

Memorandum



CITY OF DALLAS

DATE June 7, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT June 12, 2019 Agenda Item 35: ArtsActivate 2020

On June 12, 2019, the City Council will consider an item related to Cultural Support Programs administered through the Office of Cultural Affairs (OCA). OCA staff will be available at the Quality of Life, Arts and Culture Committee meeting on June 10, 2019 to answer any questions related to this item.

ArtsActivate 2020

[Item 35: A resolution authorizing and establishing the ArtsActivate 2020 program, which consolidates and updates two existing Cultural Support Programs within the Office of Cultural Affairs, to further the goals of the Dallas Cultural Plan 2018 and support cultural services in the City of Dallas, and approving the program guidelines]

ArtsActivate 2020 is a consolidation of two existing programs, the Cultural Projects Funding Program and the Cultural Vitality Program. This change is recommended by the OCA and Arts and Culture Advisory Commission to further align cultural support programs with the priorities, strategies, and initiatives identified in the *Dallas Cultural Plan 2018*. Both the Arts and Culture Advisory Commission and its Allocations Committee unanimously approved recommendations in support of this item in April 2019.

ArtsActivate 2020 will continue to emphasize the goals of neighborhood/community engagement of the Cultural Vitality Program while allowing for more opportunities to apply for funding like the multiple rounds of the Cultural Projects Funding Program.

ArtsActivate 2020 seeks to improve equity through expanded and adapted programmatic offerings in Dallas neighborhoods. Applicants will be partially scored on their proposals to provide cultural services in Dallas neighborhoods, outside of the urban core of the city. The goals of ArtsActivate 2020 are:

1. Engage with the *Dallas Cultural Plan 2018* and create programming to address its priorities and initiatives.
2. Enhance understanding of and respect for diverse cultural traditions, heritages and forms of expression.
3. Increase access and inclusivity in the experience of art and creativity for communities that have been historically underserved or underrepresented.

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4. Connect individuals from diverse cultures, ages and economic means in an effort to strengthen communities and/or neighborhoods through the arts.
5. Invest in historically underserved communities with artists or organizations rooted in that community to build individual capacity and economic viability.

If you have questions, please contact me or Jennifer Scripps, Director of Cultural Affairs.



Joey Zapata
Assistant City Manager

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
Mark Swann, City Auditor
Biliera 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
Michael Mendoza, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Laila Aleqresh, Chief Innovation Officer
Directors and Assistant Directors