

## Economic Development Department Creative Ambassador Program Guidelines

**Purpose:** The purpose of the Creative Ambassador Program is to promote Austin's reputation as a creative capital destination. The goals of the program are to increase tourism, enhance Austin's profile worldwide, support the local creative community, and facilitate dialogue between regional, national, and international governments. Through a partnership between the City of Austin and the Creative Ambassador, the Creative Ambassador Program strives to open new avenues of dialogue and to enhance the collaborations and exchanges between Austin's creative community and other markets worldwide.

**Program Activities:** The City of Austin will designate local creatives—including, but not limited to, visual artists, performing artists, musicians, filmmakers, and digital media professionals – to represent the City of Austin while travelling in promotion of their own artistic endeavors. The Ambassadors will assist in the marketing of Austin as a creative city and support the goals and objectives of the Ambassador program.

Ambassadors will be featured on the City of Austin website, as well as through various City media outlets. Each designation will be announced with a proclamation at a City Council meeting. The City and ambassador would enter into an agreement for certain services. Ambassador designations are in effect for one year, unless otherwise agreed upon.

**Eligibility:** Any Austin-based creative professionals, individual artists, and arts organizations who have confirmed plans to travel nationally or internationally to present their work are eligible to apply. Selected ambassadors must demonstrate a high level of expertise and leadership in their creative discipline.

### **Duties of a Creative Ambassador:**

- Attend a training session with City of Austin staff before travel
- Attend at least one meeting with a government, arts agency, or creative organization (to be identified by the City of Austin Cultural Arts Division) as a representative of the City of Austin while in the destination city
- Meet with national and international delegations visiting Austin, as needed
- Forward any press coverage related to the project/travel/ambassadorship to the Cultural Arts Division
- Submit a post-trip report to the Cultural Arts Division

### **Intended Outcomes for Creative Ambassador and the City of Austin:**

- Increased support of the Creative Ambassador's project or mission abroad
- Strengthened international relations to develop cultural trade missions, exchanges, and export opportunities
- Elevated awareness of Austin as a creative city that will attract people to visit, work, and live

**Application and Selection Process:** A position as Austin's Creative Ambassador is an honorary designation by the Economic Development Department. Applications are due on the first Monday of each month and must be received at least 60 days prior to travel. The application may be obtained from the city's website at [www.austincreates.com](http://www.austincreates.com). For more information or to request a paper application, contact:

Economic Development Department / Cultural Arts Division  
Mail: PO Box 1088, Austin, TX 78767  
Hand Delivery: 201 East 2<sup>nd</sup> Street; Austin, TX 78701  
Phone: (512) 974-7700  
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