



Cultural Arts Division

Economic Growth and Development Services Office



Americans for the Arts 2012 Annual Convention *SCHOLARSHIP*

DEADLINE FOR SUBMISSION OF APPLICATION: April 20, 2012

This year the *Americans for the Arts (AFTA)* will host their *Annual Convention in San Antonio, Texas June 7-10, 2012*. San Antonio is so close – just 1 ½ hrs car drive from Austin! Because of this and because we understand the value of the experience of attending these annual Conventions, the City of Austin Cultural Arts Division (CAD) is pleased to offer a small number of scholarships to attend this year's AFTA Convention. Through CAD's "Take it to the Next Level Program" we have budgeted for a small number of scholarships to pay for attendance to the Convention at the Early Bird rate (*registration by April 27, 2012*) of \$475 for the full 2 ½-day Conference (\$200 for one day), \$300 for the 1 ½-day Public Art Preconference, or \$225 for the 1 ½-day Emerging Leaders Preconference.

"The mission of Americans for the Arts is to serve, advance, and lead the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America." View the Americans for the Arts 2012 Annual Convention website for information regarding sessions and speakers: <http://convention.artsusa.org/>

The purpose of these scholarships from CAD is to provide opportunities to Austin arts professionals to attend the AFTA Convention for professional development and networking opportunities, to learn new strategies from the field, and to bring back and share these strategies for success with peers in Austin to strengthen your organization/business and to make Austin a better place for the arts and creative industries. Please apply if you are an arts professional, independent or associated with a nonprofit arts and culture organization or for-profit creative business. Fill out the application form and articulate how attending the AFTA 2012 Convention in June, 2012 will be beneficial to yourself, your organization/business, and to Austin.

These scholarships cover the cost of the Convention registration ONLY. Any other costs – travel, hotel room, and food not covered by the convention – are not included. CAD will reimburse the scholarship recipient for the cost of registration *after* the convention pending verification of a completed one-page report outlining what knowledge and skills were gained, and the intent to utilize those knowledge and skills in the goals stated in the application.

Eligibility

To qualify for one of the Cultural Arts Division's Americans for the Arts 2012 Annual Convention Scholarships:

- Be an arts professional living and working in Austin to advance the arts here in Austin – We are looking for artists, public artists, arts administrators, arts educators, representatives of a local Austin arts organizations or community arts-based organization that utilize the arts as a major part of their mission, or for-profit businesses in the creative industries.
- Submit the application together with a copy of your resume. (*See Application form.*)

- Submit a 1-page report within 30 days after the Convention on what you learned or gained by attending. (*See Final Report form.*)
- Priorities may be given to those serving underserved communities, emerging leaders, and first time attendees to the convention.
- **Complete and submit the application form by FRIDAY, APRIL 20, 2012.** (By 5:00 pm if you are dropping off the application form in person at the CAD offices at 201 E. 2nd St, Austin 78701. By 11:59 pm if you are submitting your application electronically – submit to culturalarts@austintexas.gov.)

Evaluation Criteria

We anticipate this scholarship may be competitive. A team of CAD staff will review the applications and determine scholarship awards based on questions asked in the application form. (*See Application form.*)

Additional Information

- **Notification of award will be made by April 24th.**
- Applicants can apply for either the main Convention or the Preconference, but not both.
- All scholarship recipients must register for the Convention and pay in advance.
- **If awarded, please be prepared to register by April 27th in order to obtain the *Early Bird rate*. If you register after April 27th, you will be responsible for the additional registration cost.**
- Scholarship funds are reimbursed after the Convention pending verification of attendance. Final Reports are due July 13, 2012. *Recipients who fail to meet this deadline forfeit their award.*
- In order to receive funds, scholarship recipients must register as a vendor with the City of Austin through the City's [Vendor Connection Website](#).
- ***These scholarships cover the cost of the Convention registration ONLY.*** Any other costs – travel, hotel room, and food not covered by the convention – are not included.*
- ***Become a member when you register for the 2012 Annual Convention!*** Although this scholarship does not include AFTA membership, artists and organizations are encouraged to become a member. See information on becoming a member and member benefits at: <http://convention.artsusa.org/travel-and-housing/ways-to-save>
- If you choose to stay at the convention hotel and are looking for a roommate to cut costs, mark the Roommate Referral Box on the registration form and AFTA will send you a list of other interested attendees. To be eligible your registration form must be received no later than April 27, 2012.

For questions regarding CAD's AFTA Scholarships please contact Janet Seibert, Civic Arts Program Consultant by email at janet.seibert@austintexas.gov/ or by phone at 974-7860, or Kevin Shaw, Civic Arts Coordinator by email at kevin.shaw@austintexas.gov/ or by phone at 974-9316.



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APPLICATION

APPLICANT INFORMATION

Name: _____

Title: _____

Organization/Business: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Applicant Questions:

1. Please check the box that most accurately describes the AFTA Convention/Pre-Conference you wish to attend:

Check only one.

- Convention – June 8-10, 2012
- One Day of the Convention – specify date: _____
- Public Art Network Pre-Conference – June 7-8, 2012
- Emerging Leaders Pre-Conference – June 7-8, 2012

2. Are you a City of Austin certified Vendor?

Yes No If no, you will have to register with the City before a reimbursement check is issued.

3. Have you attended an Americans for the Arts Convention before?
 Yes No If yes, when? Year _____ City _____
4. How many years have you been working as an Arts Professional? _____
5. In a separate document, write a 300-word statement that addresses the following questions:
 - What are your current short and long term goals within the field you practice in (arts management, public art, arts education, community arts, and creative industries businesses)?
 - How will attending the 2012 Annual Convention contribute to the growth of your professional work or organization/business?
 - How do you intend to use the knowledge and skills you learn at the Convention to impact the arts in Austin?

Please attach this statement to your application.

APPLICANT SIGNATURE*: _____ DATE _____

** By signing this document you also agree that all expenses of the Convention beyond your scholarship amount are your responsibility.*

**Electronic signatures accepted with a physical signature needed after application is accepted.*

Checklist of completed items:

1. Applicant Information.
2. 300-word statement addressing the scholarship evaluation questions.
3. Attached copy of resume.
4. Hand-deliver application to CAD offices at 201 E. 2nd St *attention AFTA Scholarship* by 5:00 pm CDST April 20, 2012 or email application to CulturalArts@austintexas.gov , *subject line AFTA Scholarship* by 11:59 pm CDST April 20, 2012.

For questions regarding CAD's AFTA Scholarships please contact Janet Seibert, Civic Arts Program Consultant by email at janet.seibert@austintexas.gov/ or by phone at 974-7860, or Kevin Shaw, Civic Arts Coordinator by email at kevin.shaw@austintexas.gov/ or by phone at 974-9316.



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FINAL REPORT

Section I: APPLICANT INFORMATION

Name: _____

Title: _____

Organization/Business: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

APPLICANT SIGNATURE*: _____ DATE _____

**Electronic signatures accepted with a physical signature needed after application is accepted.*

Section II:

List the AFTA Convention Sessions you attended.

Section III. PROJECT NARRATIVE

1. (400 words.) *What knowledge and skills did you gain attending the Americans for the Arts Convention? How will you use this in your work and in impacting the arts in Austin?*
2. (300-400 words.) *Describe any anecdotal information and/or human interest stories that have occurred as a result of this scholarship.*

Checklist of completed items:

1. Section I. Applicant Information.
2. Registration verification. (*Copy of your confirmed registration from Americans for the Arts.*)
3. Section II. List of AFTA Convention sessions attended.
4. Section III. Project Narrative addressing the scholarship evaluation questions.
5. Hand-deliver Final Report to CAD offices at 201 E. 2nd St *attention AFTA Scholarship Final Report* by 5:00 pm CDST July 13, 2012 or email application to CulturalArts@austintexas.gov , *subject line AFTA Scholarship Final Report* by 11:59 pm CDST July 13, 2012.
6. Provide your City of Austin **Vendor Name** and **Vendor ID Number** to either Janet Seibert of Kevin Shaw. This information is provided when you register as a City of Austin vendor.

For questions regarding CAD's AFTA Scholarships please contact Janet Seibert, Civic Arts Program Consultant by email at [janet.seibert@austintexas.gov/](mailto:janet.seibert@austintexas.gov) or by phone at 974-7860, or Kevin Shaw, Civic Arts Coordinator by email at [kevin.shaw@austintexas.gov/](mailto:kevin.shaw@austintexas.gov) or by phone at 974-9316.