diversity = 10 pts
- Overall = 10 pts
- Subtotal = 80 pts

Administrative Score

- Board diversity = 5 pts
- Staff Diversity = 5 pts
- Fiscal Management = 10 pts
- Subtotal = 20 pts

Total = 100 pts

Funding Allocation

11

- Allocations Committee develops the annual funding allocation process
- Determines the cut-off score for funding
- Based on increase / decrease in the department's budget, a matrix is developed for the distribution of funding
 - ▣ For COP, the prior year's funding level is the starting point (baseline funding) for an increase or decrease in the allocation.
 - ▣ For CPP, all applicants begin at \$0 (no baseline funding). This is done because projects can change from year-to-year, unlike operating support which is more constant through time.

Example – FY13-14 Funding Allocation

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- City Manager's budget included \$100,000 increase for cultural contracts (\$75,000 for COP)
- For Round 1 of allocations, the following matrix was used to distribute funds to organizations in Tiers I and II receiving less than \$25,000 with cost-per-person under \$3
- Tiers I and II are organizations with audited revenues under \$1 million

Score	Amount to Increase
90-100	\$10,000
80-89	\$9,000
70-79	\$8,000
60-69	\$6,000

Example – FY13-14 Funding Allocation (cont.)

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- Additional funds from Council budget amendment (\$179,000 to COP)
- For Round 2 of allocations, the following matrix was used to distribute funds to organizations in Tiers I, II and IV with audited revenue under \$1 million

Score	Amount to Increase
90-100	\$13,000
80-89	\$10,100
70-79	\$6,750
60-69	\$4,500

Example – FY13-14 Funding Allocation (cont.)

Matrix for CULTURAL PROJECTS PROGRAM “Season Support”

Round 1

Adjusted Score	Tier I \$10,000 and Under	Tier II \$10,001- \$100,000	Tier III \$100,001- \$500,000	Tier IV \$500,001 & above
90-100	\$3,250	\$6,000	\$8,000	\$10,000
80-89	\$2,500	\$4,500	\$6,000	\$7,000
70-79	\$2,000	\$3,000	\$4,000	\$5,000
60-69	\$1,500	\$2,000	\$3,000	\$4,000

Round 2

Adjusted Score	Tier I \$10,000 and Under	Tier II \$10,001- \$100,000	Tier III \$100,001- \$500,000	Tier IV \$500,001 & above
90-100	\$1,000	\$3,000	\$4,000	\$5,000
80-89	\$900	\$2,500	\$3,000	\$4,000
70-79	\$800	\$1,500	\$2,500	\$3,000
60-69	\$700	\$1,000	\$1,250	\$1,500

Example – FY13-14 Funding Allocation (cont.)

Matrix for CULTURAL PROJECTS PROGRAM “Specific Project Support”

Round 1

Round 2

Panel Score	Tier I \$10,000 and Under	Tier II \$10,001- \$100,000	Tier III \$100,001- \$500,000	Tier IV \$500,001 & above
90-100	\$2,500	\$5,000	\$7,000	\$9,000
80-89	\$2,000	\$3,000	\$4,000	\$5,000
70-79	\$1,500	\$2,000	\$3,000	\$4,000
60-69	\$1,000	\$1,500	\$2,000	\$3,000

Panel Score	Tier I \$10,000 and Under	Tier II \$10,001- \$100,000	Tier III \$100,001- \$500,000	Tier IV \$500,001 & above
90-100	\$750	\$2,500	\$3,000	\$3,500
80-89	\$500	\$2,000	\$2,500	\$3,000
70-79	\$250	\$1,250	\$1,500	\$2,000
60-69	\$200	\$550	\$1,000	\$1,250

Appendices

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- Information on FY14-15 Guidelines and Application Forms
- Conflict of Interest Rule
- Sample Evaluation Form
- Cultural Contracts Funding History
- Cultural Facilities Summary

FY14-15 Guidelines and Applications

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- The guidelines and application forms for the Cultural Organizations Program (COP) and Cultural Projects Program (CPP) are available online:
 - <http://www.dallasculture.org/culturalcontracts/COP/2012/14-15%20COP%20Guidelines.pdf>
 - <http://www.dallasculture.org/culturalcontracts/CPP/2012/FY14-15%20CPP%20Guidelines.pdf>

Conflict of Interest Rule

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Cultural Affairs Commissioners or Panelists that may have a conflict of interest with any of the organizations recommended for funding will need to declare a conflict and leave the room during deliberations on the funding for that particular organization

- Service on the board of organization by the person or immediate relative (does not include liaison appointments)
- Financial relationship with organization (contract, vendor, employee, etc.) by person or immediate relative
- Adversarial relationship
- Perception of conflict of interest

OFFICE OF CULTURAL AFFAIRS
CONFLICT OF INTEREST DISCLOSURE FORM
CULTURAL ORGANIZATION PROGRAM
2014-05 Funding Year

Attached is a list of organizations that have submitted applications for funding through the Cultural Organization Program for 2014-15. These applications are subject to the Review Panel on which you are serving. Please review the list and indicate any areas where a conflict of interest exists.

A conflict of interest exists if you are a director, trustee, salaried employee, client or otherwise benefit financially from your association with any of the listed organizations.

A reviewer who is a director or trustee of a cultural organization board must abstain from evaluating their organization.

A reviewer who is paid by a cultural organization (staff or contract work) has a direct financial interest in that organization and should not participate in the evaluation or discussion on the particular organization.

The following guidelines are provided for specific circumstances:

Affiliated Organizations
A reviewer shall not participate in the review of an application submitted by an organization with which the reviewer is affiliated, (staff, board members, paid contractor, spouse, ongoing volunteer, etc.) and shall avoid affecting or appearing to affect the deliberation for that application in any way.

Adversarial Relationships
A reviewer who is in an adversarial relationship with an applicant must excuse herself or himself from deliberation on the application.

Economic Relationships
If a reviewer or an organization with which the reviewer is affiliated is in any way engaged in a financial relationship with an applicant (contractual, partnership, etc.), the reviewer must excuse herself or himself from deliberation for that application.

CHECK ONE

I certify that I have a conflict of interest involving the following organizations (please indicate the nature of the conflict, i.e., board member, employee, etc.):

I certify that I have no conflict of interest involving any of the listed organizations.

SIGNATURE

DATE

PRINT NAME

Sample Evaluation Form

- Evaluation form is used by the panels to assess each application based on specific criteria.
- Pages 1 and 2 are filled by the panel and add up to the Panel Score.
- Page 3 represents the Administrative Score calculated based on specific benchmarks developed by the Allocations Committee (slide 21).

**2014-15 Cultural Organization Program (COP)
Panel Evaluation Form / Office of Cultural Affairs**

Evaluator Name: _____

Organization Name: _____

Organization Tier: _____

On a scale of 1-5 (1=weak, 5=excellent) Rate the applicant based on the following criteria:

Quality of Services = 25 Total Points

	Weak	Fair	Good	Very Good	Excellent
The organization exhibits a commitment to high quality standards in its artistic and cultural services					
Mission statement clearly describes organization and programs/activities fully support mission	1	2	3	4	5
Organization's narrative clearly describes the programs and services that will be provided and exhibits the ability to deliver	1	2	3	4	5
Has excellent qualified staff/artistic or cultural leadership to accomplish its goals and mission	1	2	3	4	5
Education and Outreach components fully serve the citizens of Dallas and are appropriate for the organization	1	2	3	4	5
Clearly reflects excellence in marketing ability and audience development	1	2	3	4	5
Comments:					
SECTION TOTAL:					

Impact = 15 Total Points

	Weak	Fair	Good	Very Good	Excellent
Provides direct impact of cultural services to the citizens of Dallas					
Identifies clear goals for the project(s) and fully measurable objectives and activities	1	2	3	4	5
The number of individuals benefiting from the organization is appropriate with the program/activities stated by the organization	1	2	3	4	5
Demonstrates a definite cultural impact on the Dallas Community	1	2	3	4	5
Comments:					
SECTION TOTAL:					

Sample Evaluation Form (cont.)

Cultural Diversity = 10 Total Points

The organization exhibits a commitment to cultural diversity in all aspects of operation	Weak	Fair	Good	Very Good	Excellent
Clearly shows an intention and commitment to include ethnic and diverse programming	1	2	3	4	5
Has been successful in reaching ethnic and diverse audiences	1	2	3	4	5
Comments:					
SECTION TOTAL:					

Management = 15 Total Points

The organization has the capacity to perform the proposed services in a reliable manner, as evidenced in its financial history and budgets.	Weak	Fair	Good	Very Good	Excellent
Organization has the fiscal stability to carry out the proposed activities and programs successfully within the operating budget	1	2	3	4	5
Organization has a good balance of revenue from a variety of sources	1	2	3	4	5
Organization utilizes its resources effectively and efficiently	1	2	3	4	5
Comments:					
SECTION TOTAL:					

Overall = 10 Total Points

Overall evaluation of the organization	Weak	Fair	Good	Very Good	Excellent
Organization performs in an excellent and professional manner and provides an important cultural presence in the City of Dallas	1	2	3	4	5
Citizens of Dallas will benefit from this cultural organization	1	2	3	4	5
Comments:					
SECTION TOTAL:					

FOR COMMISSION / ADMINISTRATIVE USE ONLY

CULTURAL AFFAIRS COMMISSION / ADMINISTRATIVE SCORING: Contract Compliance / Stability	Weak	Fair	Good	Very Good	Excellent
Contract Compliance: Applicant has shown a past capacity to comply with contract requirements for COP organizations	1	2	3	4	5
Fiscal Management: The organization has performed in a reliable manner in the past year in terms of fiscal management	2	4	6	8	10
15 Total					SECTION TOTAL:

CULTURAL AFFAIRS COMMISSION / ADMINISTRATIVE SCORING: CULTURAL DIVERSITY	Weak	Fair	Good	Very Good	Excellent
Cultural Diversity: Staff Ethnic Diversity	1	2	3	4	5
Cultural Diversity: Board Ethnic Diversity	1	2	3	4	5
10 Total					SECTION TOTAL:

SCORING SECTION

Definition of maximum points for Panel and Commission scoring

PANEL SCORING:	TOTAL POINTS
Quality of Services	Maximum of 25
Impact	Maximum of 15
Cultural Diversity	Maximum of 10
Management	Maximum of 15
Overall	Maximum of 10
PANEL SUBTOTAL:	Maximum of 75

COMMISSION / ADMINISTRATIVE SCORING:	TOTAL POINTS
Fiscal Management	Maximum of 15
Cultural Diversity – Board and Staff	Maximum of 10
COMMISSION / ADMINISTRATIVE SUBTOTAL:	Maximum of 25
TOTAL OF PANEL AND COMMISSION / ADMINISTRATIVE POINTS	Maximum of 100

Sample Evaluation Form (cont.)

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2014-15 COP Commission Scorecard Sheet

Contract Compliance: 5 Points Total

Applicant has shown a past capacity to comply with contract requirements for COP organizations – measured from the last complete fiscal year.

2 Points: Monthly Reports (Submitted by the 15th of each month)

2 = 75% - 100%
1 = 51% - 74%
0 = 50% or below

2 Points: Audit Submitted by Deadline

(6 months after the close of the organization's fiscal year)

2 = 100% Audit submitted on time
1 = Audit submitted within 30 Days
0 = Audit submitted after 30 days

1 Point: Insurance Valid

1 = 100% insurance renewal submitted on time
0 = Insurance renewal submitted after deadline

Fiscal Management: 10 points Total

The organization has performed in a reliable manner in the past year in terms of fiscal condition and sustainability.

3 Points: Operating Performance (averaged over a three year audit period)

3 = Revenue exceeded Expenditures
0 = Expenditures exceeded Revenue

5 Point: Financial Health

5 = Organization is actively working to improve financial health
3 = Organization is holding steady
0 = Organization is in financial decline

2 Points: Risk Tolerance

Working Capital and Liquidity – (averaged over a three year audit period)

2= Organization has 3 months or more of liquid net assets to cover operating expenses.
1= Organization has 1 month of liquid assets to cover operating expenses.
0= Organization has no liquid operating expenses

Board and Staff Diversity: 10 Points Total

For each rating (Board and Staff), 5 points total are divided between Cultural Diversity and Minority Participation. Of those 5 points:

- 3 points for Cultural Diversity (balance of ethnic and gender makeup of Board and Staff)
- 2 points for Minority Participation (percentage of minority members of Board and Staff)

Cultural Contracts Funding History

Fiscal Year	COP Contract Awards \$	# of COP Organizations Funded	CPP Contract Awards \$	# of CPP Organizations Funded
FY09	\$4,246,933	41	\$328,504	44
FY10	\$3,210,712	40	\$160,802	35
FY11	\$3,242,938	38	\$129,664	35
FY12	\$3,237,804	34	\$109,500	30
FY13	\$3,280,726	33	\$118,250	32
FY14	\$3,649,724	32	\$204,250	39

Cultural Facilities Summary

Cultural Facility	City Operated	City Provides Routine Maintenance	City Provides MM*	PPP*	City Pays Electricity	Energy Projects Over Past 5 Years	Agreement End Date	Renewal Options
African American Museum		X	X	X	X	X	2012	Y
Annette Strauss Square				X	X		2045	Y
Bath House Cultural Center	X	X	X		X		N/A	N/A
Black Academy of Arts & Letters		X	X	X	X	X	2014	Y
Dallas Black Dance Theater			X	X	X		2048	N
Dallas City Performance Hall	X	X	X		X			N
Dallas Heritage Village			X	X	X	X	2013	Y
Dallas Museum of Art		X	X	X	X	X	2021	N
Dee & Charles Wylie Theater				X	X		2045	Y
Hall of State (Dallas Historical Society)		X	X	X	X	X	2034	Y
Juanita Craft Civil Rights House	X	X	X		X		N/A	N/A
Kalita Humphreys Theater (Dallas Theater Center)		X	X	X	X	X	2013	N
Kalita Humphreys Theater / Heldt Administration Building (Dallas Theater Center)		X	X	X	X		2013	N
Latino Cultural Center	X	X	X		X	X	N/A	N/A
Majestic Theater	X	X	X		X	X	N/A	N/A
Margot & Bill Winspear Opera House				X	X		2045	Y
Morton H. Meyerson Symphony Center	X	X	X		X	X	N/A	N/A
Morton H. Meyerson Symphony Center (Dallas Symphony Association)							2049	Y
Museum of Natural History Building (Perot Museum)		X	X	X	X	X	2013	Y
Music Hall at Fair Park (DSM Management Group Inc.)			X	X		X	2029	Y
Oak Cliff Cultural Center	X	X	X		X		N/A	N/A
Sammons Center for the Arts				X			2034	N
Science Place / IMAX (Perot Museum)		X	X	X	X	X	2021	N
South Dallas Cultural Center	X	X	X		X		N/A	N/A

*MM = Major Maintenance; PPP = Public/Private Partnership; N/A= Not Applicable, City Operated Facility

Memorandum



CITY OF DALLAS

Date: April 18, 2014

To: Honorable Members of the Arts, Culture and Libraries Committee:
Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel Jones Hill,
Jerry R. Allen, Jennifer S. Gates, Carolyn R. Davis

Subject: Authorize Revisions to the Park and Recreation Department's 2006 Bond Fund
for the Public Art Program – Council Agenda April 23, 2014

On April 23, 2014, the City Council will consider authorizing revisions to the Park and Recreation Department's Public Art Program from the 2006 Bond Funds. The Dallas Park and Recreation Board approved the modifications to the Public Art Program on June 20, 2013.

The Park and Recreation Department's (Park) 2006 Bond Proposition was divided between Citywide, Signature Park and Council District projects, as follows:

- Total Council District Projects: \$108.3M
- Total Citywide Projects: \$ 53.2M
- Total Signature Park Projects: \$181.9M

To establish more significant public art projects, funds were pooled in each of these categories and projects were identified for selected parks. For the Council District (CD) projects, one park in each CD was selected for a public art project, most of which were to be in conjunction with a park that included a recreation center renovation/expansion project. Below is the list of public art projects which were approved by City Council on December 9, 2009, as well as the proposed revised program. Amounts include the 20% public art administrative costs.

Citywide and Signature Parks

<u>Site</u>	<u>Original Budget</u>	<u>Revised*</u>
● Arboretum	\$ 120,000	\$160,000
● Crawford	\$ 454,000	\$ 40,422**
● Dallas Zoo	\$ 345,000	\$345,000
● Elm Fork Soccer Complex	\$ 168,000	\$168,000
● Cotton Bowl	\$ 600,000	\$600,000
● Esplanade Sculpture, F.P.	\$ 80,000	\$192,889
● Texas Discovery Gardens	\$ 333,000	\$286,266
● Main Street Garden	\$ 112,500	\$218,437
● Texas Horse Park	\$ 180,000	\$180,000

* Distribute \$201,486 net savings in CW/Signature Parks to Council District projects

** The Master Plan for Crawford Memorial Park is completed and \$413,578 remains in the public art fund. Of this amount, it is proposed that \$212,092 be distributed to other CW/Signature Parks that require additional public art funds and \$201,486 be distributed to CD projects that have not been initiated yet.

Council District Projects

<u>Original Park</u>	<u>Revised Park</u>	<u>Original Allocation</u>	<u>Revised*</u>
● 1 Kidd Springs	Kessler	\$ 64,229	\$ 79,729
● 2 Samuell Grand	No change	\$ 90,360	\$105,860
● 3 Nash-Davis	Glendale	\$ 86,015	\$101,515
● 4 Beckley Saner	Kiest	\$ 58,500	\$ 74,000
● 5 Cummings	Pleasant Oaks	\$ 69,596	\$ 85,006
● 6 Jaycee-Zaragoza	No change	\$ 85,991	\$101,491
● 7 Opportunity	No change	\$111,658	No change**
● 8 Kleberg-Rylie	No change	\$ 51,972	\$ 67,472
● 9 Harry Stone	No change	\$ 47,399	\$ 62,899
● 10 Lake Highlands North	No change	\$ 27,402	\$ 42,904
● 11 Churchill	Fretz	\$104,519	\$120,003
● 12 Campbell Green	No change	\$ 61,582	\$ 77,082
● 13 Walnut Hill	No change	\$ 50,623	\$ 66,123
● 14 Randall	No change	\$ 53,146	\$ 68,646

* Average of \$15,500 is proposed to be added to Council District projects

** Opportunity Park Public Art Project is nearing completion, so no change is required.

Reasons for the proposed changes:

- Update the accounting of completed or in-progress Citywide/Signature Park projects based on actual and projected expenditures.
- Move savings from Citywide/Signature Park projects to add funding to Council District projects to allow for more significant projects.
- Move public art projects due to revised 2013 Council District boundaries so each current district has a project.
- Move the public art project from one Council District park that already has a public art project to another park in that Council District that does not have public art.
- Move the public art project within a Council District to a park where there are private matching funds for the artwork.

If you have questions, please contact me at 214-670-4071.



Willis C. Winters, FAIA, Director
Park and Recreation Department

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Rosa A. Rios, City Secretary
Warren M. S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Judge Daniel Solis, Judiciary
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Maria Mufoz-Blanco, Director, Office of Cultural Affairs

“Dallas - Together we do it better!”

Elsa Cantu, Assistant to the City Manager – Mayor & Council
Shawn Williams, Interim Public Information Officer