

Memorandum



CITY OF DALLAS

DATE February 20, 2019

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **Cultural Organizations Program FY 2019-20 Guidelines**

On Monday, February 25, 2019, you will be briefed on the Cultural Organizations Program FY 2019-20 Guidelines.

The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

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

Joey Zapata
Assistant City Manager

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney (I)
Carol Smith, City Auditor (I)
Billieae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
M. Elizabeth Reich, Chief Financial Officer
Laila Aleqresh, Chief Innovation Officer
Directors and Assistant Directors

Cultural Organizations Program FY 2019-20 Guidelines

**Quality of Life, Arts & Culture Committee
February 25, 2019**

**Jennifer Scripps, Director
Office of Cultural Affairs**



City of Dallas

Purpose

- Review updates to the FY 2019-20 Cultural Organizations Program guidelines (attached) based on direction from the *Dallas Cultural Plan 2018*



Background

- The Cultural Organizations Program (“C-O-P”) provides cultural support funding annually 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 cultural services
 - Supports 34 cultural organizations in FY 2018-19
 - Approximately \$4.9 million budget annually since FY 2015-16
 - Total combined attendance of over 4.5 million annually

Background

- Organizations apply annually, are scored by community review panels, and are recommended for funding through the Allocations Committee of the Arts and Culture Advisory Commission, and by the full Arts and Culture Advisory Commission
 - Community review panelists recommended by the Arts and Culture Advisory Commission upon nomination by interested members of the public, the Public Art Committee, the Arts and Culture Advisory Commission, and City Staff (Dallas Cultural Policy Section 3(C))
- City Council provides final authorization for the City Manager to enter into cultural services contracts

Background

- The *Dallas Cultural Plan 2018* and updated Cultural Policy were adopted following a year-long cultural planning effort
 - In-depth regional, national and international research conducted
 - Engagement across every zip code and district in Dallas
 - Analysis of existing City plans and collaboration with Dallas residents, artists, organizations, and City leaders
 - Nearly 9,000 residents engaged in the process
- Six priorities guiding more than 100 initiatives to be implemented over the next 7-10 years:
 - Equity, Diversity, Space, Support For Artists, Sustainable Arts Ecosystem, Communications ⁵



Updates to the COP Guidelines

- Updated OCA vision and mission statement in the COP Guidelines based on the *Dallas Cultural Plan 2018* and Cultural Policy
 - Commitment to Cultural Equity
 - Five-year goals to advance equity, diversity and inclusion – specifically related to board and staff diversity
 - Expanding access to events citywide
 - Updated funding limits

Updates to the COP Guidelines

- Scoring updated to encourage community programming and neighborhood outreach
 - The *Dallas Cultural Plan 2018* worked to address historical inequities in past policies and expanding access to events citywide
- Goal: for organizations funded through COP,
 - 100% of organizations have board-approved safe workplace policies (including, but not limited to, anti-discrimination and anti-harassment policies)
 - 100% of organizations have a policy and measurable goals related to equity, diversity and inclusion that is board-approved and published on their website
 - Board diversity goals established in Cultural Plan

COP Guidelines Scoring

- Review Panel – 70 Points
 - 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)
 - **NEW: 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 headquarters 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.

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COP Guidelines Scoring

- OCA Staff Administrative Scoring – 30 Points
 - Contract Compliance & Financial Viability (8 pts)
 - Monthly Reports (*IRS Non-Profit Letter*)
 - Audit Submission (*Audit or Form 990 Submission*)
 - Fundraising expense percentage
 - Change in unrestricted net assets
 - Organization Program Management (8 pts)
 - Services and Attendance
 - Organization Board Governance (2 pts)
 - Adherence to Updated Cultural Policy Diversity Criteria (12 pts)
 - Board and Staff Diversity
 - Equity, Diversity & Inclusion Policy

Administrative Scoring Process

- OCA is discussing assignment of equity, diversity and inclusion scoring of COP applications to the City's Office of Business Diversity
 - Mirror the City's goals and approach
 - Provide focused expertise
 - Allow OCA to focus on the cultural services
 - Provide additional resource to our cultural partners
- The Office of Business Diversity may also provide Equity, Diversity, and Inclusion (ED&I) training to cultural organizations

FY 2019-20 COP Timeline/Schedule

	Date	Event
Guidelines	January 15, 2019	Allocations Committee briefing on guidelines
	January 17, 2019	Arts & Culture Advisory Commission briefing on guidelines
	February 12, 2019	Allocations Committee final recommendation of guidelines to ACAC
	February 21, 2019	Arts & Culture Advisory Commission vote on guidelines
	February 25, 2019	Quality of Life Committee briefing on guidelines
	February 27, 2019	City Council Vote on guidelines
Applications and Review	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
Contracts and Compliance	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)
	September 30, 2020	End of FY 2019-20 and COP contract period
	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)

Next Steps

- Committee discussion
- A resolution supporting the recommended guidelines is scheduled for February 27, 2019
- With Committee support and Council approval, OCA will initiate the application process

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