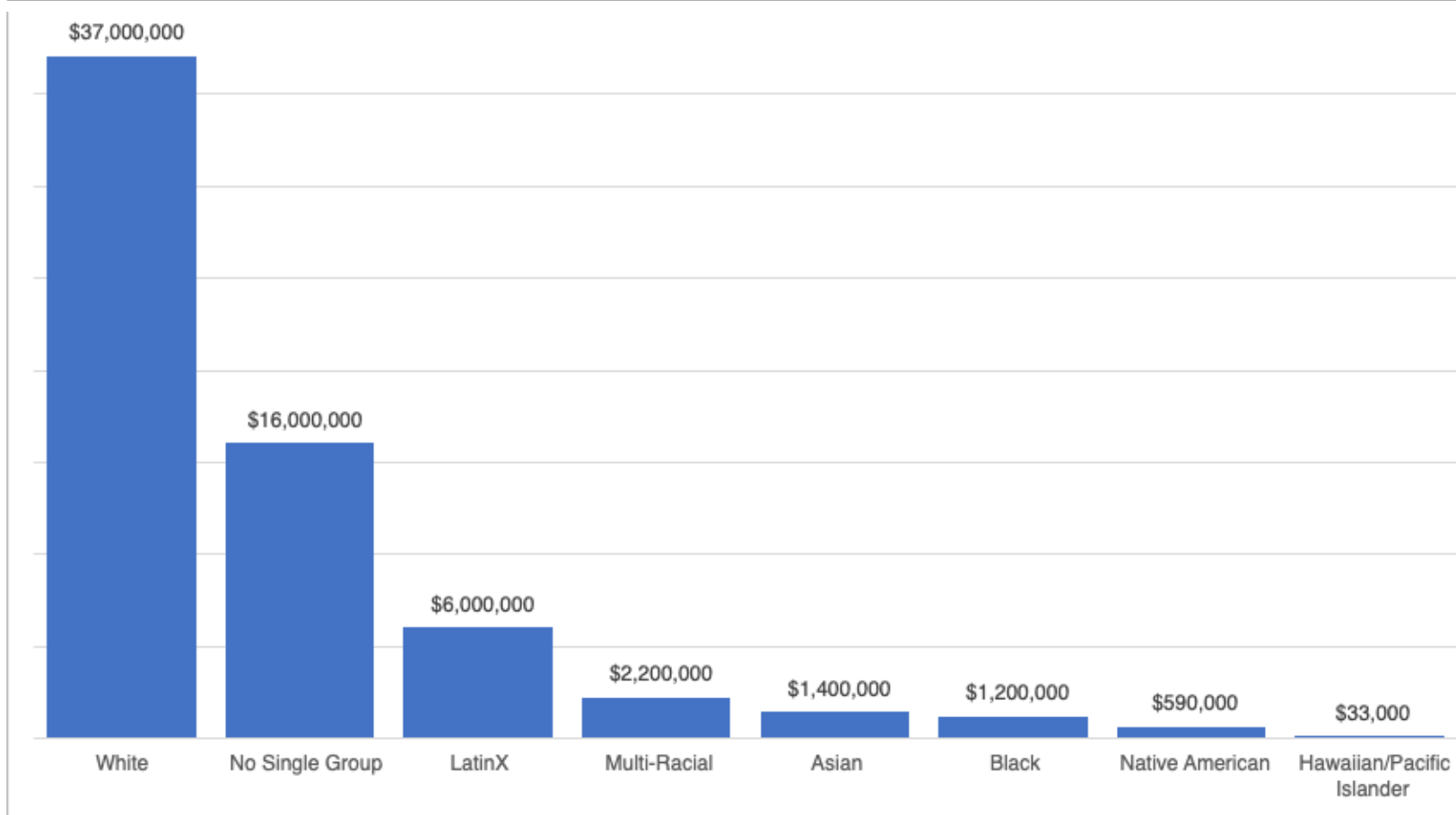


FY23 Cultural Funding Programs Update

CITY OF AUSTIN ECONOMIC DEVELOPMENT DEPARTMENT

JUNE 28, 2022

Concerns of Inequitable Distribution*



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



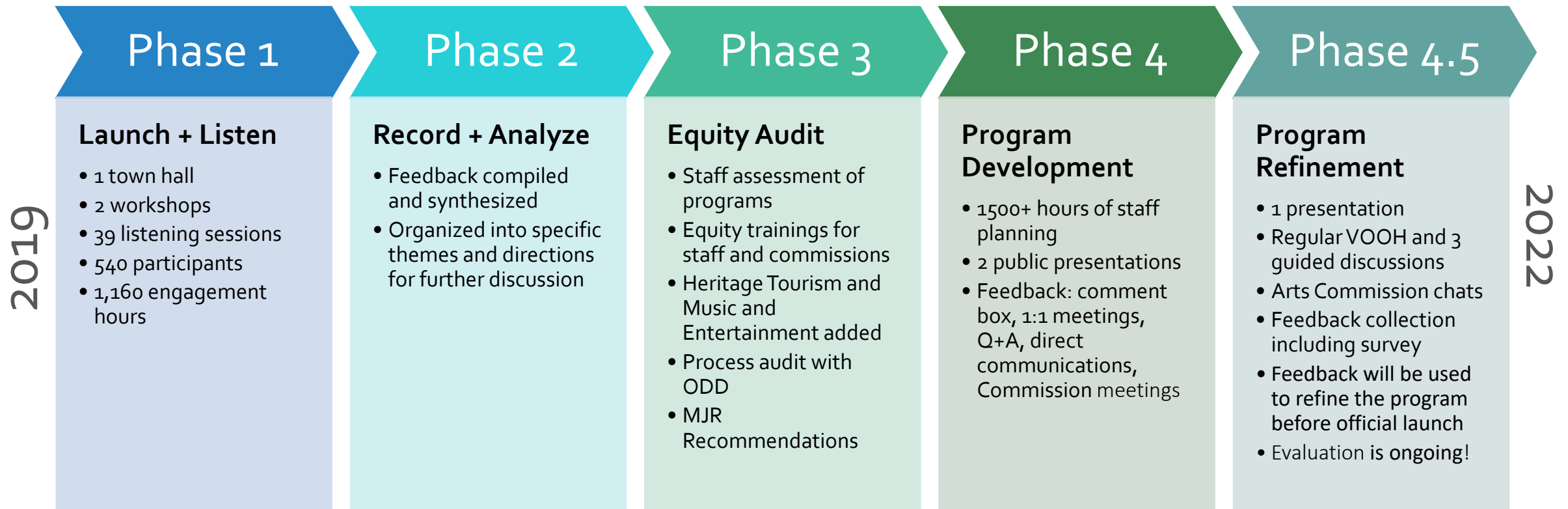
Problem: we are trying to address 50 years of inequitable distribution of funding through the Cultural Funding programs due to the historical policies, practices, and (in)accessibility of our programs.

Equitable 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**.

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.

Pilot Program **Nexus** in Detail

	Nexus
Goal	Encourage new talent
Contract Term	6 Months
Type of Funding	Project Funding Only
Who can apply?	Individuals/ Groups* (*cooperatives, non-profit organizations, businesses, partnerships, etc.)
Selection Process	3 COA Staff + Rubric
Draft Total Available Funds	~\$500,000
Draft Award Amounts	\$5,000
Draft Number of Awardees	100 (50 per cycle; 2 cycles/year)

Pilot Program **Elevate** in Detail

	Elevate	
	Elevate (Non-501c)	Elevate+ (501c only)
Goal	Support established cultural producers	
Contract Term	1 year	1 year
Type of Funding	Flexible: Project/Operating	Flexible: Project/Operating
Who can apply?	Artists; Arts/Culture Groups* w/ budgets <\$500k	Arts/Culture 501(c) s only
Selection Process	Panel	Panel
Draft Total Available Funds	~\$1,000,000	~\$3,000,000
Draft Award Amounts	\$10,000 - \$30,000	\$10,000 - \$75,000
Draft Number of Awardees	35	65

Pilot Program **Thrive** in Detail

	Thrive
Goal	Invest in diverse cultural institutions
Contract Term	2 years
Type of Funding	Flexible: Project/Operating (+Optional Networking/ Coaching/ Classes)
Who can apply?	501(c) only with 5-year operating history in Austin
Selection Process	Panel
Draft Total Available Funds	~\$3,000,000
Draft Award Amounts	\$80,000 - \$150,000
Draft Number of Awardees	35

Revisions to the Heritage Preservation Grant Guidelines



2017: Interagency Visitor Impact Task Force & (2018) Heritage Grant Working Group



People-centered preservation that honors the full diversity of the ever-evolving American story – *National Trust for Historic Preservation*

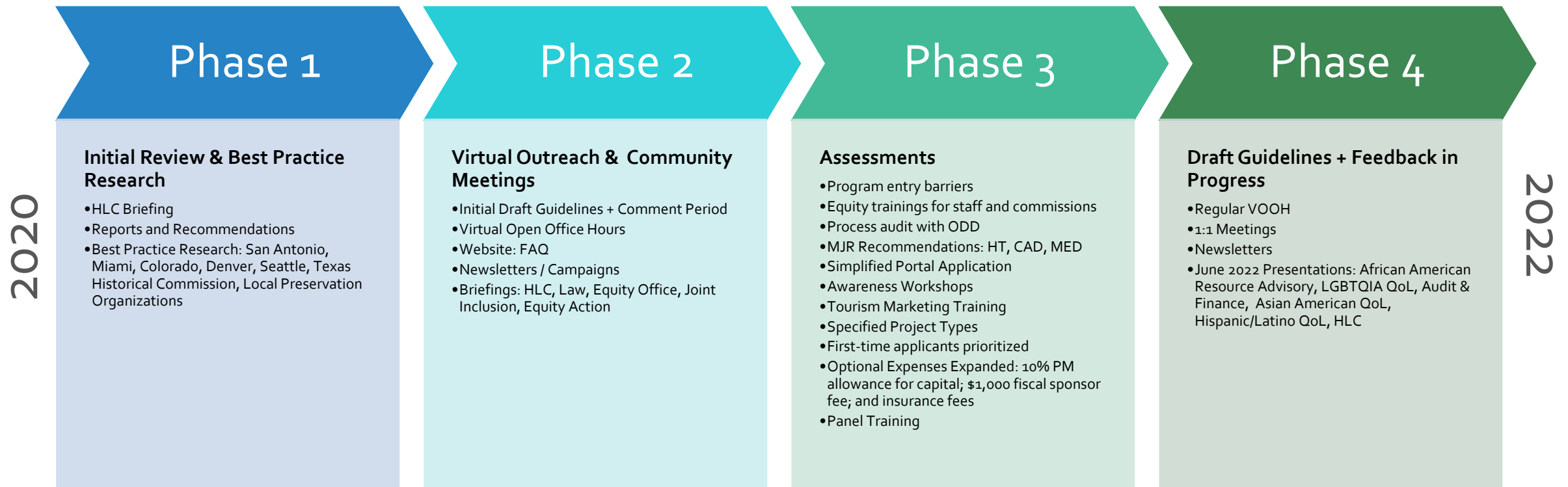


COA Equity Statement: Strategic Direction 2023



2023: Historic Preservation Plan Update

Heritage Preservation Grant Review Process



Heritage Preservation Grant

	Funding for Historic Place-Based Projects		
	Capital	Planning	Educational
Goal	Preservation of historic sites and diverse history-informing projects that encourage heritage tourism		
Contract Term	2 years	2 years	2 years
Type of Funding	Project	Project	Project
Who can apply?	Non-Profit / For Profit	Non-Profit / For Profit	Non-Profit / For Profit
Historic Designation	Designation Required	Designation Required	Designation Required
Project Bids	Two Project Bids Required		
Selection Process	Interdepartmental / Panel	Interdepartmental / Panel	Interdepartmental / Panel
Draft Award Amounts	\$15,000 - \$250,000	\$15,000 - \$30,000	> \$10,000

Heritage Preservation Grant

	Marketing of <i>Historic</i> Culturally Significant Projects
Goal	Promote and Explore Austin heritage, history, and heritage tourism
Contract Term	2 years
Type of Funding	Project
Who can apply?	Non-Profit / For Profit
Historic Designation	Designation Not Required
Project Bids	Two Project Bids Required
Selection Process	Staff Review / Panel
Draft Award Amounts	\$30,000

Heritage Preservation Grant Proposed Scoring Criteria



Preservation Impact

Heritage Tourism Impact

Access & Impact

Project Budget and Bids

Live Music Fund Event Program – *Inaugural Pilot Program*

Program Purpose

- Encourages, promotes, improves, and showcases Austin's diverse live music industry through supporting live and online music events, recording studio production, music video production, replication (vinyl, CD, cassette printing), and broadcasting (radio, tv, podcasts).
- Supports Austin's professional musicians, bands & independent promoters who produce the above activities that can be marketed to local audiences, visiting and potential tourists, and conventions delegates.
- To support the principles of Preservation, Innovation, and Elevation & Collaboration (PIE) as described in Music Commission [Recommendation 20201019-2bii](#).

Live Music Fund Event Program

	Pilot Program Details
Goal	Encourages, promotes, improves, and showcases Austin's diverse live music industry
Contract Term	1 year
Type of Funding	Project Expenses
Who can apply?	Professional Musicians & Independent Promoters
Selection Process	Highest scored Applicants until funding is expended
Est. Total Available Funds	~\$3,000,000
Award Amounts	\$5,000 - \$10,000
Est. Number of Awardees	300-600

Live Music Fund Event Program – *Scoring Criteria*

Access To Services – 30 POINTS

- Applicant demonstrates greatest level of urgent need and lack of access to health services and financial capacity & support
- Applicant and/or Project located in Qualified Census Tract (QCT)

Preservation – 20 POINTS

- Project celebrates or showcases diverse cultural heritage and music history
- Project is presented or produced in the African American Cultural and Heritage District

Innovation – 20 POINTS

- Project highlights accessible tools and technologies ensuring the project is revenue generating and can be accessed by a wide range of residents and visitors
- Marketing plan for new audience development & cultural tourism for reaching new audiences, conference attendees, and potential visitors

Elevation & Collaboration – Up To 20 POINTS

- Applicant demonstrates a critical need for professional and technical assistance
- Project highlights emerging professional musicians and/or new collaborators and partners

Event Budget Template – 10 POINTS

Live Music Fund Event Program – *Contract Commitments*

Musician & Creative Worker Compensation

- Professional Musicians (\$200 / Hour Per Artist Minimum)
- Project Creative Workers (\$22 / Hour City of Austin Minimum)

Business Training & Professional Development: *No-cost options provided by The City of Austin*

- **Technical Assistance:** Agree to participate in technical assistance or other capacity building support provided by the City of Austin (workshops related to business development, financial planning, etc.)
- **Professional Development:** Agree to participate in or host professional development opportunities for the community (speaker, workshop, webinar, panel, etc.)

Diversity, Equity & Inclusion Training: *No-cost options provided through the City of Austin*

The City of Austin is focusing on undoing the policies and practices that have led to historic systemic inequities with special attention paid to business ownership, employment, artist of color and genre development, and audience outreach and development:

- **Undoing Systemic Racism Training**
- **Austin Music Equity Strategic Plan**

EDD Process Timeframe

May 25th / June 15th – Council Audit & Finance Committee Meeting

May 31st – Arts Commission meeting

June 6th – Music Commission meeting

June 7th – African American Resource Advisory Commission presentation

June 13th – LGBTQIA+ QOL Commission presentation

June 21st – Asian American QOL Commission presentation

June 28th – Hispanic/Latino QOL Commission presentation

June 29th – Arts Commission meeting (vote)

July 2022 – Panel Recruitment begins

September 8th – Launch **Heritage Preservation Grant**

October 12th – Cultural Arts Funding Pilot Program: **Thrive** launches

February 2023 – Tentative **Nexus** launch

March 2023 – Tentative **Elevate** launch

Summer 2023 – Tentative **Live Music Fund Event Program** launch