



Creative Ambassadors Program Guidelines

Economic Development Department

Goals: The goals of the Creative Ambassadors Program are to enhance Austin’s profile worldwide as a center of creativity; support the local creative community; and facilitate dialogue between regional, national, and international agencies. Through a partnership between the City of Austin and the Creative Ambassador, the Creative Ambassadors Program strives to open new avenues of dialogue and collaboration between Austin’s creative community and other markets worldwide. A position as Austin’s Creative Ambassador is an honorary designation by the City’s Economic Development Department. The program is managed and administered by the Cultural Arts and Music and Entertainment Divisions.

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 traveling in promotion of their own artistic endeavors. The Ambassadors will assist in the marketing of Austin as a creative center and cultural destination and support the goals and objectives of the Ambassadors program.

Ambassadors will receive an official designation from the City of Austin, valid for one year, and a stipend in the amount of \$1,000. The City will announce the selection of Ambassadors in a press release, on the City’s website, and in other city channels and outlets.

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

*Please note: City of Austin employees may apply for the Ambassadors program provided they do not: (1) have connections to the project; (2) use city resources to apply or participate; or (3) serve as (or have a spouse that serves as): city manager, assistant city manager, city clerk, deputy city clerk, a council aide, municipal court clerk, deputy municipal court clerk, municipal judge (including substitute judge), the city auditor, assistant to the city auditor, the city attorney, deputy city attorney, assistant city attorney, a purchasing agent, an employee with the authority to purchase or contract for the City, department head, or deputy department head.

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 and visibility 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:

Applications for the Creative Ambassador Program will be accepted from October 1- December 1, 2018 and must be received at least 60 days prior to travel. The online application may be accessed through the city's website at www.austincreates.com. Selected applicants will be announced in January 2019. The Creative Ambassador designation is valid for one year and all required activities and reports are due at the end of the year-long cycle.

For more information or to request a paper application, contact:

Cultural Arts Division

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