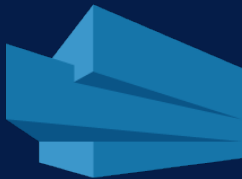


# Elevate Grant for Individual Artists and Creative Businesses

Information Session



**Economic  
Development**  
CITY OF AUSTIN

# Agenda

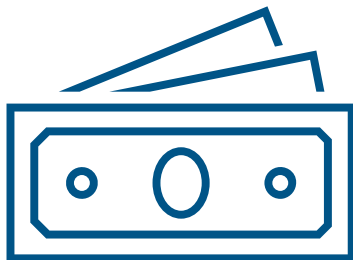
- Program Highlights
- Applicant Eligibility
- Funding Priorities
- Eligible Activities and Expenses
- Scoring Rubric
- Timeline
- How to Apply and Application Assistance

# Grant Overview

The Elevate grant seeks to provide funding in support of arts and cultural organizations, individual artists, and creative businesses that produce culturally vibrant and diverse artistic content for the public. This funding broadly supports the creative, administrative, and operational expenses incurred in the production of creative activities and events for the people of Austin and its tourists.

Individuals  
Creative Businesses  
Must have budgets \$500,000 and under

**\$15,000-\$30,000**



**\$40,000-\$80,000**

501c Arts Organizations  
Any Budget Size

# Applicant Eligibility

1. Individual Artists and Creative Businesses with annual budget under \$500,000
2. Headquartered in Austin Metropolitan Statistical Area (MSA)
3. Minimum 1 Year of Creative Production in Austin
4. Hotel Occupancy Tax (HOT) Compliance
5. No current funding from other City Grants (Nexus, Thrive, Elevate, or Live Music Fund)

**City of Austin Employees** are *not eligible* to apply for Economic Development Department Funding Opportunities.

# Funding Priorities

Priority will be given to:

- Applicants that serve and are accountable to communities that are at **immediate risk of cultural erasure and displacement within Austin**. (e.g., Black/African American, Native American, Asian, Hispanic/Latino, Middle Eastern, and Pacific Islander communities.)
- Applicants that are representative of **communities that experience other forms of institutional marginalization**. (e.g., LGBTQIA+ or disability communities.)
- Applicants that embody a measurable commitment to the equity goals and principles of the City of Austin's Equity Office through representation in leadership and program development.
- Applicants that have faced barriers in obtaining institutional resources and assets.

# Key Constituencies

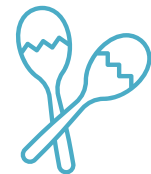
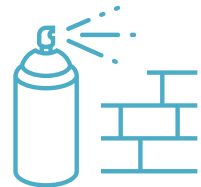
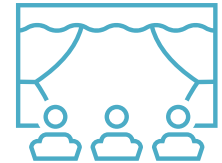
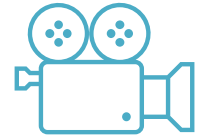
**Key Constituencies** are the people deeply impacted by your work, which may include your audience, community members, and/or participating artists and administrators. These 'key constituencies' are identified and named by the applicant.

For the purposes of this program, key constituencies that will be prioritized are community groups that are at immediate risk of cultural erasure and displacement within Austin and/or have been institutionally marginalized and under-funded by the City of Austin Cultural Arts Division. Any reference to 'key constituencies' in a program application and scoring rubric will be referring to the community groups that meet this definition and that has been directly identified by the applicant.

# Eligible Activities

The Elevate grant funds the following:

- Operations related to the production of public events
- Exhibitions
- Performances
- Workshops, classes, and camps
- Public art projects



# Ineligible Activities

Activities  
outside  
Austin/ETJ

Activities not  
accessible to  
tourists

Fundraisers or  
Benefits

Proposals that  
do not include  
a public event

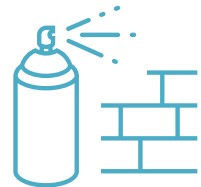
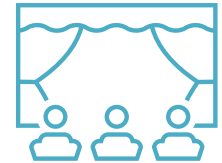
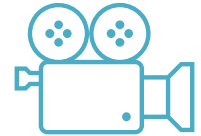
Activities  
outside  
contract period



# Eligible Expenses

The Elevate grant funds the following:

- People, both administrators and artists
- Venue and Space Rental
- Marketing Expenses
- Equipment Rental
- Insurance
- Most production related expenses for public events



# Ineligible Expenses

Donations or  
Regranting of Grant  
Funds

Equipment  
purchases

Expenses paid more  
than 60 days before  
the start of the  
contract or after the  
end of the contract

Food and Hospitality  
must be pre-  
approved by City  
Staff

Expenses related to  
starting a new  
business entity

See Additional  
Program Details for  
more information

# Elevate Scoring Rubric

Key Constituencies & Creative Mission	15 points
History of Service	10 points
Cultural Leadership	15 points
Cultural Activities	10 points
Intersectionality & Inclusion	10 points
Accessibility	10 points
Language Accessibility	10 points
Marketing	10 Points
Budget	10 points

<b>Total</b>	<b>100 points</b>
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# Application Review and Award Process

- Panel will review and score applications
- Funds awarded to highest scores
- Number of awards is subject to the availability of funds
- Applicants will only receive points that apply to their proposal



# Timeline

Event	Date
Application Opens	June 25 at 10 a.m.
Application Closes	July 23 at 7 p.m.
Panel Reviews	Aug 26-29, 2024 Sept 4-10, 2024
Award Announcement	Sept 20, 2024

# How To Apply

Visit [www.austintexas.gov/Elevate](http://www.austintexas.gov/Elevate)

Elevate guidelines

Application questions preview

Link to apply

Additional resources

Hardcopies or emailed copies will not be accepted.  
Responses submitted **after July 23, 2024 at 7 p.m.  
Central Time** will not be accepted.

# Document Uploads

We **recommend** that you draft all question responses in a separate document so you can easily paste the answers into the online application.

## Required Documents:

- Up to 3 Work Samples. Examples:
  - Bios of key artists and creative decision makers
  - Artwork samples, promo materials, programs, brochures, newsletters
  - Links to video/audio/website/social media
- IRS Determination Letter (501c applicants and Fiscal Sponsors only)
- IRS Form 990 (501c applicants and Fiscal Sponsors only)
- Signed Fiscal Sponsorship Agreement (Sponsored Projects only)



# Application Assistance

Provider	Type of Support	Dates	Contact
Cultural Funding Staff	1:1 Application Support  Open Office Hours In person or on Zoom	By appointment and drop-in assistance days  Every Tuesday June 25 to July 23 from 10 AM-12 PM	Culturalarts@austintexas.gov
Austin Revitalization Authority	1:1 Application Support	By Appointment	Email Brandy Davidson at <a href="mailto:bdavidson@austinrev.org">bdavidson@austinrev.org</a> or call (512) 469-1705
The Long Center	Spanish Language Application Support  Technical Assistance with Submittable Platform		<a href="mailto:ApplicationHelp@thelongcenter.org">ApplicationHelp@thelongcenter.org</a> or call (512) 457-5161, Monday–Friday, from 9–11am*  <a href="mailto:Cityofaustingrants@thelongcenter.org">Cityofaustingrants@thelongcenter.org</a>

Visit [austintexas.gov/Elevate](https://austintexas.gov/Elevate) to learn more.



# Application Assistance

Staff	Contact Info
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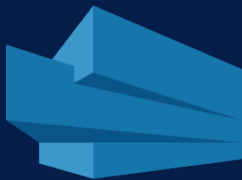
Peggy Ellithorpe	512-974-7978 <a href="mailto:peggy.ellithorpe@austintexas.gov">peggy.ellithorpe@austintexas.gov</a>
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Jesus Varela	512-974-2444 <a href="mailto:jesus.varela@austintexas.gov">jesus.varela@austintexas.gov</a>
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For Spanish Language Support	512-457-5161 <a href="mailto:ApplicationHelp@thelongcenter.org">ApplicationHelp@thelongcenter.org</a>
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For Technical Support The Long Center	<a href="#">Submittable</a> Applicant and Technical Support Guide <a href="mailto:Cityofaustingrants@thelongcenter.org">Cityofaustingrants@thelongcenter.org</a>
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**Good luck  
with your  
application!**



**Economic  
Development**  
CITY OF AUSTIN