



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

**AGENDA ITEM NO.: 9
AGENDA DATE: Thu 12/01/2005
PAGE: 1 of 2**

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: Vincent Kitch, Cultural Arts Program Manager / 974-9310

PRIOR COUNCIL ACTION: Council approved a resolution authorizing revised policies and procedures for the Cultural Arts Funding Program on August 18, 2005; Council approved a resolution adopting the Cultural Arts Funding Program Guidelines on April 15, 2004.

BOARD AND COMMISSION ACTION: Recommended by Arts Commission.

PURCHASING: N/A

MBE / WBE: N/A

The purpose of this action is to approve revised 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 an 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 across all disciplines to engage in meaningful work

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.

Since October 2004, the cultural arts division staff, working with members of the community, the Austin Arts Commission and City Council, has conducted a series of public meetings and forums to evaluate the program and develop recommendations for programmatic revisions.

The revised program categorizes the eligibility of funding recipients by their size and purpose, as well as artistic discipline. The revised program has five basic funding categories:

1) Organized Support, 2) Organizational/Project Support, 3) Project Support II, 4) Capacity Building Program and 5) Special Opportunities.



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

**AGENDA ITEM NO.: 9
AGENDA DATE: Thu 12/01/2005
PAGE: 2 of 2**

Specific revisions to the current Cultural Arts Funding Program Guidelines are as follows:

Programmatic Changes

- Develop and implement a **funding matrix** for the distribution of funds based on organization size and panel score.
- Implement a **Capacity Building Program** focused on development of culturally based organizations primarily serving culturally identifiable and/or historically underserved populations.
- Implement of a **2-year application cycle** with formal panel review every other year. Allow new and/or previous unsuccessful applicants to apply in off years for limited funds.

Revisions and Refinements

- Adopt revised, clarified goals in Section I (see page 6)
- Implement new program names
 - Institutional Support = Organizational Support
 - Project Support = Organizational/Project Support
 - Community Initiatives = Project Support
- Change eligibility requirements and/or request caps
 - Increase eligibility ceiling requirements in the Organizational Support from \$100,000 to \$500,000 (*request limits remain the same*)
 - Organizational/Project Support will accept requests of \$25,000-\$75,000 (*Previously \$0.00-\$75,000*)
 - Project Support II will accept requests up to \$25,000 (*Previously \$10,000*)
- Require individual artists and sponsored projects to apply in Projects Support II (*Previously Community Initiatives or Project Support*)
 - Sponsored projects may request a maximum of \$25,000 (*Previously no limit*)
 - Individual artists may request a maximum of \$15,000 (*Previously \$25,000*)
 - New applicants may request a maximum of \$5,000 in year 1 and \$10,000 in year 2 (*previously no limit, allocations were limited in FY 05 to \$5,000*)

Revised review criteria will be implemented in all programs, incorporating increased importance of history, budget and financial integrity, and community impact. A minimum score of 75 is required to be eligible for funding (*Previously 70*).

Cultural Arts Program staff will be conducting pre-application workshops to assist the arts community in becoming familiar with the new process.



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

**AGENDA ITEM NO.: 9
AGENDA DATE: Thu 12/01/2005
PAGE: 3 of 2**