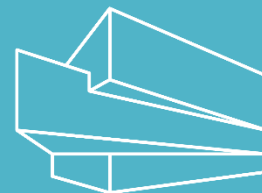# FY20 Core Funding Workshop

Spring 2019

Cultural Arts
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

WELCOME!

Purpose and Program Goals

Eligibility

Organizational Support (OS) and Project Support (PS I, II & III)

Fiscal Sponsors

Application

Timeline

Preview: Contract Requirements

Core Funding Purpose and Program Goals

- To support culture and creativity that contribute to a vibrant community and a thriving economy

- To preserve the unique character of Austin while encouraging artistic excellence and innovation

- Support artists and arts organizations of all disciplines as they engage in meaningful work

General Eligibility – must be one of the following:

- 501(c) Organizations

  Arts or other 501(c) organizations, as evidenced by an IRS Designation Letter

- State of Texas Nonprofit

  May apply under the umbrella of an Austin-based 501(c) Fiscal Sponsor, but it is not required

- Individual Artist or Unincorporated Group

  Must apply under the umbrella of an Austin-based 501(c) Fiscal Sponsor in PS III

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CULTURAL ARTS

General Eligibility – must meet all of the following:

- Must reside in Austin or its Extraterritorial Jurisdiction (ETJ)

- Contracted activities and services must occur within the City of Austin and/or its ETJ

- Must be open and marketing broadly to residents, visitors and tourists

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CULTURAL ARTS

Organizational Support
Project Support I, II and III

- Must have received Core funding in FY19

- Apply in "Core Funding Program – FY20 Interim Core Application (Open for FY19 Core recipients only)

- FY20 funding request cannot exceed the request amount in FY19 (this is not the award amount)

- Know your vendor code
  - Don't know it? Search for your code by "Business Name" here: https://www.austintexas.gov/financeonline/vendor_connection/index.cfm

- No narrative required if no major changes in FY20
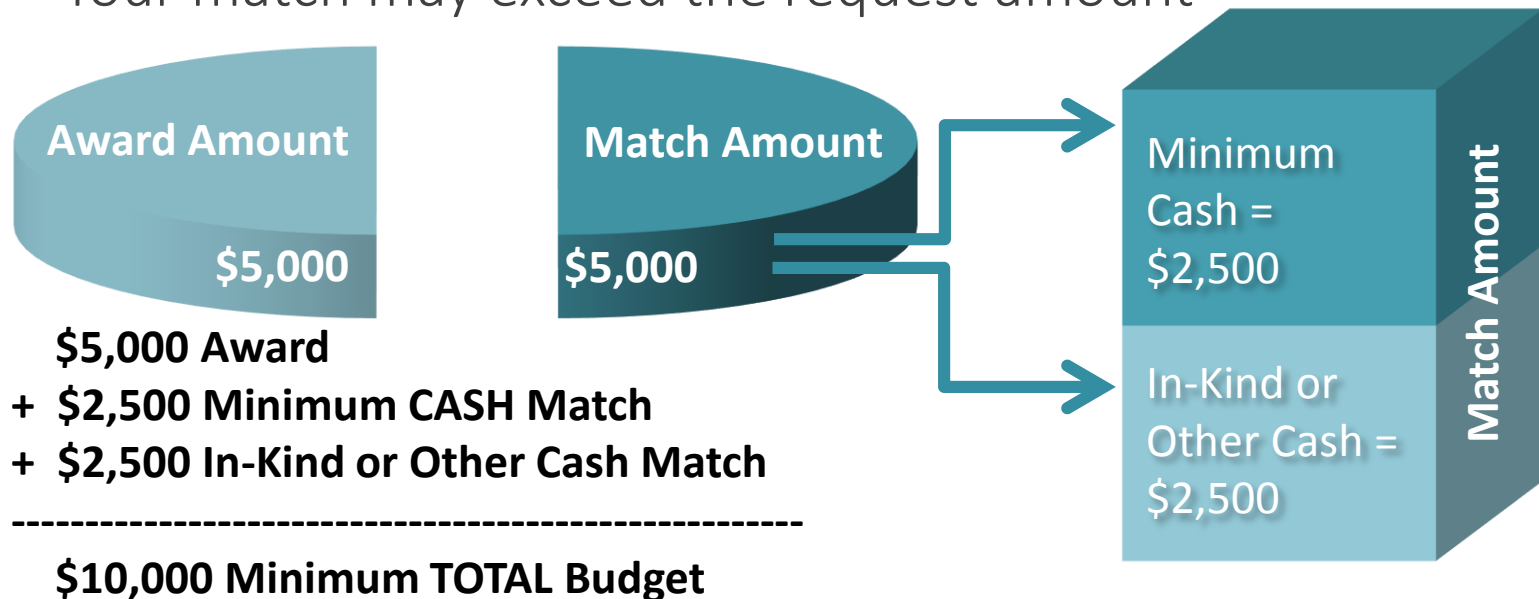
CITY OF AUSTIN   CULTURAL ARTS

Organizational Support
Project Support I, II and III (continued)

- Operating Budget history – need FY16 through FY20 revenue and expenses

- Applications are due by 11:59 pm, May 1, 2019

- No new applicants accepted for FY20

- You cannot request the CSMS Supplement in FY20 unless you received it as part of your FY19 funding award
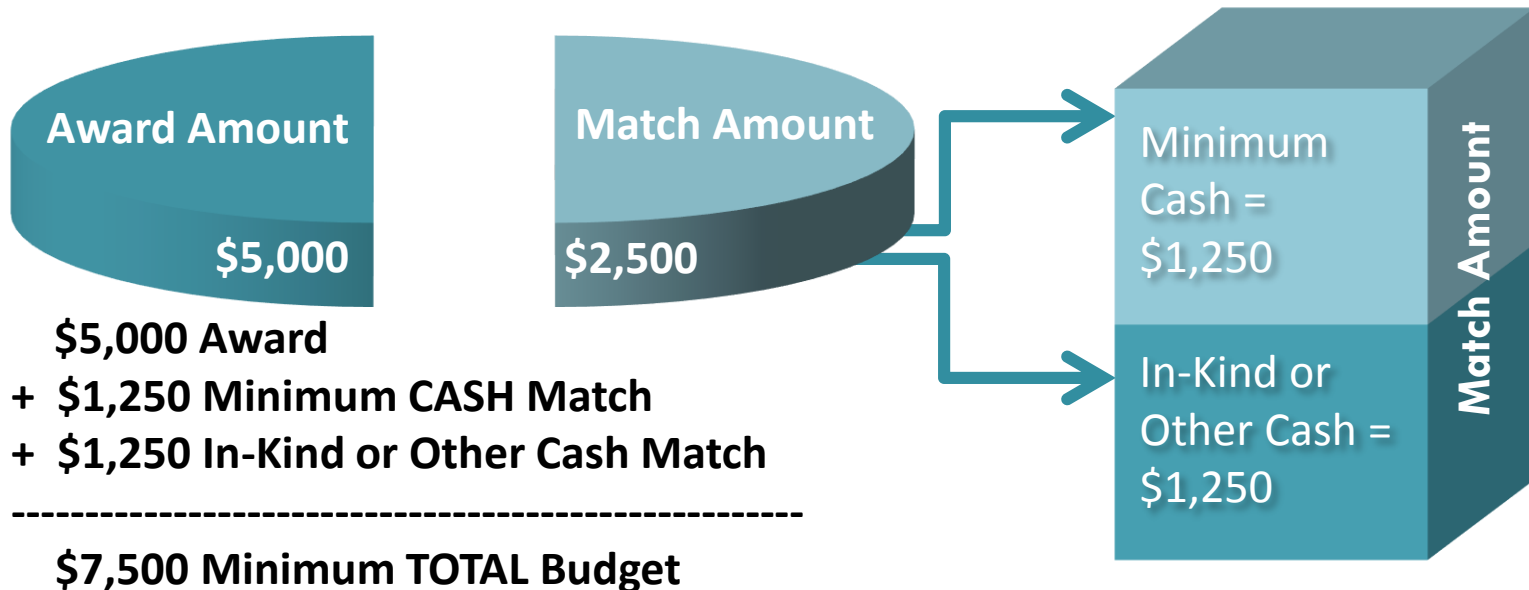
CITY OF AUSTIN

CULTURAL ARTS

Matching Requirements: OS and PS I

- 1:1 match is required

- Up to one half (50%) of the match is allowable as well-documented in-kind support (except for CORE OS – the match is cash only)

- Your match may exceed the request amount

Award Amount

$5,000

Match Amount

$5,000

Minimum Cash = $2,500

In-Kind or Other Cash = $2,500

Match Amount

$5,000 Award
+ $2,500 Minimum CASH Match
+ $2,500 In-Kind or Other Cash Match

$10,000 Minimum TOTAL Budget

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Matching Requirements: PS II & PS III

- 1:2 (half) match is required

- Up to one half (50%) of the match is allowable as well-documented in-kind support

- Your match may exceed the request amount

Award Amount

$5,000

Match Amount

$2,500

Minimum Cash = $1,250

In-Kind or Other Cash = $1,250

Match Amount

$5,000 Award
+ $1,250 Minimum CASH Match
+ $1,250 In-Kind or Other Cash Match

$7,500 Minimum TOTAL Budget

CITY OF AUSTIN   CULTURAL ARTS

Fiscal Sponsors

- Definitions

- Eligibility

- Application Requirements

Definitions

Fiscal Sponsor

A nonprofit 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

Sponsored Project

The individual or unincorporated group that is under the fiscal umbrella of the 501 (c) organization, or Fiscal Sponsor

Fiscal Sponsor Eligibility

- Must be a 501(c) organization located in Austin or its Extraterritorial Jurisdiction (ETJ), and

- Must have an active volunteer board of directors that meets at least three times a year, and

- Have a salaried executive director, and

- Based on the most recently completed 990, have at least:

  a $50,000 annual operating budget and been in existence for at least one (1) year

  or

  a $35,000 annual operating budget and been in existence for at least five (5) years

What Sponsored Projects Need From Fiscal Sponsors

- Fiscal Sponsor application invitation

- Fiscal Sponsor vendor code
  Don't know it? Search for your code by "Business Name" here:
  https://www.austintexas.gov/financeonline/vendor_connection/index.cfm

- Fiscal Sponsor Documentation
  - IRS Tax Determination Letter
  - Most recently completed 990
  - Board list
  - Signature for Assurances document

- Due by 11:59 pm, May 1, 2019

CITY OF AUSTIN   CULTURAL ARTS

Fiscal Sponsor Requirements for Application Submission

- Fiscal Sponsors must create each application for your Sponsored Project applications

    Don't forget the duplicate application feature in ZoomGrants!

- Sponsored Projects cannot submit their own application
    - Fiscal Sponsors must click the SUBMIT button on all applications
    - Please keep this in mind when setting your internal deadlines

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Fiscal Sponsor Requirements for Application Submission (continued)

- Fiscal Sponsors must provide their IRS Determination Letter, most recently completed Form 990, and Board list
  - You may upload these documents yourself in each application OR
    You may provide a PDF document that includes all three documents and have the SPs upload it themselves

- Operating Budget history is NOT the Operating Budget history of the Fiscal Sponsor
  - Operating Budget history should reflect the annual operating budget of the Sponsored Project

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CULTURAL ARTS

Fiscal Sponsors...

- Can set their own internal deadlines for Sponsored Projects

- Have internal requirements for Sponsored Projects

- Can review applications before submission

- Must submit applications on behalf of Sponsored Projects

The Application

Section I   Summary

Section II   Eligibility

                    Must submit before you can complete the full application

Section III   Application Questions

Section IV   Budget & Activity Summary

Section V   Attachments

Section I. Summary

Contact info for applicant or Fiscal Sponsor

Best Arts Organization Ever

Austin's Cultural Festival

$ 10,000.00 requested

Application Status: Not Submitted

Submit Now   **Print/Preview**

Archive this Application

| Section I. Summary | Section II. Eligibility | Section III. Application Questions | Section IV. Budget & Activity Summary | Section V. Attachments | Activity Log |

Section I. Summary

(answers are saved automatically when you move to another field)

Instructions Show/Hide

First Name		Anne-Marie Z
Last Name	Contact info for applicant or Fiscal Sponsor	McKaskle-Davis
Telephone		512-555-5555
Email		anne2002marie@gmail.com

Organization Information *(changes to this data will be reflected on all other applications for this organization)*

Organization Name or the name of your Fiscal Sponsor, if applicable. This name should match what is listed on your Vendor Registration	Best Arts Organization Ever
Address 1	1234 Main St
Address 2	
City	Austin
State/Province	TX
ZIP+4/Postal Code	78701
Country	United States
Telephone	512-555-5555
Fax	

MUST Match EXACTLY Vendor Registration

Vendor Sign-Up

Search online for Austin Vendor Connection – click the link for "Austin Finance Online"

AUSTIN FINANCE ONLINE

Sign in or create an account   Sign In   Create Account

FINANCIAL DOCUMENTS   CHECKBOOK   UNCLAIMED PROPERTY   PROCUREMENT   HOTEL/STR

ACCOUNT LOGIN

10136833

••••••

Login

Don't remember your username? Retrieve your username

Forgot your password? Reset your password

CITY OF AUSTIN   CULTURAL ARTS

Section II. Eligibility

FY19 Core Award
- Verify FY19 Core Award

Start and End Date
- Must be within the fiscal year (Oct 1, 2019 – Sep 30, 2020)

Vendor Registration
- You must register if you are applying directly, otherwise use Fiscal Sponsor's vendor code

Residency
- Verify City of Austin or ETJ

CITY OF AUSTIN

CULTURAL ARTS

Section III. Application Questions

YEAR 2 PROJECT NARRATIVE - If you indicated any major changes from your FY19 to FY 20 Project Activities you are required to provide a formal narrative. If there was no major change please type "N/A" in the text box below.

6. **Please select any of the following as it applies to your proposed Core activities for FY20.**
Check all that apply.

- [ ] Size and Scope of the proposed activities significantly differs from that of YEAR ONE proposes activities
- [ ] Financial status has changed significantly over the past year
- [ ] FY20 Core proposed budget is 20% more or less than the FY19 Core Project Budget
- [ ] No significant change from YEAR ONE

7. **Please explain WHY the change has occurred, HOW or WHY any increases or deficits occurred and WHAT actions will be taken to address the changes in financial status.**
If you checked "No Change from YEAR ONE" in Question 6 you are not required to provide a project narrative. Please simply type N/A in the box below.

Section IV. Budget & Activity Summary

Operating Budget History

FISCAL YEARS	FY 2015-2016	FY 2016-2017	FY 2017-2018	FY 2018-2019	FY18-19 Projected?	FY18-19 Actual?	FY19-20 (Projected)
Revenue	$ 10000	$ 15000	$ 13000	$ 17000	☐	☐	$ 20000
Expenses	$ 10000	$ 15000	$ 13000	$ 17000	☐	☐	$ 20000

CITY OF AUSTIN   CULTURAL ARTS

Section IV. Budget & Activity Summary

Proposed Project Expenses

PROPOSED BUDGET - PROJECT EXPENSES

PROJECT EXPENSES	Core Request Amt	Matching Funds	IN-KIND Match	CSMS Request Amt	TOTAL	Description
13. Administrative Fees	$	$ 15,000	$	$	$ 15,000	Producer - $5,000 Production Assistant - $3,000 Artistic Director - $5,000 Bookkeeper- $2,000
14. Artistic Fees	$ 12,000	$ 2,000	$ 3,000	$	$ 17,000	4 bands @ $2,500 1 headliner @ $5000
15. Travel	$ 5,000	$	$	$	$ 5,000	Airfare for 5 artists @ $500 each, Lodging for 5 artists @ $500 each
16. Space Rental	$	$ 2,000	$	$	$ 2,000	Venue Rental - $1,000 a day
17. Equipment Rental	$	$	$	$	$ 0	
18. Supplies and Materials	$	$	$	$	$ 0	
19. Marketing and Promotion	$ 2,000	$	$ 2,000	$ 5,000	$ 9,000	ABC Radio promo - $500 x 4 (in-kind) $500 - Facebook ads $2,500 Austin Chronicle Ads $2,000 Professional Audio and Video recording $1,000 - poster/flyer printing and distribution $500 Houston Chronicle Ad $500 Dallas Morning News Ad
20. Production/Exhibit Costs	$	$	$	$	$ 0	
21.Other	$ 1,000	$ 2,000	$	$	$ 3,000	$1,500 - Insurance $1,500 - equipment rental (PA, speakers, mics, tents, tables, chairs)
Total	**$ 20,000**	**$ 21,000**	**$ 5,000**	**$ 5,000**	**$51,000**	

Section IV. Budget & Activity Summary

Proposed Project Income

PROPOSED BUDGET - PROJECT INCOME

PROJECT INCOME	CASH	Description	TOTAL
Earned Income			
1. Total Admissions	$ 10,000	400 (average attendance from the past 3 years) x $25 (avg ticket price)	$ 10,000
2. Total Other Earned Income	$		$ 0
3. TOTAL EARNED INCOME	**$ 10,000**		**$ 10,000**
Unearned Income			
4. Total Private Support (Corp, Foundation, Individual)	$ 11,000	3 - $1,000 donations (Confirmed) 4 - $500 donations (1 confirmed) 60 - $100 donations (15 Confirmed)	$ 11,000
5. Total Public Support (Government Grants)	$		$ 0
6. Total Other Unearned Income	$		$ 0
7. Applicant Cash	$		$ 0
8. TOTAL UNEARNED INCOME	**$ 11,000**		**$ 11,000**
9a. CORE Funding Request Amount	$ 20,000	Core Request	$ 20,000
9b. Culturally Specific Marketing Supplement	$ 5,000	CSMS Request	$ 5,000
10. TOTAL CASH INCOME	**$ 46,000**		**$ 46,000**
11. Total IN-KIND SUPPORT (must equal Total In-Kind Column in the TOTAL Line at the bottom of Table 2 from the Project Expenses above)	$ 5,000	Marketing and volunteers	$ 5,000
Total	**$ 51,000**		**$51,000**

CITY OF AUSTIN

CULTURAL ARTS

Section IV. Budget & Activity Summary

Snapshot of Proposed Activity

Proposed Festival Activity Summary

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 location of the venue and the district number where the venue is located. If you do not know the district number for the venue follow this link and use their address to find their 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. If the application is on behalf of a sponsored project this summary should correspond to that sponsored project's programming.

FY20 Proposed Activities	Activity/Event Title	Date(s)	Location/Venue - Name and Address	Location/Venue - District Number	Number of Events/Activities
Activity 1	Austin's Cultural Fest	March 30-31, 2020	Pan AM Rec Center 2100 E 3rd St, Austin, TX 78702	3	1
Activity 2					

Required Attachments: OS, PS I, PS II & PS III

- Proof of Tax Exempt Status

- Proof of State of Texas Nonprofit Incorporation
    Required only for State of Texas Nonprofit applicants

- Board List

- IRS Form 990

- Most recently completed audit
    Required for OS only

- Insurance Assessment Form

- Signed Assurances Document

CITY OF AUSTIN   CULTURAL ARTS

FY20 Timeline

- Workshops

- Deadlines

- Award Announcements

- Pre-Contract

- Final Report

FY20 Workshops

- **Core Application Workshops**
  Saturday, April 4   Carver Branch Library, 6:00 pm
  Saturday, April 13   Cepeda Branch Library, 12:00 noon

- **Cultural Heritage Festival Programs Application Workshops**
  Saturday, April 4   Carver Branch Library, 7:00 pm
  Monday, April 8   African American Cultural Heritage
                           Facility, 6:00 pm
  Saturday, April 13   Cepeda Branch Library, 1:00 pm

Be sure to check for additional workshops at austincreates.com

CITY OF AUSTIN   CULTURAL ARTS

FY20 Workshops (continued)

- ## Budget Clinic
  Monday, April 22   African American Cultural Heritage Facility, 5:00 to 8:00 pm

  Applicants should plan to register as soon as possible to reserve a 30-minute time slot to meet with Cultural Funding staff to review your FY20 application and/or budget draft.

  http://www.austintexas.gov/event/fy20-budget-clinic

  Be sure to check for additional workshops at austincreates.com

CITY OF AUSTIN

CULTURAL ARTS

FY19 Final Report Workshops

MANDATORY for all FY19 Cultural Contractors

- Saturday, April 6   Cultural Arts Training Room, 12:00 noon

More sessions will be scheduled for May through October, so be sure to check austincreates.com

CITY OF AUSTIN   CULTURAL ARTS

Core Application Deadline

WEDNESDAY, MAY 1, 2019, 11:59 pm via ZoomGrants

Fiscal Sponsors will have earlier deadlines, so

PLEASE DEFAULT TO YOUR FISCAL SPONSOR'S DEADLINE!

Award Announcements and Pre-Contract Materials

- **AWARDS** will be announced in late September

- **PRE-CONTRACT MANDATORY ORIENTATIONS** will be held throughout October

- **PRE-CONTRACT MATERIALS** will be due on Friday, November 8, 2019

CITY OF AUSTIN   CULTURAL ARTS

FY20 Final Report

- Complete mandatory Final Report workshop before submitting Final Report

- Submit Final Report by your deadline

  All Final Reports are due 30 days after your last contracted event is completed, rounded to the 30th of that month

  Latest possible due date is OCTOBER 30, 2020 for FY20 contracts

Preview: Contract Requirements

- Pre-Contract Requirements

- Insurance Requirements

- Marketing and Publicity Requirements

- Final Report Requirements

- Payment Schedule

- Funding Timeline

Pre-Contract Requirements

- Complete FY19 Final Report

- Complete mandatory orientation in October 2019

- Submit Revised Narrative and Budget by November 8, 2019

- Submit required Certificate of Insurance (Acord form) and ADA Assessment

CITY OF AUSTIN

CULTURAL ARTS

Insurance Requirements

- General Liability

- Auto Liability
  - Hired Autos
  - Non-Owned Autos
  - Personal Auto Insurance

- Liquor Liability
  - Host Liquor Liability
  - Liquor Legal Liability or Dram Shop Act Liability

- Workers' Compensation

CITY OF AUSTIN   CULTURAL ARTS

Marketing Requirements

- Post events to NowPlayingAustin.com

- Include Cultural Arts Division logo and publicity statement in all marketing materials

Marketing Requirements

Must post your Event on NowPlayingAustin.com

Marketing Requirements

You must add the City's Cultural Arts logo and use the Publicity Statement to all marking materials, including website
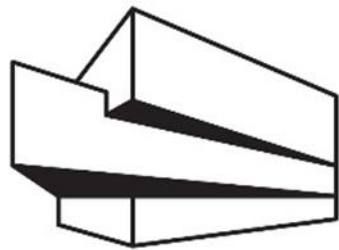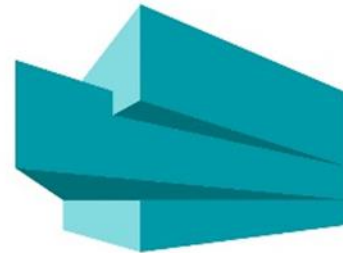
Publicity Statement:

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

Find these in your [ZoomGrants](#) **LIBRARY** Tab

CAD Marketing Resources

Cultural Arts Division wants to promote your events!

We need your content to share on social media and to possibly feature cultural contractors in the CAD newsletter.

Send us a 2-3 sentence description along with a hi-res image.

Marketing questions? Contact your contract administrator.

CITY OF AUSTIN   CULTURAL ARTS

Marketing Training

GET NOTICED! Marketing Workshops

Find the Workshop PowerPoint presentations and videos at
www.AustinCreates.com
Click on the **Get Noticed! PR & Marketing for ATX Creatives** link

CITY OF AUSTIN   CULTURAL ARTS

Final Report Requirements

- Complete mandatory Final Report workshop before submitting Final Report

- Submit Final Report by your deadline

    All Final Reports are due 30 days after your last contracted event is completed, rounded to the 30th of that month
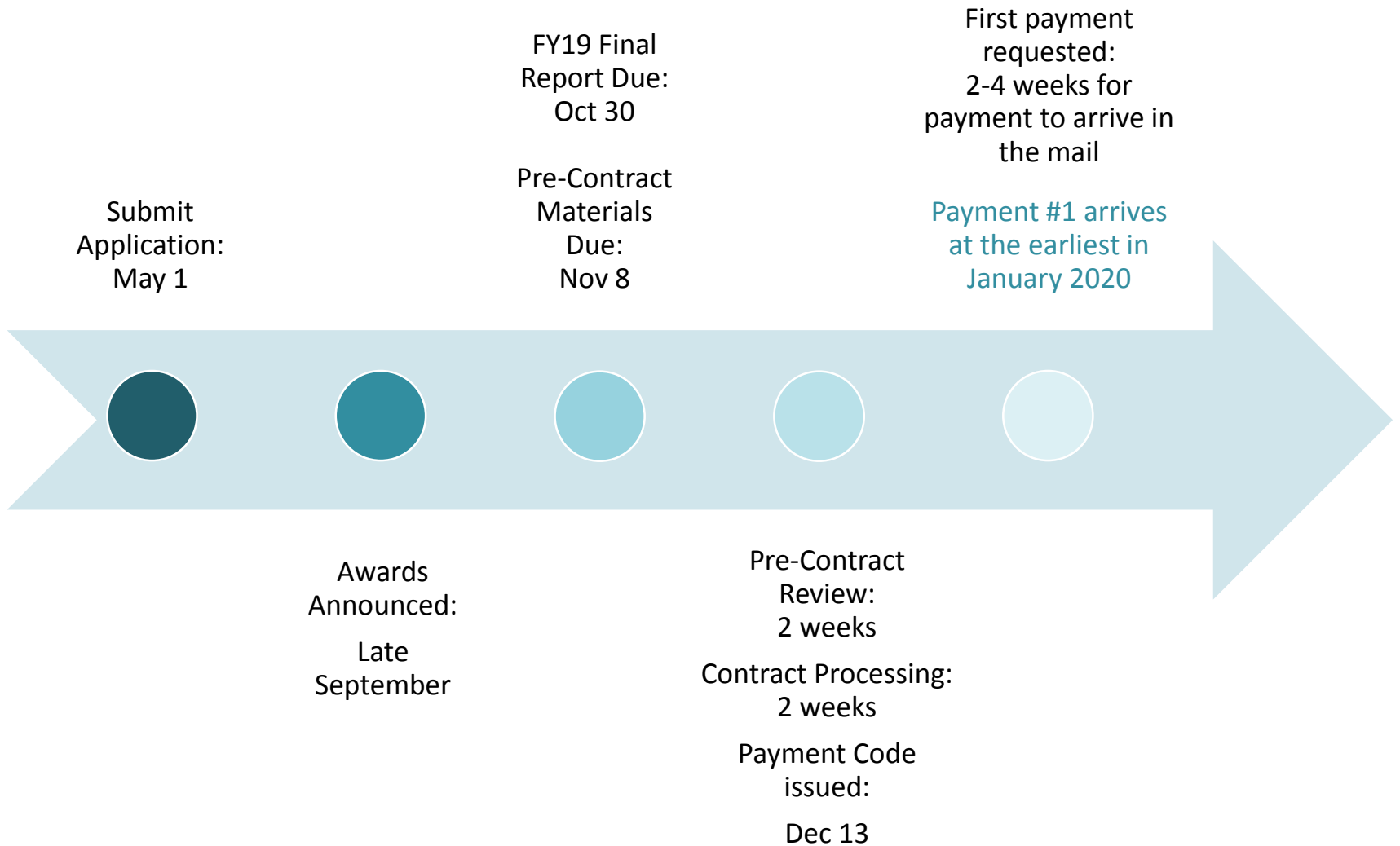
    Latest possible due date is OCTOBER 30, 2020 for FY20 contracts

CITY OF AUSTIN   CULTURAL ARTS

Payment Schedule

EARLIEST POSSIBLE FY20 CONTRACT PAYMENT WILL BE MADE
JANUARY 2020

- Organizational Support and PS I
  - 30% upon processing of contract
  - 30% in January 2020
  - 30% in March 2020
  - 10% upon successful completion of Final Report

- PS II & PS III
  - 40% upon processing of contract
  - 50% in January 2020
  - 10% upon successful completion of Final Report

Core Funding Timeline

FY19 Final
Report Due:
Oct 30

First payment
requested:
2-4 weeks for
payment to arrive in
the mail

Submit
Application:
May 1

Pre-Contract
Materials
Due:
Nov 8

Payment #1 arrives
at the earliest in
January 2020

Awards
Announced:

Late
September

Pre-Contract
Review:
2 weeks

Contract Processing:
2 weeks

Payment Code
issued:

Dec 13

CITY OF AUSTIN

CULTURAL ARTS

Thanks for participating!

Please share your thoughts with us and complete the survey—include your suggestions and comments on this workshop.

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

Contract Administrator	Phone	Email
Jesús Pantel	512-974-9315	Jesus.Pantel@austintexas.gov
Barbara Horowitz	512-974-9312	Barbara.Horowitz@austintexas.gov
Peggy Ellithorpe	512-974-7978	Peggy.Ellithorpe@austintexas.gov
Laura Odegaard	512-974-6345	Laura.Odegaard@austintexas.gov
Anne-Marie McKaskle-Davis	512-974-7854	Annemarie.Mckaskle@austintexas.gov

Visit us for Open Office Hours:
2nd and 4th Tuesday each month, 9:00 am – 12 noon, Cultural Arts Division offices
No appointment necessary

If you need access to an internet-connected computer you are welcome to use the computers at Austin Public Library branches or you may schedule an appointment to use computers at the Cultural Arts Division Offices.

www.austincreates.com

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