

CITY OF AUSTIN CULTURAL ARTS FUNDING PROGRAM

COMMUNITY INITIATIVES



Image courtesy of One World

FY 2011-2012

Cultural Arts Division
Economic Growth and Redevelopment Services Office



Amended February, 2012

Cultural Arts Funding Programs:

The City of Austin's Investment in the Arts, Cultural, and Creative Industries.

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Image courtesy of Serie Project XI – Delgado



City of Austin
Economic Growth and Redevelopment Services Office
Cultural Arts Division

Cultural Arts Funding Program

COMMUNITY INITIATIVES

Introduction

The City of Austin Economic Growth and Redevelopment Services Office (EGRSO) Cultural Arts Division, serves to encourage, develop and facilitate an enriched environment of artistic, creative, and cultural activity in the City of Austin and its Extra Territorial Jurisdiction (ETJ). As a component of many services and activities, the Cultural Arts Division manages funding programs to provide financial support to organizations and individuals for specific contracted services through a competitive application and review process.

This booklet contains requisite information and forms to help qualified organizations and individuals interested in applying for funding in the Community Initiatives program, an auxiliary component of the City's Cultural Arts Funding Programs. Contracted services supported through the Cultural Arts Funding Programs take place within the City of Austin's fiscal year, October 1st - 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. Our purpose is to reinforce the artistic and cultural industry representing an important component of the economy of Austin and to celebrate and promote Austin as an exciting, vibrant, and diverse community destination for visitors and tourists throughout the world.

Cultural Arts Division staff actively reviews and evaluates all aspects of this program and its processes incorporating revisions in this publication annually. As we constantly review and adapt our program, further changes may occur throughout the funding calendar. Cultural Arts Division staff will provide updates on changes as they are adopted.

Thank you for your interest in applying to the City of Austin Cultural Arts Funding Programs. For more information or assistance, please contact the Cultural Arts Division staff in the Economic Growth and Redevelopment Services Office at 974-9315 or visit us on the web at:

www.austintexas.gov/department/cultural-funding

At a glance . . .

To be Eligible...

Applicants must be an incorporated, tax exempt, 501c arts organization residing in Austin or its Extra Territorial Jurisdiction. Project activities must involve the marketing, production, presentation, or funding of a public performance or exhibition open to both residents and tourists.

Individual artists and other arts organizations may apply under the umbrella of a 501c organization, in certain circumstances. If applicant is approved by the Austin Arts Commission, a contract must be initiated with required insurance in effect and all required pre-contract materials completed prior to the event date. Failure to enter into a contract prior to the event date may result in the nullification of the funding award.

Funding Basics...

Requests of up to \$3,000 by arts organizations for specific arts project activities.
Requests of up to \$1,500 by individuals for specific arts project activities.
See page 10 for more details.

Deadlines...

Community Initiatives applications will be accepted annually on an ongoing basis during the Cultural Arts Funding Program fiscal year, while funds are available. **Applications are due on the first Monday of each month and must be received at least 60 days prior to the project start date.** Applications will be accepted at any time, as long as funding is available, but may not be considered until the following month's Austin Arts Commission meeting.

Late applications will NOT be accepted.
Metered mail is **NOT** acceptable.

Policy Guidelines

Guiding Principles for City of Austin's Investment in the Cultural Arts

City of Austin Vision

We want Austin to be the most livable city in the country.

City of Austin Vision for the Cultural Arts

The City of Austin envisions a culturally vibrant city where:

- Arts and culture are an integral component of a vibrant community and a thriving economy
- Artists and arts and cultural 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
- A creative environment attracts the workforce and businesses that value the arts and culture

To advance this vision, the City of Austin invests in the cultural arts through:

- Allocation of financial resources
- Expansion of financial resources for arts and culture
- Other assistance to individual artists and arts and cultural organizations that actively participate in the arts

Goals for Allocation of City Funds to the Cultural Arts Funding Programs

1. Support arts and culture as an integral component of a vibrant community and a thriving economy.

- Contribute to tourism and audience development
- Foster sustainable development within the arts community
- Develop new and established artistic practitioners
- 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 Austin's cultural diversity, reflecting its demographics in all aspects
- Encourage partnerships and collaborations in the community

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

- Encourage excellence, innovation, and collaboration in the creation and presentation of artistic and cultural work
- Assist artists and cultural organizations in developing programs and activities
- Provide financial support and to emerging and culturally diverse arts organizations
- Expose people of all ages to the value of arts and culture



Image courtesy of Pro Arts Collective

Sources of Funding for Arts and Culture

City of Austin through the Hotel Occupancy Tax

The City of Austin invests in the arts by allocating a portion of Hotel Occupancy Tax revenues to eligible applicants recommended for funding as a result of an equitable process in which they are found to meet established program criteria. Use of Hotel Occupancy Tax is governed by the Texas Tax Code. The code states:

§ 351.101. USE OF TAX REVENUE. (a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

(4) 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;

For additional information Tax Code 351 can be viewed in its entirety at <http://www.statutes.legis.state.tx.us>

The City of Austin, as a matter of policy, is committed to providing direct financial support to organizations and individuals who represent, strengthen, and contribute to the arts, cultural, and creative industries in Austin. Arts and culture 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, activities, and services supporting the development of cultural resources are the guiding principles for the investment of these important funds in activities that are eligible for funding from this fund source.

Additional Funding Sources

As the Cultural Arts Funding Programs develop, funding from additional sources will be sought. Funds will be integrated into the program budget as they become available.



Image courtesy of East Austin Studio Tour

Roles and Responsibilities

Austin City Council

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

Austin Arts Commission

Assigned to oversee the Cultural Arts Funding Programs, the Austin Arts Commission is responsible for the following tasks:

- Oversees enactment of cultural funding policies and ordinances
- Reviews the panel scoring process and related funding recommendations and forwards recommendations to the City Manager and City Council for review and approval

Cultural Arts Division Staff

- Administers cultural funding policies under guidance of the EGRSO Director, City Manager and the Austin Arts Commission.
- Provides administrative services for the Austin Arts Commission, its committees and review panels.
- Facilitates peer review panels, documents and verifies panel findings, and reports findings to the Austin Arts Commission.
- Administers cultural funding contracts with organizations and individual artists.

Note: For Cultural Arts Staff contacts, see page 25.

Program Overview

Purpose

Community Initiatives funding is available to individuals and arts-producing/presenting organizations not already receiving funding through the Cultural Arts Division's Core Funding Programs. The program provides support for smaller community arts projects and activities that may develop throughout the year. The purpose of the Community Initiatives Program is to support public arts and cultural programming that celebrates Austin's culture of creativity and to encourage collaboration, innovation, accessibility, and cultural tourism.

Classification of Organizations

Arts and cultural organizations that meet the minimum requirements listed below will be classified by annual cash operating expense. (In-kind contributions and income related to capital fund-raising or other long-term investments are not included in operating income.)

Large	Expenses in excess of \$1,000,000 Expenses between \$500,000-\$1,000,000
Medium	Expenses in excess of \$250,000 Expenses between \$200,000-\$250,000 Expenses between \$150,000-\$200,000 Expenses between \$100,000-\$150,000
Small	Expenses between \$50,000-\$100,000
Micro	Expenses below \$50,000

Eligibility Chart

This chart outlines which organizations (as defined above) and individuals may apply and receive funding in the Community Initiatives category.

Applicant	Community Initiatives
Large Arts and Cultural Organization	*YES
Medium Arts and Cultural Organization	*YES
Small Arts and Cultural Organization	*YES
Micro Arts Organization	*YES
Non-Arts Organization	+NO
**Individuals Unincorporated Groups	*YES

Note: * Applicants receiving funding through the Core Cultural Arts Funding Programs are ineligible.
+ Non-Arts Organizations are not eligible for funding except as a sponsor for an individual artist or unincorporated group.
** Individuals and unincorporated groups must apply under the umbrella of a 501(c) nonprofit organization.

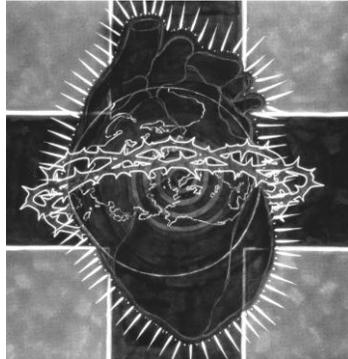
Eligibility Requirements

Minimum Requirements for All Applicants

- Proposed activities must be developed by arts producing/presenting organizations or individual artists and include a direct public impact or involvement.
- The applicant organization must be a 501(c) nonprofit organization, or sponsored by one.
- Sponsored groups must be incorporated in the State of Texas as a nonprofit organization. Otherwise, applications will be considered to be for an individual artist.
- In operation in the Austin community for a minimum of one year.
- If applicant is awarded funding by the Austin Arts Commission, a contract must be initiated with required insurance in effect and all required pre-contract materials completed prior to the event date. Failure to enter into a contract prior to the event date may result in the nullification of the funding award.



Images courtesy of artist, Tonya Engel;



Mexic-Arte Museum; and



Serie Project XI – Alvarado

Minimum Requirements for Organizations

All applicants must meet the following minimum requirements:

Organizations must be a 501(c) organization (as evidenced by a current IRS determination letter or copy of the most recent Form 990 filed with the IRS) located in Austin or its Extra-Territorial Jurisdiction (ETJ).

Organizations must be at least a year old and have an active volunteer board of directors that meets at least three times a year.

Public activities and services must occur within and for the benefit of the residents, visitors and tourists of Austin and/or its ETJ.

Activities must be event-based and open to the public.

Minimum Requirements for Sponsored Projects

All sponsored projects must meet the following minimum requirements:

Organizations must be incorporated within the State of Texas as a nonprofit organization. Sponsored applicants not providing proof of incorporation with the State will be considered as individual artist applications.

Sponsored Projects must have a 501(c) nonprofit organization apply on their behalf.

Individual artists must have lived and worked actively as an artist in Austin or its ETJ for a minimum of one year.

Unincorporated Groups must be based in Austin and have produced artistic work in Austin or its ETJ for at least one year.

Minimum Requirements for Fiscal Sponsors

All sponsoring organizations must meet the Minimum Requirements for Organizations above. Additionally, all sponsoring organizations must also meet the following minimum requirements:

Sponsoring organizations must be a 501(c) organization located in Austin or its Extra-Territorial Jurisdiction (ETJ).

Sponsoring organizations must be at least a year old and have an active volunteer board of directors that meets at least three times a year.

Sponsoring organizations must have a paid Executive Director.

Sponsoring organizations must have at least a \$50,000 annual operating budget as evidenced by IRS Form 990.

Additional Requirements for Sponsored Projects and Fiscal Sponsors

Sponsoring organizations that apply on behalf of unincorporated groups or individuals as the fiduciary agency must take on the legal responsibilities to carry out the contract. The City of Austin will contract with the sponsoring organization directly, which will be responsible for all administration, financial management, reporting, and any other responsibilities associated with the completion of the project. Sponsoring organizations must make sure all insurance requirements are in place. The sponsoring organization may charge up to a 10% sponsorship fee for serving as an umbrella in all applicable programs. Sponsored project activities must be independent projects, separate from the general activities of the sponsoring organization. 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 sponsoring organization. Applicable professional services provided by service organizations may be considered as eligible expenses.

Public Art Projects

Artists and organizations proposing to do public art projects, which are defined as permanent or temporary visual art installations in locations that are visible and accessible to the public, must obtain permission from the property owner *prior* to submitting a Community Initiatives application.

Privately Owned property – If a private entity (or a public entity other than the City of Austin) owns the property, the applicant must obtain a formal letter of support from the owner allowing the applicant to install the proposed artwork. This letter must be included with the application. Without the property owner's written consent, the application cannot be reviewed.

City of Austin Property – Applicants proposing to install public art on City of Austin property must submit an Artwork Donation/Loan Review Proposal for review by the AIPP panel prior to submitting the Community Initiatives application. Prior to the AIPP Panel review, the proposed artwork must be reviewed by appropriate city departments as well as neighborhood and community groups. Artwork Donation/Loan Review Proposal forms are available at www.austintexas.gov/aipp/donation.htm.

Payment Schedule

If the application is awarded funding, 75% of the payment will be awarded upon processing of the signed contract. The remaining 25% will be awarded upon processing of the final report.

Ineligible Activities

- Community Initiatives funding cannot be used for activities already receiving funding through the Cultural Arts Funding Programs.
- Applicants may not receive funding more than once per fiscal year.
- Project activities that do not involve the marketing, production, presentation, or funding of a public performance or exhibition open to both residents and tourists will not be funded.

Funding Requests

Organizations may request up to \$3,000. Individual artist applicants may request up to \$1,500. Application budgets must be specific to the proposed project activities. Monies currently allocated as funds or match to other Cultural Arts Funding Programs may not be used.

Matching Requirements

A 1:1 match is required for all awards. Up to half of the match may be in well-documented in-kind support (at true market value with proper documentation). Only funds acquired and used to support activities specified in the application will be accepted as matching funds.

Publicity Requirements

Publicity requirements including the Cultural Arts Division logo must be included on all project related promotional materials if the project is funded. CAD staff will provide specific information when an award is made.

Insurance Requirements for Funded Organizations (not required at time of application)

Depending on the funded activities, cultural contractors are required to carry insurance as outlined below and must **provide the Cultural Arts Division Office with a current Certificate of Insurance the cost of which may be included in your budget.** More specific insurance requirements are included in the Cultural Services Agreement. Sponsored project artists or organizations must also meet the insurance requirements or be insured through the sponsoring organization. The Contract Agency 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: The cost of insurance should be researched prior to the submission of the application and included in the budgetary monetary figures.

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 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.



Image courtesy of Austin Lyric Opera

CERTIFICATES OF INSURANCE SHALL CONTAIN THE FOLLOWING:

- Proper office of the insurer, the locations and operations to which the insurance applies, and the expiration date of coverage.
- 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. Naming the City of Austin, Economic Growth & Redevelopment Services Office, Cultural Arts Division, 201 East 2nd Street, Austin, TX 78701, as an additional insured.
- Waiver of Subrogation in favor of the City of Austin. **30 day** cancellation clause that obligates the insurance company to notify the Cultural Arts Division Office at 974-6379 (fax) of cancellations or material changes.

**Americans with Disabilities Act Requirements for Funded Organizations
(not required at time of application)**

All funded applicants must take Americans with Disabilities Act (ADA) training. You may fulfill this requirement by either attending a workshop session; or, by reviewing an online ADA course and submitting a completed training form to the City's ADA Coordinator.

NOTE: If application is approved by the Austin Arts Commission, a contract must be initiated with required insurance in effect and all required pre-contract materials completed prior to the event date. Failure to enter into a contract prior to the event date may result in the nullification of the funding award.

Ineligible Organizations and Activities

The City of Austin will NOT fund...

- * An event that takes place prior to entering into a cultural services contract.
- * Any program that does not involve the marketing, production, presentation, or funding of a public performance or exhibition open to both residents and tourists.
- * 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, including construction, renovation or purchase of real property.
- * The purchase of computer software/hardware.
- * Private events or any activities offered for the sole purpose of raising money in excess of the value of programs or services delivered.
- * Programs and/or services of Austin-based arts and cultural organizations that benefit other cities or regions.
- * Applications that do not support nonprofit, public art activities or projects that benefit a for-profit business or activity.
- * More than one application per eligible program.
- * Sponsored projects that benefit the sponsoring organization or are an extension of the sponsoring organization's programs or services.
- * Fundraising groups and/or "friends of" organizations that exist primarily to support an artistic organization/group.

Funding may not be used for...

- * 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.
- * Consultants who are members of an applicant's staff or board.
- * Payments to students.
- * Grant management costs, grant writing fees, application preparation costs, sponsorship fees, or any other grant preparation and management fees. However, they may be used as match if related to this application.
- * Operating costs not associated with the project.
- * Cash prizes, scholarships, contributions or donations. Purchase of awards and gift certificates may be eligible on a case by case basis as match only.
- * Food or beverages for hospitality. However, they may be used as match.
- * Entertainment or reception functions. However, they may be used as match.
- * Existing deficits, fines, contingencies, penalties, interest or litigation costs.
- * Internal programs at colleges or universities.
- * Curriculum development or curricular activities.
- * Scholarly or academic research, tuition, and activities which generate academic credit or formal study toward an academic or professional degree.
- * Creation of textbooks / classroom materials.
- * Applicant travel out of state, except in eligible programs.

Application Narrative

Narrative must be typed single spaced on 8 ½" x 11" sheets of white paper one-sided only. Do not use smaller than 12-point type and be sure to leave a minimum margin of 1" on all sides. Submit no more than five pages and answer the following questions:

Project

1. What are the specifics of the project for which funding is sought? i.e. list specific date(s), time(s), activity(ies), participant(s), location(s).
2. How does the project contribute to the arts and cultural industries in Austin?
3. How does it fill a need in Austin's artistic and cultural community?

Artistic/Cultural Merit

4. How does the applicant produce/present quality work that contributes to the unique artistic/cultural landscape in Austin?
5. To what degree does the project incorporate artists or artistic works from historically underserved communities in their programming or provide programs/services to historically underserved artists and/or communities?

Administrative Capability

6. How does the applicant demonstrate production and business skills needed to complete the proposed programming/project?
7. How will the project be evaluated to measure project effectiveness? Describe methods.
8. How will the applicant collect data regarding audience demographics, audience involvement, and tourists in attendance from in state, out of state, or outside the USA? Describe methods.
9. If applicable, is the fiscal sponsor capable of managing the administrative and financial aspects of the project?

Economic, Cultural, and Social Impact

10. Does the proposed programming/project meet any identified community social or cultural needs?
11. How does the project market to a broad constituency (including residents, visitors and tourists)?
12. How is the proposed programming/project accessible to all audiences, both physically and economically?
13. Will the applicant attempt to partner or otherwise work with the convention or hotel/motel industries to attract audiences? If so, how?

Final Report

Successful applicants will be required to complete a final report, including a summary of the project, project data and statistics, and submission of receipts and other documentation to substantiate the funded expenses, due 30 days after the project end date. Failure to submit an acceptable final report will make the applicant and/or individual artist ineligible to apply for future funding from the Cultural Arts Funding Programs. See the Final Report form at www.austintexas.gov/culturalcontracts/forms.htm to see what type of information is required.

Review and Award Process

Staff will review applications, including the narrative and budget. Clarifying information will be requested, as needed, and staff will develop funding recommendations based on narrative responses, budgetary limitations, and City of Austin policies and priorities. Funding recommendations will be forwarded to the Austin Arts Commission and City Manager for approval.

Application Instructions

Applications must be typed. Before preparing your application, read the guidelines. The guidelines provide important information about types of projects the City will fund and the criteria by which your application will be reviewed. Be sure that your application addresses these issues. The codes requested in the application may be found on page 16.

Section 1 Summary Information

Applicant Name & Address

Enter the legal name and official mailing address of the organization as recorded with the IRS. Use exact spellings. Do not use abbreviations unless part of the official name. Correspondence will be sent to this address, including notification of receipt of your application. Only the applicant's name and address should appear in this box.

Sponsored Project

Check this box if an individual/organization is being sponsored. The sponsored individual/organization's name goes in the "Sponsored Project Name" box.

Project/Activity Title

Start Date/End Date

Enter the dates of your project. Include implementation and completion. These dates must be within the period of October 1, 2011 through September 30, 2012. If the application is on behalf of a sponsored project, the start/end date will correspond with that sponsored project's activity.

Artistic Discipline

Select the one box 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.

Project Summary

Bullet point a clear and concise project summary listing your program/performance/event as the initial bullet point. In addition to the amount of the request, include a brief timeline and number and types of activities. Use only the space provided. Provide all specific information (who, what, where, when, why). If the project is funded, this will be the basis for your contract language. If the project is on behalf of a sponsored project, the project summary should describe the sponsored project's program/performance/event.

Image courtesy of One World Theater



Section 2 Applicant(s)/Project Information

Name, Address and Telephone Number

Enter the legal name, official mailing address, and telephone number of the organization. Use exact spellings. Do not use abbreviations unless part of the official name. Correspondence will be sent to this address, including notification of receipt of your application.

Federal Tax I.D. Number

Applicants must provide the applicant organization's 9 digit Federal Identification Number. This number (also known as Federal Employer Identification) is recorded on 990 Tax Returns and on W-2 forms.

Applicant or Primary Partner/Contact/Project Director

This is the person to whom questions concerning this application will be addressed. This name will be entered into our database and become the contact for all future contractual correspondence if funded.

Include title, telephone and fax number(s), as well as an email address. **NOTE:** This individual and the Authorizing Official should not be the same.

Sponsored or Other Partner Contact/Project Director

List sponsored or other partner contact information here, if applicable.

Board Chair/Authorized 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. **NOTE:** This individual and the Contact/Project Director should not be the same. Board Chair phone number, email address, and street address must be different from those of the applicant.

Applicant/Sponsored Race Codes

Applicant organizations 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 staff or board or membership. Sponsored projects should use the same criteria and enter in the *Sponsored Race Code* box.

- A 50% or more Asian
- B 50% or more Black / African American
- H 50% or more Hispanic / Latino
- N 50% or more American Indian / Alaska Native
- 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 represents 50 percent or more of staff, board, or membership.

Project Race Code

If the majority of the project activities are intended to involve or act as a clear expression or representation of the cultural traditions of one particular group, or deliver services to a designated population listed below, choose that group's code from the list. If the activity is not designated to represent or reach any one particular group, choose code "99".

- A Asian
- B Black / African American
- H Hispanic / Latino
- N American Indian / Alaska Native
- P Native Hawaiian / Pacific Islander
- W White
- M majority ethnic minority / multi ethnic
- 99 No single group

Section 3 Operating Budget History

Enter annual operating budget information as submitted on your IRS form 990 for the years indicated. Enter cash only; do not include in-kind amounts. If the application is on behalf of a sponsored project, enter budget information for the sponsored organization. This number is NOT your City of Austin funded amount, nor is it your project budget.

Section 4 COA Funding History

Check whether or not you have received funding through the City of Austin Cultural Arts Funding Programs for the years indicated. If your project has received Cultural Arts Funding Programs funding under a different name or with a different sponsor, enter the fiscal year and the name used.

Section 5 Projected Budget Information

Complete the budget paying attention to the instructions on the application form as well as the budget definitions. **NOTE:** A detailed itemization must be provided as Attachment #2. See page 19 for a Sample Budget Itemization. The Budget Itemization must follow the same format as the projected budget and break down revenues and expenses in detail.

Income

Include all earned and unearned revenue for this project. Provide an explanation of revenue sources in the detailed Budget Itemization.

Expenses

Include all expenses for this project. List cash expenses under cash column. All expenses must be fully explained in the Budget Itemization.

Section 6 Application Checklist

The Attachments/Checklist must be submitted with your application.

Attachment #1 Narrative

The Narrative is vitally important as it tells the story of your project and includes details such as the “who, what, when, where, why, and how much.” The Narrative should be written so that it can be easily understood by someone not familiar with the applicant organization. Please be concise and to the point.

Narrative Formatting

Submit no more than five pages and label as Attachment #1 - Narrative. Narrative must be typed single spaced, on 8½” x 11” sheets of white paper one-sided only. Do not use smaller than 12-point type, and be sure to leave a minimum margin of 1” on both sides. **Failure to adhere to formatting criteria may result in a loss of points. (See Appendix A: “Compiling Your Application – The Do’s and Dont’s”.**

Collate and number each page in the upper right corner. Be sure to include the name of the organization and narrative question on each page (Project, Artistic/Cultural Merit, Administrative Capability or Economic Cultural and Social Impact).

Attachment #2 Budget Itemization

Each revenue and expense budget figure from Section 5, Projected Budget Information, must be itemized, including all payments to artists and in-kind. Indicate the source (for revenue amount) and use (for an expense amount) for each figure in the itemization. The itemization of all artists’ payments should identify artists or groups who will be paid by name, and the fee for each (the fee for a group of artists along with the type and number of artists to be paid may be substituted for the listings of the artists’ names). The itemization must be accurate and correspond with the projected budget in Section 5. You must indicate if amounts listed on lines 1 through 7 are pending or confirmed by placing a “p” or “c” next to the dollar amount. A Sample Budget Itemization is provided on page 19.



Image courtesy of Austin Soundscape Project

Attachment # 3 Organizational History

In no more than one page, provide a brief description of the applicant organization including history and activities. Be sure to include the organization's mission statement and last annual operating budget. If applicable, provide information on the sponsored group or individual as well.

Attachment # 4 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, or proof of sales tax exemption.

Attachment #5 Proof of Texas State Tax Exempt Status (Sponsored only)

Sponsored entities wishing to apply as a sponsored organization must provide proof of State tax-exempt status by submitting a copy of their Texas State tax determination letter. The following items will not be accepted as proof of tax-exempt status: articles of incorporation, bylaws, or proof of sales tax exemption. Sponsored applicants not providing proof of incorporation with the State will be considered as individual artist applicants.

Attachment #6 Board List

Provide a roster of your governing board, including names, e-mail and mailing addresses, telephone numbers, professions or areas of expertise, and ethnic make-up. For sponsored projects, list the sponsored organization's or individual's Advisory Board, if applicable.

Attachment #7, Form 990 (sponsoring organizations and 501(c) applicants)

Provide the first page of IRS Form 990 for your two most recently completed fiscal years.

Attachment #8 Documentation

Provide a concise but representative sample of materials (résumés/bios, letters of support, promotional materials, pamphlets, brochures, annual reports, programs, season brochure, catalogues, newsletters, etc.), to acquaint reviewers with your organization and its programs. Each item should be labeled and numbered in the right, top corner. You may submit as much documentation as will fit in a 9"x12" envelope. No "oversized" (larger than 9"x12") items may be submitted.

Section 7 Assurances

Please review carefully. Provide the signature of the authorized official, or board designee, including the date signed. Also provide the signature of the sponsored group if applicable.

Sample Itemization

You are required to submit a full itemization of each figure in your budget. That itemization is to be submitted as ATTACHMENT #2. **The following is a sample of such an itemization.** NOTE: The numbers used in the Itemization samples are presented solely as examples of budget itemization format. These numbers 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.

Income:

(p = projected) (c = confirmed)

Line 3. Contracted services			
2 performances - 2 x \$375 ea		\$ 750 c	
Line 9. Corporate Support			
The Alexander Corporation	\$2,000 c		
1 businesses @ \$250	\$ 250 p		
		\$2,250c/p	
COA request		\$5,000	
Total Revenue			\$8,000

Expenses / Cash

Line 12 Non Employees			
Part time development associate			
\$15 per hour X 200 hours		\$3,000	
Part time administrative assistant			
\$10 per hour X 100 hours		\$1,000	
Line 13 Space Rental			
Allante Theatre Hall			
2 performances - 2 x \$250		\$ 500	
Line 15 Marketing, Promotion, Publicity			
Newspaper Ads			
4 x \$180	\$ 720		
1 x \$250	\$ 250		
2 x \$780	\$1,560		
Posters			
50 x \$13	\$ 650		
		\$3,180	
Line 16 Other Expenses			
Corporate fund-raising solicitation	\$ 250		
Office Supplies	\$ 70		
		\$ 320	
Total Expenses			\$8,000

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

Arts and Education – Artists who collaborate with schools, nonprofit organizations and communities to provide arts education at the K-12 level, workforce development, adult or audience development and/or other arts education activities.

Arts and Cultural Organization - An organization that either has Federal 501 (c) status or is incorporated within the State of Texas.

Auxiliary Programs – A subset of the Cultural Arts Funding Programs focused on individual/organizational development, arts projects by new applicants, and broad cross disciplinary collaborations. These funding programs have rolling deadlines (the first Monday of each month, while funding is available).

Capacity Building – The development of an organization's core skills and capabilities, such as leadership, management, finance and fund-raising, programs and evaluation, in order to build the organization's effectiveness and sustainability.

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.

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 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

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

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

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

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

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

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

Fiscal Sponsor – An Austin based 501(c) nonprofit organization that serves as the sponsoring organization for an individual artist or for an arts group that is not incorporated with the State of Texas as a nonprofit organization.

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

Individual Artist Project – Artistic work, activities, or services created/performed by an individual artist or a collection of artists not formally organized as a group. A group of artists collaborating on a project is not necessarily considered a formally organized group. A group that is not incorporated as a nonprofit with the State of Texas will be considered an individual artist project.

In-Kind Contributions – Services or goods contributed to an individual artist or organization for which one would otherwise have to pay. Services or goods provided by artists in a funded project, contract agency employees, or board members fulfilling board duties 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.

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

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

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

New Applicant – An organization or artist that has not received funding through the Core Cultural Arts Funding Programs for two cycles within the last five fiscal years.

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

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 170c of the Internal Revenue Code of 1954 as amended (501(c) status) which ensures no part of net earnings benefits a private individual. Status may be in process at time of application but must be confirmed prior to contracting.

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

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

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

Other Unearned – Revenue derived from sources other than those listed above. Include catalog, sales, advertising space in programs, gift shop income, concessions, parking, investment income, etc.

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

Public Art - A permanent or temporary installation of art in a publicly visible and/or accessible location. Note: Applicants proposing public art projects must obtain permission from the property owner prior to the application deadline.

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

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

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

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

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

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

Tourist – A person who is traveling from beyond a 50 mile radius of Austin and associated with overnight trips away from home in paid **or** unpaid accommodations

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

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

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

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.



Image courtesy of Rude Mechanicals

Mailing Instructions

Applications are due on the first Monday of each month and must be received at least 60 days prior to the project start date. Applications will be accepted at any time, while funding is available, but may not be considered until the following month's Austin Arts Commission meeting. All application materials are public records. Keep a complete copy of your application and materials for your file.

Applications must be hand delivered or mailed to:

City of Austin Cultural Arts Division
201 E. 2nd Street
Austin, TX 78701

Image courtesy of Ariel Dance Theatre



Contacts



City Council

Mayor Lee Leffingwell
Mayor Pro Tem Sheryl Cole
Council Member Chris Riley
Council Member Mike Martinez
Council Member Kathie Tovo
Council Member Laura Morrison
Council Member Bill Spelman

City Administration

Marc A. Ott, City Manager
Sue Edwards, Assistant City Manager
Rudy Garza, Assistant City Manager
Robert Goode, Assistant City Manager
Bert Lumbrellas, Assistant City Manager
Michael McDonald, Assistant City Manager
Anthony Snipes, Chief of Staff
Kevin Johns Director, Economic Growth
and Redevelopment Services Office
Rosy Jalifi, Assistant Director, Economic Growth
and Redevelopment Services Office

Austin Arts Commission

Brett Barnes, Chair
Hal Katz, Vice Chair
Gloria Mata Pennington
Bruce Willenzik
Scott Daigle
Samuel Tinnon
Amy Wong Mok

Cultural Arts Division Funding Staff

Administration

Megan Crigger
Cultural Arts Program Manager
Phone: (512) 974-9312
megan.crigger@austintexas.gov

Cultural Contracts

Barbara Sparks
Contract Compliance Specialist, Sr.
and Supervisory Team Lead
Phone: (512) 974-7854
Barbara.sparks@austintexas.gov

Cultural Contracts (Cont.)

Jesús Pantel
Grants Coordinator
Phone: (512) 974-9315
jesus.pantel@austintexas.gov



APPENDIX “A”
COMPILING YOUR COMMUNITY INITIATIVES APPLICATION
THE DOS AND DON'TS

DO:

- Use 8.5” x 11” white paper
- Use 12 pt. type
- Leave 1” margins
- Label each page with the section and/or attachment name upper right-hand corner of each page
- List the name of the organization and sponsored organization/individual name (if applicable) upper right-hand corner of each page
- Collate and number each page in the upper right-hand corner
- Use paper clips or binder clips to group each section or attachment
- Submit an original (no copies required)
- Sign the application
- Submit all documents in a 9”x12” envelope

DON'T:

- Use double-sided documents
- Use “title pages” before each section or attachment
- Use staples
- Use folders, document holders, plastic covers, etc.
- Use padded envelopes

City of Austin
Cultural Arts Division
 Economic Growth and Redevelopment
 Services Office

FY 2012
Cultural Arts Funding Programs
AUXILIARY PROGRAM
Community Initiatives
APPLICATION & AGREEMENT

Section 1: Summary Information

Applicant name & address	Sponsored Project <input type="checkbox"/> Yes? <input type="checkbox"/>	<input type="checkbox"/> Sponsored Project Name	
	Project/activity title	Start Date	End Date

Type of Sponsored Project – Select one only

Organization
 Individual/Unincorporated Group

Primary Artistic Discipline – Select one only

<input type="checkbox"/> Dance	<input type="checkbox"/> Literature	<input type="checkbox"/> Film/Media Arts	<input type="checkbox"/> Multidisciplinary
<input type="checkbox"/> Music	<input type="checkbox"/> Opera/Musical Theatre	<input type="checkbox"/> Theatre/Performance Art	<input type="checkbox"/> Visual Arts/Public Art

Project Summary: Please describe the project for which you are requesting funds in the space provided.
 Applicant(s) is/are requesting \$ _____ in Community Initiatives program funding to/for...

For CAD staff use only	<input type="checkbox"/> App Forms	<input type="checkbox"/> Org History	ADA Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Arts Commission Review _____	<input type="checkbox"/> Narrative	<input type="checkbox"/> Tax Exempt	Insurance Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Award Amount \$ _____	<input type="checkbox"/> Itemization	<input type="checkbox"/> Board List	<input type="checkbox"/> General Liability
Control Number _____	<input type="checkbox"/> 990	<input type="checkbox"/> Documentation	<input type="checkbox"/> Liquor <input type="checkbox"/> Auto
	<input type="checkbox"/> State Exempt		

Section 2: Applicant(s) / Project Information			
Applicant			
Applicant's Legal Name	Federal Tax I.D. Number	Other Common Name	
Official Mailing Address		City	State Zip
Telephone	Fax	Website (URL)	
Applicant or Primary Partner Contact/Project Director			Title
Address		City	State Zip
Telephone	Fax	Email	
Sponsored or Other Partner Contact/Project Director			Website (URL)
Address		City	State Zip
Telephone	Fax	Email	
Board Chair			Title
Address		City	State Zip
Telephone	Fax	Email	
Project			
Applicant Race Code	Sponsored Race Code	Project Race Code	
Total Number of Artists Participating		Total Amount Paid to Artists \$	
Total Number of Austin/ETJ Artists Participating		Total Amount Paid to Austin/ETJ Artists \$	
Total Number of Individuals Benefiting		Total Number of Youth Benefiting	

Section 3: Organizational Budget History – (Arts organization or sponsored group information)				
	2008-2009 Actual	2009-2010 Actual	2010-2011 Projected	2011-2012 Proposed
Revenue				
Expenses				

Section 4: COA Funding History - (Arts organization or sponsored group information)			
	2007-2008	2009-2010	2010-2011
COA Funding	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Was this project funded previously under a different organization name or sponsor? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If yes,	Year:	Name:	

Section 5: Projected Budget Information

The budget must balance. Total income (line 10c) must equal total expenses (line 17). Round all budget figures to the nearest whole dollar. .

PROJECT INCOME	CASH	IN-KIND	TOTAL
EARNED INCOME			
1. Total Admissions			
2. Total Other Earned Income			
3. TOTAL EARNED INCOME (Add Lines 1 and 2)			
UNEARNED INCOME			
4. Total Private Support (Corp, Foundation, Individual)			
5. Total Public Support (Government Grants)			
6. Total Other Unearned Income			
7. Applicant Cash			
8. TOTAL UNEARNED INCOME (Add Lines 4 – 7)			
9. COA Request Amount			
10 a. TOTAL CASH INCOME (Add Lines 3, 8, and 9)			
10 b. TOTAL IN-KIND SUPPORT (must equal In-Kind Line 17)			
10 c. TOTAL INCOME (Add Lines 10a and 10b)			

PROJECT EXPENSES	CASH	IN-KIND	TOTAL
11. Total Employee Costs			
12. Total Non-Employee Costs			
13. Space Rental			
14. Travel			
15. Marketing, Promotion, Publicity			
16. Total Other Expenses			
17. TOTAL EXPENSES (Add Lines 11-16, must equal Lines 10 a, b, and c)			

