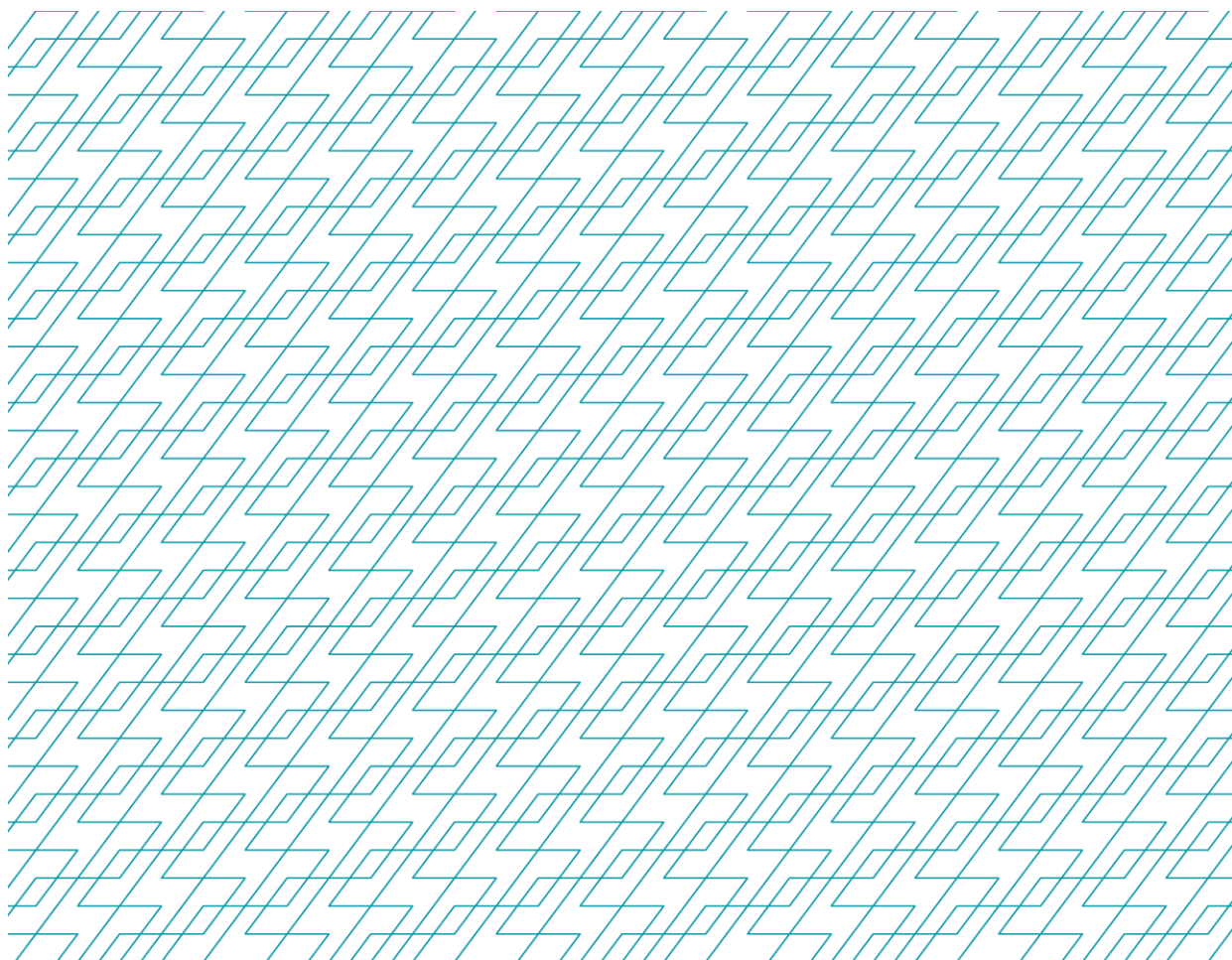


City of Austin  
Cultural Arts Funding Program

## Community Initiatives Guidelines



### Fiscal Year 2020

October 1, 2019 - September 30, 2020



**Cultural Arts**

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT

Economic Development Department, Cultural Arts Division  
5202 East Ben White Blvd, Suite 400, Austin TX 78741



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**Cultural Arts Funding Program**  
**COMMUNITY INITIATIVES GUIDELINES**

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## Introduction

The City of Austin Economic Development Department (EDD) Cultural Arts Division serves to encourage, develop and facilitate an enriched environment of artistic, creative and 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 funding programs to provide financial support to organizations and individuals for specific contracted services through a competitive application and review process.

These guidelines contain requisite information and forms to help qualified organizations and individuals interested in applying for funding in the Community Initiatives program, an auxiliary component of the City's Cultural Arts Funding Programs. Contracted services supported through the Cultural Arts Funding Programs take place within the City of Austin's fiscal year, October 1st through 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 its Extra Territorial Jurisdiction (ETJ). The purpose 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, requirements and evaluation criteria prior to beginning the application process. The FY20 Community Initiatives 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. Cultural Funding staff actively review and evaluate all aspects of this program and its processes, incorporating revisions in this publication annually. Program guidelines are reviewed periodically throughout the year; any changes adopted by the Austin Arts Commission will be distributed by Cultural Arts Division staff.



**NEW!** Community Initiatives Program Guidelines are revised every year. Look for this red text to find the major FY20 Community Initiatives Guidelines changes.

# City of Austin 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 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
  - Encourage partnerships and creative collaborations within the community
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
  - Promote the value of arts, culture and creativity

## Source of 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 one point zero five (1.05) of every seven (7) cents 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)]

State of Texas Hotel Occupancy Tax Code: <http://www.statutes.legis.state.tx.us>

## Guidelines at a Glance

**Community Initiatives** funding is available to arts groups, non-arts groups and individual artists that produce or present arts activities and are not already receiving funding through the Cultural Arts Division's Core Funding or Cultural Heritage Festivals programs. The Community Initiatives Program provides support for smaller community arts projects and activities that may develop throughout the year. The purpose of the Community Initiatives Program is to support public arts and cultural programming that celebrates Austin's culture of creativity and to encourage collaboration, innovation, accessibility and cultural tourism.

**The Community Initiatives Funding Program actively seeks to provide members of historically underrepresented communities, which can include identities such as Black or African-American, Arab-American, Asian-American, Hispanic or LatinX, Pacific Islander, Indigenous Nations, LGBTQIA, or a person with a disability, with equitable access to funding opportunities. Applicants who are members of historically underrepresented communities are encouraged to apply.**

## Minimum Requirements

### For Applicants

#### **Applicant type**

- 501(c) arts or non-arts organization (*as evidenced by a current IRS determination letter or copy of the most recent Form 990 filed with the IRS*)
- Groups without 501(c) designation but have State of Texas Non-Profit Status, or also known as Incorporated Groups (*may apply with or without a fiscal sponsor*)
- Unincorporated Groups without 501(c) designation (*may apply with or without a fiscal sponsor*)
- Individual Artists *who are at least 18 years old (may apply with or without a fiscal sponsor)*

#### **An applicant must**

- be a resident, or be based in Austin or its ETJ for at least a one (1) year prior to the date the application is submitted, and

- propose and advertise events open to the general public and occur within and for the benefit of the residents, visitors and tourists of Austin and/or its Extra Territorial Jurisdiction (ETJ), and
- have produced artistic work in Austin, within your artistic expertise, and with a budget history of for a minimum of one (1) year prior to the application deadline, and
- not have received Community Initiatives funding more than five consecutive or non-consecutive years, and
- not currently be receiving funding from the Cultural Arts Division Core Funding or Cultural Heritage Festivals programs.

## For Fiscal Sponsors

**A Fiscal Sponsor** is 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.

### **Fiscal Sponsors must**

- be a 501(c) organization located in Austin or its Extra-Territorial Jurisdiction (ETJ),
- have a paid Executive Director,
- have an active volunteer Board of Directors that meets at least three times a year, and
- have 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.

Failure to comply with fiduciary responsibilities, contract compliance, and/or contract management requirements may result in loss of eligibility to serve as a sponsoring organization. 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 CAD staff.

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

Nonprofit 501(c) organizations applying on behalf of unincorporated/incorporated groups or individual artists as the fiduciary agency assume the legal responsibilities of the sponsored



project to meet all contractual obligations. The City of Austin will enter into a Cultural Services Agreement with the fiscal sponsor who is then responsible for all administration, financial management and reporting associated with the completion of the project. The sponsoring organization may charge up to a 10% sponsorship fee for serving as an umbrella in all applicable programs. A sponsored project's event must be an independent project, separate from the general activities of the sponsoring organization. Applications for a sponsored project may not be for an extension of an organization's regular programs and/or services, nor may a sponsored project's project be utilized to fund activities, events or services presented or provided by the sponsoring organization. Applicable professional services provided by service organizations may be considered as eligible expenses.

See Appendix 5 for a current list of Fiscal Sponsors.

## Proposed Project Requirements for Eligible Applicants

### Proposed projects must

- be a LIVE public event,
- be open and advertised to Austin residents, visitors and tourists, and be consistent with the promotion and enhancement of the City of Austin as a cultural destination, and
- occur in Austin or its ETJ.
- Proposed events are not required to be free; admission may be charged.

**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 accessible to the public, must obtain permission from the property owner **prior** to submitting a Community Initiatives application.

**Privately Owned Property** – If a project is on private 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 included with the application. Without the property owner's written consent, the application cannot be reviewed.

**City of Austin Property** – Applicants proposing to install public art on City of Austin property must submit an Artwork Donation/Loan Review application for review by the Arts Commission.

The Arts Commission must approve the donation prior to entering into the contract and in no case later than 7/30/20. To arrange the Arts Commission review, and to complete the Art Work Donation and Loan application please contact Frank Wick with the Art in Public Places Program of the Cultural Arts Division [Frank.Wick@AustinTexas.gov](mailto:Frank.Wick@AustinTexas.gov) or (512) 974-2576.

Artwork Donation/Loan Review application forms are available at [http://austintexas.gov/sites/default/files/files/EGRSO/art\\_donation\\_2014\\_v01.pdf](http://austintexas.gov/sites/default/files/files/EGRSO/art_donation_2014_v01.pdf).

A funding award does not guarantee approval of Artwork Donation/Loan application by the City of Austin for the proposed artwork.

## Funding Requests

### Maximum request of \$3,000

Funding is dependent upon the operating budget size of the applicant. Application proposed project budget must be specific to the application's proposed activities. Applicants may not receive Community Initiative Funding for more than **FIVE (5)** consecutive or non-consecutive years.

### Expanding ADA Accessibility

For FY20, the Arts Commission has set aside \$10,000 to support Community Initiatives applicants seeking to broaden access or accommodate audiences with disabilities by providing up to \$500 in additional support for expenses related to expanding accessibility at their proposed events. Applicants will not request these funds, as they will be awarded based on the ADA Accessibility expenses listed in their budget and their response to Question 18 in Section III Application Questions.

A resource guide can be found at <https://atxgo.vsatx.org/ada-toolkit/>. Refer to the "Access Resources in Central Texas" PDF to find local vendors who provide accessibility services.

## Funding Cycles

The Community Initiatives Program has an annual funding cycle corresponding to the City of Austin's fiscal year (October 1 through September 30). Applications are accepted on a quarterly basis. Only one application per organization/individual may be funded per fiscal year.

**Participation in this program is not guaranteed, nor is there a commitment to fund this program at previous or current levels.** Funding awards allocated from this program may not be used toward activities funded by any other City of Austin departments/contracts or other cultural funding programs within the fiscal year.

## Matching Requirements

A matching requirement means that an applicant must show in their proposed budget that they will be able to secure additional funds beyond those requested through the Community Initiatives Program. These additional funds can be from earned income, like your proposed ticket sales, merchandise or concession sales, or from unearned income, like individual monetary donations from people, business sponsorships, or other grants from foundations or other government entities. It can also come from savings set aside specifically for this proposed project, but ideally, you should match the CI request amount from various sources of income beyond personal savings.

A 1:2 (half) match is required for all Community Initiatives awards. At least 50% of the required match must be in cash expenses; the remaining 50% match may be in-kind support at true market value (with signed receipts). Cash match requirements cannot be met by other City funding sources, however City sources may contribute to your in-kind match.

In-kind support, also called in-kind contributions, are donations of things that you would normally have to pay for but don't because they were provided to you for free. For example, volunteer time, donated paint supplies or a discount on venue rental could all be counted as in-kind support.

**Note:** Once awarded, you may accept a smaller award amount if there is a concern about meeting the matching requirements.

### Matching Requirements Example

Maximum Request Amount	\$ 3,000.00	}	Total Matching Requirement: \$1,500.00
Minimum Cash Match	+ \$ 750.00		
In-Kind Match or Additional Cash Match	+ \$ 750.00		
Minimum Total Proposed Budget	\$ 4,500.00		

Your total project budget may exceed the minimum total proposed budget.

### Deadlines and Delivery

Community Initiatives applications will be accepted on a fixed quarterly basis during the Cultural Arts Funding Program fiscal year, while funds are available. The proposed activity date will determine when to apply.



**APPLICATIONS ARE ACCEPTED QUARTERLY ON FIXED DEADLINE DATES.**  
The first event date must fall within the quarterly project schedule (see below).

Proposed event will occur in	You must submit your application by
October 2019 November 2019 December 2019	August 26, 2019
January 2020 February 2020 March 2020	October 28, 2019
April 2020 May 2020 June 2020	January 27, 2020
July 2020 August 2020 September 2020	April 27, 2020

Applications will be accepted within the appropriate quarter, as long as funding is available, and considered at the Arts Commission meeting that follows each deadline. All application materials are public records. Keep a complete copy of your application and materials for your own files.

### **APPLICATIONS MUST BE SUBMITTED ONLINE:**

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

## Need Assistance?

### Community Initiative Workshops

All applicants are encouraged to attend an application workshop. You can find workshop details with links to RSVP on the Cultural Arts Division website at [www.austincreates.com](http://www.austincreates.com).

### Where

All Community Initiatives workshops take place at the Economic Development Department, Cultural Arts Division Training Room located at 5202 E Ben White Blvd, Suite 400.

### When

All workshops begin at **noon**.

#### **2019**

Thursday, August 1, 2019  
Thursday, September 5, 2019  
Thursday, October 3, 2019  
Thursday, November 7, 2019  
Thursday, December 5, 2019

#### **2020**

Thursday, January 2, 2020  
Thursday, February 6, 2020  
Thursday, March 5, 2020  
Thursday, April 2, 2020  
No workshops will be held in May or June 2020

## Visit us for Open Office Hours – no appointment necessary!

Economic Development Department, Cultural Arts Division

5202 East Ben White Blvd, Suite 400

Austin, TX 78741

(512) 974-7700

**Every 2<sup>nd</sup> and 4<sup>th</sup> Tuesday each month**

**9 am to 1 pm**

## Community Initiatives Program Administrator

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

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## Ineligible Organizations and Activities

The City of Austin will **not** fund, nor allow as a match:

- Programming that is not open and marketed to the general public
- 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.
- 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; however, foundations are eligible to serve as Fiscal Sponsors

- Activities concurrently receiving funding through other City of Austin Cultural Funding Programs
- Activities concurrently receiving funding through other City of Austin Department Programs
- Music residencies
- Networking events
- Activities that do not include a LIVE public event

**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 prior to the application due date
- Any 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
- Operating costs not associated with the project
- Purchase of gifts, awards, cash prizes, scholarships, contributions or donations
- 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
- Purchase of Gasoline  
*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.
- Property Taxes or any other tax with the exception of retail sales or payroll tax
- Audits unless required per cultural funding contract
- Membership fees



- The purchase of computer software/hardware
- Mass produced commercial products
- In-Kind contributions (including unpaid, volunteer time) from sponsored project individual artists, applicant employees or applicant board members
- Development costs related to the production of phone apps and technology platforms

Project Costs that **can only** be used as match, but may not be limited to, include the following:

- 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
- Travel of Applicant or Sponsored Individual/Organization's administrative staff
- Food or beverages, unless essential to the project. Contact CAD staff to verify eligibility of any food or beverage expenses

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

# Application Evaluation

Cultural Arts Division Staff will review applications based on eligibility requirements and the scoring rubric.

Applications that meet the requirements as outlined in these guidelines, and who receive the highest score will be forwarded to the Arts Commission for final review and approval of funding award.

The Evaluation Criteria is based on the Strategic Outcomes of the City of Austin's Strategic Direction 2023 [https://assets.austintexas.gov/financeonline/downloads/Austin-Strategic-Direction\\_2023.pdf](https://assets.austintexas.gov/financeonline/downloads/Austin-Strategic-Direction_2023.pdf) and the Arts Commissions Four Pillars, a lens through which the Arts Commission views all Cultural Arts Division Programs. These are the Four Pillars established by the Arts Commission:

**Cultivate Leadership** – develop current and emerging leaders

**Ensure and Encourage Equity** – reflect the growing diverse population of Austin

**Foster Collaboration** – contribute to Austin's robust arts eco-system

**Inspire Evolution** – achieve advancement through innovation and resiliency

The rubric is set up to allow Cultural Funding Program staff to objectively score each application based on the Arts Commission's funding priorities as listed below. Awards will be based on the funds available and will be awarded to the applicants with the highest scores each quarter.

The scoring system is set up to highlight the funding priorities of the Arts Commission. The rubric is not structured for an applicant to receive all 30 points, and we anticipate that there will be very few, if any, who will actually score all 30 points.

An applicant is **not required** to include all of the funding priorities in their proposed activity. If your proposed project does not include one or more of these priorities you may consider adding a component to your proposed project to meet that priority but IT IS NOT REQUIRED that you do so. The example activities provided below are not comprehensive and should not be considered the only way that one can meet the listed funding priorities.

## Community Initiatives Funding Rubric

### **PRIORITY 1 – maximum 15 Points**

#### **5 Points - Ensures and Encourages Racial & Social Equity**

An applicant is considered Historically Underrepresented if 50% or more of participating artists, staff, and board are comprised of one or more historically underrepresented groups listed above.

#### **5 Points - Sustains Ethnic or Historical Heritage**

Proposed activity honors and preserves heritage with cultural credibility & authenticity in mind. Projects that PRESERVE or grow cultural heritage or artistic expression that is rooted in and reflective of a traditional or multi-generational creative practice.

*Examples:* Performance of an indigenous dance tradition by an indigenous dance company, or a production of a Spanish language or bi-lingual play.

#### **5 Points - Engages Community**

Activity that involves proactive community engagement or is a neighborhood based art project.

*Examples:* Works with a neighborhood association or community group to create the art work or to get their take on a work in progress so that the final product reflects the community where it will be displayed/presented.

### **PRIORITY 2 – maximum 9 Points**

#### **3 Points - Grows the Cultural Arts Ecology**

First-Time Applicant.

Applicants who have never received funding or who have not received funding from any of the Cultural Arts Division's Funding Programs in the last five years.

#### **3 Points - Enhances Accessibility and Inclusion**

Offering special programming specifically for audience members with disabilities.

*Examples:* Offering American Sign Language interpretation at your event, Providing Assisted Listening Devices for amplified sound, providing braille programs, providing opportunities for members of the blind community to touch art at an exhibition.

See Accessibility Guide for service providers and estimated costs.

### **3 Points - Deepens Lifelong Learning**

Includes significant supplemental education component.

*Examples:* Offering a workshop to teach the art form presented in  
The proposed activity in addition to the live performance.

## **PRIORITY 3 – maximum 6 Points**

### **1 Point - Fosters Collaboration**

Encourages new and ongoing partnerships and cooperation between artists/arts organizations.

*Examples:* Two theatre companies presenting a theatrical program  
together, three visual artists partner to produce a joint gallery exhibition.

### **1 Point - Maintains Affordability**

Offering opportunities for audience members experiencing financial barriers.

*Examples:* Pay what you can nights, sliding scale ticket fees.

### **1 Point - Compensates Personnel**

Paying participating artists and project administrators.

### **1 Point - Inspires Cultural and Artistic Innovation**

Creation of an original work.

*Examples:* A Concert featuring newly composed works, an original play presented as  
a World Premier, Screening of a new short film, exhibition of new works created just for  
the upcoming gallery show.

### **1 Point - Cultivates Leadership**

Offers internship or apprenticeship as part of proposed activity.

### **1 Point - Demonstrates Financial Resourcefulness**

Income from other sources beyond applicant cash. Applicant cash are funds from the applicant's  
existing resources allocated to this project.

## **Accessibility Funding Priority Program**

The Arts Commission seeks to support applicants who wish to broaden audiences. To that end the Accessibility Funding Priority Program was established to provide additional funding to help defer the costs of offering special programming for audiences with disabilities. Applicants who wish to provide access to all audiences by providing sign language interpretation, assisted listening devices or other services may be eligible for up to \$500 of unmatched funding to cover the costs of providing accessibility services for their audiences.

## Appendix 1: 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.

**ALAANA** – An acronym for African, LatinX, Asian, Arab, and Native American artists and arts and cultural organizations.

**Historically Underrepresented** – An acronym for African, Latino/a, Asian, Arab, and Native American artists and arts and cultural organizations and individuals or groups that identify as members of the LGBTQI or Disability community. It is Grantmakers in the Arts' definition of historically underserved artists and their communities.

**Applicant Cash** – Funds from the applicant's existing 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 has a primary mission to produce, present or promote arts and culture.

**Authorized Official** – A principal of the organization with legal authority to certify the information contained in the application and sign contracts for the organization. Generally, the Executive Director, CEO, or Board President/Chair/Co-Chair are considered authorized official.

**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 Mileage Report Form** – 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 Engagement** – a community-centered orientation based in dialogue. Community engagement enables a more contextualized understanding of community members' perceptions of the topics and contexts, and facilitates stronger relationships among and between community members.

**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 (ETJ). 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.

Also see Appendix 4 for Cultural Tourism Tips

**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 organization 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.

**Cultural Equity** – Cultural equity embodies the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources. This definition was created by Americans for the Arts.

<http://www.americansforthearts.org/about-americans-for-the-arts/statement-on-cultural-equity>

**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** – (also see Non-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.



**Event Based** – Artistic activity that has a physical component allowing the public to attend or witness the artwork.

**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.

(Also see Sponsoring Organization)

**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.

**Guide Star** – An informational website that gathers and publicizes information about nonprofit organizations.

**Incorporated Group** – Artistic work, activities, or services created/performed by a collection of artists formally organized as a group that has acquired the State of Texas Letter of Exemption (Certificate of Filing).

**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. A group that is not incorporated as a nonprofit with the State of Texas will be considered an individual artist project.

**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 sponsored individual artists, 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, used to build the organization’s 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 that are 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.

**Neighborhood Based Art Project** – the practice of art based in and generated in a community setting.

**New Applicant** – An organization or artist that has not received funding through the Core Cultural Arts Funding Programs 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 (ETJ).

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

**Non-Employee Costs** - (also see 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 170c 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. Include gross proceeds from fund-raising events.

**Other Unearned** – Revenue derived from sources other than those listed above. 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. Note: Applicants proposing public art projects must obtain permission from the property owner prior to the application deadline.

**Resident** – A citizen of Austin or its Extra Territorial Jurisdiction (ETJ).

**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.

**Sponsored Project** – An individual artist or Texas State incorporated or unincorporated arts group applying under the umbrella of a 501(c) nonprofit organization.

**Sponsoring Organization** – A 501(c) nonprofit organization that assumes all fiduciary and contractual responsibilities so an individual artist or unincorporated group may receive funding from the City. (Also see Fiscal Sponsor)

**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, taxis, per diem payments, toll charges, mileage, 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.

**Unincorporated Group** – A group not incorporated within the State of Texas as a nonprofit organization. Applications on behalf of unincorporated groups are treated as individual artist applicants.

**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.

## Appendix 2: Application Due Dates

### **Applications are accepted quarterly on fixed deadline dates**

The first event date must fall within the quarterly project schedule (see below).

Applications will be accepted within the appropriate quarter, as long as funding is available, and considered at the Arts Commission meeting that follows each deadline. All application materials are public records. Keep a complete copy of your application and materials for your own files.

<b>Proposed event will occur in</b>	<b>You must submit your application by</b>
October 2019 November 2019 December 2019	August 26, 2019
January 2020 February 2020 March 2020	October 28, 2019
April 2020 May 2020 June 2020	January 27, 2020
July 2020 August 2020 September 2020	April 27, 2020

## Appendix 3: 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.

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.

### Project Income

#### Line Items 1-3 Earned Income

PROJECT INCOME		CASH TOTAL   DESCRIPTION	
Earned Income			
1. Total Admissions	\$ 1,000	\$ 0	\$10 * 100 tix sales
2. Total Other Earned Income	\$ 500	\$ 0	\$10 * 50 t-shirts
3. TOTAL EARNED INCOME	\$1,500	\$0	

#### Line Items 4-8 Unearned Income

<b>Unearned Income</b>			
4. Total Private Support (Corp, Foundation, Individual)	\$ 500	\$ 0	5 * \$100 donations
5. Total Public Support (Government Grants (not the CI request amount)		\$ 0	
6. Total Other Unearned Income		\$ 0	
7. Applicant Cash - you are encouraged to have other sources of income outside of Applicant Cash		\$ 0	
8. TOTAL UNEARNED INCOME	\$500	\$0	

## Line Items 9-12 (TOTAL) Request amount, In-Kind and Total Income

Total Earned Income	\$1,500
Total Unearned Income	\$500
9. Community Initiatives Request Amount	\$ \$0
	\$3,000 CI Request
10. TOTAL CASH INCOME	\$0 \$0
11. Total IN-KIND SUPPORT (must equal Total In-Kind Column in Line 19 from the Project Expenses below)	\$ \$0 Venue Rental, Marketing, set/sound
<b>Total</b>	<b>\$6,500</b> \$0

**Total Income MUST match the Total Expenses on the next screen**

## Project Expenses

### Line Items 13-19

Please indicate which expenses will be paid for with the CI Request Amount. Artist and Administrator Fees, Marketing Expenses, Venue Rental, ADA Accessibility Expenses and Insurance are the only line items that can be paid for with City Funds. List all other expenses beyond the \$3,000 award in the CASH Match and In-kind Match columns.

PROJECT EXPENSES	CI Request Amt	CASH Match (Must total at least \$750)	IN-KIND Match	Detailed Description	TOTAL
13. Artist Fees	\$3,000	\$500		1 band @ \$1,000 each 2 performers @ \$1,000 each 1 workshop instructor - \$500	
14. Administrator Fees		\$100	\$500	\$200 - Project Director 5 stage hands @ \$100 in-kind	
15. Marketing Expenses		\$400	\$250	\$200 - Social Media ads \$450 - in-kind radio ads \$200 - flyer/poster & Printing	
16. Venue Rental		\$300	\$800	\$300 rental with \$800 in-kind Rental discount	
17. ADA Accessibility Expenses - up to \$500 in additional support is available for eligible expenses.		\$400		\$400 - ASL interpreter fee	\$0
18. Insurance		\$300		\$500 - Event insurance fee	\$0
19. Other Expenses (Do not allocate CI Request Amount funds in this line. CASH Match & INKIND Match allocations are allowed)				\$100 - Admin Mileage report \$250 - PA Speakers&mic rent \$150 - Props and Set Material (paint, lumber, hardware)	
<b>Total</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,500</b>		<b>\$6,500</b>

**Be sure to give details in the description fields. Total Expenses must = Total Income.**



## Appendix 4: 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) and Post all non-city-funded events and projects to Now Playing Austin
- Note nearby lodging facilities through promotional materials and/or 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>)

## Appendix 5: Fiscal Sponsor List

Name	Contact	Email	Application Lead Time	Fees
ARCOS FOUNDATION FOR THE ARTS, INC.	Erica Gionfriddo	e.gionfriddo@arcosdance.com		
Austin Chamber Music Center	Peter Helf	peter@austinchambermusic.org		
Austin Community Foundation	Jonathan Barona	JBarona@austincf.org		
*Austin Creative Alliance	Asaf Ronen	asaf@austincreativealliance.org	30-45 days	\$150 Annual Membership fee, 10% fee for grants/donations, \$125 Insurance
Austin Film Festival, Inc	Barbara Morgan	barb@austinfilmfestival.com		
Austin Foundation for Architecture	Ingrid Spencer	ingrid@austinfoundationforarchitecture.org		
Austin Playhouse	Don Toner	info@austinplayhouse.com		
Austin Revitalization Authority	Elizabeth McDonald	emcdonald@austinrev.org	30 days	10% fee
Austin School of Film	Faiza Kracheni	FAIZA@AUSTINFILMSCHOOL.ORG		
Austin ScriptWorks	Christi Moore	christi@scriptworks.org		
Austin Visual Arts Assn	Kelli Montgomery	kelli@avaaonline.org		
Ballet East Dance Co	Rodolfo Mendez	mendestein@hotmail.com		
*Big Medium	Shea Little	little@bigmedium.org	Rolling basis	5-10%
Center for Women & Their Work	Chris Cowden	cowden@womenandtheirwork.org	30 days	8%
Co-Lab Projects	Sean Gaulager	sean@co-labprojects.org		
COLLIDE	Steve Parker	steven.c.parker@gmail.com		
Digital Workforce Academy	Melvin White	mwhite@mrsmanagement.com		
Film Society of Austin Inc a/k/a Austin Film Society	Morgan McCammon	Ron@austinfilm.org		
Fluent-Collaborative	Laurence Miller	lmiller@fluentcollab.org		
Fuse Box Austin	Ron Berry	Morgan@fuseboxfestival.com		
Grassroots Leadership	Bob Libal	blibal@grassrootsleadership.org		
Hyde Park Theatre	Ken Webster	hydeparktheatre@gmail.com		
Imagine Art	Debbie Kizer	debbie@imagineart.net		
J.O.I Community Outreach	Breanna Byrd	jumpoutreach@gmail.com		
La Pena Inc	Cynthia Perez	lapena227@gmail.com		

Musical Connection	Sergey Vashchenko	balalaika@sbcglobal.net		
*One World	Nada Stearns	nada@oneworldtheatre.org	5 months	5-10% for TCA or COA funds, 5% fee for donations
Red Salmon Arts	Lilia Rosas	lrosas@resistenciabooks.com		
Salvage Vanguard Theater	Florinda Bryant	Florinda@salvagevanguard.org		
Save Barton Creek Association	Angela Richter	angela@savebartoncreek.org		
Shady Tree Studios (Pump Project)	Joshua Green	josh@pumpproject.org		
Shalom Austin	Laurence Statman	Laurence.statman@shalomaustin.org		
Texas Folklife Resources Inc dba Texas Folklife	Charlie Lockwood	clockwood@texasfolklife.org	14-30 days	\$25 annual membership, 10% fee
The Museum of Human Achievement	Zac Traeger	zac@themuseumofhumanachievement.com		
Visions in Rhythm dba Tapestry Dance Company	Acia Gray	soulsfeet@mac.com		

\* Potential sponsored projects must apply to the fiscal sponsor through a formal application process before submitting an application for Cultural Arts Funding.

These organizations are not accepting new Sponsored Projects at this time				
Austin Latino/a Lesbian & Gay Organization AKA allgo	Priscilla Hale	<a href="mailto:priscilla@allgo.org">priscilla@allgo.org</a>	2 months	10%
Mexic-Arte Museum	Sylvia Orozco	director@mexic-artemuseum.org		10%
Latinas Unidas Por El Arte (LUPE Arte)	Violet Leos	violet_lupearte@mygrande.net	14-28 days	10% fee, 2% admin fee if applicable
Vortex Repertory Co	Bonnie Cullum	vortex@vortexrep.org		10%, additional fees apply for services rendered
VSA arts of Texas	Celia Hughes	celia@vsatx.org, alegria@vsatx.org	Case by case	10%

## Appendix 6: Accessibility Funding Priority Program Resources

### **VSA Texas – ATXGo!**

ADA Toolkit

<https://atxgo.vsatx.org/ada-toolkit/>

Access Resources in Austin and Central Texas

<https://atxgo.vsatx.org/wp-content/uploads/2018/05/Access-Resources-in-Central-Texas.pdf>

Steps to Accessibility

<https://atxgo.vsatx.org/ada-toolkit/accessibility-resources/steps-to-accessibility/>

### **Have more questions about how to expand accessibility?**

VSA Texas Admin Offices

512-454-9912

3710 Cedar Street

Box 7, Room #128

Austin, Texas 78705

info@vsatx.org

www.vsatx.org





## Appendix 7: Insurance Resources

Insurance Provider	Address	Agent	Phone	Email
Alonso Camara Insurance Agency	510 South Congress Ave. #100	House Account	512-477-5663	
Ascend Insurance Brokerage	14850 Montfort Dr. Ste. 131 LB9 Dallas, Tx 75254	Lori Nelson	888-749-2100	<a href="mailto:lnelson@ascendib.com">lnelson@ascendib.com</a>
D & H Insurance Group	914 Judson Rd. P.O. Box 3183 Longview, Tx 75601		903-757-3760	<a href="mailto:dnewell@dhinsurance.com">dnewell@dhinsurance.com</a>
Dady Insurance Agency	3609 Williams Dr, Ste. 101 Georgetown, Tx 78628	Janet Turbett	512-940-3239	<a href="mailto:janet@dadyinsurance.com">janet@dadyinsurance.com</a>
East Main Street Insurance Services, Inc.	P.O. Box 1298 Grass Valley, Ca 95945	Will Maddux	530-477-6521	<a href="mailto:info@theeventhelper.com">info@theeventhelper.com</a>
Event Ins.			855-493-8368	<a href="http://eventhelper.com">eventhelper.com</a>
Frost Select Business Insurance	P.O. Box 33015 San Antonio, Tx 78265		866-467-8730	
Garrett-Abney-Weeren Co.	P.O. Box 14444 Austin, Tx 78761	Ed Weeren	512-454-5266	
Higginbotham Agency	1615 Guadalupe Austin, Tx 78701, 1221 S. Mopac Expressway #160 Austin, Tx 78746		512-477-6745, 512-457-4000	<a href="mailto:genmail@gammoninsurance.com">genmail@gammoninsurance.com</a>
Inspire Insurance Solutions, Inc.	12400 State Highway 71W suite 350-307 Ausin, Tx 78738		512-828-4200	<a href="mailto:cbaumli@inspire-insurance.com">cbaumli@inspire-insurance.com</a>
InsuranceForArtists.com				
J & M Insurance Services	4600 Spicewood Springs Rd #101 Austin, Tx 78759	Todd Michalowski	512-238-6100	<a href="mailto:todd@jandmins.com">todd@jandmins.com</a>
Lockton Affinity, LLC	P.O. Box 879610 Kansas City, MO 64187-9610	Lockton Affinity, LLC	844-412-5957	
Maury, Donnelly, & Parr	24 Commerce St. Baltimore, MD 21202		410-685-4625	
McCall, Hilber, & Allen, Inc.	4006 N Lamar Blvd.	Diane Dunigan, ACSR	512-476-5351	<a href="mailto:diane@mha-insurance.com">diane@mha-insurance.com</a>
Mercer Consumer			1-800-503-9230	<a href="mailto:plsdssteam.service@mercerc.com">plsdssteam.service@mercerc.com</a>
Myron F. Steves and Co.	6800 Park Ten Blvd. Ste. 160-S San Antonio, Tx 78213			
Nusbaum Insurance Agency	3921 Steck Ace. #A-107 Austin, Tx 78759		512-343-0623	

Pflugerville Insurance Agency, LLC	103 E. Main St. Pflugerville TX 78660	Joe Perrone, Mandy Queen	512-447-7995	<a href="mailto:mqueen@iccins.com">mqueen@iccins.com</a>
SteelBridge Insurance Services, Inc.	PO Box 629, Santa Cruz CA 95061		(831) 425-6640 (888) 338-7277	<a href="mailto:csr@steelbridgeins.com">csr@steelbridgeins.com</a>
The John A. Barclay Agency Inc	8701 Shoal Creek Blvde. #201 Austin, Tx 78757	Andrew Shannon, Julie West	512-374-4956, 512-476-6566	<a href="mailto:andrew@barclay-insurance.com">andrew@barclay-insurance.com</a>
USI Southwest San Angelo CI	133 W. Concho Ave., Ste. 109 San Angelo, Tx 76903		325-655-5656	
Watkins Insurance Group-Austin	3834 Spicewood Springs Rd, Ste. #100 Austin, Tx 78759	Jennifer Baez, Susan Hord	512-452-8877	<a href="mailto:jbaze@watkininsurancegroup.com">jbaze@watkininsurancegroup.com</a> , <a href="mailto:shord@watkininsurancegroup.com">shord@watkininsurancegroup.com</a>
Wortham Insurance & Risk Mgmt.	221 West 6th St., Ste. 1400, 100 Congress Ace. Ste. 750 Austin Tx 78701	Carol Manhart	512-542-3207	<a href="mailto:carol.manhart@stephens.com">carol.manhart@stephens.com</a>

## Appendix 8: FY20 Summary of Changes

### **Application deadlines to remain on a quarterly basis**

### **New Scoring Rubric – See page 19 for full scoring rubric**

- A new evaluation tool will be used to select applicants.
- Maximum score of 30 points
- Three point levels = 5, 3 and 1 point per item within a particular priority level
- Aligned on SD23 and Arts Commission's Four Pillars

### **New questions based on the new rubric – see below**

### **Request amount - \$3,000 max across the board**

- No Historically Underrepresented Funding Priority Modifiers
- \$10,000 of CI funds set aside to support ADA Accessibility
  - Applicants seeking to broaden access or accommodate audiences with disabilities are eligible for up to \$500 in additional support
  - Updated budget to include line for ADA Accessibility expenses

### **New Application Questions**

**Describe your proposed event.** Include the following: 1. Artistic/Cultural component, 2. If it is an original work, 4. Date(s), 4. Location, 5. What will happen at the event (schedule of events if multiple activities) and 6. Estimated attendance

**Describe the core artistic team.** In addition to listing all organizations/groups/collectives and artists collaborating include the following: Artistic team's previous works, accolades, education and experience of the team. Please provide a breakdown of how much money will be paid to each of the artist participants in the proposed budget.

**Does the proposed activity honor, preserve or promote an ethnic or historical heritage?** If yes, please name the ethnic or historical heritage the proposed activity will honor, preserve or promote and how you will do so. If no, please type "No"

**Does the proposed activity involve a proactive community engagement component or is it a neighborhood based art project?** If yes, please describe how the project meets community needs and/or involves community members in the artistic process.

**Will the proposed project include specialized programming or accommodations for audience members with disabilities?** If yes, please describe.

**Will the proposed project include a significant supplemental educational component?** If yes, please describe.

**Will the proposed activity include opportunities for audience members experiencing financial barriers to participate?** If yes, please describe.

**Will an internship or apprenticeship be offered as part of the proposed activity?** If yes, please describe