

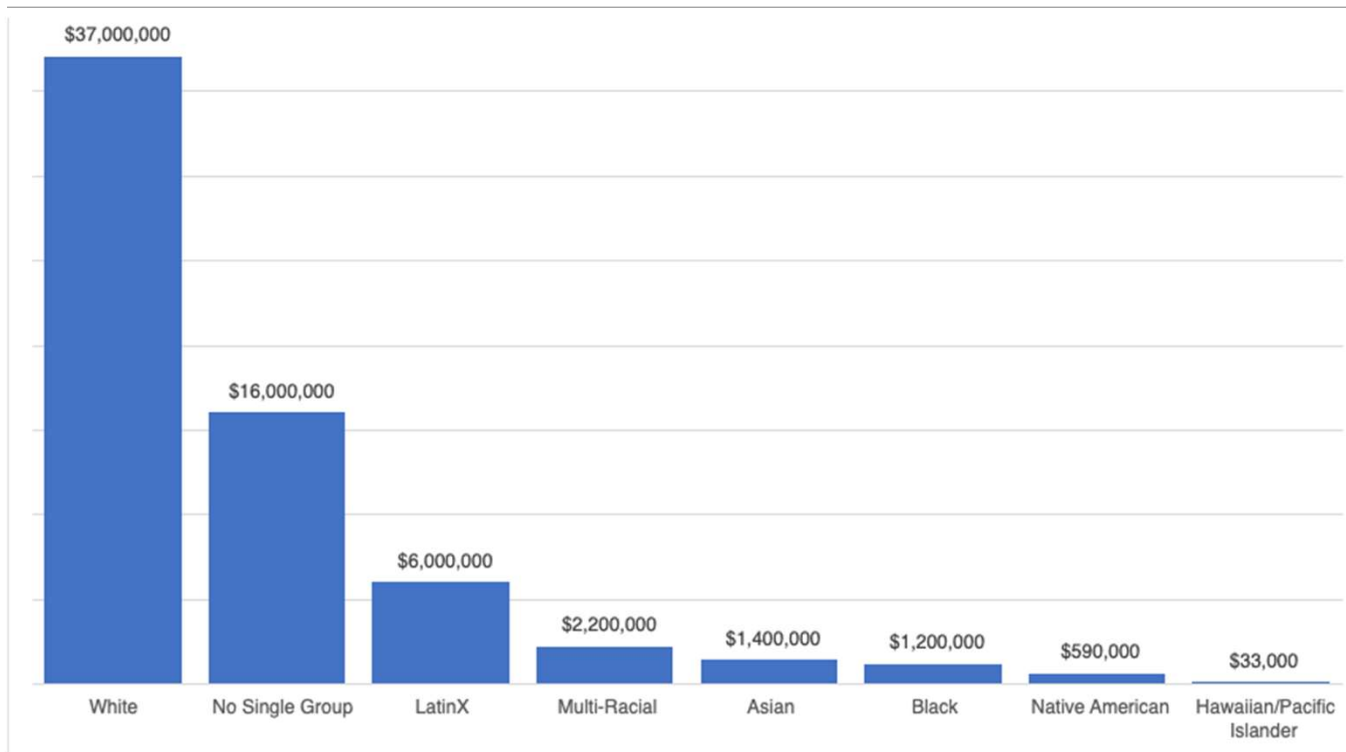
Cultural Arts Funding Review Process Update

ECONOMIC DEVELOPMENT DEPARTMENT

APRIL 18, 2022

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Concerns of Inequitable Distribution*



*Data shows leadership/staff demographics FY15-FY 21 only. We recognize this is only one indicator.

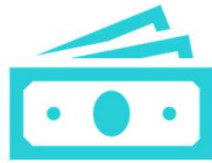


Problem: we are trying to address 50 years of inequitable distribution of funding through the Cultural Funding programs due to the historical policies, practices, and (in)accessibility of our programs.

Impetus to Revise the Guidelines



2017: Cultural Funding Program
Responsiveness Working Group



2018: Funding cuts for the first
time (11%)



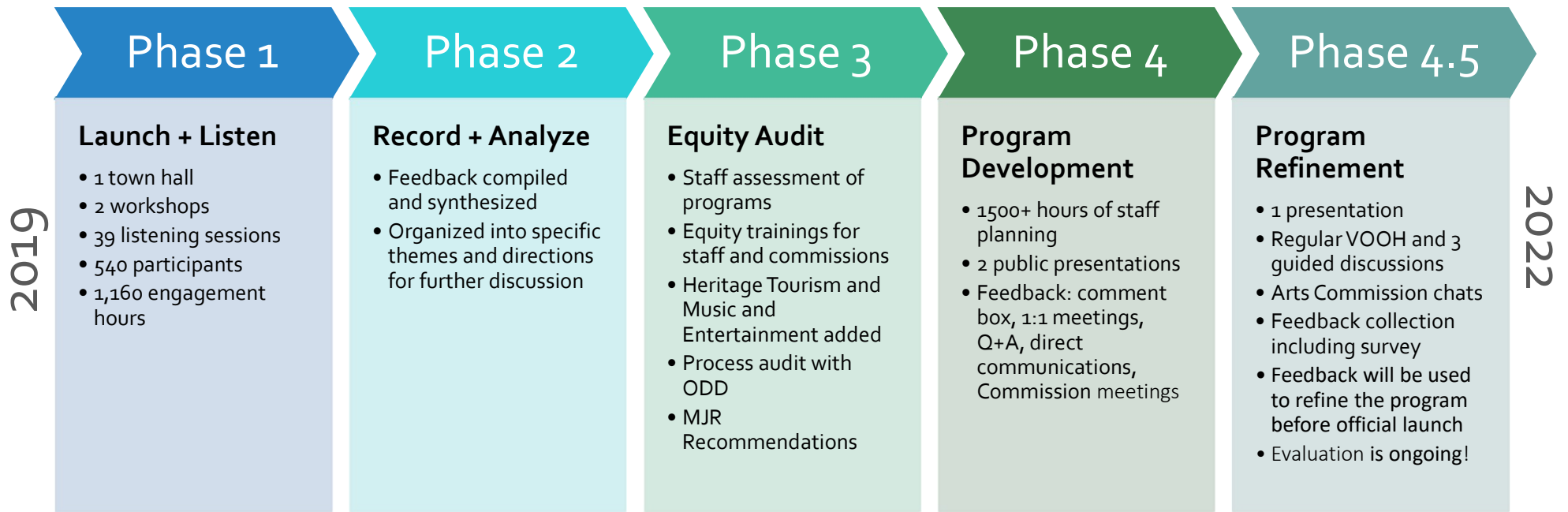
COA Equity Statement:
Strategic Direction 2023

Cultural Funding Review Goal



The desired goal is to **sustain** and **grow** Austin's **cultural infrastructure** so that all may share in the **economic** and **employment** benefits of the heritage preservation and creative sectors, as well as upholding the City's **commitment** to racial **equity** per the City of Austin's Equity Office standards and goals.

Cultural Funding Review Process



Feedback informed every aspect of program development including program **priorities**, application **scoring**, **rubrics**, and process **improvements**.

Guided by Community Engagement

Large Events

6 community events

1,002 attendees

Facilitated Conversations

5 facilitated conversations

61 attendees

Small Group Listening Sessions

10 listening sessions

213 attendees

Multiple **Public Presentations**

4 **Guided Conversations**

with in-meeting Menti surveys

1:1 Meetings with staff/consultant

Virtual Open **Office Hours**

2-4 times per month

Newsletters every month

Virtual Comment Box



Holistic Funding Ecosystem

Nexus

- Nurture new and emerging applicants by funding creative public projects developed through community activation and/or collaboration

Elevate

- Creative and administrative expenses of cultural producers that amplify equity and prioritize inclusive programming.

Thrive

- Focused investment to sustain and grow arts organizations that are deeply rooted in, and reflective of Austin's diverse cultures.

Reflecting the Vibrancy of Austin

Nexus

- **\$5,000**
- **40-50** awards/cycle
- 2 cycles/ year
- Project Funding
- New/Emerging
- Who can apply:
 - *Small Organizations (<\$150k Budget)*
 - *Individual Artists*
 - *Groups/ Collectives*

Elevate

- **\$7,500 - \$50,000**
- Up to **100** awards
- **1-year** contract
- Flexible Funding
 - creative, administrative, and operational expenses
- Who can apply:
 - *Arts Organizations (any budget size)*
 - *Individual Artists*
 - *Arts/Culture Groups/Collectives*

Thrive

- **\$70,000 - \$120,000**
- **30-45** awards
- **2-year** contract
- Flexible Funding
 - Operational/ Capital
- Cohort Option
- Displacement risk/ Marginalized/Underfunded
- Who can apply:
 - **501(c) Arts Organizations**
 - *5+ Years in Austin*
 - *Average award <\$100k*

Pilot Programs Solutions



OPEN TO
EVERYONE



NO MATCHING
FUNDS



AWARD NOT
BASED ON
EXISTING BUDGET

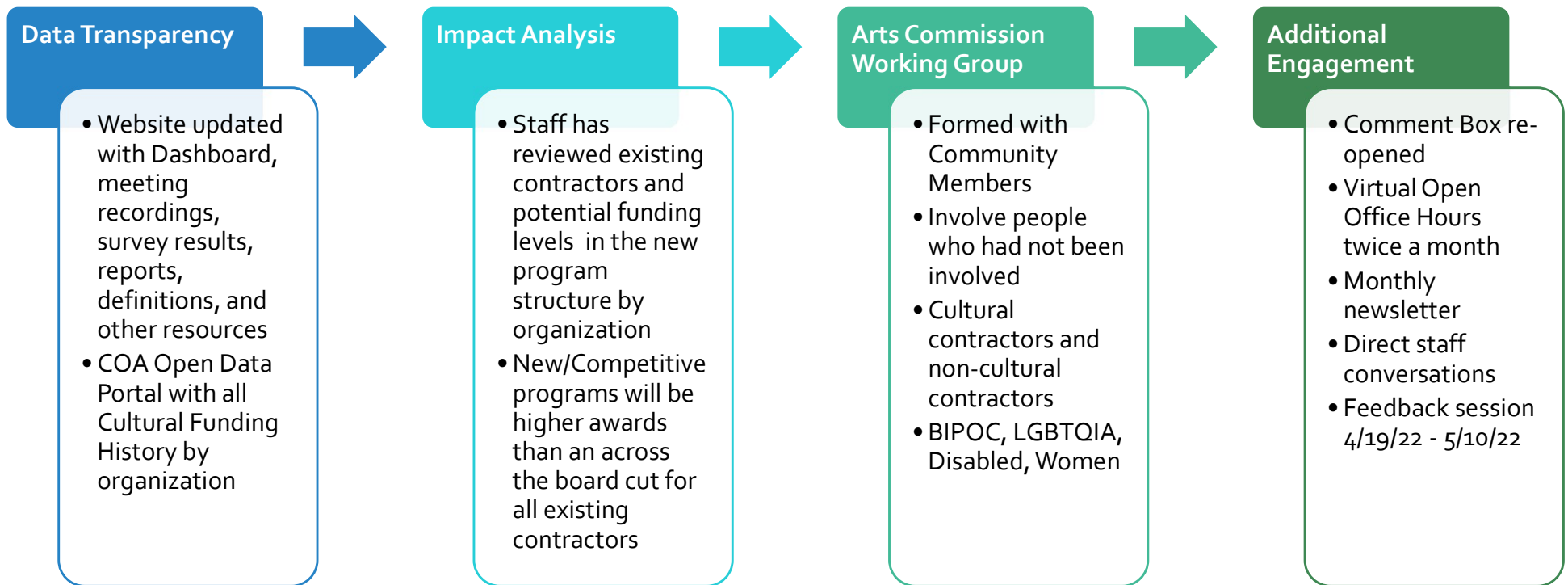


COMPETITIVE
PROCESS



TRANSITION PLAN

Milestones since September 2021



Target Concern: HOT Funds



Why are you moving from Projections to Actuals?

- Limited HOT funds
- Err on the side of caution
- Have wanted to make this change for years

Target Concern: Review Panels



How are you fixing the Panel Review process?

- Department-wide recruitment starting soon!
- Formalized training
- Detailed scoring rubric to reduce subjectivity
- Fewer Narrative questions

Target Concern: Fiscal Sponsorship



Why are you getting rid of Fiscal Sponsorship?

- We are not!
- It is **optional** for increased flexibility.
- Applicant can decide what is best for them.

Target Concern: Nexus Collaboration



Why are you requiring community collaboration?

- We are not!
- It is **optional** for increased flexibility.
- Applicant can decide what is best for them.

Target Concern: Thrive Cohort



Why does Thrive have more deliverables?

- It does not!
- All cohort events/activities are **optional**.
- Applicant can decide what is best for them.
- No Final Report at the end of Year 1
 - "Interim Report" is a conversation with contract manager

Target Concern: CFP Management



How are you fixing internal issues?

- Stagger Program Schedule
- Fewer total contracts
- Limit Pre-Contract Materials
- Automate Contracting Processes

Pilot Guidelines will Achieve Goal



GOAL: Sustain and grow Austin's cultural infrastructure so that all may share in the economic and employment benefits of the heritage preservation and creative sectors, as well as upholding the City's commitment to racial equity.

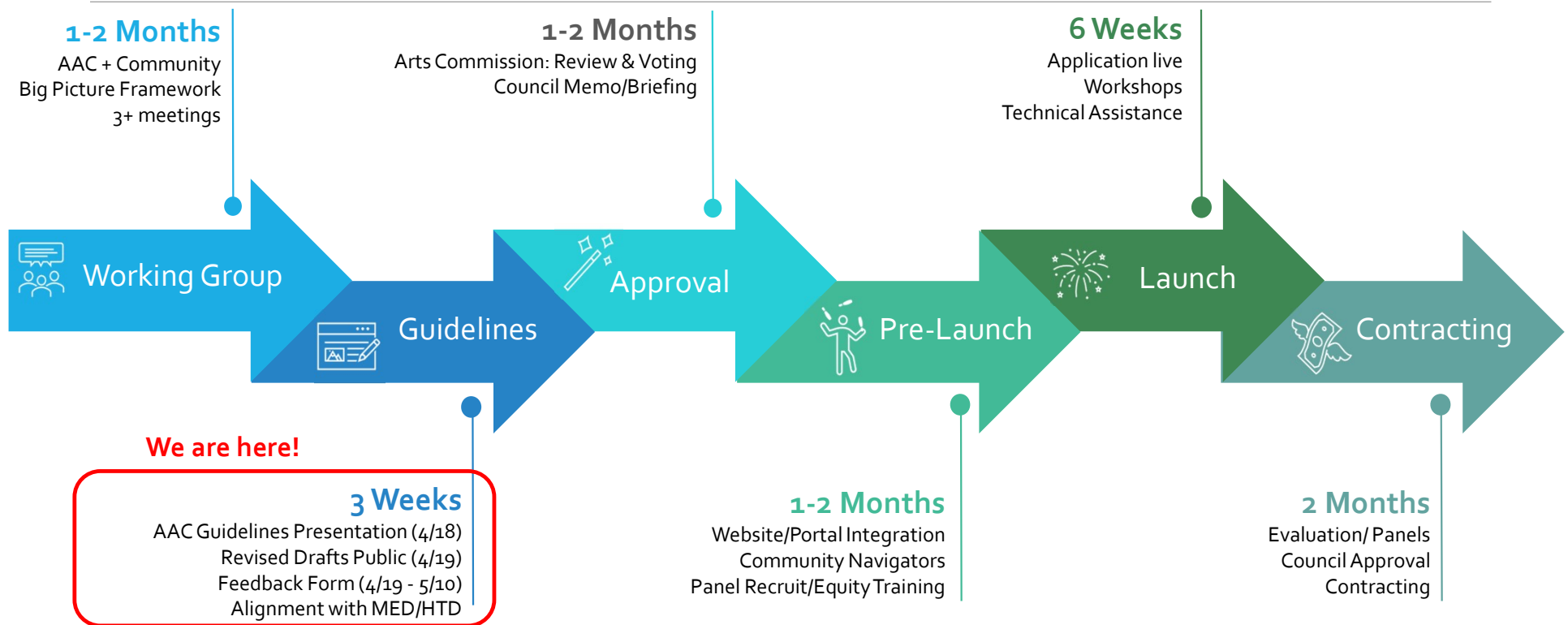
Prioritizing equity

Community-driven and centered process

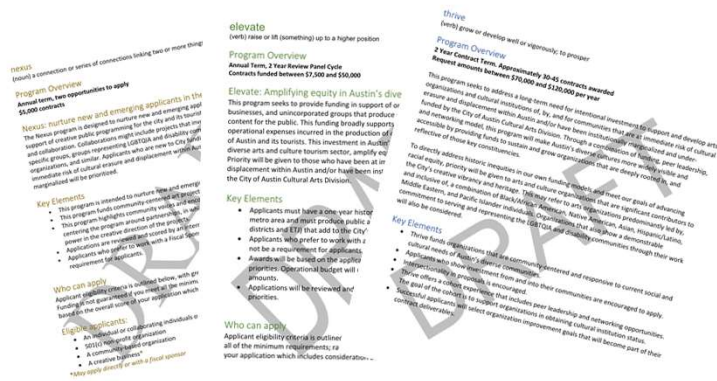
Encourages **new** talent, supports **established** cultural producers, and invests in the development of **diverse** cultural institutions

Open to all contributing to the vibrancy of Austin's diverse cultural ecosystem

Next steps



Public Feedback Open! April 19th – May 10th

The image is a screenshot of a survey titled 'Cultural Funding Pilot Programs Feedback'. It includes a header with the title and a brief introduction. The survey consists of three main questions: 1. 'After watching the Arts Commission presentation and/or reading the revised DRAFT program guidelines, how do you feel about them?' with a 5-star rating scale. 2. 'Do you identify as?' with checkboxes for 'A person of color', 'LGBTQ+ community member', 'Disability community member', 'A person with Limited English Proficiency', 'Woman or woman identifying', and 'None of the above'. 3. 'Scale of 1-5, how likely are you to apply to at least one of the pilot programs?' with a 5-point scale from 'Not likely to apply' to 'Very likely to apply'.

Read the Guidelines

- Draft [Nexus link](#)
- Draft [Elevate link](#)
- Draft [Thrive link](#)
- Draft [Program Details link](#)

Take the Survey

- Feedback Form [Link](#)

