



City of Austin

Cultural Arts Funding Program

CULTURE ALIVE FUNDING PROGRAM

Guidelines and Application

Fiscal Year 2017



Cultural Arts

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

201 East Second Street, Austin, TX 78701



City Council

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District 1: Council Member Ora Houston

District 2: Council Member Delia Garza

District 3: Council Member Sabino "Pio" Renteria

District 4: Council Member Gregorio "Greg" Casar

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CITY OF AUSTIN MISSION, VISION AND GOALS

City of Austin Mission

The mission of the city of Austin is to be the most livable city in the country where all residents participate in its opportunities, its vibrancy and its richness of culture and diversity.

City of Austin Vision

The City of Austin envisions a culturally vibrant city where:

- Arts, culture and creativity are an integral component of a vibrant community and a thriving economy,
- Artists, cultural and creative organizations across all disciplines have the opportunity to engage in meaningful work and provide a robust selection of activities to a wide audience including residents, visitors and tourists, and
- A creative environment cultivates and attracts a diverse workforce, businesses and families that value the arts, culture and creativity.

The City of Austin, as a matter of policy, is committed to providing financial support to organizations and individuals who represent, strengthen, and contribute to the arts, culture, and creative industries in Austin, which are recognized as a vital contributor to the City's economic infrastructure and a crucial component of Austin's unique identity. Our rich and diverse cultural resources create not only enhanced quality of life for our citizens, but are also key factors in promoting Austin as a destination city to tourists and visitors worldwide. To that end, direct support of events and activities related to the improvement, application and broad accessibility and marketing of the arts are the guiding principles for the investment of these funds.

SOURCE OF CULTURAL FUNDING PROGRAM FUNDS

The City of Austin invests in the arts by allocating a portion of Hotel Occupancy Tax (HOT) to eligible applicants who meet established program criteria and are recommended for funding as a result of an application and peer panel review process. Per state law, revenue from the municipal Hotel Occupancy Tax may be used only to promote tourism and the convention and hotel industry [**Texas Tax Code, Chapter 351.101. Use of Tax Revenue**]

As per Austin City Code Chapter 11-2-7(B)(3), the City allocates 15% of the municipal allocation of Hotel Occupancy Tax revenue to the Cultural Arts Fund to support arts and cultural organizations, as permitted by the Texas Tax Code, and may be used for the following related to arts and cultural activity:

The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms [Texas Tax Code, Chapter 351.101 (a)(4)].

The complete details of the State of Texas Hotel Occupancy Tax Code may be found at <http://www.statutes.legis.state.tx.us>.

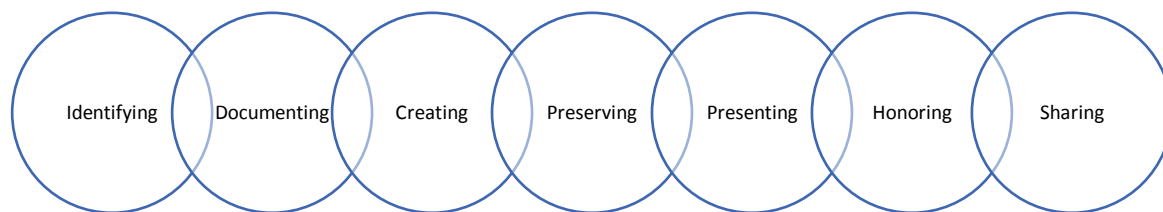
CULTURE ALIVE FUNDING PROGRAM

PROGRAM OVERVIEW

The Culture Alive funding program is a new pilot program through the Economic Development Department's Cultural Arts Division designed to support a variety of artistic expressions and traditions practiced within diverse ALANA (African American, Latino, Asian, Native American) communities and/or cultural groups in Austin by identifying, documenting, creating, preserving, presenting, honoring, and sharing these artistic projects. Keeping these unique cultures alive is key to the long-term preservation of Austin's heritage, deep and broad artistic landscape, and neighborhood identity.

An eligible project may be a single event or activity, or a series or combination of multiple events or activities. Projects may include creation of work, documentation, and presentation of folk and traditional art forms. All projects must have a public component such as a performance, concert, exhibition, film, reading, workshop, or other activity that is open to and engages members of a larger community in the work being presented.

Maximum award amount is \$5,000. Applications are accepted monthly, and award approval is contingent upon Arts Commission approval and available annual program funding.



PROGRAM BACKGROUND

Artists, their art, their process, and the organizations they create and support play a unique role in witnessing and providing inspiration and strategies to eliminate societal inequity. Traditional arts and the places in which they are shared provide safe, if not sacred, spaces in which community members can participate and connect to a cultural group. Beyond mere entertainment, these are spaces and activities of inclusion where all people, including those of marginalized communities, can publicly participate as “cultural citizens.”

Austin's diverse cultural heritage relies on the continuation of artistic practices grown from traditions, some of which are endangered or unknown in broader civic awareness, because of a lack of community support. Cultural heritage refers to artistic traditions that come from and are rooted in the cultural life of a community. Community members may share a common ethnicity, geographic location, occupation, language, or tribal affiliation. Cultural heritage are learned and passed on through community based systems of training and education where younger generations learn and attain mastery of a form by observation and practice with elder mentors.

This program is geared specifically to support ALANA communities in Austin through an arts-centric platform for community building and strengthening cultural traditions. ALANA groups and individual artists representing underserved communities including low-income, immigrant and refugee communities, and projects involving seniors or youth are encouraged to apply.

GOALS/OUTCOMES

PROGRAM OUTCOMES

The goal of the Culture Alive program is to enrich the Austin community through documentation, practice, and sharing of cultural heritage and traditional art forms to invest in cultural equity across multiple artistic media and a variety of Austin's ALANA communities. Audiences gain an understanding of how expressions of cultural heritage and traditional art forms are practiced and culturally significant. Proposed projects must:

- Preserve or grow cultural heritage or artistic expression that is rooted in and reflective of a traditional or multi-generational creative practice

AND

- Promote to and share with a larger, public audience these diverse expressions of cultural heritage and traditional art forms

AND/OR

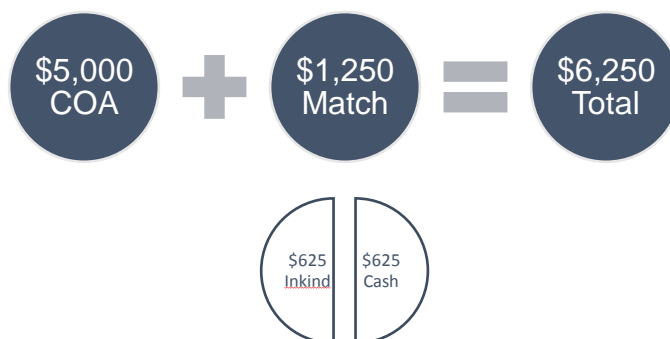
- Teach traditional forms of artistic expression to new generations of practitioners

AWARD AMOUNT

The award amount for each approved project proposal is up to \$5,000.

The required match is 1:4. Applicant must provide at least 25 percent of the total project's expenses from other sources. Up to half of the match may be in-kind donations. The match requirement will apply regardless of the size of the applicant's budget or request amount.

Applicants who are awarded funding in this program may not receive any other funding from any other City of Austin Cultural Arts Division Program or any other City Department for the same scope of work.



TYPES OF PROJECTS

The program seeks to fund projects that engage and strengthen our own communities as well as engaging with others, through:

- Public presentations, such as community-based performances, concerts, exhibitions, demonstrations, etc. that foster active participation and deepen community understanding of a particular art form;
- Workshops and gatherings that bring together artists, cultural specialists or community cultural leaders to share skills & information, or to engage in discussion and problem solving;
- Intergenerational classes or other educational programs (dance ensemble classes or practices, summer programs, storytelling, etc.), that culminate in a public performance/presentation;
- Endangered language/expression conservation and revitalization projects when carried out within the context of traditional art forms;
- Documentation of traditional arts, skills, ceremonies, beliefs, or performances through recorded means and/or digital means (video, audio, etc.) and physically showcased to the general public;
- Other types of activities and projects that lead to active participation in traditional arts practices within and between cultural communities and culminates in a public performance/presentation.

USE OF PROGRAM FUNDS

Culture Alive funding may be used for the following purposes:

1. To fund apprenticeships, classes, workshops, and community gatherings in traditional art forms that are open to the public or culminate in a public event or activity;
2. To present various art forms, featuring traditional artists/arts organizations, that are open to the public;
3. To compensate cultural specialists for the research, documentation, and interpretation of the work that is presented to the public;
4. For Austin area artists/arts organizations to partner with and bring in non-Austin area specialists to enhance the project in some meaningful way and present an event open to the public.

Culture Alive funding may **NOT** be used for these purposes:

1. To support salaries, overhead, or academic credit producing activities of public or private schools, colleges, or universities;
2. For solely scholarly research;
3. For cash prizes related to competitions, contests, or talent showcases;
4. Activities in which artists are required to pay excessive fees in order to exhibit or perform;

5. Payment of debts incurred before the grant activities begin;
6. Activities that are essentially for the religious socialization of the participants or audience;
7. Activities that attempt to influence any state or federal legislation or appropriation;
8. Capital costs (such as improvements, construction, property or equipment) or to start, match, add to, or complete any type of capital campaign
9. Fundraising events;
10. Paying for tuition, fees, or work toward any degree;
11. Paying for the establishment of any type of arts, other nonprofit, or for-profit organization;
12. Paying for the construction, development, or maintenance of a website.

Additionally, applications from INDIVIDUALS that include any of the following items will be ineligible:

- Activities that involve any organization at which the applicant is employed and/or from whom the applicant receives a W-2 or 1099 form;

ELIGIBILITY

Eligible ALANA **organizational** applicants may be one of the following:

- A federal 501(c)(3) tax-exempt organization;
- A Texas non-profit or informal, unincorporated group that has a formal written agreement with a federal 501(c)(3) tax-exempt organization as fiscal sponsor;
- An organization that has been existing in Austin for a minimum of three years. Note: If the organization is less than three years old but the primary applicant meets the requirement of living and working in Austin for three years, that is acceptable.

AND must meet all of the following conditions as of the application deadline:

- Be located and operating within the City of Austin or its ETJ;

Eligible ALANA **individual** applicants must be all of the following as of the application deadline:

- A artist applying as an individual;
- At least 18 years of age;
- A current Austin resident who has lived and worked in Austin as an artist for a minimum of three years who will remain a resident throughout the contract period;
- An ALANA artist whose artistic practice is reflective of the cultural life of their community.

Who is **not eligible** to apply?

- A for-profit organization or group that uses a business structure that must report and pay taxes on taxable income;

- An applicant that is not in compliance with any active contract with the City of Austin;
- An applicant that has a report specified in a previous contract with the City of Austin that is overdue as of the application deadline;
- A City of Austin fiscal year 2017 Cultural Funding recipient;

Note: The primary applicant of the project may be the official applicant on only **one** application in this program.

APPLICATION AND PROJECT PERIOD

In FY 17, this program funds activities that take place between March 1, 2017, and September 30, 2017. Applications may be submitted monthly and are due on the last Monday of each month to the Cultural Arts Division. Applications must be submitted at least 60 days prior to the project start date. Applications that meet all eligibility requirements will be presented to the Arts Commission monthly for review and approval. The first opportunity to submit a funding application for FY 17 is December 2016. The last opportunity to submit a funding application for FY 17 is July 2017.

REVIEW CRITERIA

Applications will be reviewed by Cultural Arts Division staff and recommended to the Arts Commission for funding. Project proposals will be reviewed based on the degree to which the applicant addresses the following four review criteria. The scores are weighted per criterion with total possible points of 50.

Projects must have a strong public access element and effective outreach strategy to reach its intended audience, high quality arts experience, and feasibility (ability to carry out project; well thought-out plan; realistic budget and timeline).

CRITERIA CATEGORIES:



Artistic Experience (0-15 points)

1. Provides at least three samples that exhibit the potential for artistic quality. Supporting material can include but is not limited to: pictures, videos, excerpts of previous works or works in progress, letters of recommendation, etc.
2. Project activities involve an art form that is rooted in and reflective of the cultural life of their ALANA community.
3. Project activities will provide an opportunity for the art form to be shared, practiced, passed on, or documented.

Community Impact (0 - 15 points)

1. The art form has significance or meaning for an ALANA community in Austin.
2. The project will promote a better understanding to the community at large of the cultural significance of an ALANA art form.
3. The project will enrich the Austin community through documentation, practice, and sharing of cultural heritage or traditional art forms with a strong public access element.

Project Description (0 - 15 points)

1. The project has a logical plan, clear and realistic assignment of roles and responsibilities, and a realistic timeline.
2. The evaluation plan includes appropriate methods to measure and document project completion, effectiveness, and progress made toward project outcome(s).
3. The promotion of the event reaches a wide general audience.

Project Budget (0 - 5 points)

1. Revenue streams are realistic and attainable, therefore the cash match is likely to be met.
2. Expenses are reasonable and appropriate for the proposed activities.
3. The budget honors the work of artists and arts organizations and demonstrates an appropriate balance between artistic and administrative costs.

SAMPLE BUDGET

Individual/Organization Name: _____

Project Title: _____

BUDGET – EXPENSES

(Note: In-Kind refers to any donated portion of expenses you would normally pay cash for, which are being donated. This can include all or part of artist compensation, ad space, rentals, materials, etc)

<i>Expense Description</i>	<i>Cash</i>	<i>In-Kind</i>
1. Project Staff/Personnel (In-Kind includes volunteers contributing time) John Smith- framing @ \$20/ hour x 5 hours Photographer (Artist Fee) \$25/hour x 12 hours	\$300	\$100
2. Materials/ Supplies/ Rentals Film development: 10 rolls @ \$11/roll Film Enlargement: \$750 Matting, frames, wire: \$900	\$1,760	
3. Publicity/Marketing Postcards and posters		\$150
4. Other (i.e. transportation, insurance, etc) Insurance	\$90	
SUBTOTALS	\$2,150	\$250
TOTAL EXPENSES (Cash + In-Kind = Total Expenses) Must equal Total Income	\$2,400	

BUDGET – INCOME

<i>Income Source</i>	<i>Cash</i>	<i>In-Kind</i>
1. Ticket Sales (how many you expect to sell e.g. 200 tickets x \$15) Selling of prints, 4 x \$100 Other (concessions, ads, t-shirts, CDs, etc. – please list/explain)	\$400	
2. Donation from Individuals	\$750	
3. Donations from Businesses, Foundations, other (please list)		\$250
4. Other (please list)		
5. Culture Alive funding Request	\$1,000	
SUBTOTALS	\$2,150	\$250
TOTAL INCOME (Cash + In-Kind = Total Income) Must equal Total Expenses	\$2,400	

By signing, I declare that the above information is true and accurate to the best of my knowledge.

Signature of Applicant or Authorized Representative

Date

Contract Requirements

Implementation

With approval by the Austin Arts Commission of the funding recommendation, pre-contract materials will be forwarded to the applicant outlining specific dates for their completion and submission.

Pre-contract materials include:

- Submission of Insurance certificate that meets the City of Austin Requirements (based on Insurance Assessment submitted with application)
- Completion of Online Mandatory Orientation found at the link below
 - <http://survey.constantcontact.com/survey/a07ed2gw6i9irqp6jdw/a01o9iwcj61ae/questions>

All requested pre-contract materials are due prior to the City entering into a contract with the organization. Failure to submit pre-contract materials prior to the outlined specific date may result in the nullification of the funding award. The Community Initiatives Application & Agreement must be signed by the City, with required insurance in effect and all pre-contract Mandatory Orientation, prior to the event date.

The organization will submit required reports as outlined below and will follow contract procedures throughout the contract period.

The City will conduct additional monitoring activities as required. These activities may include site visit by staff to verify compliance with contract requirements.

Publicity Requirements

Acknowledgment of the City of Austin must be displayed in all materials and announcements for your funded project. We ask that you credit the City of Austin with the same level of recognition given to funders at a similar level.

For print materials, the Cultural Arts Division logo is required.



In addition, a phrase acknowledging support from the City of Austin is required:

"This project is supported in part by the Cultural Arts Division of the City of Austin Economic Development Department."

For radio or television broadcast, we require the following language:

"This project is supported in part by the Cultural Arts Division of the City of Austin Economic Development Department."

For television broadcast, display of the Cultural Arts Division logo is required.

We reserve the right to change the language of the required acknowledgement of City of Austin support, as well as the right to disallow the use of our logo and acknowledgment of our support.

Logo files are available to download at

www.austintexas.gov/departments/core-cultural-funding-programs

In addition, all contractors are required to list their event on www.NOWPLAYINGAUSTIN.com. For further information or clarification, please contact your contract administrator

Americans with Disabilities Act Requirements

All funded applicants must take Americans with Disabilities Act (ADA) training. You may fulfill this requirement by completing a short open book quiz which will be provided to you by CAD staff. Additionally, all contracted events must be ADA compliant.

Insurance Requirements

Depending on the funded activities, cultural contractors are required to carry insurance as outlined below and must **provide the Cultural Arts Division Office with a current Certificate of Insurance, the cost of which may be included in your budget.** More specific insurance requirements will be included in the pre-contract materials if you are awarded funding. Sponsored projects must also meet the insurance requirements or be insured through the sponsoring organization. The contractor shall carry insurance in one or all of the following types and amounts as designated by the Risk Management Department of the City of Austin for the duration of the contract and furnish certificates of insurance along with copies of all policy endorsements as evidence thereof: The cost of insurance should be researched prior to the submission of the application and included in the budgetary monetary figures.

Commercial General Liability Insurance with a minimum combined single limit of \$500,000 per occurrence for Coverage's A (bodily injury and property damage) & B (personal and advertising injury).

The policy shall also provide blanket contractual and coverage for independent contractors. Three endorsements shall be added in favor of the City of Austin: 1) additional insured, 2) waiver of subrogation and 3) 30 day notice of cancellation.

Automobile Liability Insurance for all owned, non-owned, and hired vehicles with a minimum combined single limit of \$500,000 per occurrence. Three endorsements shall be added in favor of the City of Austin: 1) additional insured, 2) waiver of subrogation and 3) 30 day notice of cancellation.

In the event the contractor will serve liquor to individuals for entertainment purposes, the Contractor shall carry **Host Liquor Liability Coverage** of \$500,000 per claim. In the event the Contractor will sell liquor, the Contractor shall carry **Liquor Liability or Dram Shop Act Liability Coverage** of \$500,000 per claim.

Workers Compensation and Employers Liability Insurance for all activities being held on City of Austin premises with minimum policy limits for Employer's Liability of \$100,000 bodily injury each accident, \$500,000 bodily injury by disease policy limit and \$100,000 bodily injury by disease each employee. Two endorsements shall be added in favor of the City of Austin: 1) waiver of subrogation and 2) 30 day notice of cancellation.

CERTIFICATES OF INSURANCE SHALL CONTAIN THE FOLLOWING:

- Proper office of the insurer, the locations and operations to which the insurance applies, and the expiration date of coverage
- Written by a company licensed to do business in the State of Texas at the time the policy is issued and shall be acceptable by the City. Naming the City of Austin, Economic Development Department, Cultural Arts Division, 201 East 2nd Street, Austin, TX 78701, as an additional insured
- Waiver of Subrogation in favor of the City of Austin. **30 day** cancellation clause that obligates the insurance company to notify the Cultural Arts Division Office at 512-974-6379 (fax) of cancellations or material changes

Payment Schedule

If the application is awarded funding, 75% of the payment will be awarded upon processing of the signed contract. The remaining 25% will be awarded upon processing of the final report.

Reports

If awarded funding, a final report will be required within thirty days of the programming cessation, which shall be no later than October 30 of any given fiscal year. Please note that if you are awarded funds you are required to attend a final report workshop. Final report workshops will be held monthly. Workshop dates and locations will be posted on the Cultural Arts Division website –

www.AustinCreates.com

The report will require:

- Proof of award and match monies expended,
- A variety of demographics data,
- Proof the funded programming was executed,
- Proof of use of required publicity verbiage and logo(s).

Failure to submit an acceptable final report will make the applicant and/or sponsored project ineligible to apply for future funding from the Cultural Arts Funding Programs. See the Final Report form at <http://www.austintexas.gov/department/auxiliary-cultural-funding-programs> to review the type of information required.

QUESTIONS/CONTACT:

Cultural Arts Division, Cultural Funding Program Staff

Laura Odegaard

512.974.6345

Laura.Odegaard@austintexas.gov

www.austincreates.com

APPLICATION:

Cultural Arts Division Staff will review applications based on eligibility requirements and satisfactory completion of all 4 sections of the application. Applications that meet the requirements (with a score of 37+ out of 50) will be forwarded to the Austin Arts Commission for final review and approval of funding award.

Projects must have a strong public access element and effective outreach strategy to reach its intended audience, high quality arts experience, and feasibility.

Summary Information

Applicant Name	<input type="checkbox"/> Sponsored Project?	Fiscal Sponsor Name
Project/Activity Title	Start Date	End Date
Have you ever received City of Austin Cultural Funding? <input type="checkbox"/> Yes (If so, what year? _____) <input type="checkbox"/> No		
Project Summary: Please describe the project for which you are requesting funds in the space provided. Applicant(s) is/are requesting \$ _____ in Culture Alive program funding. When: Where: One sentence description of project :		

Applicant Information

Applicant's Legal Name	Federal Tax I.D.	Other Common Name		
Official Mailing Address		City	State	Zip
Telephone	District Number	Website (URL)		
Fiscal Sponsor Contact/Project Director		Title		
Address		City	State	Zip
Telephone	District Number	Email		

Artistic Experience (0-15 points)

Please provide:

1. Artist biography (This may be attached as a separate document).
2. At least three work or portfolio samples that exemplify for artistic quality (These may be attached as a separate document). Supporting material may include: pictures, videos, excerpts of previous works or works in progress, letters of recommendation, etc.
3. A short narrative (1 paragraph) addressing how the art form is rooted in and reflective of the cultural life or traditions of your ALANA community in *general*.

Community Impact (0-15 points)

Please provide a short narrative (3 paragraphs maximum) about the Community Impact of your project. Be sure to address the following Community Impact review criteria.

1. How the art form has significance or meaning for an ALANA community in Austin *specifically*.
2. How the project will promote a better understanding by the community at large of the cultural significance of this ALANA art form.
3. How the project will enrich the Austin community through documentation, practice, and sharing of cultural heritage or traditional art forms with a strong public access element.

Project Description (0-15 points)

Please provide a short narrative (4 paragraphs maximum) about your project. Be sure to address the following Project Description review criteria.

1. What is your project?
2. How will it be completed? Is there a logical plan, clear and realistic assignment of roles and responsibilities, and a realistic timeline?
3. What does success look like? What are the goals you hope to achieve? How will you evaluate project completion, effectiveness and progress made toward project outcomes?
4. How will you promote the event to reach a wide general audience?

Project Budget (0-5 points)

Individual/Organization Name: _____

Project Title: _____



BUDGET – EXPENSES

Expense Description	
5. Project Staff/Personnel (In-Kind includes volunteers contributing time) <i>Description</i> <i>Description</i>	
6. Materials/ Supplies/ Rentals <i>Description</i> <i>Description</i>	
7. Publicity/Marketing <i>Description</i> <i>Description</i>	
8. Other (i.e. transportation, insurance, etc.) <i>Description</i> <i>Description</i>	
TOTAL EXPENSES (Cash + In-Kind = Total Expenses) <i>Must equal Total Income</i>	

BUDGET – INCOME

Income Source	Cash	In-Kind
6. Ticket/Product Sales (how many you expect to sell e.g. 50 tickets x \$15) <i>Description</i> <i>Description</i>		
7. Donations from Individuals <i>Description</i>		
8. Donations from Businesses, Foundations, other (please list) <i>Description</i>		
9. Other (please list) <i>Description</i>		
10. Culture Alive Funding Request		
SUBTOTALS		
TOTAL INCOME (Cash + In-Kind = Total Income) <i>Must equal Total Expenses</i>		

By signing, I declare that the above information is true and accurate to the best of my knowledge.

Signature of Applicant or Authorized Representative

Date

HELPFUL TIPS: APPLICATION PREPARATION & SUBMISSION

Before submitting your application, test yourself with these questions. If you can answer each question “Yes”, you have prepared your application to be submitted. If any of your answers are “No”, you may want to revisit your application.

- Do you meet the eligibility requirement of “...residing in Austin or its Extra Territorial Jurisdiction with a budget history of ongoing artistic/cultural programs for a minimum of one year”?
- Is the proposed project compatible with the mission and goals of your organization?
- Does your proposed project fall within the intended purposes of this funding source?
- Does your project budget demonstrate the ability to meet the matching requirements? (If not, what would be the appropriate or adjusted request amount in order to meet matching requirements?)
- Are your project budget projections realistic? Are personnel wages, supply and equipment costs, rental fees, marketing and promotional expenses, etc. appropriate?
- Funding awards may be less than the amount requested. Have you considered how partial funding may impact the implementation of your project?
- Is your cash flow sufficient to ensure that your project can begin while you wait for your City funding to arrive?
- Are marketed programs or project activities accessible to the general public? Are programs or project activities accessible to persons with disabilities?

HELPFUL TIPS: PLANNING FOR CULTURAL TOURISM

The expenditures of the Hotel Occupancy Tax revenue are intended to cultivate and promote cultural tourism. For the arts, cultural tourism can provide an opportunity for greater earned income. Cultural tourism programs are the catalyst for new audiences and dollars, helping artists and arts organizations to grow stronger in these days of declining federal grants and increased competition for dollars at foundation and corporate levels. For tourism, arts and culture are the expressions of a community's heart and soul. Together they form an image that sets the city apart and creates anticipation and excitement for the traveler (*Americans for the Arts, MONOGRAPHS; January 2007*).

Cultural tourism will be a concerted focus for the Cultural Arts Division in the coming years in an effort to grow and expand the visibility of Austin's unique and talented arts community. The city recognizes and relies on all of the amazing marketing and programmatic successes already being achieved by cultural contractors. In addition, the Cultural Arts Division will be exploring collective and strategic opportunities to promote Austin's arts and cultural offerings. In an effort to maximize the benefits of a collective marketing approach as a way to extend the visibility of your organization, you are asked to initiate one of the following action items during the planning and implementation of your annual program or projects.

- Link your website to www.NowPlayingAustin.com and Post all non-city-funded events and projects to Now Playing Austin
- Note nearby lodging facilities through promotional materials and website related to a program.
- Partner with an area hotel for a block of rooms for visiting artists or for out of town audience members and promote the negotiated lodging rate in marketing materials.

- Invite front-line staff of the hospitality industry to attend an event as a guest and to encourage them to become a spokesperson for your organization or project.
- Drop program/project collateral materials to Austin Convention and Visitors Bureau and/or to travel centers
- Coordinate collective marketing with similar or comparable organizations or projects by advertising in a statewide, national or international publication.
- Become a member of Travel Industry Association of America (TIA)
- Plan for an effective social media outreach strategy for tourism-related audience development

In addition to its direct economic impact, tourism can improve quality of life and build community. When the arts and tourism communities' work together to highlight the unique character of a place, they can harness market forces to educate and entertain visitors, preserve cultural assets, and engender community pride in its heritage and way of life (*Americans for the Arts*; <http://www.artsusa.org>)

DEFINITIONS

Activity – Refers to the specific project or range of operations proposed for Cultural Funding.

Admissions – Revenue derived from fees earned through sales of services. Include ticket sales of proposed events, sales of workshops, etc., to other community organizations, government contracts for specific services, performances or residence fees, tuition, etc.

Applicant Cash – Funds from the applicant's resources allocated to this project.

Audience Development – An activity which is undertaken specifically to meet the needs of existing and potential audiences and to help arts (and cultural) organizations to develop on-going relationships with audiences. It can include aspects of marketing, commissioning, programming, education, customer care and distribution.

Arts and Cultural Organization - An organization that either has Federal 501 (c) status or is incorporated within the State of Texas, and its primary mission to produce, present or promote arts and culture.

Capital Expenditures – Expenses for purchases of building or real estate, renovations or improvements involving structural change, payments for roads, driveways, or parking lots, permanent and generally immobile equipment such as grid systems or central air conditioning, etc., and expenses for additions to a collection; or, 2) Funds used to acquire a long term asset. A capital expenditure results in depreciation deductions over the life of the acquired asset.

City of Austin Cultural Funding Private Vehicle Report – A report required to be turned in after project completion in order to utilize expenses incurred operating a private vehicle as part of the project budget or match.

Commercial – An arts/project activity prepared, done or acting with sole or chief emphasis on salability, profit, or success of a product or service.

Community Outreach – A demonstrated commitment to extending services or benefits to communities traditionally under represented by the arts, defined by: 1) participation drawn from the underserved community, 2) providing resources, and 3) collaborating with existing community artists.

Core Programs – The main funding programs within the Cultural Arts Funding Programs. These funding programs are for specific arts/cultural projects that benefit the citizens of Austin and its Extra Territorial Jurisdiction. The Core Programs have an annual application deadline of May 1 each year. Core Programs include Organizational Support, Project Support, and Project Support II.

Corporate Support – Cash support derived from contributions given for the proposed activities by businesses, corporations, and corporate foundations or a proportionate share of such contributions allocated to this activity.

Cultural Arts - The conscious use of skill and creative imagination, especially in the production of aesthetic objects (music, dance, theater, folk art, literature, performance art, visual art, media, etc.).

Cultural Tourism – The use of the performing and visual arts, as well as food, festivals, architecture, and other phenomena that contribute to the cultural vitality of a city, in order to attract tourists to a specific city/geographic region.

Culturally-Based Organization – An arts organization run by and for members of a specific culture, as understood by the commonly used elements of that term. An arts organizations whose artistic efforts reflect a stewardship of a deeply rooted cultural heritage as reflected in the customs, traditions, language, history, art, and institutions of the represented group.

Dance - Including, but not limited to, ballet, jazz, avant-garde and modern, experimental, ballet folklorico, folk, ethnic, traditional, or historic dance forms and collectives of individual choreographers.

Earned Income – Revenue raised by selling items or services, such as admission, concessions, and space or equipment rental. Donations and grants are considered unearned income.

Educational Institutions - Public or private schools, colleges, and/or universities.

Employee Costs

Administrative – Payments for employee salaries, wages, and benefits specifically identified with this activity for executive and supervisory administrative staff, program directors, managing directors, business managers, press agents, fund-raisers, clerical staff such as secretaries, typists, bookkeepers, and supportive personnel such as maintenance and security staff, ushers, and other front-of-the-house and box office personnel.

Artistic - Payments for employee salaries, wages, and benefits specifically identified with this activity for artistic directors, conductors, directors, curators, dance masters, composers, choreographers, designers, video artists, film makers, painters, poets, authors, sculptors, actors, dancers, singers, musicians, instructors, puppeteers, etc.

Technical/Production - Payments for employee salaries, wages, and benefits specifically identified with this activity for technical management and staff, such as technical directors, wardrobe, lighting and sound crew, stage managers, stage hands, video and film technicians, exhibit preparers and installers, etc.

Extra Territorial Jurisdiction (ETJ) - The unincorporated area that is contiguous to the corporate boundaries of Austin and is located within five miles of those boundaries.

Federal Support – Cash support derived from grants or appropriations given for the proposed activities by agencies of the federal government or a proportionate share of such grants or appropriation allocated to this activity.

First Time Applicant - An organization or artist that has not received funding through the Core Programs or Community Initiatives for two cycles within the last five fiscal years.

Fiscal Sponsor –A nonprofit corporation with 501(c) status who applies for financial support on behalf of another organization or individual in order to enable the latter to receive the benefits of tax exempt status. There are several forms which fiscal sponsorship can take, but in every case, the fiscal sponsor takes responsibility for external parties that the funding will be utilized for tax exempt, charitable purposes as defined in the internal revenue code.

Foundation Support – Cash support derived from grants given for the proposed activities by private foundations or a proportionate share of such grants allocated to this activity.

GuideStar – An informational website that gathers and publicizes information about nonprofit organizations. Guidestar can be found at www.guidestar.org.

Individual Artist Project – Artistic work, activities, or services created/performed by an individual artist or a collection of artists not formally organized as a group. A group of artists collaborating on a project is not necessarily considered a formally organized group. Examples of formal organization include incorporating as a nonprofit organization or forming a Limited Liability Corporation.

In-Kind Contributions – Services or goods contributed to an individual artist or organization for which one would otherwise have to pay. **Services or goods provided by contract agency employees are not considered in-kind services.** Values for in-kind contributions are checked against the www.IndependentSector.org website.

Literature - Readings, workshops, and the publication of works of local writers including poetry, scripts, fiction, non-fiction, and sound or performance works. Projects of literary nonfiction such as essays, creative writing depicting actual events, biography, autobiography, or other prose must be deemed worthy of support as an art form.

Marketing – All costs for marketing, publicity, and/or promotion specifically identified with the activity. Include costs of newspapers, radio and television advertising, printing and mailing of brochures, flyers, and posters directly connected to promotion, publicity, or advertising.

Marketing Capacity – An organization's core marketing skills and capabilities, programs and evaluation, in order to build the organizations effectiveness and sustainability.

Media Arts - Creating, producing, recording, presenting, promoting, or supporting film, video, audio, media programming, and multi-media installation. Areas of concentration include, but are not limited to, animation, live action, electronic image manipulation, documentary, drama, and multimedia productions.

Multidisciplinary - Fusing two or more art forms in a single event or programming. Only those projects not appropriate for funding in other artistic disciplines should apply for funding under Multidisciplinary. It is important that you refer to the appropriate discipline components when applying in this category.

Music - Classical, traditional, and new music including but not limited to symphonic, orchestral, opera, chamber, choral, contemporary, early, vocal, popular, concert band, jazz, ethnic, gospel, electronic, and computer music.

Non-Arts Organization – A nonprofit 501(c) organization whose primary mission is not related to the arts but has a documented history of providing arts programming and/or services within the City of Austin and/or its Extra Territorial Jurisdiction.

Non-Commercial - An activity that is not commercial as defined under Commercial under this Section.

Non-Employee Costs

Administrative – Payments to firms or persons for administrative services of individuals who are not normally considered employees of the applicant but consultants or the employees of other organizations whose services are specifically identified with the activity.

Artistic – Payments to firms or persons for the artistic services of individuals who are not normally considered employees of the applicant but consultants or the employees of other organizations whose services are specifically identified with the activity.

Technical/Other – Payments to firms or persons for other services of individuals who are not normally considered employees of the applicant but consultants or the employees of other organizations whose services are specifically identified with the activity.

Nonprofit Organization – An organization with tax-exempt status under Section 170(c) of the Internal Revenue Code of 1954 as amended (501(c) status) which ensures no part of net earnings benefits a private individual. Status may be in process at time of application but must be confirmed prior to contracting.

Opera/Musical Theatre - Including but not limited to traditional opera and musical theater, operetta, Broadway musical comedy, nontraditional music theater such as documentary music theater, blues and jazz musicals, new music theater pieces, and still evolving forms of musical theater.

Other Expenses – All expenses not entered in other categories and specifically identified with the activity, such as: scripts and scores, lumber and nails, electricity, telephone, storage, postage, interest charges, photographic supplies, publication purchases, sets and props, food consumed on premises, equipment rental, insurance fees, etc.

Other Unearned – Revenue derived from sources not listed in other categories and may include catalog, sales, advertising space in programs, gift shop income, concessions, parking, investment income, etc.

Professional Development – Opportunities, workshops, or training that help staff members and/or individual artists enhance their artistic or administrative skills.

Public Art - A permanent or temporary installation of art in a publicly visible and/or accessible location.

Get definition from AIPP – Make sure we follow up.

Resident – A citizen of Austin or its Extra Territorial Jurisdiction.

Restricted Revenues: All funds, temporary or permanent (including institutional funds), for which a donor or other external agency has placed a stipulation for the purpose of which those funds are to be expended.

Service Organization - An organization that provides services related to the presentation, execution, management, and exhibition of the arts.

Space Rental – Payments specifically identified with the activity for rental of office, rehearsal, theatre, hall, gallery, and other such spaces.

State Resources - Funds distributed by the Texas Commission on the Arts for this project.

Theatre/Performance Art - Producing, presenting, promoting, exhibiting, recording, or supporting theatre and performance including, but not limited to: performance art, folkloric, cultural, drama, comedy, ensemble and solo work, and avant-garde performance.

Tourist –An individual who travels from the individual's residence to a different municipality, county, state, or country for pleasure, recreation, education, or culture (Texas State Tax Code Chapter 351(p.1)).

Travel – All costs directly related to travel of an individual or individuals and specifically identified with the activity. Includes fares, hotel and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, etc. For trucking, shipping, or hauling expenses, see Other Expenses.

Unearned Income – Revenue that is donated, such as grants and donor contributions.

Underserved Audiences – Those who lack access to arts programs, services, or resources due to geography, economic conditions, cultural background, sociopolitical circumstances, disability, age, or other demonstrable factors; or those who do not generally have the opportunity to see their lives, culture, or experiences reflected through the arts. This includes, but is not limited to, diverse racial, ethnic, cultural, age, and gender groups, and persons with disabilities.

Visitor – A person who visits, as for reasons of friendship, business, duty, travel, or the like.

Visual Arts - Producing, presenting, promoting, exhibiting, recording, or supporting visual arts, both historic and contemporary, including, but not limited to, painting, sculpture, drawing, printmaking, ceramics, fiberglass, glassmaking, photography, jewelry, textiles, and new technology such as computer art, holography, interactive video, and laser works.