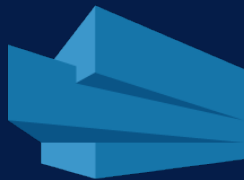


# Thrive/Elevate Grant for Non-Profits

Information Session



**Economic  
Development**  
CITY OF AUSTIN

# Agenda

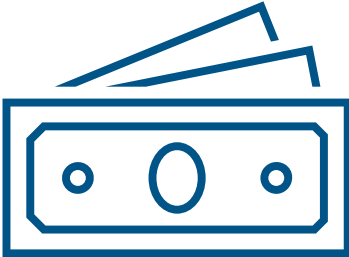
- Program Highlights
- Applicant Eligibility
- Funding Priorities
- Eligible Activities and Expenses
- Scoring Rubric
- Timeline
- How to Apply and Application Assistance

# Elevate 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**



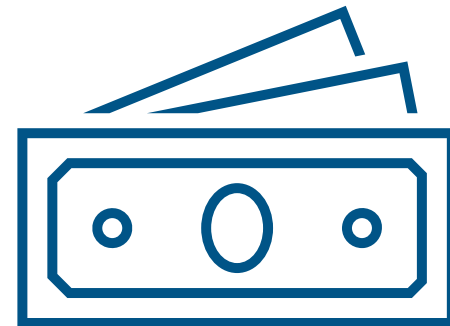
**\$40,000-\$80,000**

501c Arts Organizations  
Any Budget Size

# Thrive Grant Overview

The Thrive grant seeks to intentionally invest in and develop arts and cultural organizations that:

- Impact communities at immediate risk of cultural erasure and displacement within Austin
- Have been institutionally marginalized and underfunded by the City of Austin Cultural Arts Division.



# Elevate Applicant Eligibility

1. 501(c) Arts Organizations of **ANY** budget size,
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.

# Thrive Applicant Eligibility

1. 501(c) Arts Organizations of **ANY** budget size,
2. Headquartered in Austin Metropolitan Statistical Area (MSA)
3. Minimum 5 Years 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:

- Organizations 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.)
- Organizations that are representative of **communities that experience other forms of institutional marginalization.** (e.g., LGBTQIA+ or disability communities.)
- Organizations 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.



# Cultural Institution

**Cultural institution** is an entity whose primary mission is to:

- Present and produce arts and cultural activities
- Have a high degree of financial sustainability
- Be seen as a vital part of a community

## Note:

An organization can be a vital part of the community but has not received the historical financial support necessary to achieve cultural institution status as defined here.

# Cultural Institution

A **cultural institution** will have reliable and consistent access to multiple types of these hallmark attributes, including but not limited to:

Multiple  
Full-time Staff, with  
Benefits

Endowment or  
Cash Reserves

Diversity Of  
Operating  
Support Grants

Consistent  
Corporate and Private  
Donations

Steady, Significant  
Earned Income

Permanent Location  
(10+ years)

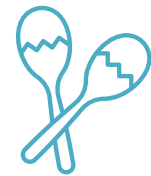
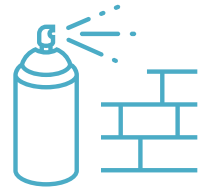
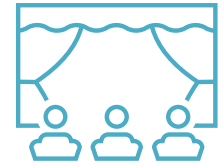
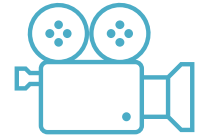
Diversity of Capital or  
Physical Infrastructure  
Funds

Fee-based  
Memberships to  
Industry Networks

# Eligible Activities

The Thrive & Elevate grants fund the following:

- Operations related to the production of public events
- Exhibitions
- Performances
- Workshops, classes, and camps
- Public art projects
- Activities related to sustainability and growth of the organization (Thrive)



# Ineligible Activities

Activities  
outside  
Austin/ETJ

Activities not  
accessible to  
tourists

Fundraisers or  
Benefits

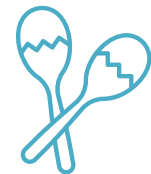
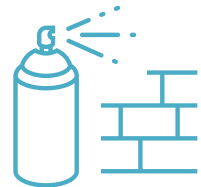
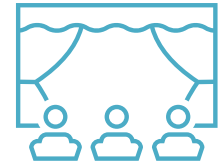
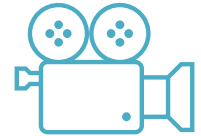
Proposals that  
do not include  
a public event

Activities  
outside  
contract period

# Eligible Expenses

The Thrive/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



# Eligible Expenses (Thrive)

The Thrive grant will fund costs related to organizational improvement and sustainability. This includes:

- Expanding public programming and audiences;
- Establishing a reliable space for planning and presenting work;
- Establishing new and/or more diversified revenue sources.

Specific examples of eligible expense include:



Administrative  
and Creative  
Costs



Costs to  
Improve Ability  
to Produce  
Cultural Events



Insurance Costs



Subscription or  
License Fees for  
Software



Some Capital  
Expenditures

# 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

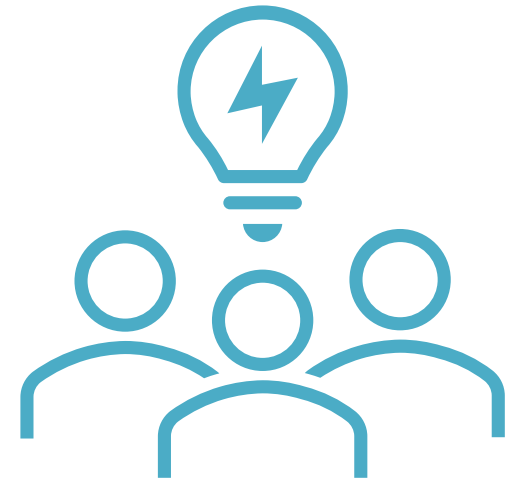
# Thrive Cohort Participation

The Thrive cohort model will:

- Center expertise/experiences of funded organizations
- Prioritize organizations' time and availability
- Limit reporting requirements

Cohort participants will:

- Meet with staff
- Receive tailored support
- Share expertise
- Provide feedback





# Thrive Scoring Rubric

Key Constituencies & Creative Mission	15 points
History of Service	15 points
Cultural Leadership	30 points
Cultural Activities	10 points
Intersectionality & Inclusion	10 points
Accessibility	10 points
Language Accessibility	10 points
Marketing	10 Points
Budget	10 points
Cultural Institution Status	10 points

<b>Total</b>	<b>130 points</b>
--------------	-------------------



# 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>
--------------	-------------------



# 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

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

[www.austintexas.gov/Thrive](http://www.austintexas.gov/Thrive)

Elevate for Non-Profit guidelines

Thrive 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
- IRS Form 990



# Application Assistance

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

Visit <http://www.austintexas.gov/departments/cultural-funding> to learn more.

# Application Assistance

Staff	Contact Info
-------	--------------

Jesus Varela	512-974-2444 <a href="mailto:jesus.varela@austintexas.gov">jesus.varela@austintexas.gov</a>
--------------	--

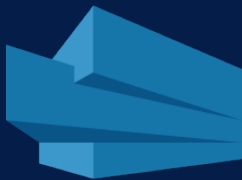
Peggy Ellithorpe	512-974-7978 <a href="mailto:peggy.ellithorpe@austintexas.gov">peggy.ellithorpe@austintexas.gov</a>
------------------	--

For Spanish Language Support	512-457-5161 <a href="mailto:ApplicationHelp@thelongcenter.org">ApplicationHelp@thelongcenter.org</a>
------------------------------	--

For Technical Support	<a href="#">Submittable Applicant and Technical Support Guide</a> <a href="mailto:Cityofaustingrants@thelongcenter.org">Cityofaustingrants@thelongcenter.org</a>
-----------------------	---



**Good luck  
with your  
application!**



**Economic  
Development**  
CITY OF AUSTIN