



**COMMUNITY ARTIST PROGRAM  
(CAP)  
2014-15 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 information for the CAP program managed by the Office of Cultural Affairs (OCA).

**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 of Dallas. CAP cultivates collaborations between artists and communities. (This program was formerly known as the Neighborhood Touring Program.)

**Community Arts Program (CAP)  
FY2015 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 of Dallas.
2. To create opportunities for artists to participate in neighborhood events such as festivals and celebrations throughout Dallas which showcase and 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 that are permanently located in the City of Dallas. 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, 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 programs 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 12<sup>th</sup> grade.

## How to Apply

The CAP application is available on line at [dallas.culturegrants.org](http://dallas.culturegrants.org) . Please read the Program guidelines and requirements for the application process which are located on the OCA website – <http://www.dallasculture.org/> . Or you can request an email copy from Charla Sanderson at [charla.sanderson@dallascityhall.com](mailto:charla.sanderson@dallascityhall.com) . All applications along with supporting material must be submitted online by the deadline date to be considered for the artist roster. Submitting an application does not mean inclusion on the artist roster. All applicants will be reviewed by a panel. The highest scoring artists/organizations will be awarded a position on the roster. Artists and organizations that are currently under contract with the CAP program are exempt from this process.

### For first time users of the online application site:

1. Go to [dallas.culturegrants.org](http://dallas.culturegrants.org)
2. Click on "Sign Up"
3. You will need to sign in the first time you go to the website and fill in an organization/artist information page. When you have submitted that you will be prompted to create a User Name and a Password. You will need this each time you log onto the website so be sure that you keep track of this information.
4. Once you have logged in you will see the "My Applications" page. **Look for the FY15 CAP Application.** "Click" on the Green Button that is labeled, "Apply"

**Applications must be submitted online on or before February 27, 2015 by 6 p.m.**

## Program Types

There are 3 different types of programs that can be applied for:

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

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

**Workshops** - 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 generally two hours.

**Residency** – Residencies 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 3-4 hours per week for a minimum of 2 weeks and a maximum of 8 weeks.

**Support Materials** are required with the online application (such as online samples of work, videos, photos of work, you tube clips, critical reviews etc). Only one application will be accepted per applicant. **Individual Artists will be required to upload a resume or Vita.** At the end of the application you will find where to upload this information.

## Application Review Process

A review panel will score proposals and will recommend the highest scoring 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 CAP 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.
5. Requests by and/or needs of the community in Dallas.

**The Allocations Committee of the Cultural Affairs Commission will review and recommend approval of applications; and all applicants will be notified of the final decision by March 13, 2015.**

## Proposal Review Criteria

Following an initial review by the Office of Cultural Affairs staff all eligible applications will be evaluated by a review panel according to the criteria below:

**Artistic Qualifications (30)** – 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?

**Need of the Community (20)** – 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?

**Artistic Merit (20)** - does the service offer a quality product that advances the preservation or perpetuation of art forms that are rooted in ethnic/cultural traditions?

**Potential of Applicant to Successfully Provide Service (10)** - is the service well planned and appropriate for the targeted audiences?

**Supplemental Materials (20)** - does the supplemental materials provided show that the artist/organization has a professional program geared for the CAP program?

## **FY15 CAP Time Line**

**February 27, 2015      Community Arts Program (CAP) Applications Due**

**February 28- March 12              CAP Panel Review**

**March 13, 2015              CAP Funded Artists Notified by Email**

### **Note:**

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

## **Service Contracts**

All CAP artists will be given instructions on scheduling of services, completing agreement forms, evaluation forms, and invoices. A signed contract must be completed with the Office of Cultural Affairs before commencement of services. The signed contract will be incorporated into contract with the City.

**If you are chosen to be on the CAP artist roster you will need to register as a City vendor if you don't already have a vendor number.** 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 on the City's website.

## **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 un-served 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/artists must submit a signed contract to the Office of Cultural Affairs at least *two weeks* prior to the commencement of each service. Services through the program must be completed by September 30, 2015.

## **Payment**

The artist/organization will submit a signed invoice to the City upon completion of each contracted service. Payment will generally be mailed within 15 business days from receipt of the invoice. In the case of long-term artist's residencies, invoices may be submitted on previously agreed upon dates during the residency. 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.

## Panel Review

Applications for the cultural services programs are evaluated by a Review Panel. In addition to application forms, applicants must provide requested support materials for the 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. The Review Panel will evaluate the artist/organization based on the online application and support materials.

## Credit Line

Host organizations awarded CAP programming should include the following credit line and logo in publications, programs, press releases, season brochures, lobby displays, advertising and public communication:



Office of Cultural Affairs  
CITY OF DALLAS

*“(Name of CAP 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.

The OCA logo can be downloaded from our website: [www.dallasculture.org](http://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”.

## CAP General Application Guidelines

1. Before you begin the application, carefully read all CAP guidelines.
2. Develop the application so that it addresses program goals and criteria.
3. Complete all required information and submit online support materials (e.g. critical reviews, web links, photos, 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 individual artists 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

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

Contact the Cultural Programs Manager to ask for any clarification or a copy of the FY15 CAP Guidelines. The OCA staff can review your proposal with you prior to the submission date.

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

# **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 (two 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.

