

City of Dallas Office of Cultural Affairs

Cultural Services Contracts

Briefing Presented to the City Council
Quality of Life Committee
10/08/07





Purpose of this Briefing

- To provide information about the Office of Cultural Affairs' Cultural Services Contracts, including details about program policies and procedures.
- To brief the Committee on the Cultural Services recommended contracts for FY07/08.



Cultural Services Contracts

Cultural Services Contracts is OCA's largest and broadest-reaching service that directly impacts the overall cultural and economic health of the City and significantly contributes to our residents' Quality of Life by fostering the growth and success of groups across the entire cultural sector, from small emerging arts groups to major cultural institutions.

Cultural Services Contracts Contract Process

- Contracts awarded on a competitive basis using the best practices peer review panel process.
- Cultural Affairs Commission reviews and recommends funding levels.
- City Approval of Contracts:
 - City Council Resolution for Cultural Organization Program (COP)
 - Administrative Actions for Cultural Tourism Initiative (CTI) and Cultural Projects Program (CPP)





Cultural Services Contracts

- Match required for *all* contracts
- Leverage City funds at \$1:\$13 ratio
- 110+ partners
- 27,000+ cultural events
- 3.6 million+ annual attendance

- Matching funds can be earned (thru ticket sales, admission fees, etc.) or contributed (donations from individuals, foundations and corporations).
- Combined matching funds projected for FY07/08 total \$79 million



Cultural Services Contracts

- Three main categories:
 - Cultural Organizations Program (COP)
 - Cultural Tourism Initiative (CTI)
 - Cultural Projects Program (CPP)
- Each category has specific review criteria, which is published annually in OCA's Funding Programs guide (posted at www.dallasculture.org).

Cultural Services Contracts

Review Criteria

- Quality of Services
- Need in the City for the Service
- Comparison of Public / Private Support
- Stability / Accountability
- Cultural Diversity



Cultural Services Contracts

- Cultural Organization Program (COP)
 - Largest category in Cultural Services
 - Contracts awarded to established arts and cultural organizations with year-round operating support to provide a season of programs, exhibitions, and performances for the public.
 - 2007/08: \$4.3 million to contract 42 organizations.
 - Requires *minimum* 1:3 match.



Cultural Organization Program (COP)

- Per City Cultural Policy, City support cannot exceed 25% of organization's expenses (current average is 9%).
- Broad representation of the cultural sector
 - Cultural Heritage Preservation
 - Performing Arts (Dance, Music, Theater)
 - Museums
 - Film, Video & Literature
 - Multi-Disciplines
 - Outreach/Youth Arts
- FY07/08 Contracts to be presented to City Council for approval at the 10/24/07 agenda meeting.





Cultural Services Contracts

Examples of Services

- A \$56,424 contract with the Anita Martinez Ballet Folklórico leverages \$220,000 in private funding to provide 43 programs including two major shows celebrating Cinco de Mayo and Hispanic Heritage Month, community performances, residencies and academy classes benefiting 26,700 students and families.
- A \$67,000 contract with the Dallas Children's Theater leverages \$2.8 million in private funding & provides 150,000 students & families with 350 main stage performances, 45 school site residencies & after school programs, 500 arts education scholarships for theater classes and workshops and free teacher study guides.



Cultural Services Contracts

Examples of Services

- A \$190,000 contract with The Black Academy of Arts and Letters leverages \$1.6 million in private funding to provide unique programs in visual arts, dance, music, theatre, film and literature for over 250,000 people in addition to educational programs that target at-risk children.
- A \$152,278 contract with the Dallas Opera leverages \$10.6 million in private funding to serve 67,000 people through the presentation of 5 opera productions with 4 to 5 performances of each production, 5 panel discussions, and 22 complimentary lectures, in addition to 3 student performances and 30 performances by the touring Opera Theater for Children.



FY 2007/08 Cultural Contracts Recommendation to City Council

- City Council Resolution on 10/24/07 authorizing contracts totaling \$4,477,881 (Consent Agenda # 23)
 - Cultural Organization Program (\$4,284,778)
 - Dallas Arts Learning Initiative (\$193,103)
- Funding recommended by the Cultural Affairs Commission.
- Funds available in adopted FY07/08 budget.



Cultural Services Contracts

- Questions and Comments



Appendix

- FY07/08 Cultural Organizations Program Guidelines