



Agenda Information Sheet

File #: 19-248

Item #: 37.

STRATEGIC PRIORITY: Quality of Life
AGENDA DATE: February 27, 2019
COUNCIL DISTRICT(S): N/A
DEPARTMENT: Office of Cultural Affairs
EXECUTIVE: Joey Zapata

SUBJECT

A resolution authorizing and establishing the Cultural Organizations Program within the Office of Cultural Affairs to support cultural services in the City of Dallas and approving the program guidelines - Financing: This action has no cost consideration (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 Funding 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.

The COP is the support program through which the Office of Cultural Affairs contracts for cultural services with established non-profit organizations for a variety of cultural programs that include concerts, plays, exhibitions, performances, workshops and other cultural programming for the benefit of Dallas residents and visitors. These cultural service contracts are awarded annually using a review panel approach to evaluate applications.

The *Dallas Cultural Plan 2018* and updated Cultural Policy were adopted following a year-long cultural planning effort, which included in-depth regional, national and international research, engagement across every zip code and district in the City, and analysis of City plans and collaboration with Dallas residents, artists, organizations, City staff and leaders. Nearly 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 communications.

The FY 2019-20 COP 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 communities, outside of the urban core of the city. The COP will begin working with partner-organizations to develop their own internal policies and measurable goals related to equity and diversity.

The COP guidelines will be brought forward for City Council approval from time-to-time as the Office of Cultural Affairs continues to implement to initiatives 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 updated 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 February 13, 2019, the Allocations Committee of the Arts and Culture Advisory Commission approved a recommendation in support of this item.

The Arts and Culture Advisory Commission will consider a recommendation in support of this item on February 21, 2019.

Information about this item will provided to the Quality of Life, Arts and Culture Committee on February 25, 2019.

FISCAL INFORMATION

No cost consideration to the City.

Appropriations for the Cultural Support Programs are established through the annual General Fund budget development process. Each award to a cultural organization through Cultural Organizations Program will be authorized by resolution of the City Council.

February 27, 2019

WHEREAS, on November 28, 2018, City Council adopted the *Dallas Cultural Plan 2018* and a revised and restated Cultural Policy of the City of Dallas (Cultural Policy); 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, by Resolution No. 18-1683; and

WHEREAS, the Cultural Policy provides for Cultural Support Programs for the support of Dallas-based cultural organizations and individual artists; and

WHEREAS, the Cultural Organizations Program (COP) falls under the Organizational Support category of the Cultural Policy, and provides support to established Dallas-based nonprofit arts and cultural organizations and institutions for general operating expenditures, including artistic and administrative expenses, directly related to a year-long program of events; and

WHEREAS, the Cultural Policy requires that Cultural Support Programs must be authorized by resolution of the City Council, including approval of the various program guidelines.

Now, Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the City Council of the City of Dallas hereby authorizes and establishes the Cultural Organizations Program, and approves the program guidelines attached hereto as Exhibit A (FY 2019-20 Cultural Organizations Program (COP) Guidelines), which provide for the program eligibility and review criteria to be used in evaluating applications for cultural support funds.

SECTION 2. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.



Office of Cultural Affairs
CITY OF DALLAS

**FY 2019-20
Cultural Organizations Program
(COP)
Guidelines**



City of Dallas

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Introduction

The Cultural Organizations Program is the support program through which the City of Dallas Office of Cultural Affairs contracts for cultural services with established non-profit organizations for a variety of cultural programs that include concerts, plays, exhibitions, performances, workshops and other cultural programming for the benefit of Dallas residents and visitors. These cultural service contracts are awarded annually using a review panel approach to evaluate applications. Program eligibility and review criteria are published annually. An organization receiving a COP contract cannot receive a Cultural Projects Funding (CPF) contract but is eligible to apply for the Cultural Vitality Program (CVP) with the condition that the project is not a repeated annual project, or part of the scope of services to be provided in the COP contract.

This document contains guidelines, deadlines and application instructions for the Cultural Organizations Program (COP) managed by the Office of Cultural Affairs (OCA) for fiscal year 2019-20. Please refer to the appropriate sections of this guide for more detailed information about the different parts of this program. The FY 2019-20 City of Dallas fiscal year begins October 1, 2019 and ends September 30, 2020.

All applicants are required to read the guidelines and application instructions for details of program eligibility and requirements prior to beginning the application process. Guidelines are updated every funding cycle.

The organization is responsible for the quality, completeness and timely submission of the proposal. Application steps and deadlines are included in this document and online at dallasculture.org. OCA staff are available to answer additional questions. See [Contact OCA](#) below.

FY 2019-20 COP Timeline

March 4, 2019	FY 2019-20 COP Online Application Opens
April 19, 2019	FY 2019-20 COP Application Closes at 11:59 PM
May 14-17, 2019	COP Panel Presentations
June-August 2019	COP Application Review/Funding Levels – Allocations Committee
September 2019	COP funding recommendations made by Arts & Culture Advisory Commission and approved by City Council
October 2019	COP contracts executed with funded organizations
January 2020	COP organizations eligible to receive first payment (if compliance and insurance requirements are met)
April 15, 2020	COP organizations eligible to receive second payment (if compliance and insurance requirements are met)
October 15, 2020	COP Final Reports due for FY 2019-20
November 15, 2020	COP Final Monthly Report due for FY 2019-20
COP organizations are eligible to receive final payment after FY 2019-20 Final Report and Final Monthly Report are submitted (if compliance and insurance requirements are met)	

Contact OCA

For general inquiries or assistance, please contact the Office of Cultural Affairs, Cultural Programs Division at 214-670-3687, extension 2. Specific staff telephone numbers and email addresses may be found online at DallasCulture.org/contact.

Cultural Support Programs

The Cultural Organizations Program is the OCA's cultural support program that provides Organizational Support as described the Dallas Cultural Policy, approved by City Council on November 28, 2018 [Section 5(D)(i)]. Per the Dallas Cultural Policy:

Vision

The Office of Cultural Affairs aims to create an equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

Mission

The Office of Cultural Affairs works to enhance the vitality of the city and the quality of life for all Dallas residents by creating an equitable environment wherein artists as well as arts and cultural organizations thrive; people of all ages enjoy opportunities for creative expression; and all celebrate our multicultural heritage.

Our mission is to support and grow a sustainable cultural ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.

Statement on Cultural Equity

In Dallas, we envision a city of people whose success and well-being are not pre-determined by their race, age, disability, sexual orientation, gender, social status, zip code, or citizenship status. We recognize that artistic and cultural expression are fundamental to the development of our identity, as individuals and as a community at large. We assert the right for all people to have access to arts and cultural experiences throughout Dallas.

We recognize the historic legacies of racism, overt bias and injustice that shape our present reality. In fact, the City of Dallas' arts funding originated to support organizations of the Western European canon, collectively referred to as "The Big Six." Going forward, we will strive to support the broadest range of art forms and creative producers, considering inclusivity, diversity and neighborhood impact to direct resources equitably to artists and organizations. We will work to build a robust arts ecosystem that continually evolves to better reflect the diverse composition of Dallas. Towards this end, we recognize and affirm the potential of new and emerging artists and organizations.

The Office of Cultural Affairs will serve as convener and connector to catalyze equity in the policies and practices of its partners across the Dallas arts ecosystem. Core to this is leading other organizations and private resource providers to advance diversity, equity and inclusion in concrete, measurable ways. Annually, the Office of Cultural Affairs will summarize its own support for artists and arts organizations, highlighting measures of equity and diversity.

As we work together to create a more vibrant Dallas, the Office of Cultural Affairs is committed to nurturing the wide diversity of creative culture and experiences that make up this great city.

COP Diversity Requirements

Organizations funded through the Cultural Organizational Program should aim to meet the following goals, as set forth in the Cultural Policy. Organizations' progress will be monitored by the OCA on an ongoing basis and OCA staff are available to answer any questions or provide guidance on achieving these goals:

- (1) Have board-approved safe workplace policies (including, but not limited to, anti-discrimination and anti-harassment policies).
- (2) Have a policy and measurable goals related to equity, diversity and inclusion that is board-approved and published on their website.
- (3) Board Diversity¹ goals (by organization budget size):
 - a. Annual operating budget of \$5 million and above: at least 30% board diversity.
 - b. Annual operating budget of \$1 million - \$5 million: at least 20% board diversity.
 - c. Annual operating budget of \$500,000 to \$1 million: at least 10% board diversity.
- (4) For organizations with operating budgets over \$1 million: offer paid internships with livable wages to increase the diversity of the pipeline for future arts leaders.

Funding Level Restrictions

A. The limit on support through the COP program is scaled to be proportional, based on an organization's most recently completed fiscal year's audited revenue, and in no case shall the amount of funding for an organization through the COP program be greater than:

- (i) 25% of most recent year's audited revenue for organizations with revenue less than \$1 million;
- (ii) 15% of most recent year's audited revenue for organizations with revenue between \$1 million and \$5 million;
- (iii) and 10% of most recent year's audited revenue for organizations with revenue greater than \$5 million.

B. Total support by the City in a fiscal year, whether cash or in-kind, regardless of the department from which the funds and support originate, shall not exceed:

¹ Diversity (as relates to board goals) means the percentage of non-majority (based on race/ethnicity) members of a board. For example, if the goal is at least 30% diversity on a board, an organization meeting that goal must have no more than 70% of any one racial/ethnic group on their board.

- (i) 50% of an organization's most recent year's audited revenue for organizations with revenue less than \$1 million.
- (ii) 40% of an organization's most recent year's audited revenue for organizations with revenue of \$1 million or more.

C. In-kind support includes, but is not limited to, utility payments made directly by the City, payments made to a third party, including other City departments, in support of the organization, and facility use fee discounts at Cultural Centers.

Source of Cultural Support Funds

The City of Dallas invests in the arts by allocating a portion of the City's general fund (primarily property and sales tax collections) and a portion of Hotel Occupancy Tax (HOT) revenue to eligible applicants who meet the established program criteria and are recommended for funding as a result of an application and review panel process. Per state law, revenue from the municipal Hotel Occupancy Tax collection may be used only to promote tourism and the convention and hotel industry (Texas Tax Code, Chapter 351.101. Use of Tax Revenue)

Eligibility Requirements

Organizations must meet the following criteria to qualify for COP funding:

- Must be a 501(c)(3) tax-exempt entity as provided by the U.S. Internal Revenue Code, as amended, in good standing for at least 3 years.
- Must be an established City of Dallas arts or cultural organization with an operation history of at least 3 years.
- Organizations must have administrative offices permanently located in the City of Dallas. **This does not include P.O. Boxes – organization must have a physical office and Dallas address.**
- Must have an annual operating budget of at least \$100,000, based on prior year's actual audited expenses. If not available at the time of application, an audited financial statement must be provided to the City before the organization may enter into a contract for organizational support.
- Obtain and maintain during the contract term all necessary licenses, permits, insurance and other approvals required by law for the provision of services.
- An audit that has been conducted by an outside certified accountant for the most recently completed fiscal year must be submitted by all COP funded organizations every year that they are funded.
- Must have at least one paid part-time Director/Manager staff person hired upon award of City contract and employed throughout the 12-month contract period.
- Must produce a season of programs, exhibitions, and/or performances in the city of Dallas for the public.
- Must work to have a diverse community representation on the Board of Directors.
- Must be in compliance with local, state, and federal laws prohibiting discrimination.
- Must be in good standing IRS regulations related to 501(c)(3) tax-exemption status.
- Must be authorized to transact business in the State of Texas.
- Must demonstrate community outreach programs.
- Must work to demonstrate commitment to cultural equity, diversity, and inclusion in all aspects of

the organization's operations and programming.

- The primary focus of the organization's operation must be to provide services to residents and visitors in the city limits of Dallas and at least 50% of activities must take place within the city limits of Dallas. City funding may only be used for services provided within the city of Dallas.
- Comply with regulations pertaining to federal grant recipients including Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Education Amendments of 1972, the Americans with Disabilities Act of 1990, and the Drug Free Workplace Act of 1988.

COP funds allocated cannot be used to pay direct costs for:

- Activities which do not have a cultural or artistic focus or whose primary focus is religious in nature
- Projects planned primarily for fundraising purposes
- Activities restricted to members or which do not benefit the general public
- Tuition expenses
- College/university or school projects that are part of a course or curriculum or which do not benefit the general public
- Fellowships/grants, scholarships, cash prizes or awards
- Activities that include food or alcohol
- Out-of-city travel
- Underwriting of capital expenditures (buildings, land, permanent equipment or artwork)
- Purchase of artwork
- Activities that have occurred prior to the execution of the cultural service contract
- Underwriting of past deficits
- Endowments
- Non-contract related services, lobbying, attorney's fees, fees for penalties, and fees for incorporation or obtaining tax-exempt status
- Activities of Dallas-based organizations that occur outside of the City limits are ineligible.
- Permanent or semi-permanent public art that is located on City property

First-Time Applicants

First time applicants must contact OCA staff before the application deadline. This is to ensure that the applicant is aware of the COP requirements and additional information that is needed.

Note: The term first-time applicant refers to applicants submitting proposals to the program for the first time, as well as to applicants that have applied in the past but are not currently funded through the program.

In addition to the funding requirements, first-time COP applicants should submit one copy of the following:

- Charter and by-laws of the organization.
- Status as a non-profit 501(c)(3) corporation. A copy of the organization's Internal Revenue Service letter of determination must be submitted with the completed proposal form. Failure to submit this IRS letter will result in disqualification of the proposal.

- Prior Year Audited Financials or IRS Form 990's if audit is not completed. An audit will be required if the organization is recommended for funding in the COP program prior to contract execution.
- First time applicants will also be required to show the last three years of audited financial statements. This is a separate form that will be provided to you.

Exception: A new organization after its first three years of existence may apply by the proposal deadline without providing the required IRS letter of determination as long as: (a) the organization provides a completed copy of IRS Form 1023 and attachments as evidence that it has applied to the IRS for its 501(c)(3) status, and (b) if recommended for funding, provides the actual IRS letter of determination before the contract can be executed.

2019-20 COP Application

All organizations, new and previously funded, are required to complete an application and review process to be considered for funding through the FY 2019-20 Cultural Organizations Program (COP)

The FY 2019-20 COP Application can be found on the COP page of the OCA website at: <https://dallasculture.org/cultural-programs/cultural-organizations-program/>

Applications must be submitted via the online funding system by April 19, 2019 at 11:59 PM. Hard copies of funding applications will not be accepted.

NOTE: An organization that submits a substantially incomplete application at the time of the deadline, as deemed by the Office of Cultural Affairs, will receive notification via e-mail as to the incomplete status of the application from OCA staff. This could result in the application being rejected.

General Application Guidelines

Before you begin your application, carefully read all applicable COP program guidelines. Develop your application so that it addresses applicable program goals and evaluation criteria. Complete every required section and upload any additional required documents.

All supplementary materials submitted should reflect the quality of the organization's artistic product.

Please limit your online supplemental materials to create a concise list that represents the organization.

Contact the Cultural Programs Staff for clarification. The OCA staff can review an application with the organization PRIOR to the submission date. See [Contact OCA](#) above for information.

Review Panel & Selection Process

Applications for the Cultural Organization Program are evaluated by a Review Panel. The review panel should, to the greatest extent possible, reflect the diversity of the City of Dallas, without sacrificing expertise, knowledge, or demonstrated interest in arts and culture.

Nominations to Review Panels shall be provided by interested members of the public, the Arts & Culture Advisory Commission, and City staff. In no instance shall a City employee, Arts & Culture Advisory Commissioner, or other City official be a voting member of a review panel.

Review panel members shall be independent, impartial, and responsible only to the people of the city and shall comply with the Code of Ethics in Chapter 12A of the Dallas City Code including, but not limited to, recusal and disclosure provisions. Panelists should strive to avoid the appearance and risk of impropriety.

Tier Structure

All COP funding applicants will be reviewed in tier levels based on their adjusted operating budget from the previous year's official audited records. There will be one review panel for each tier level. The tier levels are as follows:

- Tier I – \$500,000 and Under
- Tier II – \$500,001 - \$999,999
- Tier III – \$1,000,000 – \$4,999,999
- Tier IV – \$5,000,000 and Above

Panel Presentations

Every organization that applies for funding is required to make a presentation to the Review Panel. Applicant organizations must be represented at the review panel meeting by principal representatives, e.g. the Executive Director, Artistic Director, Board President and/or a Financial Officer or other staff as determined by the organization.

The presentation times will be allotted in the following manner:

- 2 minutes – Organization will be introduced to the panel members by a Commission member
- 5 minutes – Presentation time for the organization to the Panel
- 10 minutes - Q and A time for panel members with the organization

A notice about audio-visual capabilities and equipment for the presentation will be sent to groups prior to the panel dates. Failure to attend the Review Panel meeting will result in the organization being disqualified.

Selection

Panel and staff scores are forwarded to the Arts & Culture Advisory Commission for review. The Commission recommends a level of funding for each organization taking into consideration the scoring,

prior year funding, funding projections, contract compliance, and fiscal management of applying organizations. **An organization whose normalized panel score is below 70% is only eligible to receive a maximum of 60% of their FY2018-19 COP funding level.** All scores are normalized within their tier. Normalizing a score means each score is divided by the highest score of that tier.

The Commission's recommendation is then forwarded to the City Council through the City Manager's Office. The recommended allocation, and individual contracts will receive approval or modification by the City Council in October of each year.

Variances from these guidelines may be approved by the Director; however, material variances shall require City Council approval.

Scoring

Each applicant will be scored on a 100-point scale. Seventy points will be at the discretion of the review panel. The remaining 30 points will be an administrative and compliance score calculated by OCA staff.

Review Panel Scoring

- **Quality of Services (35 points)** – The organization exhibits a commitment to high quality standards in its artistic and cultural services and programming for Dallas residents and visitors.
- **Impact of Community Programming and Neighborhood Outreach (20 Points)** – The organization has a broad and significant impact on the residents of Dallas by direct neighborhood/community outreach or an intentional inclusion and involvement of underserved populations and/or outlying neighborhoods/communities at a headquarter location.
- **Overall (15 points)** – The overall evaluation of the organization. The organization demonstrates a benefit to the residents and visitors of Dallas through a strong application and panel presentation.

OCA Administrative Scoring for Returning Applicants

Contract Compliance & Financial Viability (8 points) – the organization has shown the capacity to comply with COP monthly reporting and financial audit submission requirements that are required by the COP contract (measured from the prior complete fiscal year). The organization has sound financial viability in fundraising/development and unrestricted net assets (measured from the organization's most recent audit).

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 = Audit submitted on time

0 = Audit submitted after deadline

2 Points: Fundraising Expense Percentage – Percentage of sum of fundraising/development expenses to sum of fundraising/development revenues.

2 = Ratio less than 20%

1 = Ratio between 20% and 40%

0 = Ratio more than 40%

2 Points: Change in unrestricted net assets

2 = Change in unrestricted net assets greater than \$0 (surplus)

0 = Change in unrestricted net assets less than \$0 (deficit)

Organization Program Management (8 points) – Organization has performed in a reliable manner in the past in terms of contract sustainability. Special consideration will be taken for organizations going dramatically over their proposed number on an individual basis. Calculations based on proposed numbers in the FY 2017-18 COP contract Scope of Services versus actual reported FY 2017-18 numbers by the organization through the monthly reports.

4 Points: Services

4 = Has met or exceeded the proposed service numbers

2 = Has not met the proposed service numbers

0 = Is 50% or lower than the proposed service numbers

4 Points: Attendance

4 = Has met or exceeded the proposed attendance numbers

2 = Has not met the proposed attendance numbers

0 = Is 50% or lower than the proposed attendance numbers

Organization Board Governance (2 points) – Organization has “give or get” policy with board of directors. In the most recently completed fiscal year, what percentage of board members contributed either by personal donation or securing predetermined funding from a third party for the organization.

2 = 90% - 100% board participation in “give or get” policy

1 = 75% - 89% board participation in “give or get” policy

0 = Less than 75% board participation in “give or get” policy

Adherence to Cultural Policy Diversity Criteria (12 points)

Board Diversity (5 points) – Per the City of Dallas Cultural Policy as adopted November 28, 2018, the following goals have been put in place for cultural organizations to demonstrate a commitment to diverse community representation of the organization’s board. (Diversity numbers taken from the FY 2019-20 COP Application)

Points	Tier I	Tier II	Tier III	Tier IV
5	10% or more	10% or more	20% or more	30% or more
3	3% - 9%	3% - 9%	6% - 19%	10% - 29%
0	2% or less	2% or less	5% or less	9% or less

Staff Diversity (5 points) – While the Cultural Policy does not set specific goals for staff diversity, the Office of Cultural Affairs will mirror staff diversity goals based on those of board diversity goals and definitions for the purposes of this scoring category. Staff is considered pay-rolled staff, not contracted labor. Because organizations in Tier I generally do not have significant numbers of staff, they are exempt from staff diversity goals.

Points	Tier I	Tier II	Tier III	Tier IV
5		10% or more	20% or more	30% or more
3		3% - 9%	6% - 19%	10% - 29%
0		2% or less	5% or less	9% or less

Equity, Diversity & Inclusion Policy (2 points) - Per the City of Dallas Cultural Policy as adopted November 28, 2018, organizations receiving operational support through COP must have measurable goals related to equity, diversity and inclusion that are board-approved and published on the organization’s website.

2 Points = Organization has completed and published their board-approved policy

0 Points = Organization has not completed and published their board-approved policy

OCA Administrative Scoring for New Applicants

Contract Compliance & Financial Viability (8 points) – the organization has shown the capacity to comply with IRS 501(c)(3) Status and financial audit submission requirements that are required by the COP contract (measured from the prior complete fiscal year). The organization has sound financial viability in fundraising/development and unrestricted net assets (measured from the organization’s most recent audit).

2 Points: IRS non-profit status letter submitted with application

2 = Letter submitted with application

0 = Letter not submitted with application

2 Points: Financial audit or IRS Form 990 submitted with application (documentation based on most recent fiscal year of organization)²

2 = Audit submitted with application

0 = Audit not submitted with application

² NOTE: A financial audit will be required if the organization is recommended for funding in the COP program prior to contract execution.

2 Points: Fundraising Expense Percentage – Percentage of sum of fundraising/development expenses to sum of fundraising/development revenues (calculated from financial audit or IRS Form 990)

- 2 = Expense percentage less than 20%
- 1 = Expense percentage between 20% and 40%
- 0 = Expense percentage more than 40%

2 Points: Change in unrestricted net assets (calculated from financial audit or Form 990)

- 2 = Change in unrestricted net assets greater than \$0 (surplus)
- 0 = Change in unrestricted net assets less than \$0 (deficit)

Organization Program Management (8 points) – Organization has performed in a reliable manner in the past in terms of services/public events provided and event attendance. Calculations based on three-year services and attendance reporting in 2019-20 COP Application.

4 Points: Services/Public Events

- 4 = Shows an increase in both second and third year in services provided
- 2 = Shows an increase in either second or third year in services provided
- 0 = Shows decrease or no change in both second and third year in services provided

4 Points: Event Attendance

- 4 = Shows an increase in both second and third year in event attendance
- 2 = Shows an increase in either second or third year in event attendance
- 0 = Shows decrease or no change in both second and third year in event attendance

Organization Board Governance (2 points) – Organization has “give or get” policy with board of directors. In the most recently completed fiscal year, what percentage of board members contributed either by personal donation or securing predetermined funding from a third party for the organization.

- 2 = 90% - 100% board participation in “give or get” policy
- 1 = 75% - 89% board participation in “give or get” policy
- 0 = Less than 75% board participation in “give or get” policy

Adherence to Cultural Policy Diversity Criteria (12 points)

Board Diversity (5 points) – Per the City of Dallas Cultural Policy as adopted November 28, 2018, the following goals have been put in place for cultural organizations to demonstrate a commitment to diverse community representation of the organization’s board. (Diversity numbers taken from the FY 2019-20 COP Application)

Points	Tier I	Tier II	Tier III	Tier IV
5	10% or more	10% or more	20% or more	30% or more
3	3% - 9%	3% - 9%	6% - 19%	10% - 29%
0	2% or less	2% or less	5% or less	9% or less

Staff Diversity (5 points) – While the Cultural Policy does not set specific goals for staff diversity, the Office of Cultural Affairs will mirror staff diversity goals based on those of board diversity goals and definitions for the purposes of this scoring category. Staff is considered pay-rolled staff, not contracted labor. Because organizations in Tier I generally do not have significant numbers of staff, they are exempt from staff diversity goals.

Points	Tier I	Tier II	Tier III	Tier IV
5		10% or more	20% or more	30% or more
3		3% - 9%	6% - 19%	10% - 29%
0		2% or less	5% or less	9% or less

Equity, Diversity & Inclusion Policy (2 points) - Per the City of Dallas Cultural Policy as adopted November 28, 2018, organizations receiving operational support through COP must have measurable goals related to equity, diversity and inclusion that are board-approved and published on the organization’s website.

2 Points = Organization has completed and published their board-approved policy

0 Points = Organization has not completed and published their board-approved policy

Compliance

COP contracts require compliance for the entirety of the contract period (October 1, 2019 – September 30, 2020). Any major contract compliance issues such as current audits not being received, or other similar items will be presented to the Allocations Committee to recommend a course of action to be taken. This will then be presented to the full Arts and Culture Advisory Commission for recommendation of funding continuation.

To maintain compliance, organizations must provide the following:

Audited Financial Reports

An annual audit that has been conducted by an outside certified accountant for the most recently completed fiscal year must be submitted by all COP funded organizations to the OCA. Audits should be available and sent no later than six months after the completion of the organization's fiscal year. Failure to meet audit deadlines may result in the withholding of contract payments. First time applicants must submit an audit prior to contract execution.

Monthly COP Reports

A monthly report listing Dallas activities and programs presented by the organization, the total attendance at each activity and supporting information must be submitted by the 15th day of each month (reporting the prior month's activities) to OCA.

Final Report

A final evaluation report summarizing activities for the contract period must be submitted to OCA by October 15, 2020. Failure to submit the report in a timely manner or submission of an incomplete report may result in delayed payment or non-payment of the final contract installment as well as payment on future contracts. This online form can be found on the COP page at dallasculture.org.

Business Inclusion and Development: Minority and Women-Owned Business Enterprises

It is the policy of the City of Dallas to use qualified Minority and Women-Owned Business Enterprises (M/WBEs) to the greatest extent feasible on the City's construction, procurement and professional services contracts. The City and its contractors shall not discriminate on the basis of race, color, religion, national origin, age or sex in the award and performance of contracts. In consideration of this policy, the City of Dallas has adopted the Business Inclusion and Development Plan (BID Plan) for all City of Dallas contracts. The purpose of the Business Inclusion and Development Plan is to increase participation of M/WBEs in City procurement and contracting opportunities. And to develop the local business base through the award of contracts and purchases to locally owned businesses. Under the BID Plan, bidders/proposers are required to sign an affidavit agreeing to comply with the City's BID Plan.

The BID Plan shall apply to all City contracts for the procurement of construction, architectural and engineering, goods, other services and professional services, with emphasis on first tier subcontracts on City contracts over \$50,000. As a prerequisite for City Council award, the prime contractor must make a

good faith effort to meet established M/WBE subcontracting goals and if goals are not met, must demonstrate and document its good faith effort to meet the established goals.

In addition to the goal-based policy, it is the preference of the City of Dallas for the workforce of contract awardees to be reflective of the diversity of the residents of the City of Dallas.

The City reserves the right to request a company's affirmative action plan or equal opportunity plan from potential contract awardees. In addition, if the potential awardee plans to hire additional staff to complete the contract, the City reserves the right to request a local hiring plan.

Insurance Requirements

Insurance requirements are included in the contract and are determined by the Office of Risk Management. A Certificate of Insurance (COI) must be submitted to the City whenever a policy expires and is renewed. Funds cannot be released without a memorandum of compliance from the Office of Risk Management stating insurance requirements have been met. Proof of insurance must meet the specific terms of the contract. During the contract term, applicants are required to obtain and maintain all necessary licenses, permits, insurance and other approvals required by law for the provision of services.

Failure to meet insurance requirements will be reported to the Arts & Culture Advisory Commission and could result in contract termination. *(For more information on insurance requirements please see 2019-20 COP Appendix)*

Logo and Credit Line

It is imperative that the residents of Dallas know that their local tax dollars make it possible for them to enjoy the caliber of arts produced in this City. All contractors must recognize the City of Dallas in the same way it recognizes other contributors in terms of benefits, type size on publications, and frequency of acknowledgment.

The City of Dallas logo can be downloaded from our website: www.dallasculture.org, click on "Funding Programs" scroll down to the bottom of that page to the City of Dallas logo. You will find several versions there to download.

Arts organizations and artists awarded City of Dallas contracts for cultural services must include the following credit line and logo in publications, programs, press releases, season brochures, lobby displays, advertising and every other mode of public communication:

"(Name of your organization/program) is supported in part by the City of Dallas Office of Cultural Affairs."

Complimentary Tickets

Cultural organizations shall make available up to four complimentary tickets per event, program, production, exhibition or other activity produced by the organization to the Office of Cultural Affairs for the purpose of allowing City staff to assess the management and operation of City-owned facilities within their jurisdiction and to oversee City sponsored events. This requirement applies to organization's regular programming only and not to special fundraising events. Additionally, the organization may provide free

tickets to promotional activities to the Director for distribution to the general public at various OCA facilities.

Receipt of complimentary tickets by City staff is subject to the provisions of the City's Gift Policy For City Employees, provided in Council Resolution 17-0516 adopted on March 22, 2017.

Social Media Recognition

In social media promotions related to any service funded by COP, you can tag City of Dallas Office of Cultural Affairs and utilize preferred hashtags when appropriate. See Dallas Culture handles, preferred hashtags and recommendations for social media engagement below.

Twitter

- Through professional and/or personal accounts follow Dallas OCA Twitter account <https://twitter.com/dallasculture>
- When making posts about your project tag us in your tweet by using our handle @dallasculture
- Include the hashtags: #dallasculture #liveart #oca

Facebook

- Through professional and/or personal pages, "like" the City of Dallas Office of Cultural Affairs
- Facebook page <https://www.facebook.com/dallasculture>
- When making posts about your project, tag in them @City of DallasOffice of Cultural Affairs
- Tag @City of DallasOffice of Cultural Affairs in any photos/videos you post related to your project. Be sure to share photos on the Dallas Culture page as well

Utilize the #dallasculture #liveart #oca hashtags on Facebook posts of your projects

- Through professional and/or personal accounts follow Dallas OCA Instagram account https://www.instagram.com/dallas_culture/
- When making posts about your project tag us in your tweet by using our handle @dallas_culture

Include the hashtags: #dallasculture #liveart #oca

Arts and Culture Advisory Commission Liaison

Funded COP organizations will be assigned a liaison from the Arts and Culture Advisory Commission whose duties will be outlined per organization needs. The liaison assignment will depend on the availability of the Commissioners.

Probation

Organizations that fail to provide contractual services or meet program eligibility and reporting requirements may be in default of contract and may be placed on probation. Failure of an organization to satisfactorily address the City's concerns within a period of the probation may result in a recommendation of "no funding" for the next fiscal year.

Revisions

Once the contract has been signed, any changes in the project (either programmatic or financial) must be approved in advance by the Director of the Office of Cultural Affairs and may require a formal amendment. The contractor must submit a written request for approval of any changes.