

CULTURAL ARTS FUNDING

ECONOMIC DEVELOPMENT DEPARTMENT

JULY 16, 2018



Economic Development Department

The Cultural Arts Division (CAD) supports the economic development, community development, and revitalization of the City by strengthening and promoting arts, culture, and creative industries for purposes of attraction and retention of businesses, preserving quality of life for residents, and cultivating tourism.

Cultural Diversity as an **Economic Strength**



Cultural Arts Funding Program

The City of Austin provides cultural arts programs for the Austin community by contracting with arts organizations for specific services. These contracts are referred to as Cultural Services Agreements, or Cultural Contracts and are funded by Hotel Occupancy Tax (HOT).



Roles and Responsibilities

Austin City Council

- Establishes overall cultural funding policy and annual program budget;
- Authorizes all contracts made under the Cultural Arts Funding Programs to arts and cultural organizations; and
- Appoints members of the Austin Arts Commission

Arts Commission

- Arts Commission – Develops Funding Guidelines

Cultural Arts Division Staff

- Peer Panels – Selected by CAD staff to Evaluate all proposals except Community Initiatives and Capacity Building
- Make sure applications comply with the law

Cultural Funding Program

- The **Core Funding Programs** offer organizational and project support to local 501c3 arts and culture organizations, as well as qualifying individual artists and organizations.
- The **Community Initiatives Program** offers funding to support the marketing, production, and presentation of public performances and exhibitions by nonprofits arts and culture organizations, as well as qualifying individual artists and organizations.
- The **Cultural Heritage Festivals Program** provides funding to local 501c3 nonprofit organizations to strengthen the marketing, production, presentation, and funding of a culturally-specific festival.
- The **Capacity Building Program** provides funding to 501c3 nonprofit arts organizations with budgets under \$200,000 and to individual artists to provide professional development opportunities that enhance and strengthen the infrastructure and workforce of Austin's creative sector.

Other Programs/Services

- **TEMPO Programs** allows artists to propose and create temporary public artworks in a range of themes suitable for the outdoor environment. It provides the opportunity for innovative, thought-provoking artwork that impacts the way people experience their environment, and invites dialogue and interaction with others.
- **NowPlayingAustin** offers an online portal for arts, culture, music and fun and is part of a national network of arts and entertainment sites.
- **Zachary Scott Maintenance** provides funding to support maintenance of theater.
- **Omnibus** - TBD.

Program Award Process

- The peer review panels are comprised of artists, arts administrators, or other individuals with a knowledge or appreciation of the arts. A slate of potential panelists is approved by the Arts Commission. Cultural Arts staff then selects panel members with the objective of having diverse panels.
- Most panelists are from Austin, with only 8 of this year's 80 panelists being from out of town. Panelists include members of the LGBTQ community. In Fiscal Year 17-18, EDD's Cultural Funding peer panels had an ethnic composition of 14% Asian, 28% Black, 23% Hispanic, as well as 2 multi-ethnic panelists, 1 Native American, and 1 Pacific Islander.
- The panel scores the applications but does not determine a dollar amount. Instead, scores high enough to receive funding (75 or above on a 100-point scale) are plugged in to a funding matrix to determine award amounts. The parameters of the funding matrix are voted on by the Arts Commission, the Cultural Funding budget is adopted by City Council as part of the official City budget, and then City Council approves all awards over City Manager authority before the new fiscal year.

All Funds - Cultural Funding History



	FY 16 - all contracts			FY 17 - all contracts			FY 18 - all contracts*		
Discipline	Award	Award Percentage	Contracts	Award	Award Percentage	Contracts	Award	Award Percentage	Contracts
Dance	\$935,067	10%	38	\$1,122,857	10%	43	\$1,198,132	10%	48
Literature	\$142,717	2%	10	\$185,504	2%	9	\$227,104	2%	14
Media Arts	\$869,157	9%	39	\$1,071,012	10%	52	\$1,121,504	9%	53
Multidisciplinary	\$2,108,376	23%	75	\$2,456,846	23%	99	\$2,771,531	23%	114
Music	\$2,110,995	23%	95	\$2,469,772	23%	91	\$2,737,020	23%	124
Theater/Performance Art	\$1,838,421	20%	62	\$2,146,787	20%	66	\$2,163,533	18%	84
Visual Arts/Public Art	\$1,152,797	13%	57	\$1,401,597	13%	57	\$1,754,880	15%	101
Total	\$9,157,530		376	\$10,854,375		417	\$11,973,704		538
							*all contracts as of July 2, 2018		

Core Cultural Funding History



	FY 16 - Core			FY 17 - Core			FY 18 - Core		
Discipline	Award	Award Percentage	Contracts	Award	Award Percentage	Contracts	Award	Award Percentage	Contracts
Dance	\$836,807	10%	26	\$1,013,631	10%	31	\$1,078,694	10%	29
Literature	\$121,492	1%	7	\$175,504	2%	7	\$209,544	2%	8
Media Arts	\$710,526	9%	18	\$998,403	10%	41	\$997,822	9%	32
Multidisciplinary	\$1,902,827	23%	47	\$2,226,019	22%	71	\$2,584,507	24%	72
Music	\$1,887,933	23%	63	\$2,231,406	22%	70	\$2,432,378	22%	76
Theater/Performance Art	\$1,766,046	21%	45	\$2,104,012	21%	59	\$2,069,883	19%	51
Visual Arts/Public Art	\$1,018,914	12%	28	\$1,283,831	13%	38	\$1,607,380	15%	47
Total	\$8,244,545		234	\$10,032,806		317	\$10,980,208		315

All Contracts – ALAANA Breakdown*

	FY 16		FY 17		FY 18	
Total Funding by Race Code	# contracts	Award Amount	# contracts	Award Amount	# contracts	Award Amount
No Single Group Represented	71	\$ 1,492,491.00	74	\$ 2,680,665.00	81	\$ 2,318,874
Asian	21	\$ 219,894.00	18	\$ 268,036.00	29	\$ 389,713
Black/African American	34	\$ 352,948.00	36	\$ 375,118.00	46	\$ 529,128
Hispanic/Latino	40	\$ 831,250.00	45	\$ 1,031,216.00	66	\$ 1,113,289
Majority Minority	13	\$ 137,163.00	25	\$ 426,015.00	29	\$ 501,950
Native American	2	\$ 107,500.00	2	\$ 103,679.00	1	\$ 90,918
Native Hawaiian/Pacific Islander	0	\$ -	1	\$ 8,800.00	1	\$ 13,350
White	196	\$ 6,016,284.00	216	\$ 5,960,846.00	285	\$ 7,025,507
TOTAL	377	\$ 9,157,530	417	\$ 10,854,375	538	\$ 11,982,729

*As reported by the applicant.

Ethnic Breakdown by Funding Programs

FY 16			FY 17			FY 18		
Community Initiatives		# contracts	Award Amount	# contracts	Award Amount	# contracts*	Award Amount	
	No Single Group Represented	20	\$ 83,320	6	\$ 30,000	17	\$ 50,500	
	Asian	6	\$ 21,000	3	\$ 15,000	7	\$ 28,750	
	Black/African American	12	\$ 50,500	12	\$ 57,000	20	\$ 81,000	
	Hispanic/Latino	5	\$ 19,000	4	\$ 20,000	24	\$ 97,750	
	Majority Minority	3	\$ 11,956	5	\$ 25,000	6	\$ 20,250	
	Native American	0	\$ -	0	\$ -	0	\$ -	
	Native Hawaiian/Pacific Islander	0	\$ -	0	\$ -	0	\$ -	
	White	49	\$ 197,382	24	\$ 116,907	70	\$ 215,850	
	<u>TOTAL</u>	<u>95</u>	<u>\$ 383,158</u>	<u>54</u>	<u>\$ 263,907</u>	<u>144</u>	<u>\$ 494,100</u>	
							*as of July 2, 2018	
Core		# contracts	Award Amount	# contracts	Award Amount	# contracts	Award Amount	
	No Single Group Represented	49	\$ 1,395,121	62	\$ 2,601,115	59	\$ 2,232,149	
	Asian	12	\$ 173,650	11	\$ 192,201	11	\$ 207,114	
	Black/African American	7	\$ 112,818	12	\$ 122,516	11	\$ 127,607	
	Hispanic/Latino	23	\$ 681,982	28	\$ 870,675	28	\$ 864,516	
	Majority Minority	6	\$ 92,382	17	\$ 362,765	21	\$ 420,590	
	Native American	1	\$ 93,400	1	\$ 89,579	1	\$ 85,418	
	Native Hawaiian/Pacific Islander	0	\$ -	1	\$ 8,800	1	\$ 10,000	
	White	136	\$ 5,695,192	185	\$ 5,785,155	183	\$ 6,700,714	
	<u>TOTAL</u>	<u>234</u>	<u>\$ 8,244,545</u>	<u>317</u>	<u>\$ 10,032,806</u>	<u>315</u>	<u>\$ 10,648,108</u>	

Ethnic Breakdown by Funding Programs

FY 16			FY 17			FY 18		
CSMS (FKA Cultural Expansion Program)								
	# contracts	Award Amount	# contracts	Award Amount		# contracts	Award Amount	
No Single Group Represented	1	\$ 7,050	1	\$ 7,050		5	\$ 25,225	
Asian	2	\$ 15,725	1	\$ 14,550		11	\$ 55,950	
Black/African American	5	\$ 36,675	4	\$ 26,625		16	\$ 82,400	
Hispanic/Latino	6	\$ 63,725	6	\$ 63,725		9	\$ 100,925	
Majority Minority	2	\$ 20,475	2	\$ 23,250		6	\$ 58,050	
Native American	1	\$ 14,100	1	\$ 14,100		1	\$ 5,500	
Native Hawaiian/Pacific Islander	0	\$ -	0	\$ -		1	\$ 3,350	
White	1	\$ 15,000	1	\$ 15,000		12	\$ 60,550	
TOTAL	18	\$ 172,750	16	\$ 164,300		61	\$ 391,950	
FY 16			FY 17			FY 18		
Cultural Heritage Festivals Program								
	# contracts	Award Amount	# contracts	Award Amount		# contracts	Award Amount	
No Single Group Represented	0	\$ -	0	\$ -				
Asian	1	\$ 9,519	1	\$ 24,285		3	\$ 89,899	
Black/African American	6	\$ 105,455	7	\$ 161,477		8	\$ 229,121	
Hispanic/Latino	3	\$ 29,043	2	\$ 31,100		2	\$ 36,873	
Majority Minority	1	\$ 4,850	0	\$ -				
Native American	0	\$ -	0	\$ -				
Native Hawaiian/Pacific Islander	0	\$ -	0	\$ -				
White	2	\$ 44,610	0	\$ -				
TOTAL	13	\$ 193,477	10	\$ 216,862		13	\$ 355,893	

Funding Requested vs Funding Awarded

	FY16 - All Funding Programs			FY17 - All Funding Programs			FY18 - All Funding Programs*		
Cultural Arts Funding Program	Total Requested	Total Awarded	Total % of funding need not met	Total Requested	Total Awarded	Total % of funding need not met	Total Requested	Total Awarded	Total % of funding need not met
Core	\$9,881,746	\$8,244,545	17%	\$15,318,288	\$10,032,806	35%	\$17,639,068	\$10,648,108	40%
Culturally Specific Marketing Supplement (Cultural Expansion prior to FY 18)	\$221,471	\$172,750	22%	\$179,375	\$164,300	8%	\$573,000	\$391,950	32%
Cultural Heritage Festivals Program	\$249,476	\$193,477	22%	\$246,541	\$216,862	12%	\$774,520	\$355,893	54%
Capacity Building	\$281,360	\$163,600	42%	\$329,384	\$176,500	46%	\$93,678	\$92,678	1%
Community Initiatives	\$421,389	\$383,158	9%	\$351,907	\$327,657	7%	\$535,850	\$494,100	8%
Total	\$11,055,442	\$9,157,530	17%	\$16,425,495	\$10,918,125	34%	\$19,616,116	\$11,982,729	39%
							* As of July 2, 2018		

QUESTIONS?

