



CITY OF DALLAS – OFFICE OF CULTURAL AFFAIRS 2009-2010 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 services contract programs managed by the Office of Cultural Affairs (OCA) for fiscal year 2009-2010. This section provides a brief summary of all programs and contact information for each program. Please refer to the appropriate sections of this guide for more detailed information and application forms for each program.

Cultural Services Contract Programs

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

Cultural Organization Program (COP)

The Cultural Organization Program provides funding to established non-profit cultural/arts organizations for operational costs for the full range of an organization's services to the public for one year.

Cultural Projects Program (CPP)

The Cultural Projects Program provides funding to cultural organizations, educational institutions, social services organizations, and other non-profit organizations on a project basis. CPP funding must be a 1:1 match.

Community Arts Program (CAP)

The Community Arts Program provides funding to ethnic and culturally specific individual artists and cultural organizations to teach, perform, and exhibit at host facilities in neighborhoods around the City. CAP cultivates collaborations between artists and communities. (This program was formerly known as the Neighborhood Touring Program.)

Peer Panel Review

Applications for the cultural services programs are evaluated by a Peer Review Panel made up of qualified candidates nominated by the field and approved by the Cultural Affairs Commission.

In addition to application forms, applicants must provide requested support materials for the Peer Review Panel. Failure to provide appropriate materials for the panel will result in a reduction of evaluation points, up to and including automatic withdrawal of application, by the Cultural Commission. The Peer Review Panel will evaluate the artist/organization based on the online application and support materials.

Artists and Groups are encouraged to submit nominations for the Peer Review Panel. We are always searching for new panelists that represent diversity and excellence in all disciplines. A Panel Nomination Form is included in this package or can be downloaded from the OCA website: www.dallasculture.org by clicking on "Programs" and then "Cultural Services Contracts". You will find the link on the right hand side of the page.

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:



Office of Cultural Affairs
CITY OF DALLAS

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

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, click on "Programs" and then "Cultural Services Contracts" and then scrolling down to the bottom and click on "Download the OCA logo".

Application Deadlines

Applications must be submitted online by 5 p.m. on the deadline date. **Hardcopy and paper applications WILL NOT be accepted.**

Community Arts Program (CAP): _____ January 6, 2010

Cultural Organization Program (COP): _____ March 2010

Cultural Projects Program (CPP): _____ April 2010

CAP 2009-10 Time Line

<u>January 6</u>	Community Arts Program (CAP) Applications Due
<u>January 11-15</u>	CAP Panel Review
<u>January 21</u>	Panel Recommendations are forwarded to the Cultural Affairs Commission for approval.
<u>January 25</u>	CAP Funded Artists Notified

Note:

**Inclusion on the CAP artist roster does not guarantee that services will be awarded.
CAP recipients only receive funds as services are completed and invoices are submitted.**

CAP General Application Guidelines

1. Before you begin the application, carefully read all program guidelines.
2. Develop the application so that it addresses applicable program goals and criteria.
3. Complete all required information and submit an online copy of additional required documents (e.g. bios of key personnel, critical reviews, web links to audio and video recordings, etc.).
4. All supplemental materials submitted should reflect the quality of your artistic product. Poorly produced supplementary materials can negatively affect your application score.

All applicants are required to upload a resume with the application.

In addition, please upload the following supplemental material, if available:

- Web links to work samples such as video, sound or music clips. The clips should highlight or showcase the organization or artist.
- Critical reviews or newspaper clippings
- Programs or playbills
- Organization or Artist brochures
- Photos –up to 3 photos

Workshop and Residency Applicants:

- Detailed Lesson Plans for each session and culminating activity

Please check the online application for more information about uploading and attaching support material.

5. Contact the Cultural Programs Coordinator to ask for clarification. The OCA staff can review your proposal with you prior to the submission date.
Tisha Crear, 214-670-4081 or tisha.crear@dallascityhall.com

Community Arts Program (CAP) 2009-10 Funding Guidelines

Program Goals

1. To provide support and opportunities for culturally and/or ethnic specific arts programs for artists and organizations to teach, perform, and exhibit at host facilities in neighborhoods around the City.
2. To create opportunities for artists to participate in neighborhood events such as festivals and celebrations throughout the City which showcase and to celebrate the community's unique history and varied ethnic heritage.
3. To expose Dallas residents to art forms or traditions with which they may not be familiar and heighten citizen understanding of the unique contributions of the City's various cultures to the arts community in Dallas.
4. To provide opportunities for Dallas neighborhood organizations to have greater access to the arts and cultural expression.
5. To promote collaborations between the arts and community entities, such as business, government, and the non profit sector, for the purpose of community development

Eligibility

This program is open to individual culturally and/or ethnic specific artists who are residents of the City of Dallas or culturally and/or ethnic specific arts organizations with administrative offices permanently located in the City of Dallas. Applicant organizations must be incorporated as private 501(c) (3) non-profit. This does not apply to individual artists. Artists and cultural organizations performing and presenting in the areas of music, dance, theatre, literature, visual arts, film/video and literary arts, and folk artists are all eligible to apply.

A culturally and/or ethnic specific organization is defined as an organization whose membership is primarily composed of one or more ethnic populations which are identified as non-majority by the U.S. Census Bureau, and whose primary purpose is the preservation, production, or presentation of art forms and cultural activities indigenous to such cultures.

Organizations contracting with the City through other funding program may also provide services through the Community Arts Program as long as the combined total of all the City cultural services contract awards does not exceed 50% (25% to CAP and 25% to CPP/COP) of the contracted organization's annual operating expenses during a given fiscal 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.
2. Individual artists who are not residents of Dallas or culturally and/or ethnic specific organizations that do not have administrative offices located in the City of Dallas.
3. Youth applicants or organizations that involve youth who are in school and have not completed the 12th grade.

How to Apply

The application is available on line at www.dallasculture.org . Please read the Program guidelines and requirements for the application process.

Applications must be submitted online on or **before January 6, 2010 by 5 p.m.**

The application must explain services and related format(s) that the artist/organization wishes to provide, and any special technical requirements related to the service.

Formats of service include:

- One time performances or one time workshop
- Workshop series (2 day series or 4 day series)
- Residency (4 – 8 weeks)

Performance Service – A proposed performance service will introduce an audience to a cultural art form or tradition. Performances average 50 minutes in length plus set up and break down times.

Please provide the names and contact information for key supporting artists in a group.

Workshop Services - A one day workshop is a hands-on opportunity to introduce the audience/participants to a cultural art form or tradition. A workshop series allows the participants to explore the topic in greater detail and includes a culminating activity. A workshop series can be 2 day or 4 day sessions. Each workshop session is two hours.

Residency Services – Residency services are tailored to the needs of a specific neighborhood, community, or host site(s). Residency programs are implemented by artists with a history of engagement with the community and a commitment to utilize arts education for community development. The goal of the residency program is to provide opportunity for artists and community to collaborate on arts projects that develop positive and sustainable neighborhood outcomes. Residency services are a minimum of 4 hours per week for a minimum of 4 weeks and a maximum of 8 weeks.

Applicants may provide services in multiple formats. If able to tailor the service to address multiple formats, applicants should complete appropriate sections of the application for each format they can provide. Support materials will also be required (such as program brochures, critical reviews, and online samples of work). VHS and/or cassette tapes will not be accepted. Only one application will be accepted per applicant. **Matching funds are not required for this program. Please see the online application for the service fee structure.**

Proposal Review Process

A peer review panel will review proposals and will recommend those applicants to be included on the Community Arts Program Roster. Over the course of the fiscal year, the Office of Cultural Affairs staff will then recommend allocations and contract for services based on the following:

1. The total funds available for the program.
2. The need to provide a balance among arts disciplines represented in the program.
3. The capacity of the proposed service to meet CAP program goals.
4. The needs of underserved communities and other host organizations.

The Cultural Affairs Commission will review and recommend approval of these applications; and all applicants will be notified of the final decision by January 2010.

Proposal Review Criteria

Following an initial review by the Office of Cultural Affairs all eligible applications are evaluated by a diverse advisory panel of local arts professionals and presenters according to the review criteria below:

1. **Artistic Qualifications** – are the qualifications of the artist/organization based on training and/or professional experience, quality of work, planning skills, past record of achievement, and potential to manage and carry out the proposed service?
2. **Need of the Community** – is there a need of the community for the particular service, based on how it will increase understanding of the cultural heritage of the participating artist, meet an underserved need in the community, and benefit the community at-large?
3. **Artistic Merit** - does the service offer a quality product that advances the preservation or perpetuation of art forms that are rooted in ethnic/cultural traditions?
4. **Potential of Applicant to Successfully Provide Service** - is the service well planned including a curriculum, time-line, budget and appropriateness of targeted audiences?
5. **Capacity to Meet Program Objectives** - does the applicant meet the requirements of participation in this program and show the capability to comply with program requirements?

Service Contracts

All CAP artists will meet with OCA staff to review instructions on scheduling of services, completing agreement forms, evaluation forms, and invoices. A signed proposal must be completed with the Office of Cultural Affairs before commencement of services. The signed proposal will be incorporated into a service contract with the City.

If you are chosen to be on the CAP artist roster you will need to register as a city vendor. More information will be given to artists/organizations after you are notified of being on the CAP roster. You can find more about becoming a vendor at the City's Business and Procurement Services office.

Identification of Community Hosts

The Office of Cultural Affairs staff will assign participating artists/organizations to services in the community on a request and need basis. Community hosts may include churches, community organizations, recreation centers, social service agencies, and other non-profit groups. Emphasis will be placed on underserved or unserved communities that have not had prior exposure to the art form. An attempt will be made to spread program services throughout all areas of the City. All funded activities must occur within the Dallas City limits. The community host will provide a facility/space at no charge to the participating audience or neighborhood participants. The host is expected to market the service and appropriately publicize the event.

Artist/Community Host Agreement

After a service has been confirmed with a host, the organization must submit a signed Artist/Community Host Agreement Form to the Office of Cultural Affairs at least *two weeks* prior to the commencement of each service. **No exceptions will be made.** The signed Artist/Community Host Agreement Form must contain all necessary information including precise dates and times for the proposed service. Incomplete, unsigned Community Host Agreement Forms will not be accepted. Services through the program must be completed by September 30, 2010.

Payment

The artist/organization will submit a signed invoice to the City upon completion of each contracted service. Payment will generally be mailed within 20 working days from receipt of the invoice. After submitting the invoice, the artist/organization should not contact the Office of Cultural Affairs regarding payment until the twenty working days have elapsed. In the case of long-term artist's residencies, invoices may be submitted on previously agreed upon dates during the residency. Artist evaluation forms must be submitted with invoice. Invoices submitted prior to the date of service will not be accepted.

Community Host Evaluation Form

CAP artists are responsible for providing the host with a Community Host Evaluation Form for each service provided. Completed forms will be sent directly by the host to the Office of Cultural Affairs.

CAP Definitions Application Vocabulary

Artist - Any practitioner of the arts.

Arts based community development – arts activities created by and with community members that include elements of community access, ownership, participation and accountability and have the goal of improving and enhancing the quality of neighborhoods.

Classes - Instruction to include demonstrations, performances or exhibitions.

Culminating Event – An organized occasion or communal activity that celebrates and/or exhibits the learning and development from the workshop and residency sessions.

Discipline - Any art form such as music, dance, theater, literature, visual, media or folk.

Fee Structure - The total artist fee for each type of service for which funds are requested.

Folk Artist - Maintains or practices traditional beliefs or skills that are learned and passed on from one generation to the next by word of mouth and customary example. The folk arts can include both material culture and oral/expressive traditions, and are found in groups of people who share a cultural bond and history.

Format-The method of service delivery. For example: a performance, workshop, or residency.

Host - Any organization, which brings an artist to its community. Hosts may be churches, schools, community organizations, recreation centers, social service agencies and other non-profit groups.

Lesson Plan– A step-by-step outline of educational service, objectives and methods of implementation

Objective- A one line description of the goal, purpose or aim of the workshop session. For example: *The objective of the Pen & Style lesson is to introduce the participants to 3 new poetry writing styles.*

Performance- a one time showing designed to introduce an audience to and/or celebrate a cultural art form or tradition.

Residency- Long-term (four to eight weeks) service that includes arts based community activities, a culminating event, exhibit, or publication and involves aspects of the service that potentially reach beyond the contracted service.

Service - The activity for which the applicant is requesting funds.

Session- The time spent of artists in direct contact with participants working on an art activity and learning a craft.

Workshop - Short-term service, one day or 2-4 day series of interactive hands-on art instruction.

