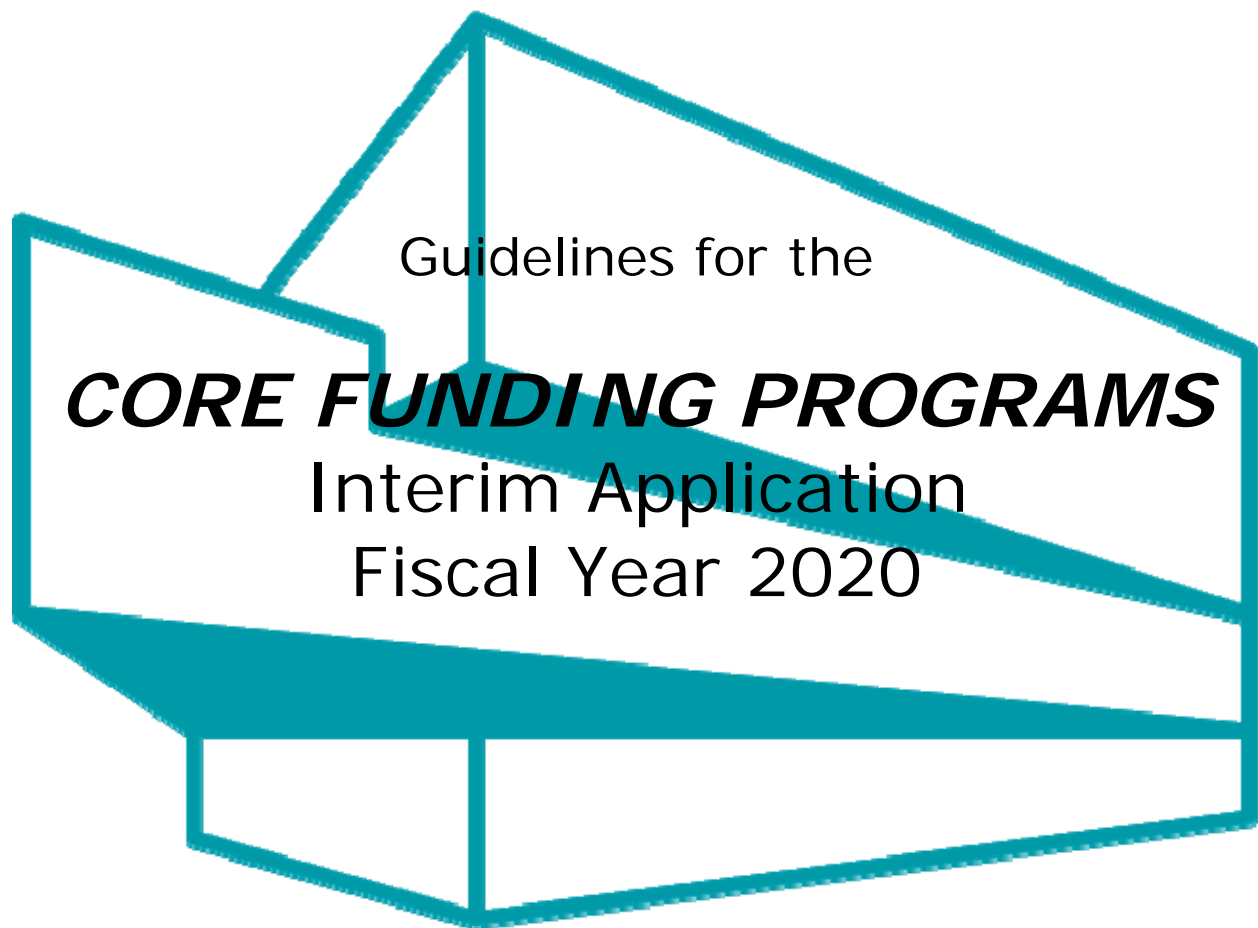




# City of Austin

## Cultural Arts Funding Program



Guidelines for the

### ***CORE FUNDING PROGRAMS***

Interim Application  
Fiscal Year 2020



**Cultural Arts**  
CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT

Economic Development Department  
Cultural Arts Division  
201 East Second Street; Austin, TX 78701



## City Council

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District 1: Council Member Natasha Harper-Madison

District 2: Mayor Pro Tem Delia Garza

District 3: Council Member Sabino "Pio" Renteria

District 4: Council Member Gregorio "Greg" Casar

District 5: Council Member Ann Kitchen

District 6: Council Member Jimmy Flannigan

District 7: Council Member Leslie Pool

District 8: Council Member Paige Ellis

District 9: Council Member Kathie Tovo

District 10: Council Member Alison Alter

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District 1: Alissa McCain

District 2: Jaime Castillo, Chair

District 3: Felipe Garza

District 4: Brett Barnes

District 5: Megan Moten

District 6: Bears Rebecca Fonte

District 7: Krissi Reeves

District 8: Chris Bryan

District 9: Maria Luisa "Lulu" Flores

District 10: Amy Wong Mok

## City Administration

Spencer Cronk, City Manager

Rey Arellano, Assistant City Manager

Robert Goode, Assistant City Manager

Elaine Hart, Assistant City Manager

Sara Hensley, Interim Assistant City Manager

Joe Pantalione, Interim Assistant City Manager

Ray Baray, Chief of Staff

# Cultural Arts Funding Program

## *CORE FUNDING PROGRAM*

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# Cultural Arts Funding Program

## INTRODUCTION

The Cultural Arts Division of the City of Austin Economic Development Department (ED) serves to encourage, develop and facilitate an enriched environment of artistic, creative, cultural activity in the City of Austin and its Extra Territorial Jurisdiction (ETJ). As a component of many services and activities, the Cultural Arts Division manages the funding and application process for nonprofit arts and cultural organizations and creative individuals for artistic and cultural services in the City of Austin. **The City of Austin offers contracts for services identified through a competitive application and review process.**

This booklet contains requisite information and forms to assist qualified organizations and individuals interested in applying for interim year funding in the Core Funding Programs. Contracted services supported through the Cultural Arts Funding Programs take place within the City of Austin's fiscal year, October 1st - September 30th annually.

The Cultural Arts Funding Programs support projects and activities in all disciplines that provide quality arts and cultural programming to the Austin community and the Extra Territorial Jurisdiction. The purpose of this program is to reinforce the artistic and cultural industry representing an important component of the economy of Austin and to celebrate and promote Austin as an exciting, vibrant, and diverse cultural destination for visitors and tourists throughout the world.

All applicants are required to read the guidelines and application instructions for details of program eligibility and requirements prior to beginning the application process. The FY 2020 Interim Guidelines are adopted by the Austin Arts Commission in an effort to streamline the application/review process and to maintain accountability and integrity of the allocation of public funds. Program guidelines are reviewed periodically throughout the year; any changes adopted by the Austin Arts Commission will be distributed by Cultural Arts Division staff.

## GUIDELINES AT A GLANCE

### To be Eligible for Organizational Support, Project Support I, II & III:

- Interim Year Applicants must have previously been reviewed through the peer review panel process in Year One of the Two Year (Interim) Cycle, awarded funding and completed contract activities for FY 2018-2019 by September 30, 2019.
- Interim Year Applicants must meet the eligibility requirements as described in the FY 2018-2019 (Year One) Core Funding Programs Guidelines.

To re-cap the three specific Core Programs available:

#### **ORGANIZATIONAL SUPPORT (OS)**

The Organizational Support funding category provides funding to large nonprofit arts and cultural institutions for general operating expenditures, including artistic and administrative expenses, directly related to a year-long program of events. The program is only available to large organizations that have a minimum of \$500,000 in unrestricted annual revenue. This program requires a 1:1 cash match.

#### **PROJECT SUPPORT I (PS I)**

The Project Support I funding category supports nonprofit arts and cultural organizations proposing seasonal support or for specific arts/cultural projects that deliver quality arts and cultural programming that do not meet Organizational Support eligibility requirements and/or choose not to apply in that program. The program requires a 1:1 match with 50% of the match allowable from documented in-kind.

#### **PROJECT SUPPORT II (PS II)**

The Project Support II funding category provides funding to smaller nonprofit arts and cultural organizations as well as state incorporated groups, who may apply under the sponsorship of a 501(c) organization for non-commercial arts/cultural projects.

This program is also available to other nonprofit non-arts organizations that meet the requirements for presenting quality arts programming for specific arts/cultural projects.

These projects are typically smaller, community-based activities with a limited scope and budget. The program requires a 1:2 match with 50% of the match allowable from documented in-kind.

#### **PROJECT SUPPORT III**

The Project Support III funding category provides funding to individual artists and unincorporated groups who apply under the sponsorship of a 501(c) organization for non-commercial arts/cultural projects. Individuals/groups must reside in Austin and have evidence of an artistic body of work or programming for a minimum of one (1) year prior to the application deadline.

These projects are typically smaller, community-based activities with a limited scope and budget. The program requires a 1:2 match with 50% of the match allowable from documented in-kind.

## GUIDELINES AT A GLANCE *continued...*

### **Public Art Projects**

Artists and organizations proposing to do public art projects, which are defined as permanent or temporary visual art installations in locations that are visible and/or accessible to the public, must obtain permission from the *property owner* prior to the Cultural Contracts application deadline.

***Privately Owned Property*** – If a private entity (or a public entity other than the City of Austin) owns the property, the applicant must obtain a formal letter of support from the owner allowing the applicant to install the proposed artwork. This letter must be attached to the application. Without the property owner's written consent, the application cannot be processed or forwarded to the panel for review.

***City of Austin Property*** – Artists proposing to install public art on City of Austin property must submit an Artwork Donation/Loan Proposal for approval by the Austin Arts Commission. The Arts Commission must approve the donation prior to entering into the contract and in no case later than 06/30/17. Prior to Arts Commission review please contact Cultural Arts Funding Program staff to get more information on the process. The City of Austin Artwork Donation & Loan Policy and application are on the City website: <http://www.austintexas.gov/department/aipp-policies>

If awarded funding this does not guarantee approval of Artwork Donation/Loan Proposal by the City of Austin for the proposed artwork.

### **Funding Cycle for OS, PS I, PS II, and PS III**

The Core Cultural Funding Program for OS, PS I, PS II, PS III spans a comprehensive two (2) year cycle. Applications are required each year; however, scores are received in Year 1 and retained in Year 2. In each year, the following occurs:

**YEAR 1:** Initial cultural funding application submission; program eligibility determination; peer panel application review and score; and cultural funding award determination

**YEAR 2 (Interim Year):** Interim application submission; program eligibility determination; and cultural funding award determination. Year 2 proposed program/project should be similar in project scope to program/project proposed in Year 1. Entering into the interim year contract is contingent upon completion of the Year 1 contract.

A review to assess the appropriate support category for each applicant based on an average of the applicant's total expenses for the two most recently completed fiscal periods will occur annually.

Participation in the Core Cultural Funding Programs is not guaranteed, nor is there a commitment to fund this program, or participating organizations/individual artists, at previous or current levels. Only one application per organization/individual artist is allowed. Applicants/recipients may not apply for funding to any other Core cultural funding program.

## **Funding Requests**

### **Recurring Applicants**

Recurring applicants are those that have previously completed a two year funding cycle. Funding requests must correspond to the Year 1 Program Category chosen by the applicant (Organizational Support, Project Support I, or Project Support II) and can be no more than that which was requested in Year 1 of the two year cycle.

#### **EXAMPLE:**

In FY19 Core application you requested \$100,000, but you were awarded \$70,500.

In the FY20 Core Application (the interim year) you would request \$100,000 because that is what was requested in Year 1 of the funding cycle.

Projects must be similar in size and scope to that of Year 1 and support activities related to programming and projects that are open to Austin residents, visitors and tourists, and are consistent with the promotion and enhancement of the City of Austin as a cultural destination. Funding categories will be determined by an average of an applicant's total expenses for FY 2016 and FY 2017 operating budgets. Applicants applying in Organizational Support or Project Support I must be registered with 990s posted on Guidestar: [www.guidestar.org](http://www.guidestar.org).

### **First Time Applicants in PS II and PS III are applying for their Second Year of funding in the Two Year Funding Cycle**

First time applicants (new) are those that have applied as a new applicant in Year 1 and are returning to apply in Year 2 of the two year funding cycle. Funding may be requested in an amount up to \$10,000. All first time (new) applicants in Year 1 and Year 2 (interim year), regardless of budget size, are required to apply in either Project Support II if they are a 501c or State of Texas Nonprofit or in Project Support III if the applicant is an individual artist or unincorporated group applying under the umbrella of a fiscal sponsor.

### **Matching Requirement**

Organizational Support and Project Support I require a 1:1 match. Project Support II and Project Support III require a 1:2 (half) match with 50% of the match allowable from documented in-kind. Project Support I also allows the matching requirement to be met with 50% of the match from documented in-kind contributions.

### **Culturally Specific Marketing Supplement**

You may not request the Culturally Specific Marketing Supplement unless you received it as part of your FY19 funding award. As stated above in the Recurring Applicants section, you should request the same amount you requested last year, not the amount that you were funded.

## **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 for the Cultural Arts**

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 and businesses 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, cultural, and creative industries in Austin. Arts, culture and creativity are recognized as a vital contributor to the City's economic infrastructure and a crucial component in the development 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.

### **Goals for Allocation of Funds**

1. Support arts, culture, and creativity as an integral component of a vibrant community and a thriving economy:
  - Contribute to cultural tourism development
  - Foster sustainable growth and development of the creative community
  - Build and diversify audiences through research and marketing strategies
  - Attract the workforce and businesses that value a creative community
2. Preserve the unique character of Austin while encouraging artistic and cultural excellence and innovation:
  - Provide opportunities for active participation in Austin's cultural life
  - Increase and diversify the production of arts and cultural activities
  - Enhance the presentation of emerging and established culturally-diverse arts organizations
  - Promote the value of arts, culture, and creativity
3. Support artists and arts organizations of all disciplines as they engage in meaningful work:
  - Encourage excellence, innovation, and collaboration in the creation and presentation of artistic and cultural work
  - Support artists and organizations in developing new programs and activities
  - Encourage partnerships and creative collaborations within the community



## 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)(5), 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)].

## NEED ASSISTANCE?

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

All applicants are encouraged to attend an application workshop. Please find dates and times for the workshops on the Cultural Arts Division website at <http://www.austincreates.com>.

In addition to these guidelines, for detailed information regarding the cultural funding process see Guidelines for the Core Funding Programs Fiscal Year 2019 (Year One of the Two Year Process) at [www.austincreates.com](http://www.austincreates.com).

For general inquiries or assistance, please contact the Cultural Arts Funding Program staff:

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Cultural Funding Supervisor  
[jesus.pantel@austintexas.gov](mailto:jesus.pantel@austintexas.gov)  
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**Open Office Hours**  
Every 2<sup>nd</sup> and 4<sup>th</sup> Tuesday of the month  
9:00am – 12:00pm, walk-ins welcome  
Cultural Arts Division Office  
201 East 2<sup>nd</sup> Street; Austin, TX 78701  
Main number: (512) 974-7700  
[www.austincreates.com](http://www.austincreates.com)

## TIMELINE

The following table provides an annual timeline for applications, review and final awards:

<b>March 1</b>	Core applications open
<b>April 3</b>	Deadline for submitting the “Artwork Donation/Loan Proposal” for public art projects on City property ONLY
<b>May 1; 11:59 PM</b>	<b>DEADLINE to submit Core Program application and attachments</b>
<b>May</b>	Cultural Arts Staff reviews applications and requests clarifying information from applicants
<b>July</b>	Arts Commission makes recommendation of funding allocation matrix to City Manager and City Council for approval.
<b>Mid-September</b>	City Council approves Cultural Contracts. Applicants are notified of award status; awards are publicized.
<b>Late September/ Early October</b>	Pre-Contract workshops for contractors

**IMPORTANT:** Future contract awards are not guaranteed in the Core Cultural Funding Program, nor is there a commitment to fund this program, or participating organizations, at previous or current funding levels.

# General Program Requirements

## MINIMUM ELIGIBILITY REQUIREMENTS

This section outlines minimum requirements for organizations, sponsored projects, and fiscal sponsors. All applicants must meet minimum requirements in addition to the program category requirements. See program requirements related to relevant funding category.

### **Minimum Requirements for All Applicants**

*Applicants must meet the following minimum requirements:*

Applicants must be a 501c organization (as evidenced by IRS Form 990) located in Austin or its Extra-Territorial Jurisdiction (ETJ) and provide programs and services for citizens of Austin and/or the ETJ. Organizations applying under Organizational and Project Support must be registered on Guidestar.

**Organizational Support** is for organizations that have an active volunteer Board of Directors that meets at least three times a year. These organizations must be able to demonstrate a history of ongoing artistic/cultural programs for a minimum of five (5) consecutive years preceding the application deadline.

**Project Support I** is for organizations that have an active volunteer Board of Directors that meets three times a year. These organizations must be able to demonstrate a history of ongoing artistic or cultural programs for a minimum of three (3) consecutive years prior to the application deadline.

**Project Support II** is for organizations that have an active volunteer Board of Directors that meet at least three times a year and have a history of ongoing artistic or cultural programs for a minimum of one (1) year prior to the application deadline. Contracted activities and services must occur within the City of Austin and/or its ETJ and be open and marketed broadly to residents, visitors and tourists.

*NOTE:* To be considered an incorporated organization under fiscal sponsorship an organization must be incorporated within the State of Texas as a nonprofit.

**Project Support III** is for Individual artists and unincorporated groups that:

- 1) have a 501c nonprofit organization apply on their behalf;
- 2) have produced artistic work within their artistic expertise for a minimum of one (1) year prior to the application deadline; and
- 3) have been located in Austin or its ETJ for a minimum of one (1) year prior to the application deadline.

Contracted activities and services must occur within the City of Austin and/or its ETJ and be open and marketed broadly to residents, visitors and tourists.

## MINIMUM ELIGIBILITY REQUIREMENTS Continued

### Minimum Requirements for Fiscal Sponsors

*All Fiscal Sponsors must adhere to the following requirements in addition to the "Minimum Requirements for All Organizations" shown above:*

Fiscal Sponsors must

- Be a 501(c) organization located in Austin or its Extra-Territorial Jurisdiction (ETJ),
- Have a salaried Executive Director,
- have an active volunteer Board of Directors that meets at least three times a year,
- Been in existence for:
  - at least one (1) year and Have at least a \$50,000 annual operating budget as evidenced by the most recently completed IRS Form 990, OR
  - at least five (5) years and have at least a \$35,000 annual operating budget as evidenced by the most recently completed IRS Form 990

### Additional Requirements for Both Sponsored Projects and Fiscal Sponsors

Each funding category may have additional requirements that determine an organization's ability to apply for and receive funding. Details are included in the funding category descriptions.

**Fiscal Sponsors that apply on behalf of unincorporated or incorporated groups or individuals as the fiduciary agency must take on the legal responsibilities to carry out the contract.** The City of Austin will directly contract with the Fiscal Sponsor. The Fiscal Sponsor will be responsible for all administration, financial management, reporting, and any other responsibilities associated with the completion of the project. Failure to comply with fiduciary responsibilities, contract compliance, and/or contract management requirements may result in loss of eligibility to serve as a Fiscal Sponsor. Examples of failing to meet sponsorship requirements include but are not limited to turning in late and/or incomplete applications, pre-contract materials, contracts, and/or final reports as well as failure to review materials for completeness and accuracy prior to submitting to the City of Austin.

The **Fiscal Sponsor** may charge up to 10% of the award amount as a sponsorship fee for serving as a fiscal agent in all applicable funding programs. Sponsored project activities must be independent projects, separate from the general activities of the Fiscal Sponsor. Applications for sponsored projects may not be for an extension of an organization's regular programs and/or services, nor may a sponsored project be used to fund activities, events, or services put on or provided by the Fiscal Sponsor. Applicable professional services provided by the Fiscal Sponsor may be considered as eligible expenses.

## INELIGIBLE ORGANIZATIONS, ACTIVITIES, AND COSTS

### The City of Austin will NOT fund, nor allow as a match:

- Programming that is not open and marketed to the general public or that are not accessible to all citizens, including persons differently abled
- Governmental agencies or public authorities
- Educational institutions, including public or private schools, colleges and/or universities
- Applicants that have a "delinquent" status with the Cultural Arts Funding Programs
- An operating deficit or budget shortfall projected for the funding period or incurred within previous fiscal periods
- Previously completed activities
- Religious and/or sectarian programming or any programming and or services that are solely for the promotion of or consumption by a specific religious order and/or a particular sect
- Cash reserves or endowments of any kind, as awarded funds are to be expended within the designated funding period
- Capital expenditures, purchase, repair or renovation of equipment or real property, including construction, renovation or purchase of equipment and/or real property. In the case of neighborhood art and design projects, funding may be requested for research, planning, design and/or fabrication of art projects, but not for general construction, reconstruction, landscaping, or other costs that can be considered capital expenditures.

### The City of Austin will NOT fund, nor allow as a match (continued):

- Private events or any activities offered for the sole purpose of raising money in excess of the value of programs or services delivered
- Applicants whose nonprofit status has been revoked by the Internal Revenue Service
- Programs and/or services of Austin-based arts and cultural organizations that benefit other cities or regions
- Projects that benefit a commercial business or activity
- More than one application per eligible program per fiscal year
- Sponsored projects that benefit the Fiscal Sponsor or are an extension of the Fiscal Sponsor's programs or services
- Fundraising groups and/or "friends of" organizations that exist primarily to support an artistic organization/group
- Foundations with a principle purpose of making grants to unrelated organizations or individuals. Foundations are eligible to serve as Fiscal Sponsors, however
- Activities concurrently receiving funding through other City of Austin Cultural Funding Programs
- Activities concurrently receiving funding through other City of Austin Department Programs

**Ineligible Project Costs include (cannot be used as match), but may not be limited to, the following:**

- Costs associated with the start-up of a new organization
- Direct project costs incurred more than 60 days prior to the grant starting date
- Fund-raising expenses, including but not limited to entertainment, reception or hospitality functions expenses
- Consultants who are members of an applicant's staff or board
- Payments to students or interns whose employment is tied to class credit
- Cultural Funding Services Agreement (contract) management costs, writing fees, sponsorship fees, or any other contract management fees. They may be used as match, however, if occurring during the Agreement Fiscal Year. +
- Operating costs not associated with the project
- Purchase of gifts, awards, cash prizes, scholarships, contributions or donations
- Food or beverages, unless essential to the project. Contact CAD staff to verify eligibility of any food or beverage expenses +
- Existing deficits, fines, contingencies, penalties, interest or litigation costs
- Internal programs at colleges or universities
- Curriculum development or curricular activities such as creation of textbooks or classroom materials
- Scholarly or academic research, tuition, and activities which generate academic credit or formal study toward an academic or professional degree

**Ineligible Project Costs include (cannot be used as match), but may not be limited to, the following (continued):**

- Travel of Applicant or Sponsored Individual/Organization's administrative staff. +  
  
*Exception: Mileage is allowed at the approved per diem rates when accompanied by a completed City of Austin Cultural Funding Private Vehicle Report. Travel activity must be essential to the project. Travel for research is not an eligible project cost.*
- Purchase of Gasoline
- Property Taxes or any other tax with the exception of retail sales or payroll tax
- Audits unless required per cultural funding contract
- Membership and entry fees including, but not limited to, film festivals and professional organizations
- The purchase of computer software/hardware including monthly licensing fees
- In-Kind contributions (including unpaid, volunteer time) from applicant employees

**+ Ineligible activities MAY be included in the project(s) budget as expenses or match.**

*Contact Cultural Arts Division Staff for questions or clarifications of eligible project expenditures and match contributions.*

# Selection Process and Contract Award

## REVIEW AND AWARD PROCESS

### **Review for Organizational Support, Project Support I, II & III**

Applications for Cultural Arts Funding are processed and reviewed in the following sequence:

1) applications are submitted online; 2) Cultural Arts staff reviews documents.

### **Funding Process for All Applicants**

Historically, available sources of funding for our programs are not sufficient to meet applicant demand. An applicant may request up to that amount which was requested in Year 1 of the two year cycle if applying in OS, PS I, PS II or PS III. While it is recommended that an applicant request the same funding amount as that of Year 1 (given project budget size correlates with such request), the reality is it is rare that an award amount duplicates that of the request. Larger organizations may get larger awards but smaller groups may receive a higher percentage of their budget. The final distribution of funding is dependent on, but not limited to, several factors: 1) projected available program funding; 2) number of applications submitted; 3) applicant score; and 4) number of applicants awarded funding. These variables factor into a final mathematical funding matrix. Please note that funding projections are dependent upon actual tax revenues collected.

The funding matrix provides parameters for the distribution of funds on an annual basis as is reviewed and recommended by the Austin Arts Commission Working Group, a working group appointed by the Austin Arts Commission.

Parameters include:

- 1) categorization of applicant by budgetary size;
- 2) maximum allowable award amount per category;
- 3) percentage of allowable budget funded per category; and
- 4) per point score deduction. These recommendations of matrix parameters, once approved by the Austin Arts Commission, are submitted to City Council for final authorization.

**Note:** Grounds for appeal are based on the peer panel review process; therefore, there is no appeal process during the interim year.

## CONTRACTUAL REQUIREMENTS

### Implementation

Following the approval of the funding recommendation, the applicant will submit a revised budget and project narrative. The City will enter into a contract with the organization or Fiscal Sponsor. The contract will establish procedures and responsibilities for both the City and the contractor.

The City will conduct monitoring activities throughout the year as required. These activities may include a site visit to verify compliance with contract requirements.

### Insurance

Contract applicants and sponsored project artists or organizations are required to carry insurance as outlined below and must **provide the Cultural Arts Division Office with a current Certificate of Insurance prior to entering into a contract**. Insurance costs should be included in the applicant budget and, as such, should be researched prior to submitting the application. These costs are an allowable budgetary expense if awarded funding. More specific insurance requirements are included in the Cultural Services Agreement.

The contractor and sponsored project artists or organizations 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:

**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**

Certificates of Insurance must be 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.

### **CERTIFICATES OF INSURANCE SHALL CONTAIN THE FOLLOWING:**

1. Proper office of the insurer,
2. Locations and operations to which the insurance applies, and
3. Expiration date of coverage.

### **The following endorsements MUST be attached to the policy:**

1. City of Austin, Economic Development Department, Cultural Arts Division, 201 East 2<sup>nd</sup> Street, Austin, TX 78701 as an additional insured,
2. Waiver of Subrogation in favor of the City of Austin, and
3. 30 day cancellation clause obligating the insurance company to notify the Cultural Arts Division Office and City Purchasing Office, Insurance Processing, 124 W. 8<sup>th</sup> St., Ste., 310, Austin, Texas 78701 of cancellations or material changes.

## **Marketing**

Contractors will be required to post all city-funded events and projects on the arts calendar [www.NowPlayingAustin.com](http://www.NowPlayingAustin.com). Contractors will be required to acknowledge the City's support in all appropriate materials and media by using placing the Cultural Arts Division Logo and Publicity Statement on all marketing materials.

## **Reports**

A final report will be required annually within thirty days of the programming cessation which shall be no later than October 30 of any given fiscal year.

The report will require proof of award and match monies expended, a variety of demographics data, and proof the funded programming was executed, as well as the use of required publicity verbiage and logo. Prior year Final Report documents are available for review at [www.austincreates.com](http://www.austincreates.com).

## **ROLES AND RESPONSIBILITIES**

### **Austin City Council**

- Establishes overall cultural funding policy and annual program budget;
- Authorizes all contracts made under the Cultural Arts Funding Programs to arts and cultural organizations; and
- Appoints members of the Austin Arts Commission

### **Austin Arts Commission**

The Austin Arts Commission is responsible for the following tasks:

- Serves as an advisory body to the City Council in all arts-related matters, including long range planning, allocations process, and coordination with the comprehensive plan;
- Promotes close cooperation between the City and all private citizens, institutions, and agencies interested in or conducting activities relating to the arts in the city, so that all art resources within the city may be coordinated to maximize promotion and support of the arts in the city;
- Facilitates communication between arts organizations; and
- Fosters and assist the development of the arts in the city.

### **Review Panels**

- Participate in training on scoring applications using established evaluation criteria;
- Evaluate applications using established criteria and within guidelines established in the Panel Handbook; and
- Perform other tasks as assigned to panels or individual panelists.

### **City Staff**

- Administer policies under direction of the EDD Director and City Manager;
- Provide support to the Austin Arts Commission and it's working groups;
- Facilitate peer review panels, documents, verify panel findings, and report to the Arts Commission; and
- Administer cultural contracts with organizations and individual artists.

# Preparing Your Application (OS, PS I, II & III)

Before preparing your application, fully read these guidelines and application instructions as well as referencing the FY 2020 Core Funding Guidelines. The guidelines provide important information about types of projects the City will fund and the criteria by which your application will be reviewed.

## Section I: Summary for OS, PS I, PS II, & PS III

### **Project Title OR Sponsored Project Name (if applicable)**

Provide a brief title of proposed activity

*SP - If you are fiscally sponsored, your fiscal sponsor will provide the name of the Sponsored Project.*

### **Amount Requested**

Enter the amount of funding you wish to request. Please note you are limited to the amount you requested (not what you were awarded) in your FY19 application.

### **Culturally Specific Marketing Supplement (CSMS)**

Please note you may only request CSMS funding if you received it as part of your FY19 funding award. Enter the amount of funding you wish to request. Please note you are limited to the amount you requested (not what you were awarded) in your FY19 application.

### **Applicant Information**

Enter the first name, last name, telephone number and email address of the primary contact for this Core application. This does not necessarily need to be the Executive Director, but should be the person that we contact if Cultural Arts Division Staff has questions regarding the application.

*SP - If you are fiscally sponsored, your fiscal sponsor will provide the name and contact information of the primary contact of the person managing their sponsored projects within their organization.*

### **Organization Information**

Enter the legal name, and address of the applicant as recorded with the IRS. Use exact spellings.

**THIS INFORMATION MUST MATCH EXACTLY TO WHAT IS LISTED ON YOUR CITY OF AUSTIN VENDOR REGISTRATION**

([https://www.austintexas.gov/financeonline/vendor\\_connection/index.cfm](https://www.austintexas.gov/financeonline/vendor_connection/index.cfm))

Do not use abbreviations unless part of the official name as listed in your vendor registration account.

If you have not yet registered with the City of Austin Vendor Registration or if you need to search for your vendor registration please visit

[https://www.austintexas.gov/financeonline/vendor\\_connection/index.cfm](https://www.austintexas.gov/financeonline/vendor_connection/index.cfm)

If you have questions about registering as a vendor please contact the Vendor Registration Office at (512) 974-2018.

*SP - If you are fiscally sponsored, your fiscal sponsor will provide the name and contact information of their organization.*

**NOTE: Changes to this data will be reflected on all other applications in your ZoomGrants Account.**

### **CEO/Executive Director**

Enter the first name, last name, Title and email address of the Executive Director of the Applicant Organization.

***SP** - If you are fiscally sponsored, your fiscal sponsor will provide the information requested.*

### **Collaborators**

If you have multiple people working with you on your application you may invite them to be a Collaborator. This feature allows you to invite additional people to log in and work on an application with you but will provide them with their own log-in. Collaborators can only edit application questions.

**Collaborators CANNOT submit, archive, or delete applications. Only the primary account holder may submit, archive or delete applications.**

***SP** - If you are fiscally sponsored, your fiscal sponsor will use this feature to give you access to your application. Please note that as a collaborator you will not be able to amend the information in Section I. Summary. Additionally, your Fiscal Sponsor will submit your application on your behalf. Do not wait until last minute to notify your fiscal sponsor that your application is ready for submission.*

### **Additional Contacts**

Additional Contacts will be copied on all emails sent to the application owner regarding this application. Additional Contacts do not have access to the application to make edits but they are included on any email communications regarding the application. Enter **ONLY** email addresses separated by a comma. No names. No titles. No phone numbers.

## ADDITIONAL INFORMATION

### Authorizing Official

Enter the name and title of the individual with legal authority and responsibility on behalf of the **applicant organization** to certify the information and enter into contracts. This person should be a member of your board's Executive Committee, generally the Board Chair unless the Board Chair is the person already listed in the Applicant Information section above. Alternative Authorizing Officials may be the Board Vice-Chair, Treasurer or Secretary.

**NOTE:** This individual and the person listed in the Applicant Information section above **CANNOT** be the same. If the person listed in the Applicant Information section is also the board chair please list another executive level board member in the Authorized Official section.

Board Chair and their email address **MUST** be different from those of the applicant.

***SP** - If you are applying as a sponsored project your Fiscal Sponsor must provide the contact information of their board chair.*

### Fiscal Sponsor Eligibility

Indicate which of Fiscal Sponsor Eligibility Criteria your organization meets. Check all Criteria that apply to your organization. You are not required to serve as a fiscal sponsor even if you meet all the eligibility criteria. This question is for internal Cultural Arts Funding Program purposes only.

***SP** - Fiscal Sponsors must meet all of the listed criteria. If your fiscal sponsor fails to meet one or more of the criteria, then they are NOT eligible and your Sponsored Project will need to find an alternative organization to provide fiscal sponsorship before completing the application.*

Once you have completed Section I. Summary, click NEXT to move on to Section II. Eligibility

## Section II: Eligibility for OS, PS I, PS II, & PS III

### Question 1. Verify that you received funding in FY19.

*You must have received funding in Organizational Support, Project Support I, II or III in FY19 in order to be eligible to apply for funding in FY20.*

### Question 2. Start Date

Enter the start date of your activity. This date must be within the period of October 1, 2019 through September 30, 2020.

### Question 3. End Date

Enter the end date of your activity. This date must be within the period of October 1, 2019 through September 30, 2020.

### Question 4. Vendor Code

Please enter your Vendor Code. If this application is on behalf of a Sponsored Project, enter the Vendor Registration Code of the applicant's Fiscal Sponsor.

### Question 5. Austin/ETJ

Please indicate if your organization is located within Austin or its Extra Territorial Jurisdiction (ETJ). If the application is on behalf of a sponsored project, please indicate if the sponsored project is located within Austin or its ETJ. If you are not sure, you can go to <http://www.austintexas.gov/GIS/CouncilDistrictMap/> and enter your address to find out.

**Once you have completed all the questions in Section II. Eligibility hit the "Submit Eligibility" Button.**

**COLLABORATORS ARE ABLE TO SUBMIT THE ELIGIBILITY FORM**

**NOTE: You will NOT be able to complete the remainder of the application until CAD staff has approved your eligibility to apply.**

## Section III: Application Questions for OS, PS I, PS II, & PS III

### Question 1. Select Funding Program Level

Please select one of the funding program levels from the list provided. Remember that this should be the same funding program you applied in FY19.

### Question 2. Applicant Race/Ethnicity Code

Sponsored Projects should code themselves based on the predominant group of which their staff, board, or membership (not audience) is composed. Use the list below. Organizations should choose the one code that best represents 50 percent or more of their artists, staff, board, or membership.

- Ar 50% or more Arab/Middle Eastern/North African
- As 50% or more Asian
- B 50% or more Black/African American/African Diaspora
- H 50% or more Hispanic/Latinx
- N 50% or more American Indian/Alaska Native/Indigenous/First Nations
- P 50% or more Native Hawaiian/Pacific Islander
- W 50% or more White
- M majority ethnic minority/multi ethnic
- 99 no single group listed above represent 50 percent or more of staff, board, or membership.
- O Other (please specify)

### Question 3. Applicant District Number

Select the applicant's City of Austin voting district number (1 through 10 or ETJ). If the application is on behalf of a sponsored project, please indicate voting district number for the sponsored project. The district number should be based on the physical address provided in Section 2. You can access district location via the interactive redistricting map at <http://www.austintexas.gov/GIS/CouncilDistrictMap/>.

### Question 4. Additional Demographic Information

Indicate if the applicant self-identifies as a member of the LGBTQIA and/or Disability Communities. If the application is on behalf of a sponsored project, the self-identification should be for the sponsored project.

### Question 5. Primary Artistic Discipline

Select ONE artistic discipline that best describes the artistic discipline of your project/organization. If the application is on behalf of a sponsored project, check the box that corresponds to the artistic discipline of the sponsored project.

### Question 6. Change in Project from year 1 to year 2

Please indicate if any of the listed changes occurred.

**Question 7. Project Narrative**

If you had any major changes to your Project Activities, as indicated by your response to question 6, please provide an explanation for the change. If you do not anticipate any major changes please type "No" in the text box.

**Question 8. Applying under the umbrella of a fiscal sponsor**

If you are not applying under the umbrella of a fiscal sponsor please select "no" and skip to Question 18.

**SP** – Select "Yes" and complete the SP contact information in questions 9 through 17.

**Questions 9-17. Sponsored Project Contact Information**

Please provide the name, address, telephone number, and email address of the primary contact of the sponsored project.

**Question 18. Application History**

If an applicant or sponsored project has received Cultural Arts Funding Program funding under a different name or with a different sponsor, enter the name used in previous applications.

**Once you have completed Section III. Application Questions, click NEXT to move on to Section IV. Budget & Activity Summary.**



## Section IV: Budget & Project Summary for OS, PS I, PS II, & PS III

### Operating Budget History

Enter annual operating budget information as submitted on your IRS form 990 for the fiscal years indicated. Enter cash only; DO NOT include in-kind amounts. These amounts are NOT your City of Austin funded amount, nor is it your total project budget (Line 22 from the budget).

**THESE AMOUNTS SHOULD REFLECT YOUR ENTIRE ANNUAL OPERATING BUDGET.**

**SP** – If the application is on behalf of a sponsored project, enter budget information for the sponsored individual/organization/group NOT the fiscal sponsor.

**THE BUDGET HISTORY WILL BE USED IN EVALUATING POTENTIAL AWARD AMOUNTS.**

### Proposed Budget: EXPENSES & INCOME

The proposed budget is utilized in evaluating the applicant's budgetary capability of satisfying the matching requirement for Organizational Support and Project Support I, II, & III.

Complete the budget paying attention to the budget definitions.

**NOTE: A detailed description of each line item total must be provided in lieu of a budget itemization.**

#### Expenses

Include all expenses for this project. List cash expenses under cash column. All expenses must be fully explained in the "Description" box.

The total budget (line 22) **must** be at least double the COA award request amount (line 9) in the budgets for **Organizational Support and Project Support I, II, & III.**

**NOTE: The total calculations will only appear once you have clicked the "REFRESH" button at the top of the page in the green bar.**

#### Income

Include all earned and unearned revenue for this project. Provide an explanation of revenue sources in the "Description" Box provided.

### Project Summary

Provide a clear and concise project summary listing your program/performance/event(s), the date or dates the event or events will occur, the name and address of the venue, the district number where the venue is located, and the number of events. If you do not know the district number for the venue follow this link and use their address to find the district number: <http://www.austintexas.gov/GIS/CouncilDistrictMap/>

The Project Summary will be the basis for the scope of services for which the applicant will be contracted.

**SP** – If the application is on behalf of a sponsored project this summary should correspond to that sponsored project's programming.

**Once you have completed Section IV. Budget and Activity Summary, click NEXT to move on to Section V. Attachments.**

## Sample Budget

You are required to submit a full description of each figure in your budget. That description is to be submitted on the budget form in the DESCRIPTION BOX.

**The following is a sample budget. NOTE:** The numbers used in the budget samples are presented solely as examples of format. These numbers are examples and are not to be used as recommendations of proper pay scales/expenses, etc. Larger, more comprehensive projects may opt for a budget narrative more appropriate to the project. Applicants should provide sufficient details for staff to clearly understand all components of the proposed budget.

**NOTE:** You may not include other Cultural Arts Funding Programs funds, including those which are already being used to match other City funding.

### PROPOSED BUDGET - PROJECT INCOME

PROJECT INCOME	CASH   DESCRIPTION	TOTAL
<b>Earned Income</b>		
1. Total Admissions	\$ 3,600 240 x Avg \$15 ticket -- \$3600. Tickets prices range between \$10 - \$25	\$ 3,600
2. Total Other Earned Income	\$	\$ 0
<b>3. TOTAL EARNED INCOME</b>	<b>\$ 3,600</b>	<b>\$ 3,600</b>
<b>Unearned Income</b>		
4. Total Private Support (Corp, Foundation, Individual)	\$ 2,500 Four Individual Donors, secured (1 at \$1500; 2 at \$500)	\$ 2,500
5. Total Public Support (Government Grants)	\$	\$ 0
6. Total Other Unearned Income	\$	\$ 0
7. Applicant Cash	\$ 900 Post-it and the Paper Clips cash on hand	\$ 900
<b>8. TOTAL UNEARNED INCOME</b>	<b>\$ 3,400</b>	<b>\$ 3,400</b>
9. CORE Funding Request Amount	\$ 20,000 COA Cultural Arts Project III Request Amount	\$ 20,000
<b>10. TOTAL CASH INCOME</b>	<b>\$ 27,000</b>	<b>\$ 27,000</b>
11. Total IN-KIND SUPPORT (must equal Total In-Kind Column in Line 24 from the Project Expenses below)	\$ 5,000 2 Box Office Assistants (20hrs x \$20/hr x 2) -- \$800 In-Kind; 4 Production Assistants \$100/night x 3 nights x 4) -- \$1200 In-Kind; Audience Development and Outreach -- \$350 In-Kind; Rehearsal Space, (120 hrs x \$20/hr) -- \$2400 In-Kind; Admin. Consultation Fee, (10hrs x \$25/hr) -- \$250 In-Kind	\$ 5,000
12. TOTAL INCOME (displayed below, calculated automatically on page refresh)	\$ 32,000 Total Income	\$ 0
<b>Total</b>	<b>\$ 32,000</b>	<b>\$32,000</b>

### PROPOSED BUDGET - PROJECT EXPENSES

PROJECT EXPENSES	CASH	IN-KIND	TOTAL   Description
13. Administrative Employee Costs	\$ 2,000	\$	\$ 2,000 Administration Fee, (40 hrs x \$25/hr) -- \$2000
14. Artistic Employee Costs	\$ 2,000	\$	\$ 2,000 Artist fee -- \$2000
15. Administrative Non-Employee Costs	\$ 1,750	\$ 250	\$ 2,000 Administrative Assistant, (20 hrs x \$25/hr) -- \$500; Assistant Administrator Fee (50 hrs x \$25/hr) -- \$1250; Admin. Consultation Fee, (10hrs x \$25/hr) -- \$250 In-Kind
16. Artistic Non-Employee Costs	\$ 10,800	\$	\$ 10,800 Principal Artistic Collaborator Artist Fee, \$2000; Core Dancer Artist Fees (\$1000ea x 3) -- \$3000; 3 Dancer Artist Fees (\$800ea x 3) -- \$2400; Musician Artist Fee -- \$800; Writer Fee -- \$600; Lighting Designer -- \$500; Sound + Video Designer -- \$500; Graphic Artist (poster, program, web, press) -- \$400; Videographer -- \$400; Photography Documentation, -- \$200
17. Travel	\$	\$	\$ 0
18. Space Rental	\$ 2,000	\$ 2,400	\$ 4,400 Venue Rental, (2 weeks at \$1000/week) -- \$2000; In-Kind Rehearsal Space, (120 hrs x \$20/hr) -- \$2400
19. Equipment Rental	\$ 1,000	\$	\$ 1,000 Lighting Equipment Rental (2 weeks at \$400/wk) -- \$800; Sound and Video Equipment Rental (pa, projector, speakers, laptop interface) -- \$200
20. Supplies and Materials	\$ 600	\$	\$ 600 Costume materials, fabric, paint, misc. -- \$600;
21. Marketing and Promotion	\$ 850	\$ 350	\$ 1,200 Publicist/Marketing (25 hrs x \$25/hr) -- \$625; Postcards/Printing (500 Postcards at \$125) -- \$125; Facebook advertising -- \$100; Audience Development and Outreach -- \$350 In-Kind
22. Production/Exhibit Costs	\$ 3,900	\$ 2,000	\$ 5,900 Stage Manager -- \$700; Stage Crew (6 persons x \$250ea) -- \$1500; Production Manager -- \$600; Box Office -- \$400; Programs/Printing (400 programs at \$100) -- \$100; Visual Artist/Stage Designer -- \$600; 2 Box Office Assistants (20hrs x \$20/hr x 2) -- \$800 In-Kind; 4 Production Assistants \$100/night x 3 nights x 4) -- \$1200 In-Kind
23. Other	\$ 2,100	\$	\$ 2,100 Fiscal Sponsorship Fee (8% of \$20,000) -- \$1600; Miscellaneous/emergency expenditures (materials and supplies, costuming, equipment rental, etc.) -- \$500
<b>24. TOTAL EXPENSES</b>	<b>\$ 27,000</b>	<b>\$ 5,000</b>	<b>\$ 32,000</b>

## Section V: Attachments for OS, PS I, PS II, & PS III

### Attachment #1 (REQUIRED BY ALL)

#### 501(c) applicants Form 990

Provide a copy of the first page only of IRS Form 990, 990 PF, 990 EZ or 990 N evidencing Fiscal Year 2016 and Fiscal Year 2017 finances.

NOTE: If your organization does not operate on a calendar fiscal year you can determine the fiscal year of your 990 by looking at the tax year ending date instead of the year listed on the top right corner of the form.

DLN: 93493195015194  
OMB No 1545-0047  
2012  
Open to Public Inspection  
Exempt From Income Tax  
Internal Revenue Code (except black lung rate foundation)  
return to satisfy state reporting requirements  
.2, and ending 08-31-2013  
D Employer Identification number

### Attachment #2 (REQUIRED by PS II non-501(c)s only)

#### Proof of Texas State Incorporation

Incorporated organizations (including those umbrella'ed by a fiscal sponsor) applying in Project Support II must provide proof of Texas State Nonprofit Incorporation by submitting a copy of their Texas State Letter of Exemption (Certificate of Filing).

The following items will not be accepted as proof of State of Texas nonprofit status:  
Articles of incorporation, bylaws, or proof of sales tax exemption.

*Sponsored applicants not providing proof of incorporation with the State will be considered an individual artist or unincorporated organization/group.*

### Attachment #3 (REQUIRED BY ALL)

#### Board List

Provide a roster of your governing board, including

- names,
- e-mail
- mailing addresses,
- telephone numbers,
- professions or areas of expertise,
- and ethnic make-up

**SP** – For sponsored projects, list the sponsored project's Advisory Board, if applicable.

### Attachment #4 (REQUIRED by OS only)

#### Independent Audit/Financial Review

**This is required for applicants in Organizational Support ONLY.** An independent audited financial statement, prepared by a certified public accountant, for the most recently completed fiscal period is required. Compilations will not be accepted.

### **Attachment #5 (REQUIRED BY ALL)**

#### **Signed Assurances Document**

Please review carefully. Provide the signature of the authorized official, or board designee, including the date signed. Also provide the signature of the sponsored individual/organization/group if applicable. If the application is scheduled to be approved after submission, it is the applicant's responsibility to notify Cultural Arts Division staff of the board approval date.

### **Attachment #6 (REQUIRED BY ALL)**

#### **Insurance Assessment Form**

Enter your organization's pertinent contact information into the Insurance Information Form. If serving as a fiscal sponsor, list that sponsored project as well as your Organization name. Answer questions 1 thru 9 by marking yes/no/NA, lending explanation if needed. This form will determine your Insurance requirements.

***SP*** – *If you are applying on behalf of a sponsored project you must complete this form, NOT your fiscal sponsor.*

## **Delivery Instructions**

Applications must be submitted online on **Monday, May 1, 2019**

**Please note that if you are fiscally sponsored it is your fiscal sponsor who will be submit the application on behalf of the sponsored project. Contact your fiscal sponsor for their internal deadlines and requirements.**

The online application can be found here

<http://www.austintexas.gov/departments/core-cultural-funding-programs>

**Late applications will NOT be accepted.**

## 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.

- ☐ Is the proposed project compatible with the mission and goals of your organization?
- ☐ Is your application narrative similar in scale and scope to that which was listed in Year 1?
- ☐ 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?
- ☐ It is suggested Year 2 funding requests remain the same as that of Year 1 funding requests (not award amount). Generally, contract awards are less than the amount requested. Have you considered how partial funding may impact the implementation of your project?
- ☐ Are marketed programs or project activities accessible to the general public? Are programs or project activities accessible to persons with disabilities?

### Application Preparation

- ☐ Have you completed all the application (Sections I – V), and uploaded all the required attachments?
- ☐ Have you contacted your fiscal sponsor to let them know your application is complete? Remember, your fiscal sponsor will have an earlier deadline than May 1 as they will need to submit the application for you.
- ☐ Is your cash flow sufficient to ensure that your project can begin while you wait for your City funding to arrive?

## 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](http://www.NowPlayingAustin.com)
- ☐ 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.
- ☐ Watch the Get Noticed marketing training videos on the Cultural Arts Division website – [www.AustinCreates.com](http://www.AustinCreates.com)

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** – A 501(c) or State of Texas nonprofit organization that applies in Organizational Support, Project Support I, or Project Support II. Or a 501(c) organization that applies on behalf of a sponsored project in Project Support III as a fiscal sponsor.

**Applicant Cash** – Funds from the applicant's or sponsored project'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 I, II and III.

**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.

**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](http://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 artists in a funded project, contract agency employees, or board members are not considered in-kind services.**

**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.

**New 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.

**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 Private Support** – Cash support derived from cash donations given for this activity or a proportionate share of general donations allocated to this activity. Do not include corporate, foundation, or government contributions and grants. Do include gross proceeds from fund-raising events.

**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.

**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.

**Sponsored Project** - The individual or group that is under the umbrella of the 501 (c) organization, or fiscal sponsor

**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.