



City of Austin Cultural Arts Funding Program

CULTURAL HERITAGE FESTIVALS PROGRAM Bridge Year Guidelines and Application

Fiscal Year 2021



Cultural Arts
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

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



City Council

Mayor Steve Adler

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

Arts Commission

At Large: Michelle Polgar, Vice Chair

District 1: kYmberlie Keeton

District 2: Jaime Castillo, Chair

District 3: Felipe Garza

District 4: Brett Barnes

District 5: Vacant

District 6: Bears Rebecca Fonte

District 7: Krissi Reeves

District 8: Celina Zisman

District 9: Maria Luisa "Lulu" Flores

District 10: Amy Wong Mok

City Administration

Spencer Cronk, City Manager

Nuria Rivera-Vandermyde, Deputy City Manager

Rey Arellano, Assistant City Manager

Gina Fiandaca, Assistant City Manager

Rodney Gonzales, Assistant City Manager

Christopher J. Shorter, Assistant City Manager

Elaine Hart, Chief Financial Officer

Jason Alexander, Assistant to the City Manager

Cultural Arts Funding Program

CULTURAL HERITAGE FESTIVALS PROGRAM

Table of Contents

3	Introduction
4	City of Austin Vision and Goals
5	Bridge Year
7	Source of Cultural Funding Program Funds
7	Guidelines at a Glance
8	Timeline
8	Need Assistance?
9	General Overview
10	Funding
11	Culturally Specific Marketing Supplement
12	Ineligible Organizations, Activities, and Costs
14	Review and Award Process
15	Contractual Requirements

Preparing Your Application

17	Section I. Summary
20	Section II. Eligibility
21	Section III. Application Questions
22	Section IV. Budget & Activity Summary
23	Sample Budget Itemization
24	Section V. Attachments

Application Tips and Definitions

26	Helpful Tips: Application Preparation
27	Helpful Tips: Cultural Tourism
28	Definitions

Cultural Arts Funding Programs

INTRODUCTION

The Cultural Arts Division of the City of Austin Economic Development Department (EDD) 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 aide qualified organizations interested in applying for funding in the Cultural Heritage Festivals Program (CHFP). 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 Cultural Arts Funding Programs 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. The specific purpose of the Cultural Heritage Festivals Program is to support artistic presentations and performances through a competitive process specific to festivals that give increased access to the arts, culture, and diverse heritage in Austin.

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. Guidelines are adopted by the Arts Commission each year to ensure a streamlined application and 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 Arts Commission will be distributed by Cultural Arts Division staff.

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, businesses and families that value the arts, culture and creativity.

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

Goals for Allocation of Funds

1. Support arts, culture and creativity that contribute to 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 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
 - 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

BRIDGE YEAR

The Arts Commission voted at their February 2020 meeting to make FY 21 a Bridge Year for the Cultural Arts Funding Program, which means that applicants' FY 21 request amount will remain the same as their FY 20 award amount. This decision was taken to simplify the application process and keep FY 21 awards as close as possible to FY 20 awards. As always, all award amounts are dependent on the available amount of Hotel Occupancy Tax (HOT) funds.

The Arts Commission made their decision based on the recommendations of the Guidelines Working Group which gave great consideration to community feedback and all of the issues involved, including:

- The importance of stabilizing existing award amounts and cultural funding processes while the Cultural Funding Review Process is underway and the potential for substantial program changes in FY 22.
- Trends indicate that the projected increase in HOT funds for next year will not increase at the same rate as the projected rise in applicants. In the past few years, the Cultural Arts Funding Program has experienced a 17% annual increase in applicants (100+ new applicants). This disproportionality between the anticipated number of new applicants and total funds available would likely have an adverse impact on award amounts across the board if the process was opened up to new applicants in all programs.
- A desire to continue to allow some form of access to programming/project support for new applicants, and if the funding process was not open to new applicants, this would chiefly be offered through Community Initiatives.

Benefits of the Bridge Year

- **FY21 Core will fund contractors at the same dollar amounts as FY20** – This reduces the paperwork required for the application and pre-application materials:
 - Eases the work burden on contractors
 - Allows contractors to know at application time what their award is likely to be for the coming year
 - Allows contractors to re-use/re-purpose their FY 20 revised budget for the FY 21 contract
 - The pre-contract timeline is also shortened and made easier because revisions on budget would not necessarily be needed for FY 21
- **Audit requirement changed** – For Organization Support (OS) contractors in Core, the FY 21 Guidelines will remove the requirement for an Audit from the most recent fiscal year in favor of the organization's most recent Audited financials or most recent Financial Review. This means that OS contractors can submit their Audited Financials from the previous year rather than pay for a new audit. Or they can pay for a new Financial Review, which is significantly less expensive than an audit.
- **Extension of the Community Initiatives 5 year cap** - this will ensure that any current contractors close to the 5 year cap in Community Initiatives have the opportunity to apply in Community Initiatives again.

Additionally, in order to achieve the above results and benefits, the Arts Commission also approved the following Guidelines Working Group recommendations to be made to the Funding Matrix Working Group:

- **Maintain the cap on funding decreases in Core** – this is an extension of the cap on decreases from FY 20 and will prevent any major decreases in funding amounts for Core contractors for FY 21. This allows contractors additional time to prepare for any FY 22 updates to programming as they are proposed.
- **Increase Community Initiatives funding** – by increasing investment into the Community Initiatives Program, new and current applicants will have an alternative to the Core and Cultural Heritage Festivals Funding Programs which will not allow new applicants in FY 21.

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**].

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)].

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

GUIDELINES AT A GLANCE

To Be Eligible

Bridge Year applicants must have been reviewed through the peer review panel process in the FY 20 application year and awarded and accepted funding in FY 20 funding.

Bridge Year proposed programming/activities should be similar in scope to the programming/activities proposed in the FY 20 application.

To enter into the FY 21 contract, applicants must complete FY 20 contracted activities by September 30, 2020.

Bridge Year applicants must meet the eligibility requirements as described in the FY 20 Cultural Heritage Festivals Program Guidelines.

Funding Request

Bridge year applicants must request the amount they received in FY 20. Depending on Hotel Occupancy Tax funds, the Cultural Arts Funding Program will attempt to award the same amount for FY 21 as in FY 20.

Matching Requirement

A 1:2 (half) match is required for all requests/awards in CHFP. Up to one-half of the match may be in well documented in-kind support (at true market value with proper documentation).

Application Deadline: May 1, 2020

Late applications will NOT be accepted.

TIMELINE

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

March 2, 2020	Release of 2021 Cultural Heritage Festival Program Guidelines and Application
May 1, 2020 11:59 PM	DEADLINE to submit Cultural Heritage Festival Program application and attachments <i>See page 30 for additional Delivery and Submission Instructions</i> <u>Late applications will not be accepted.</u>
June	Arts Commission makes recommendation of funding allocation matrix to City Manager and City Council for approval
Mid-August	City Council approves Cultural Contracts Applicants are notified of award status; awards are publicized
Late September/ Early October	Pre-Contract workshops for contractors

NEED ASSISTANCE?

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

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

Jesús Pantel
Cultural Funding Supervisor
jesus.pantel@austintexas.gov
Phone: (512) 974-9315

Anne-Marie McKaskle-Davis
Cultural Funding Specialist Senior
annemarie.mckaskle@austintexas.gov
Phone: (512) 974-7854

Kameko Branchaud
Cultural Funding Specialist
kameko.branchaud@austintexas.gov
Phone: (512) 974-9312

Sarah Corpron
Cultural Funding Specialist
sarah.corpron@austintexas.gov
Phone: (512) 974-7989

Peggy Ellithorpe
Cultural Funding Specialist
peggy.ellithorpe@austintexas.gov
Phone: (512) 974-7978

Visit us for Open Office Hours:
*Every 2nd and 4th Tuesday each month
9am-1pm
No appointment necessary*

Cultural Arts Division Office
*5202 East Ben White Boulevard, Suite 400
Austin, TX 78741
Fax number: (512) 974-6379
www.austincreates.com*

Cultural Heritage Festivals Program

GENERAL OVERVIEW

Purpose and Goals

The Cultural Heritage Festivals Program (CHFP) responds to the increased number of arts and cultural festivals and celebrations in our community and requests to support them. The goal is to support artistic presentations and performances through a competitive process specific to festivals that give increased access to the arts, culture, and diverse heritage in Austin.

For a more complete description of the City of Austin’s vision and goals for the Cultural Arts Funding Programs, please refer to page 4.

Applicant Eligibility Requirements

The applicant’s mission must have a demonstrable connection to the culture the festival is celebrating.

At the time of application, the applicant must have a proven track record of producing a community-recognized festival in Austin with wide audience accessibility and must be either:

- an Austin-based nonprofit organization with 501(c) status (as evidenced by a designation letter by the IRS)
- OR**
- an Austin-based Texas Non-Profit Organization
- OR**
- if an individual or unincorporated group, be fiscally sponsored by an Austin-based 501(c) nonprofit organization.

Fiscal Sponsor Eligibility Requirements

Fiscal Sponsors must:

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

Festival Eligibility Requirements

The festival must be non-commercial in nature and have a clear and credible programmatic focus area of ***a cultural heritage and its arts*** in which festival participants or audiences engage. See the definitions of cultural heritage and of cultural heritage festival on page 33. Applicants must provide programs and services primarily for the cultural community(ies) they serve as reflected by the applicant's mission statement.

The festival must have been in existence in Austin a minimum of two years prior to the application deadline of May 1, 2020.

The festival must occur between October 1, 2020 and September 30, 2021.

All programs, events, and services must be compliant with the Americans with Disabilities Act (ADA) and must provide programming that includes events open to Austin residents, visitors and tourists, and be consistent with the promotion and enhancement of the City of Austin as a cultural destination.

Applicants must be able to meet the required 1:2 (half) match by raising the funds from other sources. Funds from another City of Austin department are not eligible for matching funds and cannot be used for the proposed project.

Cultural Equity Statement

The Cultural Arts Funding Program embraces cultural equity. It is the goal of the program to ensure as many people as possible have meaningful engagements with the arts and access to experiencing and creating art. The Cultural Arts 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. In support of this commitment, every effort will be made to expand access to funding applications and to comprise peer review panels with representatives from a variety of historically underrepresented communities to better reflect the diversity of Austin.

FUNDING

What Will Be Funded

Funds may be used only for the following (and must be itemized in submitted budget):

- Contracted services and artist fees including travel and per diem. Guest artist fees and travel expenses including lodging.
- Production expenses. Production management, rental of staging and sound and lighting equipment specifically designated for the festival.
- Venue rental. Includes stage rental for the festival only.
- Marketing and promotion. Includes media ads, graphic design, website management and promotional material and printing costs.

Matching Requirements

Applicants must be able to meet the required 1:2 (half) match by raising the funds from other sources, not another City of Austin department. Up to half of the match may be in well documented In-Kind support.

IMPORTANT NOTE:

Funding awards allocated from this program may not be used toward activities funded by any other City of Austin Cultural Arts Funding Program in any given fiscal year.

Culturally Specific Marketing Supplement

The Culturally Specific Marketing Supplement (CSMS) may be offered to eligible Cultural Heritage Festivals Program (CHFP) recipients to support marketing and audience development needs.

Culturally Specific Marketing Supplement Eligibility

The mission of the applicant includes an effort to serve culturally specific group(s) such as ethnic minorities or members of the LGBTQIA or disability communities. Fifty percent (50%) or more of the board/staff/artists are members of the community that is served by the mission of the applicant.

CSMS Award Caps

Bridge Year CSMS Awards will be based on the FY 19 – 20 CSMS Award amount. Depending on Hotel Occupancy Tax funds, the Cultural Arts Funding Program will attempt to award the same amount for FY 21 as in FY 20.

CSMS Award has no matching requirement.

Applicants cannot decline their CHFP award and still receive the CSMS award.

Applicants in the Cultural Heritage Festivals Program may use funds only on marketing efforts related to the proposed festival.

What Will Be Funded With CSMS Award

- Marketing services including, but not limited to, research and/or audience development, tourism promotion, market strategy study (product, placement, price, promotion), identifying target markets and brand identity
 - Media placement and production (e.g. radio, television, digital advertising, social media advertising, print, etc.) that is independent of those that are, or will be, attached to another City of Austin Cultural Funding Program in any given fiscal year
 - Development or improvement of website presence for the purpose of promoting artistic and cultural activities to residents, visitors and tourists
 - Development or improvement in the use and production of social media sites as a form of promotion and advertising to residents, visitors and tourists
 - Development of collaborative marketing strategies
 - Production and distribution of video / CD-ROM / DVD pertaining to a project or annual programming
 - Salary support for administrative staff, contract labor and/or consultant(s) for a scope of service pertaining to the applicant's project narrative
- Funding may not be used for full time or executive staff salary***
- Existing marketing efforts
 - International, national and regional marketing and/or audience development initiatives as well as local initiatives that raise overall awareness of the city as a cultural destination

INELIGIBLE ORGANIZATIONS, ACTIVITIES, AND COSTS

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

- Organizations that receive Core Cultural Arts Funding or Community Initiatives support cannot also apply to the Cultural Heritage Festivals Program
- Multiple requests for the same festival or from the same organization
- Programming that is not open and marketed to the general public or festivals that are not accessible to all citizens, including persons with disabilities
- 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
- 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):

- Cash reserves or endowments of any kind, as awarded funds are to be expended within the designated funding period
- 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 (cannot be used as match) include, 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 Contract) management costs, writing fees, sponsorship fees, or any other contract management fees. *They may be used as match, however, if occurring during the Fiscal Year of the contract. **
- Operating costs not associated with the project
- Purchase of gifts, gift cards, 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 (cannot be used as match) include, 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 or financial reviews 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 projects budget as expenses or as a match**

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

REVIEW AND AWARD PROCESS

Review Process

Applications for Bridge Year Cultural Heritage Festivals Program funding are processed and reviewed in the following sequence: 1) applications are submitted online; 2) Cultural Arts staff reviews documents.

Funding Process

Historically, available sources of funding for our programs are not sufficient to meet applicant demand. The final distribution of funding is dependent on, but not limited to, factors including: 1) projected available program funding; and 2) number of applications submitted. 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 Arts Commission Working Group whose members are appointed by the Arts Commission.

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

CONTRACTUAL REQUIREMENTS

Implementation

Following the approval of 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 organization will submit required revised budget information and reports and will follow the CAD Contract Requirements for the Cultural Arts Division Funding Programs throughout the contract period. The deadline to submit a revised budget will be in early November. Staff will notify you of the date with an award notification letter. Failure to submit pre-contract materials prior to the specific outlined date may result in the nullification of the funding award.

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

Insurance

Contract Agencies 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 can 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.

Marketing

Contractors will be required to post all City-funded events and projects on the arts calendar www.VisitAustin.com. Contractors will be required to acknowledge the City's support in all appropriate materials and media.

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. Your Final Report for the current fiscal year will be completed online in the Final Report tab of ZoomGrants™.

Attend a Final Report Workshop: <http://www.austintexas.gov/department/events/516>

APPLICATION PROCESS

All application forms, documents and support materials are to be completed and submitted on or before the deadline. Support materials include:

- a Board list
- proof of Tax Exempt status
- IRS Form 990

Preparing Your Application

Applications must be submitted online. Before preparing your application, fully read the guidelines and application instructions as well as referencing the FY 2021 Cultural Heritage Festivals Program Guidelines. The guidelines provide important information about types of projects the City will fund and the criteria by which your application will be reviewed.

IMPORTANT NOTE FOR SPONSORED PROJECTS

If you are applying under the umbrella of a 501(c) (aka Fiscal Sponsor) YOU MUST RECEIVE AN INVITATION FROM YOUR FISCAL SPONSOR BEFORE YOU BEGIN YOUR APPLICATION.

Your fiscal sponsor MUST initiate your application. They will complete “Section I. Summary” for you. They will then invite you to be a “collaborator.” Once you receive the emailed invitation you may begin completing “Section II. Eligibility.”

If you begin the application without an invitation from your fiscal sponsor your application will not be accepted and you will have to start your application over once you receive the invitation from your fiscal sponsor. NO EXCEPTIONS.

If you or your fiscal sponsor have questions about starting the application, please contact a Cultural Arts Division team member listed on page 6.

Section I: Summary

Sponsored Project OR Project Title

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 received in FY 20.

Culturally Specific Marketing Supplement

If your Mission meets the eligibility requirements, enter the amount of your FY 20 Culturally Specific Marketing Supplement award.

Applicant Information

Enter the first name, last name, telephone number, and email address of the primary contact for this CHFP 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 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 should match exactly to what is listed on your City of Austin Vendor Registration:

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

If you have questions about registering as a vendor please contact the City's 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 for this organization

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.

SP - If you are fiscally sponsored, your fiscal sponsor will use this feature to give you access to your application. Please note that 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 your Fiscal Sponsor's board chair.

Applicant District Number

Select your organization's City of Austin voting district number (may be 1 through 10). 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/>.

SP - If the application is on behalf of a sponsored project, the fiscal sponsor will enter their City of Austin voting district number.

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

Section II Eligibility must be submitted and approved before you may continue with the rest of the application. The deadline to submit your eligibility for approval is April 30, 2020.

Question 1. Verify that you received funding in FY 20.

You must have received funding in FY 20 in order to be eligible to apply for funding in FY 21.

Question 2. Start Date

Enter the start date of your activity. This date must be within the period of October 1, 2020 through September 30, 2021.

Question 3. End Date

Enter the end date of your activity. This date must be within the period of October 1, 2020 through September 30, 2021.

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, scroll up to the top of the page and hit the "Submit Eligibility Form" Button. You can find it just under the orange text that reads "Undecided/Not Submitted."

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

Question 1. 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 2. 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 3. 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 4. 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 5. Change in Project from previous year

Please indicate if any of the listed changes occurred.

Question 6. Project Narrative

If you had any major changes to your Project Activities, as indicated by your response to question 5, please provide an explanation for the change. If you do not anticipate any major changes please type "No" in the text box.

Question 7. 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 17.

SP – Select "Yes" and complete the SP contact information in questions 8 through 16.

Questions 8-16. Sponsored Project Contact Information

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

Question 17. 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 & Activity Summary

Festival Budget History

Enter the festival budget information for the years indicated. Include in-kind in the total amounts and remember in-kind is considered both a revenue and an expense. This number is NOT your annual operating budget, nor is it your City of Austin funded amount.

Projected Budget

Complete the budget paying attention to the instructions on the application form, as well as the budget definitions.

NOTE: You must provide a detailed description of the income and expenses that are included in each line item in the adjacent Description Box.

PROPOSED BUDGET – PROJECT EXPENSES

Include all expenses for this project. List cash expenses under cash column. List the dollar value of all donated programming space, goods, and/or service hours under in-kind. All expenses must be fully explained in the description box adjacent to the line item.

The CHFP application budget must be specific to the activities for which funding is requested and separate from the general operating or artistic programming budget. Application budgets must be specific to the proposed project activities.

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

PROPOSED BUDGET - PROJECT INCOME

Include all earned and unearned revenue for this project. Provide an explanation of revenue sources in the description box.

Sample Budget Next Page

Sample Budget Itemization

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.

PROPOSED FESTIVAL BUDGET –EXPENSES

FESTIVAL EXPENSES	CHFP	MATCH	IN-KIND	CSMS	TOTAL	DESCRIPTION
Line 13. Total Employee Costs		\$ 2,500	\$ 500		\$ 3,000	Project Director - \$25/hr. x 100hr Bookkeeper - \$25/hr. x 20 hrs.
Line 14. Total Non-Employee Costs	\$4,400		\$ 600		\$ 5,000	7 musicians X \$500 Lighting engineer X \$300 Sound engineer X \$300 Stage manager X \$300 6 stage hands X \$100 (in-kind)
Line 15. Space Rental	\$1,600		\$ 500		\$ 2,100	Venue X 1600; Rehearsal Space X \$500 (in-kind)
Line 16. Travel		\$1,400	\$ 2,000		\$3,400	Hotel – 7 x \$200 Airfare (in-kind)
Line 17. Marketing, Promotion, Publicity			\$1,400	\$2,000	\$ 3,400	ABC Marketing (in-kind) Radio Promo - \$500 X 4
Line 18. Total Other Expenses		\$1,200			\$ 1,200	Insurance
Line 19.Total Expenses	\$6,000	\$ 5,100	\$ 5,000	\$2,000	\$18,100	

PROPOSED FESTIVAL BUDGET - INCOME

FESTIVAL INCOME	CHFP	MATCH	IN-KIND	CSMS	TOTAL	DESCRIPTION
Earned Income						
Line 1. Admissions		\$ 2,000			\$ 2,000	Ticket sales: 1 performance 100x\$5 ticket + 150x\$10 ticket
Line 2. Other Earned Income		\$ 1,000			\$ 1,000	T-shirt sales: 100 x \$10 shirt
Line 3. Total Earned Income		\$ 3,000			\$ 3,000	
Unearned Income						
Line 4. Corporate Support:		\$ 1,000			\$ 1,000	\$500 - The Alexander Corp 2 Businesses @ \$250 = \$500
Line 6. Total Other Unearned Income		\$ 600			\$ 600	Surplus from previous year
Line 7. Applicant Cash		\$ 500			\$ 500	Cash on hand
Line 8. Total Unearned Income		\$ 2,100			\$ 2,100	
Line 9a. CHFP request	\$ 6,000				\$ 6,000	25% of Previous Fest Expenses
Line 9b. CSMS Request				\$2,000	\$ 2,000	
Line 10. TOTAL CASH INCOME					\$13,100	
Line 11. Total In-Kind Expenses					\$ 5,000	
Line 12. TOTAL INCOME					\$18,100	

Project Summary

PROJECT SUMMARY - Provide a clear and concise project summary listing your festival, the date or dates it will occur, the name and location of the venue, and the district number where the venue is located, and the number of performances/events occurring during the festival. 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.

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

Section V: Attachments

Attachment # 1: PROOF OF TAX EXEMPT STATUS

Provide proof of tax exempt status. 501(c) and other tax-exempt organizations should submit a copy of their IRS tax determination letter. The following items will not be accepted as proof of tax exempt status:

- articles of incorporation
- bylaws
- proof of sales tax exemption

Attachment # 2: PROOF OF STATE OF TEXAS NON-PROFIT INCORPORATION

Required only for State of Texas Non-Profit applicants. Include a copy of State of Texas certificate of filing.

Attachment # 3: BOARD LIST

Provide a roster of your governing board, including:

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

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

Attachment #4: Form 990

Provide a copy of the **first page** of IRS Form 990, 990 PF, 990 EZ or 990 N evidencing Fiscal Year 2016 and Fiscal Year 2017. There will be no extensions granted on submission of Form 990s as part of this application process.

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
return to satisfy state reporting requirements
2, and ending 08-31-2013
D Employer identification number

Attachment #5: ASSURANCES DOCUMENT

By submission of an application for funding, the applicant agrees to comply with all requirements as outlined in the program guidelines and the Assurances Page. Please review the Assurances Page carefully, sign, and submit with the application. Provide the signature of the contact person and of the Board Chair/Member; and if applicable the sponsored contact; include the date of the board meeting where the application was approved and signed. If the application is scheduled to be approved by your board after submission, it is the applicant's responsibility to notify Cultural Arts Division staff of the board approval date.

Attachment #6: INSURANCE INFORMATION FORM

Please download and complete the Insurance Information Form. We will use this document to determine your insurance requirements. Once the form has been completed, please upload the completed form to your application.

Delivery Instructions

Applications must be submitted online at <http://www.austintexas.gov/departments/cultural-heritage-festivals-program> by May 1, 2020 by 11:59pm.

Late applications will NOT be accepted.

The Cultural Arts Division is not responsible for loss or damage of application materials. The City of Austin Cultural Arts Funding Programs reserves the right to retain a copy of application materials for archival purposes and its permanent record. All application materials are public records. Keep a complete copy of your application for your file.

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.

- Does your organization meet the eligibility requirement of presenting a festival focused on a cultural heritage and its arts?
- Have the program matching requirements been met?
- Are your project budget projections realistic? Are personnel wages, supply and equipment costs, rental fees, marketing and promotional expenses, etc. appropriate?
- 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?
- Is your organization's Board representative as culturally specific (= or >50%)?

Application Preparation

- Is your cash flow sufficient to ensure that your project can begin while you wait for your City funding to arrive?
- Have you completed all the required Sections (I – V) and assembled all the required attachments (Attachments 1 – 4)?
- Have you uploaded the completed Insurance Information Form and the signed Assurances Document?

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 at least one of the following action items during the planning and implementation of your annual program or projects.

- Link your website to www.VisitAustin.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! PR and Marketing Workshops on our website: <http://austintexas.gov/page/get-noticed-pr-marketing-atx-creatives>

In addition to its direct economic impact, tourism can improve quality of life and build community. When the arts and tourism industries 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 ongoing 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 – 1) Expenses for purchases of building or real estate, renovations or improvements involving structural change, payments for roads, driveways, or parking lots, permanent and generally immobile equipment such as grid systems or central air conditioning, etc., and expenses for additions to a collection; or 2) Funds used to acquire a long-term asset. A capital expenditure results in depreciation deductions over the life of the acquired asset.

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

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

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

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

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

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

Cultural 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. From Americans for the Arts Cultural Equity Statement: <https://www.americansforthearts.org/about-americans-for-the-arts/statement-on-cultural-equity>

Cultural Heritage – An expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values, that produces representations of the value systems, beliefs, traditions, and lifestyles of that particular culture. It inspires community pride and awareness of local historic resources, emboldening a sense of identity and responsibility to society at large.

Cultural Heritage Festival – A celebration consisting of a series of events, lasting one or more days, with a focus on the unique aspects of one or more cultural heritages' various artistic forms of expression such as visual, performing, media and literary arts.

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 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.

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.

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.

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

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

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

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

Marketing Capacity – An organization's core marketing skills and capabilities, programs and evaluation, in order to build the 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 into 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 (*Also see 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.