



**RCA
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 2
AGENDA DATE:** Thu 04/01/2004
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SUBJECT: Approve a resolution authorizing revised policies and procedures for the City's Cultural Arts Funding Program.

AMOUNT & SOURCE OF FUNDING: N/A

FISCAL NOTE: There is no unanticipated fiscal impact. A fiscal note is not required.

REQUESTING Economic Growth and **DIRECTOR'S**
DEPARTMENT: Redevelopment Services **AUTHORIZATION:** Sue Edwards

FOR MORE INFORMATION CONTACT: Sue Edwards, Director / 974-7820; Vincent Kitch, Cultural Arts Program Manager / 974-9310

PRIOR COUNCIL ACTION: 03/06/03 – Council approved an ordinance repealing Sections 2-4-54 (B) and 2-4-55 of the City Code relating to the review process by which the Arts Commission makes recommendations for arts contracts.

BOARD AND COMMISSION ACTION: Recommended by the Arts Commission.

PURCHASING: N/A

MBE / WBE: N/A

The purpose of this action is to approve new policies and procedures for the City's Cultural Arts Funding Program. The Cultural Arts Funding Program encourages, develops, and facilitates an enriched environment of artistic, creative, cultural activity within the City of Austin and its Extra Territorial Jurisdiction. The City's vision for Cultural Arts is to:

- Create a distinct world-class environment where arts and culture are an integral part of the community and economy;
- Allow access by residents and visitors to a robust selection of arts and culture; and
- Provide opportunities for artists of all disciplines to engage in meaningful work

The City funds the Cultural Arts Program through an allocation of Hotel Occupancy Tax revenues (15% of the total), which resulted in \$3.2 million for FY 2004. In March 2003, the program was moved to the Economic Growth and Redevelopment Services Office to better integrate the arts, culture, and creative industry development into the broader economic policies and priorities of the City. The new policy and procedures for the Cultural Arts Funding Program are the product of nearly two years of work by the Austin arts community, consultants and City staff. This endeavor resulted from recommendations by the City Auditor in September 2002, and from consultants hired to evaluate the former Parks and Recreation Department's Cultural Contracts Funding Process. The revised policies also reflect the work by the Mayor's Economic Development Task Force's Creative Economy and Cultural Vitality Subcommittee, which focused on strengthening the linkage between economic development and Austin's arts, culture,



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and creative industries.

The new program categorizes the eligibility of funding recipients by their size and purpose, as well as artistic discipline. The new program has four basic funding categories: Institutional Support, Project Support, Community Initiatives, and Special Opportunities.

- ***Institutional Support*** is available to major arts and cultural organizations to support the operating costs of ongoing annual programming, up to \$200,000.
- ***Project Support*** is provides up to \$50,000 for organizations and up to \$25,000 for individual artists to support the costs of a specific community based arts projects.
- ***Community Initiatives*** also provides funding for the costs of a spccific performance or visual art project, but the projects are small, and funding are limited to \$5,000 or less.
- ***Special Opportunities*** provides up to \$1,000 in funding for training and professional development opportunities that can help arts/cultural organizations and artists enhance their knowledge and skills.

Council adoption of the revised Cultural Arts Funding Program is the first step toward achieving the City's vision for Cultural Arts. Cultural Arts Program staff will be conducting pre-application workshops to assist the arts community in becoming familiar with the new process during the month of April. Applications for funding are due by May 14, 2004; peer review panels will review applications through the summer and forward recommendations to Council in August. Council Action to approve the recommended contracts will be scheduled in September, and the contracts for FY 2005 will begin October 1, 2004.

RESOLUTION NO. 04

WHEREAS, the City has initiated a new facet in the development of arts and cultural services that emphasizes the economic role and contributions of these services; and

WHEREAS, the Cultural Arts Division of the Economic Growth and Redevelopment Services Office has been tasked with the administrative responsibility of implementing changes and overseeing the process for contracting for these services; and

WHEREAS, staff has worked with the consultants and members of the community for a year and a half to develop Cultural Arts Funding Programs through an inclusive public process; and

WHEREAS, the Arts Commission supports the implementation of the Cultural Arts Funding Program Guidelines as presented; **NOW, THEREFORE,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

That the City Council adopts the attached Cultural Arts Funding Program Guidelines 2004; and

Be it further resolved that the Arts Commission be authorized to make such changes as are advisable or prudent.

ADOPTED: _____, 2004

ATTEST: _____

Shirley A. Brown
City Clerk