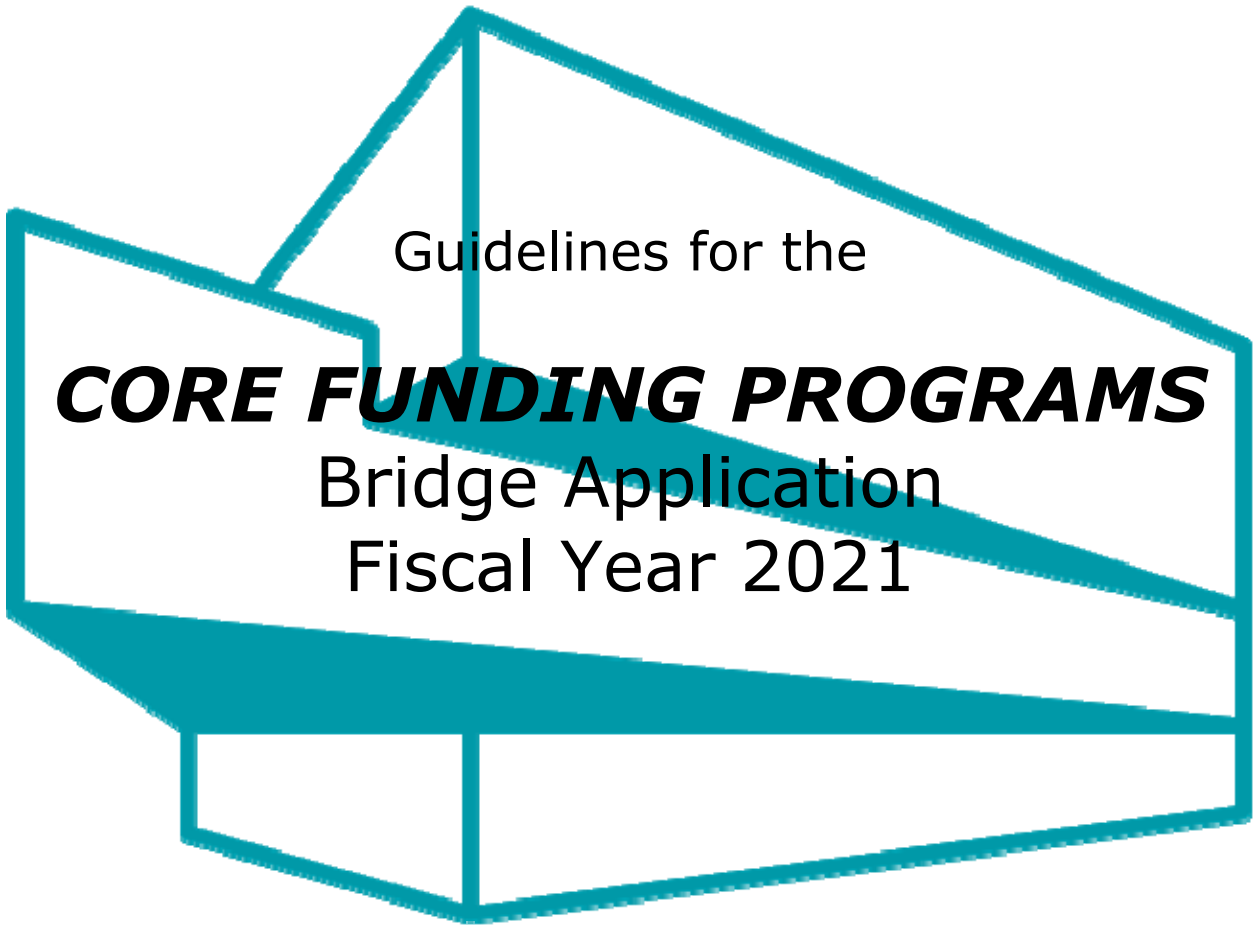




City of Austin

Cultural Arts Funding Program



Guidelines for the

CORE FUNDING PROGRAMS

Bridge Application
Fiscal Year 2021



Cultural Arts

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

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



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District 10
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Assistant City Manager
Rodney Gonzales
Assistant City Manager
Christopher J. Shorter
Chief Financial Officer
Elaine Hart
Assistant to the City Manager
Jason Alexander

Cultural Arts Funding Program

CORE FUNDING PROGRAM

Table of Contents

3	Introduction
4	Guidelines at a Glance (Organizational Support & Project Support I, II & III)
7	City of Austin Mission, Vision, and Goals
8	Bridge Year
10	Source of Cultural Funding Program Funds
10	Need Assistance?
11	Timeline
12	General Program Requirements
14	Ineligible Organizations, Activities, and Costs
16	Selection Process and Contract Award
17	Contractual Requirements

Preparing Your Application for Organizational Support, Project Support I, II & III

20	Section I. Summary
23	Section II. Eligibility
24	Section III. Application Questions
26	Section IV. Budget & Project Summary
28	Sample Budget
30	Section V. Attachments

Application Tips and Definitions

32	Helpful Tips: Application Preparation
33	Helpful Tips: Cultural Tourism
34	Definitions

Cultural Arts Funding Program

INTRODUCTION

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

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

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

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

GUIDELINES AT A GLANCE

FY 21 Core Bridge Year Eligibility

Bridge Year Applicants must have:

- Completed FY 19 and FY 20 contract activities by September 30, 2020.
- Meet the eligibility requirements in the FY 19 Core Funding Programs Guidelines.

To re-cap the four specific Core Programs available:

ORGANIZATIONAL SUPPORT (OS)

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

PROJECT SUPPORT I (PS I)

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

PROJECT SUPPORT II (PS II)

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

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

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

PROJECT SUPPORT III

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

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

GUIDELINES AT A GLANCE *continued...*

Public Art Projects

Artists and organizations proposing to do public art projects must get permission from the property owner before the application deadline.

Public Art Projects are permanent or temporary visual art installations in locations that are visible and/or accessible to the public.

Privately Owned Property – If a private entity (or a public entity other than the City of Austin) owns the property, the applicant must get 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 processed.

City of Austin Property – Artists proposing to install public art on City of Austin property must submit an Artwork Donation/Loan Proposal for approval by the Arts Commission. The Arts Commission must approve the donation before June 30, 2020. Your contract will not be entered into without the Arts Commission's approval. Please contact Cultural Arts Funding Program staff to get more information on the process. The City of Austin Artwork Donation & Loan Policy and application are on the City website: <http://www.austintexas.gov/departments/aipp-policies>

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

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

The Core Cultural Funding Program for OS, PS I, PS II, PS III spans a comprehensive two (2) year cycle. However, FY 2021 will be a bridge year, which will be an extension of the two (2) year cycle into a third bridge year. Applications are required each year. Scores received in Year 1 will be retained in Year 2 and the bridge year. In each year, the following occurs:

YEAR 1:

- Initial cultural funding application submission
- Program eligibility determination
- Peer panel application review and score
- Cultural funding award determination

YEAR 2 (Interim Year):

- Interim application submission
- Program eligibility determination
- Cultural funding award determination

Year 2 proposed program/project should be similar in project scope to program/project proposed in Year 1. Entering into the interim year contract is contingent upon completion of the Year 1 contract.

YEAR 3 (Bridge Year):

- Bridge application submission
- Program eligibility determination
- Cultural funding award determination

Bridge Year 3 proposed program/project should be similar in project scope to program/project proposed in Year 1 and Year 2. Entering into the bridge year contract is contingent upon completion of Year 1 **and** Year 2 contract.

Applicants/recipients may not apply for funding to any other Core cultural funding program except for applicants who have become 501c between FY 20 and FY 21. For example an applicant may not move from Project Support II to Project Support I during the bridge year

Applicants who have become a 501c may move from Project Support III to Project Support II. Applicants may only request what they were awarded in FY 20, regardless of their new FY 21 funding program.

Participation in the Core Cultural Funding Programs is not guaranteed, nor is there a commitment to fund this program, or participating organizations/individual artists, at previous or current levels.

Only one application per organization/individual artist is allowed.

Funding Requests

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.

EXAMPLE:

In FY 20 Core application you requested \$100,000, but you were awarded \$70,500.

In the FY 21 Core Application (the bridge year) you would request \$70,500 because that is what was **awarded** in Year 2 of the funding cycle.

Projects must be similar in size and scope to that of Year 2 and support activities related to programming and projects that are open to Austin residents, visitors and tourists, and are consistent with the promotion and enhancement of the City of Austin as a cultural destination.

Applicants applying in Organizational Support or Project Support I must be registered with 990s posted on Guidestar: www.guidestar.org.

Matching Requirement

Organizational Support and Project Support I require a 1:1 match.

Project Support I allows the matching requirement to be met with 50% of the match from documented in-kind contributions.

Project Support II and Project Support III require a 1:2 (half) match with 50% of the match allowable from documented in-kind.

Culturally Specific Marketing Supplement

You must request the amount you were awarded in FY 20, not the amount that you requested.

CITY OF AUSTIN MISSION, VISION, AND GOALS

City of Austin Mission

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

City of Austin Vision for the Cultural Arts

The City of Austin envisions a culturally vibrant city where:

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

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

Goals for Allocation of Funds

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

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]

As per Austin City Code Chapter 11-2-7(B)(5), the City allocates 15% of the municipal allocation of Hotel Occupancy Tax revenue to the Cultural Arts Fund to support arts and cultural organizations, as permitted by the Texas Tax Code, and may be used for the following related to arts and cultural activity:

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

NEED ASSISTANCE?

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

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

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

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

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

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

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

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

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

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

TIMELINE

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

March 2	Core applications open
May 1; 11:59 PM	DEADLINE to submit Core Program application and attachments
May	Cultural Arts Staff reviews applications and requests clarifying information from applicants
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.
September/ October	Pre-Contract workshops for contractors

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

General Program Requirements

MINIMUM ELIGIBILITY REQUIREMENTS

Minimum Requirements for All Applicants

Applicants must meet the following minimum requirements

All Applicants must

1. be located in Austin or its Extra-Territorial Jurisdiction (ETJ)
2. Provide programs and services for citizens of Austin and/or the ETJ
3. Proposed activities must be marketed broadly to residents, visitors and tourists

Organizational Support

- Have an active volunteer Board of Directors that meets at least three times a year
- Demonstrate a history of ongoing artistic/cultural programs for a minimum of five (5) consecutive years preceding the application deadline.
- Must be registered on Guidestar

Project Support I

- Have an active volunteer Board of Directors that meets three times a year
- Demonstrate a history of ongoing artistic or cultural programs for a minimum of three (3) consecutive years prior to the application deadline.
- Must be registered on Guidestar

Project Support II

- Have an active volunteer Board of Directors that meet at least three times a year
- Demonstrate a history of ongoing artistic or cultural programs for a minimum of one (1) year prior to the application deadline.
- If the applicant is not a 501(c) they must be incorporated within the State of Texas as a nonprofit.
 - State of Texas nonprofits without 501 (c) designation may choose to apply under the umbrella of a fiscal sponsor or may apply directly.

Project Support III

- Individual artists and unincorporated groups that are fiscally sponsored by 501c nonprofit organization who will apply on their behalf
- Produced artistic work within their artistic expertise for a minimum of one (1) year prior to the application deadline
- Located in Austin or its ETJ for a minimum of one (1) year prior to the application deadline

MINIMUM ELIGIBILITY REQUIREMENTS Continued

Minimum Requirements for Fiscal Sponsors

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

Fiscal Sponsors must

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

Additional Requirements for Both Sponsored Projects and Fiscal Sponsors

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

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

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

INELIGIBLE ORGANIZATIONS, ACTIVITIES, AND COSTS

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

- Programming that is not open and marketed to the general public or that are not accessible to all citizens, including persons 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
- Cash reserves or endowments of any kind, as awarded funds are to be expended within the designated funding period
- Capital expenditures, purchase, repair or renovation of equipment or real property, including construction, renovation or purchase of equipment and/or real property. In the case of neighborhood art and design projects, funding may be requested for research, planning, design and/or fabrication of art projects, but not for general construction, reconstruction, landscaping, or other costs that can be considered capital expenditures.

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

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

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

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

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

- Travel of Applicant or Sponsored Individual/Organization's administrative staff. +

Exception: Mileage is allowed at the approved per diem rates when accompanied by a completed City of Austin Cultural Funding Private Vehicle Report. Travel activity must be essential to the project. Travel for research is not an eligible project cost.

- Purchase of Gasoline
- Property Taxes or any other tax with the exception of retail sales or payroll tax
- Audits 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 project(s) budget as expenses or match.

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

Selection Process and Contract Award

REVIEW AND AWARD PROCESS

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

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

- Applications are submitted online
- Cultural Arts staff reviews documents

Funding Process for All Applicants

Historically, available sources of funding for our programs are not enough to meet applicant demand. The Applicant's Year 2 (FY 20) award amount is the maximum amount that may be requested for FY 21. The final award amount is dependent on, but not limited to, factors including:

- Projected available program funding
- Number of applications submitted

These variables factor into a final mathematical funding matrix. Please note that funding projections are dependent upon actual HOT tax revenues collected.

The funding matrix provides parameters for the distribution of funds. The Arts Commission reviews the matrix on an annual basis.

Note: There will be no peer panel for FY 21 applications. Appeals are based on the peer panel review process. Since there is not a peer panel there will not be an appeals process for FY 21 awards.

CONTRACTUAL REQUIREMENTS

Implementation

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

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

Insurance

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

The contractor and sponsored project artists or organizations shall carry insurance in one or all of the following types and amounts as designated by the Risk Management Department of the City of Austin for the duration of the contract and furnish certificates of insurance along with copies of all policy endorsements as evidence thereof:

Commercial General Liability Insurance with a minimum combined single limit of \$500,000 per occurrence for Coverage's A (bodily injury and property damage) & B (personal and advertising injury). The policy shall also provide blanket contractual and coverage for independent contractors. Three endorsements shall be added in favor of the City of Austin:

- 1) Additional insured,
- 2) Waiver of subrogation and
- 3) 30 day notice of cancellation.

Automobile Liability Insurance for all owned, non-owned, and hired vehicles with a minimum combined single limit of \$500,000 per occurrence. Three endorsements shall be added in favor of the City of Austin:

- 1) Additional insured,
- 2) Waiver of subrogation and
- 3) 30 day notice of cancellation.

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

In the event the Contractor will **sell** liquor, the Contractor shall carry **Liquor Liability or Dram Shop Act Liability Coverage** of \$500,000 per claim.

Workers Compensation and Employers Liability Insurance for all activities being held on City of Austin premises not managed by the Parks and Recreation Department with minimum policy limits for Employer's Liability of \$100,000 bodily injury each

accident, \$500,000 bodily injury by disease policy limit and \$100,000 bodily injury by disease each employee. Two endorsements shall be added in favor of the City of Austin:

- 1) Waiver of subrogation and
- 2) 30 day notice of cancellation.

Certificates of Insurance

Certificates of Insurance must be written by a company licensed to do business in the State of Texas at the time the policy is issued and shall be acceptable by the City.

CERTIFICATES OF INSURANCE SHALL CONTAIN THE FOLLOWING:

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

The following endorsements MUST be attached to the policy:

1. City of Austin, Economic Development Department, Cultural Arts Division, 5202 East Ben White, Suite 400, Austin, TX 78741 as an additional insured,
2. Waiver of Subrogation in favor of the City of Austin, and
3. 30 day cancellation clause obligating the insurance company to notify the Cultural Arts Division Office and City Purchasing Office, Insurance Processing, 124 W. 8th St., Ste., 310, Austin, Texas 78701 of cancellations or material changes.

Marketing

Contractors will be required to post **all city-funded events and projects** on the arts calendar www.VisitAustin.com.

Contractors will be required to acknowledge the City's support in all appropriate materials and media by using placing the Cultural Arts Division Logo and Publicity Statement on all marketing materials.

Reports

A final report is required annually. Reports are due within thirty days of the final contracted event. October 30 of any given fiscal year is the latest a final report would be due.

The report will need

- proof of award and match monies expended,
- a variety of demographic data,
- proof the funded programming occurred
- proof of use of the required publicity statement and logo.

ROLES AND RESPONSIBILITIES

Austin City Council

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

Arts Commission

The Arts Commission is responsible for the following tasks:

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

Review Panels

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

City Staff

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

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

Before preparing your application, fully read these guidelines and application instructions as well as referencing the FY 2019 Core Funding Guidelines. The guidelines provide important information about types of projects the City will fund and the criteria by which your application will be reviewed.

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

Project Title OR Sponsored Project Name (if applicable)

Provide a brief title of proposed activity

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

Amount Requested

Enter the amount of funding you wish to request. Please note you are limited to the amount you were **awarded** in your FY20 contract.

Culturally Specific Marketing Supplement (CSMS)

Please note you may only request CSMS funding if you received it as part of your FY20 funding award. Enter the amount of funding you were **awarded** in your FY20 contract.

Applicant Information

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

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

Organization Information

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

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

(https://www.austintexas.gov/financeonline/vendor_connection/index.cfm)

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 Vendor Registration Office at (512) 974-2018.

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

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

CEO/Executive Director

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

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

Collaborators

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

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

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

Additional Contacts

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

ADDITIONAL INFORMATION

Authorizing Official

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

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

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

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

Fiscal Sponsor Eligibility

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

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

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

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

Question 1. Verify that you received funding in FY19 and FY20.

You must have received funding in Organizational Support, Project Support I, II or III in FY19 AND FY20 in order to be eligible to apply for funding in FY21.

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 hit the "Submit Eligibility" Button.

COLLABORATORS ARE ABLE TO SUBMIT THE ELIGIBILITY FORM

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

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

Question 1. Select Funding Program Level

Please select one of the funding program levels from the list provided. Remember that this should be the same funding program you applied in for FY20.

Question 2. Applicant Race/Ethnicity Code

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

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

Question 3. Applicant District Number

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

Question 4. Additional Demographic Information

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

Question 5. Primary Artistic Discipline

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

Question 6. Change in Project from year 2 to bridge year

Please indicate if any of the listed changes occurred.

Question 7. Project Narrative

If you had any major changes to your Project Activities, as indicated by your response to question 6, please provide an explanation for the change. If you do not anticipate any major changes please type "N/A" in the text box.

Question 8. Applying under the umbrella of a fiscal sponsor

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

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

Questions 9-17. Sponsored Project Contact Information

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

Question 18. Application History

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

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

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

Operating Budget History

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

THESE AMOUNTS SHOULD REFLECT YOUR ENTIRE ANNUAL OPERATING BUDGET.

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

THE BUDGET HISTORY MAY BE USED IN EVALUATING POTENTIAL AWARD AMOUNTS.

Proposed Budget: EXPENSES & INCOME

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

Complete the budget paying attention to the budget definitions.

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

Expenses

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

Organizational Support and Project Support I - The total budget (line 22) **must** be at least double the COA award request amount (line 9a).

Project Support for II & III - The total budget (line 22) **must** be at least 1.5 times the COA award request amount (line 9a).

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

Income

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

Project Summary

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

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

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

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

Sample Budget

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

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

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

Project Expenses

PROJECT EXPENSES	Core Request Amt	Matching Funds	IN-KIND Match	CSMS Request Amt	TOTAL	Description
13. Administrative Fees	\$ 1,250	\$	\$ 2,000	\$	\$ 0	Dir - \$750, Asst Dir - \$500, Marketing Dir - \$2k in-kind
14. Artistic Fees	\$ 2,750	\$ 2,250	\$	\$	\$ 0	Performance Fees - \$5k = 20 performers x \$250
15. Travel	\$	\$	\$	\$	\$ 0	
16. Space Rental	\$	\$ 1,000	\$	\$	\$ 0	Venue rental - \$1,000
17. Equipment Rental	\$	\$	\$	\$	\$ 0	
18. Supplies and Materials	\$	\$	\$	\$	\$ 0	
19. Marketing and Promotion	\$	\$ 1,000	\$	\$ 750	\$ 0	Radio ads - \$1,000 (4x\$250) program/poster print - \$750
20. Production/Exhibit Costs	\$	\$	\$	\$	\$ 0	
21. Other	\$	\$ 500	\$	\$	\$ 0	Insurance
Total	\$4,000	\$4,750	\$2,000	\$750	\$11,500	

Project Income

PROJECT INCOME	CASH	Description	TOTAL
Earned Income			
1. Total Admissions	\$ 2,500	Ticket sales – 250 x \$10	
2. Total Other Earned Income	\$		\$ 0
3. TOTAL EARNED INCOME	\$0		\$0
Unearned Income			
4. Total Private Support (Corp, Foundation, Individual)	\$ 2,250	10 x \$100 donations, 25 x \$50 donations	
5. Total Public Support (Government Grants)	\$		\$ 0
6. Total Other Unearned Income	\$		\$ 0
7. Applicant Cash	\$		\$ 0
8. TOTAL UNEARNED INCOME	\$0		\$0
9a. CORE Funding Request Amount	\$ 4,000		\$ 0
9b. Culturally Specific Marketing Supplement	\$ 750		\$ 0
10. TOTAL CASH INCOME	\$ 0		\$0
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)	\$ 2,000	Marketing Director	
Total	\$11,500		\$0

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

Attachment #1 (REQUIRED BY ALL)

501(c) applicants Form 990

Provide a copy of the **first page only** of IRS Form 990, 990 PF, 990 EZ or 990 N evidencing Fiscal Year 2017 and Fiscal Year 2018 finances.

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

DLN: 93493195015194
OMB No 1545-0047
2012
Open to Public Inspection
2, and ending 08-31-2013
D Employer Identification number

If your organization recently became a 501c and has not yet filed your first 990 please upload a document that states you will provide a copy of your first 990 once it is filed.

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

Proof of Texas State Incorporation

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

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

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

Attachment #3 (REQUIRED BY ALL)

Board List

Provide a roster of your governing board, including

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

SP – For sponsored projects, if you have an advisory board you may upload a list of your board members. Please include the same information requested above for each of your advisory board members

Attachment #4 (REQUIRED by OS only)

Independent Audit/Financial Review

This is required for applicants in Organizational Support ONLY. Your most recently completed independent audited financial statement or financial review, prepared by a certified public accountant, is required. Compilations will not be accepted.

Attachment #5 (REQUIRED BY ALL)**Signed Assurances Document**

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

Attachment #6 (REQUIRED BY ALL)**Insurance Assessment Form**

Enter your organization's pertinent contact information into the Insurance Information Form. If serving as a fiscal sponsor, list that sponsored project as well as your Organization name. This form will determine your Insurance requirements. You will receive an email with tentative insurance requirements once you complete the online form. Upload the pdf document with the tentative requirements to your ZoomGrants application

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

Delivery Instructions

Applications must be submitted online on **Monday, May 1, 2020**

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

The online application can be found here

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

Late applications will NOT be accepted.

Helpful Tips: Application Preparation & Submission

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

- ☐ Is the proposed project compatible with the mission and goals of your organization?
- ☐ Is your application narrative similar in scale and scope to that which was listed in Year 2?
- ☐ Does your project budget demonstrate the ability to meet the matching requirements? (If not, what would be the appropriate or adjusted request amount in order to meet matching requirements?)
- ☐ Are your project budget projections realistic? Are personnel wages, supply and equipment costs, rental fees, marketing and promotional expenses, etc. appropriate?
- ☐ Are marketed programs or project activities accessible to the general public? Are programs or project activities accessible to persons with disabilities?

Application Preparation

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

Helpful Tips: Planning for Cultural Tourism

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

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

- ☐ Link your website to www.VisitAustin.com
- ☐ Post all non-city-funded events and projects to VisitAustin.
- ☐ Note nearby lodging facilities through promotional materials and website related to a program.
- ☐ Partner with an area hotel for a block of rooms for visiting artists or for out of town audience members and promote the negotiated lodging rate in marketing materials.
- ☐ Invite front-line staff of the hospitality industry to attend an event as a guest and to encourage them to become a spokesperson for your organization or project.
- ☐ Drop program/project collateral materials to Austin Convention and Visitors Bureau and/or to travel centers.
- ☐ Coordinate collective marketing with similar or comparable organizations or projects by advertising in a statewide, national or international publication.
- ☐ Become a member of Travel Industry Association of America (TIA).
- ☐ Plan for an effective social media outreach strategy for tourism-related audience development.
- ☐ Watch the Get Noticed marketing training videos on the Cultural Arts Division website – www.AustinCreates.com

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

Definitions

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Employee Costs

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

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

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

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

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

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

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

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

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

In-Kind Contributions – Services or goods contributed to an individual artist or organization for which one would otherwise have to pay. **Services or goods provided by artists in a funded project, contract agency employees, or board members are not considered in-kind services.**

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

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

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

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

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

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

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

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

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

Non-Employee Costs

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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