



# Office of Cultural Affairs

## CITY OF DALLAS

### City of Dallas Office of Cultural Affairs 2010-2011 Cultural Projects Program Guidelines

#### General Information

##### Introduction

The City of Dallas Office of Cultural Affairs (OCA) has established a cultural system that ensures that all Dallas citizens and visitors have an opportunity to experience the finest in arts and culture. One of the City's primary roles within this system is to contract for cultural services through partnerships with non profit cultural organizations to leverage private support for an array of cultural programs.

This document contains guidelines, deadlines and application forms for the Cultural Projects Program (CPP) managed by the Office of Cultural Affairs (OCA) for fiscal year 2010-2011. This section provides a brief summary of the program and contact information for appropriate OCA staff. Please refer to the appropriate sections of this guide for more detailed information for the program.

##### Cultural Services Funding Programs

The City's goal is that all residents and visitors have the opportunity to enjoy high quality arts and cultural offerings.

All organizations performing cultural services for the City must develop, implement, and maintain affirmative operating policies that include measurable goals for the ethnic diversification of staff, board, contractors, services and programs. The achievements and goals of the organization may be monitored and evaluated by the Office of Cultural Affairs and taken into consideration in the funding process. Cultural services contracts are awarded on a competitive basis through the following program:

##### Cultural Projects Program (CPP)

The Cultural Projects Program procures cultural services on a project basis from cultural organizations, educational institutions, social services organizations, and other non-profit organizations. CPP leverages over \$160,000 by annually funding up to 50% of expenses for cultural projects presented in the City of Dallas.

## **Peer Panel Review**

Applications for the Cultural Projects Program (CPP) are evaluated by a Peer Review Panel whose membership is taken from a list of qualified candidates nominated by the field and approved by the Cultural Affairs Commission.

**Applicants must attend the Peer Review Panel meeting to present a brief organizational/project summary and answer questions. Failure to attend the panel meeting will result in a reduction of evaluation points by the Cultural Commission.**

Organizations are encouraged to submit nominations for the Peer Review Panel. A Panel Nomination Form can be downloaded from the OCA website: [www.dallasculture.org](http://www.dallasculture.org) by clicking on "Programs" and then "Cultural Service Contracts," you will find the nomination form on the right side of that page.

## **Application Deadlines**

**Applications must be submitted via the OCA online grant system by 5:00 p.m. on April 16 2010. Hard copies of grant applications will not be accepted.**

The system is accessible via the OCA website at: [www.dallasculture.org](http://www.dallasculture.org) To find grant information click on "Programs" and then "Cultural Services Contracts." You will find information about all funding programs and the links to the applications that are available.

For more information about the online grant system call the Cultural Contracts Staff below:

Charla Sanderson, Cultural Programs Manager  
[charla.sanderson@dallascityhall.com](mailto:charla.sanderson@dallascityhall.com)  
(214) 670-4065

## **Logo and Credit Line**

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



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

Organizations that participate in CPP programs that are funded in part by the Texas Commission on the Arts (TCA) must also include the TCA credit line in published materials and announcements regarding the funded activity that reads: "This project is supported by a grant from the Texas Commission on the Arts."

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 OCA in the same manner in which it recognizes other contributors in terms of benefits, type size on

publications, and frequency of acknowledgment. Failure to comply with this request will seriously affect future contracting opportunities.

The OCA logo can be downloaded from our website: [www.dallasculture.org](http://www.dallasculture.org), click on “Programs” and then “Cultural Services Programs” scroll down to the bottom of the page where you will find several different downloadable versions of the OCA logo.

## **CULTURAL PROJECTS PROGRAM (CPP) 2010-2011 FUNDING TIME LINE**

<b><u>March, 2010</u></b>	Panelist names for review panels for all funding programs are forwarded to the Administration/Finance Committee and the full Cultural Affairs Commission (CAC) for approval
<b><u>April 16, 2010</u></b>	Cultural Projects Program (CPP) Applications Due by 5:00pm via online application system
<b><u>May 17 and 18, 2010</u></b>	Cultural Projects Program (CPP) Panel Review Meetings  <b><u>Applicants must attend. Failure to attend will result in an automatic point reduction of 20 points out of a possible 100 points on the evaluation rating by the Cultural Commission</u></b>
<b><u>July 2010</u></b>	CPP Panel Recommendations are forwarded to the Admin/Finance Committee
<b><u>September 2010</u></b>	City Council approves FY 2010-2011 City budget
<b><u>October–December 2010</u></b>	CPP organizations sign contracts.  <b>(Payments are made according to the contract terms and as invoices are submitted)</b>
<b><u>September 30, 2011</u></b>	Final Reports due for the 2010-2011 Cultural Contracts (or as specified in the contract)

## **GENERAL APPLICATION GUIDELINES**

1. Before you begin the application, carefully read all applicable program guidelines.
2. Develop the application so that it addresses applicable program goals and evaluation criteria.
3. Complete every required form and submit one copy of additional required documents (e.g. audited statements, bios of key personnel, IRS status letter, etc.).

**NOTE:** Many of these items may be uploaded to the online application provided they are in approved file formats which include: **Microsoft Word, Excel and Adobe PDF**

4. Check your work and make sure that your financial data is accurate and complete.

5. All supplementary materials submitted should reflect the quality of your artistic product. Poorly produced supplementary materials, including audio or visual materials can do more harm than good.

**Please limit your supplemental material to the following:**

- No more than 1 catalog
- No more than 3 brochures
- No more than 3 critical reviews or newspaper clippings
- No more than 3 programs or playbills
- Video Clips must be on DVD's and no longer than 5 minutes- (max. 2 copies)
- Sound or music clips should be on CD's and no longer than 5 minutes – (max. 2 copies)

**Hard copy supplemental material should be sent to:**

Office of Cultural Affairs  
Cultural Projects Program (CPP)  
1925 Elm Street, Suite 500  
Dallas, TX 75201

**By 5:00 p.m. on April 8, 2010**

6. Contact the Cultural Contracts Staff for clarification. The OCA staff can review your proposal with you prior to the submission date.

Charla Sanderson, Cultural Programs Manager  
[charla.sanderson@dallascityhall.com](mailto:charla.sanderson@dallascityhall.com)  
(214) 670-4065

7. **Remember to submit names of potential panelists to serve on the panels that make up the peer review process.** We are always searching for new panelists that represent diversity and excellence in all disciplines. A Panel Nomination Form is available for downloading at our website [www.dallasculture.org](http://www.dallasculture.org), Click on "Programs" and then "Cultural Services Programs" You will find the nomination form on the right hand side of the page.

## **CULTURAL PROJECTS PROGRAM (CPP)**

### **FUNDING GUIDELINES**

**The funding period for FY 2010-2011 is October 1, 2010 to September 30, 2011**

**Application deadline: April 16, 2010**

The Cultural Projects Program (CPP) funds up to 50% of cultural projects in the City of Dallas. CPP procures cultural services on a project basis from arts and cultural organizations, educational institutions, social service organizations, and other non-profit organizations that are dedicated to community service.

#### **Program Goals**

- To provide cultural services in all areas of the City of Dallas

- To create greater awareness of the cultural and artistic heritage of Dallas, and to increase the citizen access to and participation in activities related to diverse heritage
- To stimulate development of new funding sources to support cultural activities in Dallas
- To increase the artistic and administrative capabilities of the city's cultural organizations, and to provide cultural services not otherwise available in the community

### **Eligibility Requirements**

**Organizations meeting all of the following eligibility requirements may apply to the Cultural Projects Program:**

1. IRS status as a private, non-profit corporation 501(C) 3, an educational institution, or a unit of government. Proof of non-profit status must be submitted with the completed proposal form. Failure to submit this IRS letter will result in disqualification of the proposal
2. The primary focus of operation is to provide services to residents of Dallas
3. Administrative offices permanently located in the City of Dallas
4. Non-discriminatory employment and personnel practices
5. Professional direction for the proposed project
6. Applicant organizations may submit only one individual or collaborative proposal per year

**Proposals will not be accepted for the following:**

1. Activities which do not have a cultural or artistic focus or whose primary focus is religious or political in nature
2. Projects planned primarily for fundraising purposes
3. Activities restricted to members or which do not benefit the general public
4. Tuition expenses
5. College/university or school projects that are part of a course or curriculum or which do not benefit the general public
6. Fellowships/grants to individuals (does not prevent purchase from individuals)
7. Scholarships, cash prizes or awards
8. Out-of-city travel
9. Underwriting of capital expenditures (buildings, land, permanent equipment or artwork)
10. Purchase of artwork
11. Activities that have occurred prior to the signing of the cultural service contract
12. Underwriting of past deficits
13. Activities of Dallas based organizations that occur outside of the City limits are ineligible unless specific activity locations are approved by the Cultural Affairs Commission prior to the signing of the contract for services.
14. Endowments
15. Non-contract related services, lobbying, attorney's fees, fees for penalties, and fees for incorporation or obtaining tax-exempt status

## **Project Categories**

Established in previous application cycles, OCA will continue to have two categories of CPP support, one for season support, and one for individual projects.

- **Single Project Support:** This is for a single arts/cultural project that happens only once during the organization's fiscal year.
- **Season Support:** This is for support for an entire season of arts and cultural activities or more than one project that takes place during the organization's fiscal year. Only organizations whose primary mission is to present or produce arts/cultural programs will be eligible to apply for season support. This includes organizations whose primary mission is focused on theater, music, dance, visual arts, literary, film and video, multi-disciplinary, humanities, museums and historical associations.

The panels will reflect this division. There will be four panels that will review the grants over two days. Two panels will work the first day with the other two panels following the next day. Each panel will have knowledgeable members in the fields that will be reviewed. They will cover the groups as follows:

- **Music Season Support**
- **Theatre / Dance / Multi Season Support**
- **Visual / Film / Literary Season Support**
- **Single Project Support**  
(These are subject to change)

Additional information about the review process appears on the section below titled "Proposal Review and Criteria."

## **Types of Projects Funded**

1. Projects/Seasons for all types of arts / cultural activities will be considered as long as they provide a direct benefit to the citizens of Dallas. Arts / cultural projects must be professionally directed.
2. Artistic Residency Projects/Seasons that provide frequent exposure to a targeted audience over a period of time while continuing to involve the larger community.
3. Projects that increase the Administrative Efficiency of the applicant organization. Proposals must demonstrate a clear benefit to the residents of Dallas. The City will pay up to 50% of salary expense for a staff position included in this budget.
4. Collaborative Projects between two or more organizations will be considered as long as they demonstrate a significant potential impact on the organizations involved through the sharing of expertise and resources, and provide a clear benefit to the residents of Dallas.

## **Proposal Deadline and Funding Period**

**Applications must be submitted via the OCA online grant system by 5:00 p.m. on April 16, 2010. Hard copies of grant applications will not be accepted.**

The system is accessible via the OCA website at: [www.dallasculture.org](http://www.dallasculture.org)

Submit online applications via the web-based system accessible on the Office of Cultural Affairs website. All applicants will receive a confirmation email indicating the application has been received and is being processed. If the confirmation email is not received within 24 hours after submitting the application, contact the OCA office immediately.

**NOTE: An organization that submitted a late or substantially incomplete application at the time of the deadline, as deemed by the Office of Cultural Affairs, will receive notification via email and mail as to the incomplete or late status of the application. A copy of this letter will be affixed to each copy of the application prior to review by the program panel, alerting panelists to the status of the application at the time of the deadline.**

Applicants should not expect to receive support through this program beyond the one-year contract period. Projects / Seasons must occur between October 1, 2010 and September 30, 2011. Applicants should not expect to receive funds through this program earlier than January 1, 2011.

**Note:** First time applicants must attend a pre-application workshop and/or meet with a program manager individually prior to submitting an application. (Note: Throughout these Guidelines and proposal forms, 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). **Please note that in FY09-10, due to the reduction in the program budget, the Cultural Affairs Commission voted not to fund any new applicants in this program for FY10.**

### **Funding Amount**

Support will range from \$400 to \$15,000 per project or season with the following exceptions: Organizations submitting a joint proposal are eligible to request up to \$25,000 for collaborative projects.

CPP support to an organization in a given year does not ensure City of Dallas support for subsequent years. Each year, every proposal is reviewed in competition with other proposals and the level of support, if any, is determined in the context of the proposal review criteria (merit, demonstrated need, capacity to meet program objectives, and capability to raise matching funds), the number of requests, and the funds available.

### **Matching Requirements**

Assistance received under this program will require a dollar-for-dollar match. At no time will City support exceed 50% of the total project / season budget or the organization's annual operating expense. "In-Kind" matching funds may be used in place of a portion of the required cash match. (Requests to use In-kind-matching funds must be approved by OCA prior to submission of the proposal.)

### **Proposal Review and Criteria**

All proposals will be reviewed by the Office of Cultural Affairs staff for completeness. Organizations will be asked to revise the proposals as necessary. Proposals that clearly do not meet eligibility requirements will be returned to the applicants and determined ineligible for consideration.

After the initial staff evaluation, a Review Panel composed of local artists, representatives from local cultural institutions and organizations, and representatives from the community at large will review all eligible proposals. Applicants must attend the Peer Review Panel meeting to present a

brief organizational/project summary and answer questions. Failure to attend the panel meeting will result in a reduction of evaluation points by the Cultural Commission.

The panels will review the Project Support and the Season Support applicants separately. Organizations will be grouped as follows:

- **Music Season Support - May 17, 2010**
- **Theatre / Dance / Multi Season Support - May 17, 2010**
- **Visual / Film / Literary Season Support - May 18, 2010**
- **Single Project Support - May 18, 2010**

The panels will review the groups based on the following criteria:

1. **Quality of Services** - Has the organization maintained high quality standards in its artistic and cultural services?
2. **Need** (How great is the City's need for the services provided by the cultural organization?) To what extent would procurement of services by the City serve to meet the needs of the community? Do the services address one or more of the City's 2009-2010 budgeting strategies to provide Dallas residents with high-quality cultural opportunities?
3. **Comparison of Public and Private Support** – Has the organization actively pursued and received funds from the private sector or individual contributors? Has it demonstrated an ability to generate levels of earned and unearned income consistent with accepted standards for similar organizations? Has the organization demonstrated the ability to meet the matching requirement in operational expenditures?
4. **Stability/Accountability**- Has the organization performed in a reliable manner in past years, in terms of its regular programming, its community outreach, fiscal management practices, and compliance with City contracts?
5. **Cultural Diversity**- Has the organization demonstrated a commitment to cultural diversity in all aspects of its operations such as board, staff, programs, audiences and outreach?

Dollar allocations for each project are made based on panel rankings and availability of funds. These recommendations are reviewed (in sequence) by the Administration and Finance Committee of the Cultural Affairs Commission, the full Cultural Affairs Commission, and the City Manager prior to City Council approval of the budget. Applicants whose projects are funded for less than the requested amount will be required to submit a revised project budget and narrative to the Office of Cultural Affairs. Once the City Council has authorized the budget, a letter of notification will be sent to the applicant. Applicants approved for funding will be asked to sign a Cultural Services Proposal. Payment for any projects cannot be processed without the completion of Cultural Service Proposal.

## **Reporting**

A final report on the project must be submitted to the OCA within 30 days after the project's completion. Report forms will be sent to organizations under separate cover. The final report must include an itemized amount of project expenditures, and a narrative summary of the project. Samples of promotional materials and programs / playbills relating to the project are required. It is recommended that any official document related to the funded project / season be sent by certified mail or hand delivered to the Office of Cultural Affairs. **Failure to submit the final report within 30 days of project completion or by September 30, 2011 will result in forfeiture of current year funds and will jeopardize future funding.** All financial records relating to each project (including copies of canceled checks) must be retained by the funded organization for a period of three years after the project's completion for review by the City.

Video/Film Projects: Organizations in this category must provide a copy of completed work for which the organization was funded (video / film) with the final report.

**Credit Line**

All contracted organizations are required to use the City of Dallas Office of Cultural Affairs credit line and logo in materials produced for the funded project / season. Please see page 2 for details.

