

Panel Orientation



**Economic
Development**
CITY OF AUSTIN

Panel Orientation Table of Contents

- ❑ Chapter 1: City of Austin Equity Focus (35 minutes)
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- ❑ Chapter 5: Hotel Occupancy Tax (HOT) Grants (30 minutes)
- ❑ Chapter 6: Program Rubrics (20 minutes)
- ❑ Chapter 7: Background Materials and Resources

NOTE: If something is orange, please click the link to watch the required video!



CHAPTER 1

CITY OF AUSTIN EQUITY FOCUS

35 MINUTES

PANEL ORIENTATION



“To advance equitable outcomes, the City of Austin is leading with a lens of racial equity and healing. Race is the primary predictor of outcomes and it is time to recognize, understand, and address racism at its various levels: personal, institutional, structural, and systemic.”

City of Austin Strategic Direction 2023



[Click HERE for a detailed introduction](#)

City of Austin Equity Vocabulary

We will be referring to many terms as we move forward in the panel process. For everyone to start from a similar place of understanding, please complete this **interactive learning tool** developed in partnership with the Equity Office and the Organizational Development team of the Human Resources Department:

- [Equity Vocabulary](#)

Legal Consideration related to Equity in City Programs

Music Commission February 7, 2022

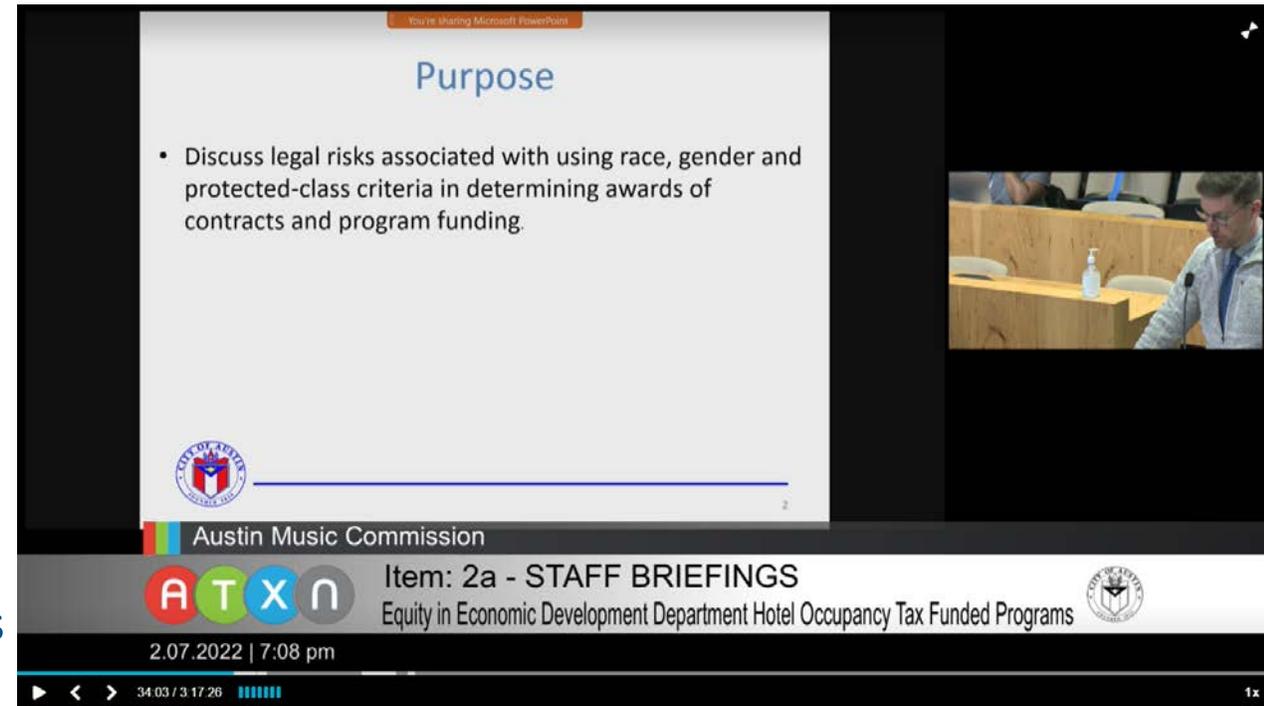
Presented by Neal Falgoust, Attorney, City of Austin Law Department

Run-time: 00:23:59 minutes

Video will start from 33:15 through 56:16

You will need to pause the recording at 56:16 minutes

In this clip, you will hear how the City's Legal risks associate with using race, gender, and sexual orientation as scoring criteria.



Legal Considerations: Commissioner Response

Music Commission February 7, 2022

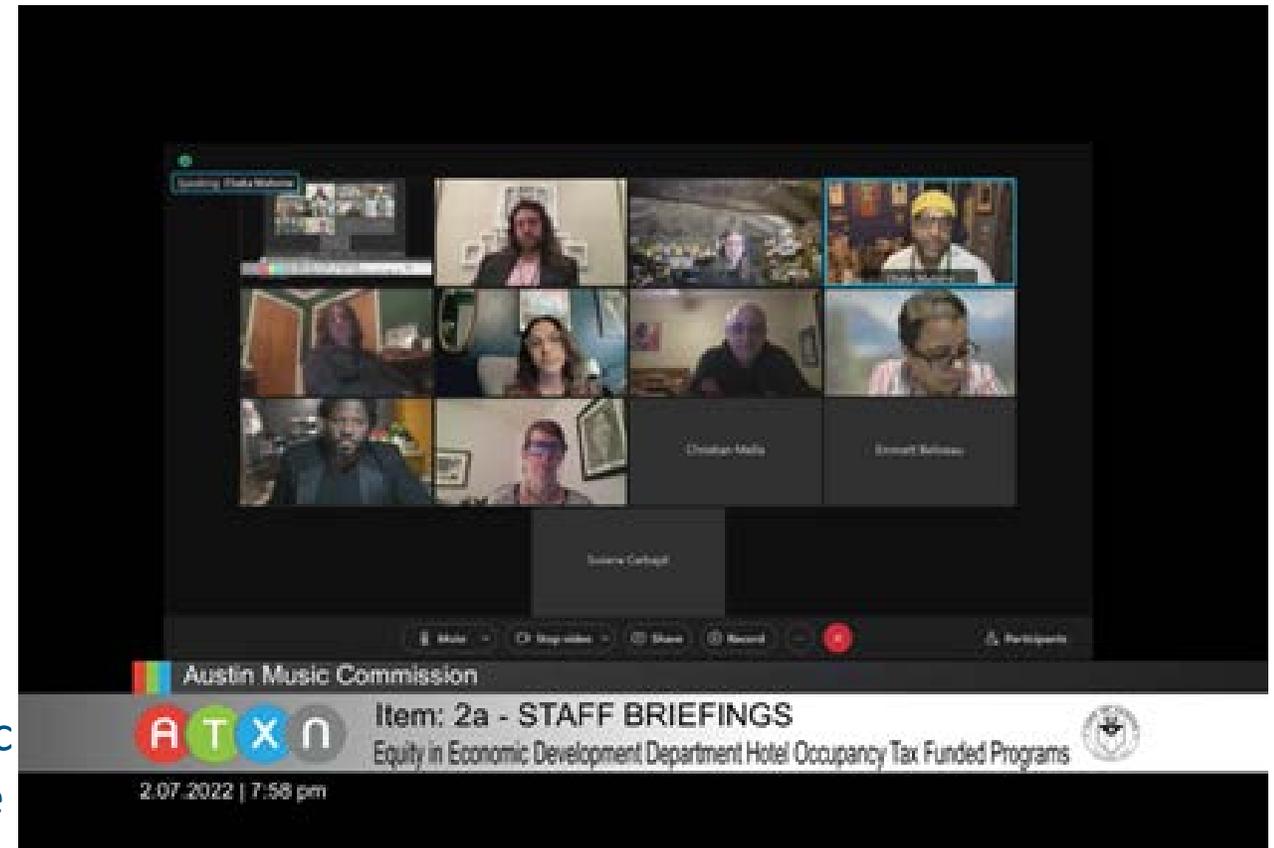
Presented by Music Commissioner

Run-time: 00:07:30 minutes

Video will start from 01:20:14 through 1:27:44

You will need to pause the recording at 1:27:44 minutes

In this clip, you will hear the reaction from Music Commissioner Jonathan "Chaka" Mahone to the presentation by City Attorney, Neal Falgoust.



Time for reflection

If you would like to pause reviewing the prep work this is a good stopping point. While you step away consider taking some time to reflect on the materials presented so far.

- Was there anything new that you learned?
- Was there something that surprised you?

Please take note of any questions that you have and bring those with you to the Panel Orientation Meeting.

CHAPTER 2

EQUITY IN ARTS PHILANTHROPY: UNDERSTANDING THE NATIONAL CONTEXT

30 MINUTES

PANEL ORIENTATION

Equity in Philanthropy

Cultural Policy Public Learning Series: Public Investment & Grantmaking

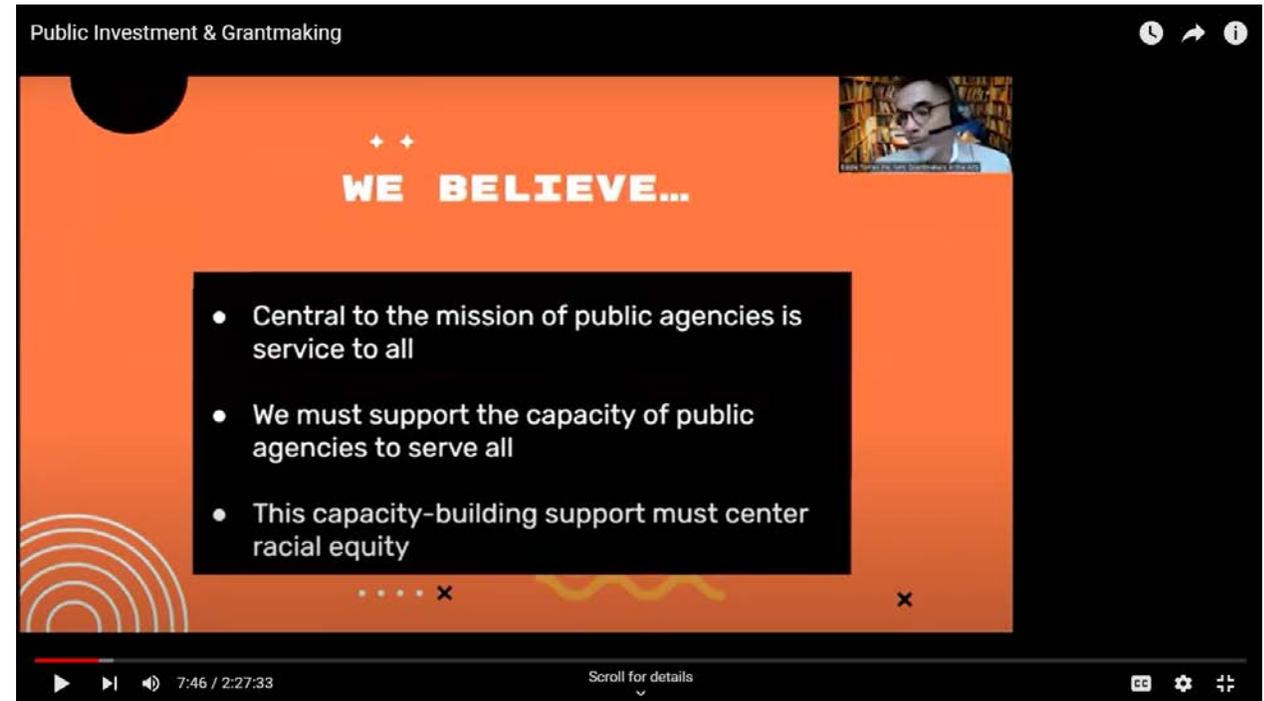
Presented by Grantmakers in the Arts

Run-time: 00:4:48 minutes

Video will start from 7:45 through 12:33

You will need to pause the recording at 12:33 minutes

In this clip, you will hear how Grantmakers in the Arts is leading with a racial equity lens, and why race should be at the forefront of equity work.



Equity in Philanthropy

Real and Not Real: The history of racialization in the United States

Presented by Grantmakers in the Arts and Race Forward

Runtime: 25 minutes

Video will start from 42:48 through 1:07:27

You will need to pause the recording at 01:07:27

In this clip, you will receive a refresher on some distinctions or racial equity from other similar terminology. You will also hear a brief history of arts philanthropy and its role continuing a system of oppression.



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CHAPTER 3

CULTURAL EQUITY IN AUSTIN: UNDERSTANDING THE LOCAL CONTEXT

15 MINUTES

PANEL ORIENTATION

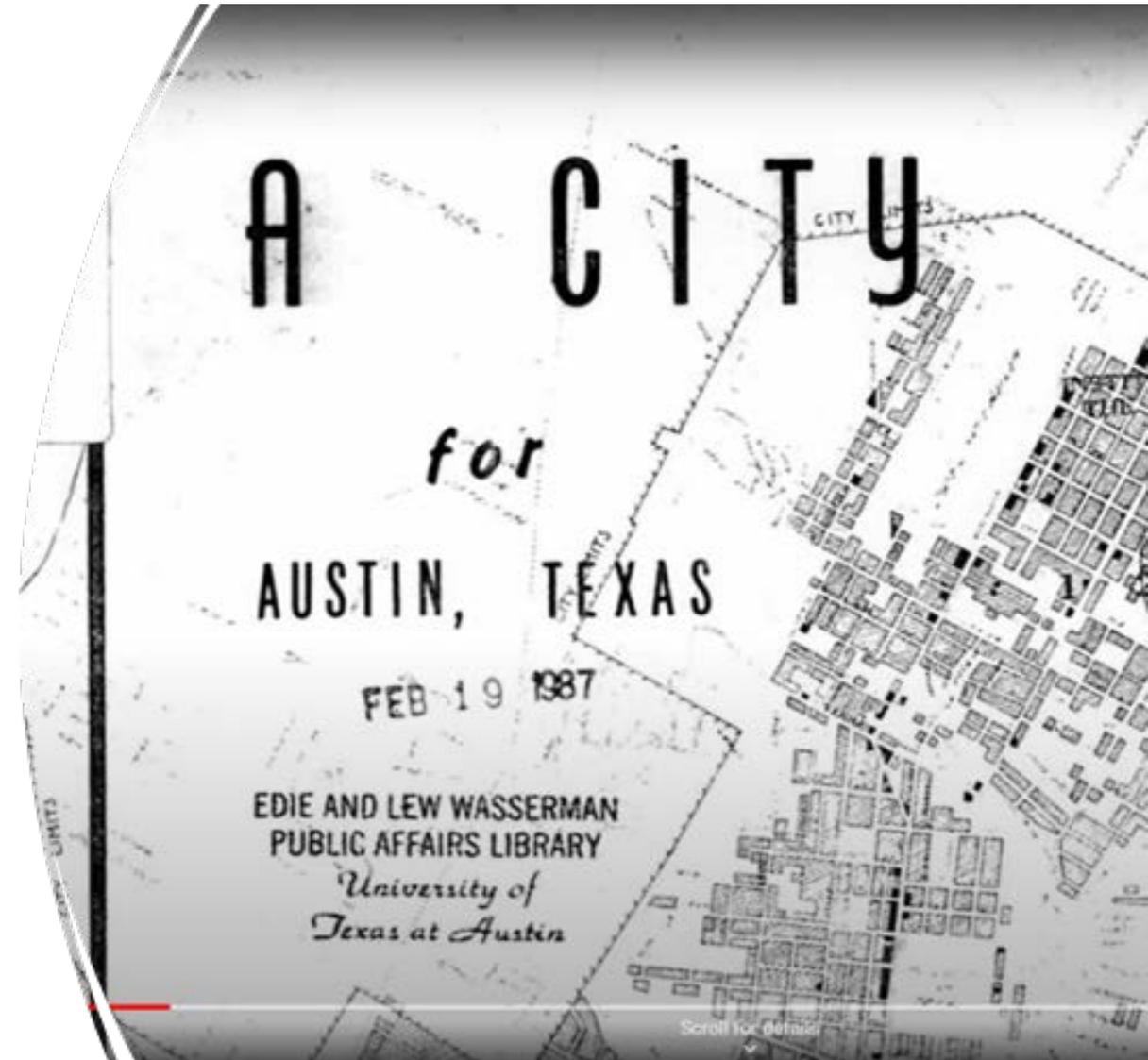
History of Redlining in Austin

A City Divided

Austin American-Statesman

Run time 2:22

This is a brief history of the impact of redlining in Austin, TX.



Venue Exclusion in Austin

The Space Did not Go To Everybody: Mélat

Kutx 98.9

Run time: 4:12

In the midst of the recent social justice movement spurred by the killing of George Floyd, Austin musicians have urged their city to examine racism embedded in the music scene itself. KUTX Multi-Media Producer Julia Reihs connected with R&B artist Mélat - native Austinite and former KUTX Artist of the Month (February 2018).



Scroll for details
▼



Cultural Erasure: Chicano Art

Group Fights to Save East Austin Chicano Murals

Spectrum News

Runtime 2:28

(Click "Ask Later" to play video)

For decades, East Austin has showcased distinct street art, but it's been disappearing as gentrification continues to have an increasing impact on the East Side.



Black, Brown, ATX

Black, Brown, ATX

Faces of Austin 2017

Runtime 1:42

Kelene Blake and Da'Shade Moonbeam team up to create a visual poem about Austin's gentrification issue.



Cultural Erasure – LGBTQIA+ Community

Gay Bars Threatened by Downtown Development

Reporting Texas TV

Run time: 1:52

The Iron Bear and some queer-friendly spaces on Fourth Street may be demolished to make room for new developments in downtown Austin. Many in the queer community decried the proposed demolition of the Iron Bear, which led to the city's Historic Landmark Commission initiating historic zoning on the bar's building.

Saved By Cultural-Historical Significance



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CHAPTER 4

PANEL LOGISTICS 101

15 MINUTES

PANEL ORIENTATION

Panel Logistics 101



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CHAPTER 5

HOTEL OCCUPANCY TAX (HOT) GRANTS

30 MINUTES

PANEL ORIENTATION

Source of Program Funds

Hotel Occupancy Tax (HOT)

- State Statute 351.101
- Austin City Code Chapter 11-2-7
 - Cultural Arts Fund
 - Heritage Preservation Fund



Texans for the Arts and Texas Hotel & Lodging Association, two statewide organizations that advocate to protect the Hotel Occupancy Tax (HOT), share the goal of growing and advancing tourism and the convention and hotel industry through the collective promotion of the arts and the encouragement of tourists, convention and hotel guests to attend artistic and cultural events.

HOT Economic Development Grants

If you are a Heritage Preservation Panelist

- Watch the [Heritage Preservation Program Overview \(English\)](#), or
- Watch the [Heritage Preservation Program Overview \(Spanish\)](#)

If you are a Thrive Panelist:

- Watch the [Thrive Program Overview \(English\)](#), or
- Watch the [Thrive Program Overview \(Spanish\)](#)

CHAPTER 6

PROGRAM RUBRICS: HERITAGE PRESERVATION AND THRIVE

30 MINUTES

PANEL ORIENTATION

Thrive Scoring Rubric – [click here for detailed video](#)

Operations	60 Points Total
Mission and Key Constituencies	15 points
History of Service	15 points
Cultural Leadership	30 points
Cultural & Social Impact	40 Points Total
Cultural Activities Relevance & Responsiveness	10 points
Intersectionality & Inclusion	5 points
Community Relationships	5 points
Opportunity Creation & Community Benefit	5 points
Accessibility	5 points
Cultural Institution Status	10 points
Total	100 points

Heritage Preservation Scoring Rubric – [Click here](#)

Preservation Impact	32 Points Total
Significance of Historic Site	8 points
Preservation-Related Work and Use of Funds	8 points
Endangerment	8 points
Long-Range Goals / Diversity & Stabilization	8 points
Tourism Impact	32 Points Total
Target Audiences and Strategies	8 points
Attract New, Diverse Tourists	8 points
Tourism Data	8 points
Performance Measures	8 points
Access and Impact	18 Points Total
Preservation Technical Assistance	6 points
Community Collaborators	6 points
East Austin Historic Survey	6 points
Project Viability	18 Points Total
Project Team	6 points
Budget and Funding Plan for Preservation Priorities	6 points
Bids	6 points
Total	100 points



Time for reflection

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CHAPTER 7

BACKGROUND MATERIALS AND RESOURCES

While this section is NOT REQUIRED, these materials provide additional context for panelists who want a deeper dive into this content.

Background Materials – City of Austin

- ❑ Cultural Funding Review Process resources

- ❑ <https://www.austintexas.gov/department/cultural-equity>

- ❑ Heritage Preservation Program Details

- ❑ <https://www.austintexas.gov/heritage-preservation-grant>

- ❑ Thrive Program Details

- ❑ <https://www.austintexas.gov/thrive>

- ❑ Cultural Funding Additional Program Details

- ❑ https://www.austintexas.gov/sites/default/files/files/EDD/CulturalArts/Thrive_HOT/ProgramDetail_Appendix.pdf

Background Materials – External

- ☐ Texans for the Arts Foundation: HOT Toolkit

 - ☐ <https://www.hottoolkit.com/>

- ☐ Grantmakers in the Arts

 - ☐ Public Policy Action Lab: Public Investment & Grantmaking – Full Webinar - https://youtu.be/N_A0UnHN06g

- ☐ Grantmakers in the Arts

 - ☐ Real and Not Real: The history of racialization in the arts – Full Webinar - https://youtu.be/8GESouGI_Pc

Arts Commission Four Pillars

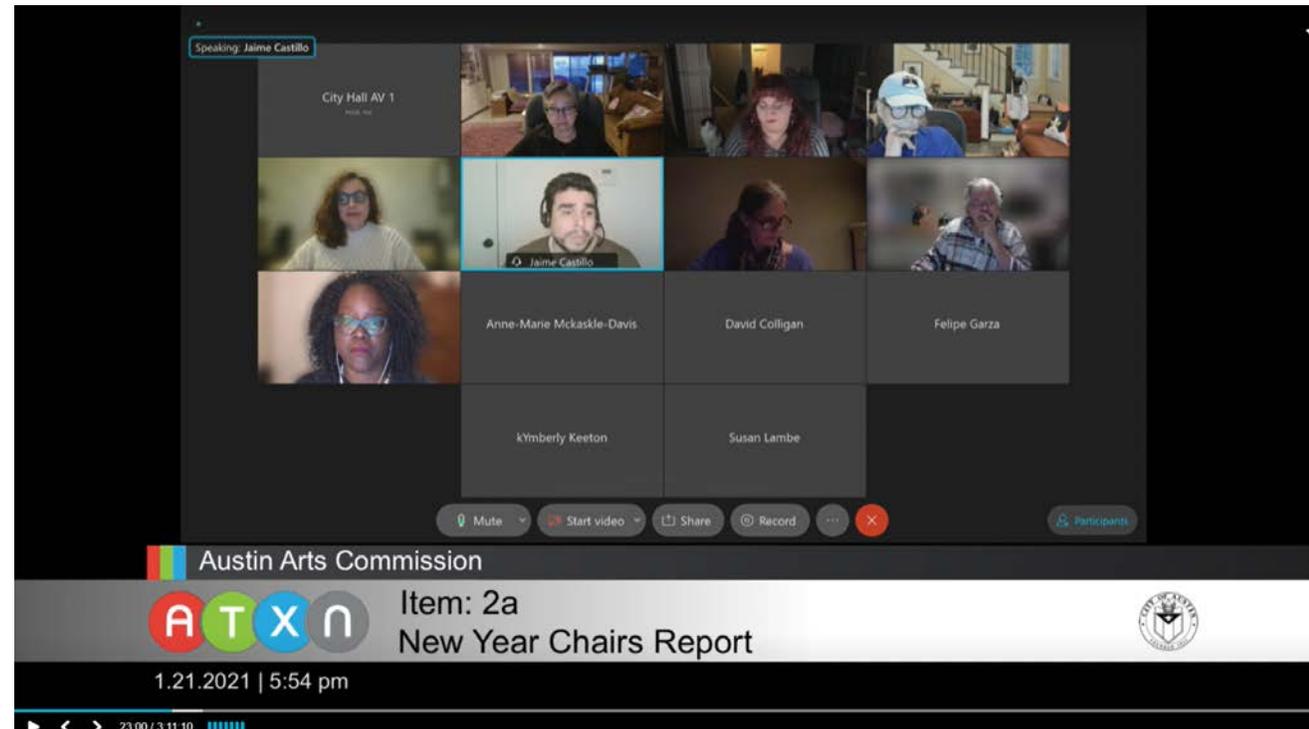
[Arts Commission Meeting, January 21, 2021](#)
Jaime Castillo, Former Arts Commission Chair

Run-time: 7:44

Video will start from: 15:10 through 22:54

You will need to pause the recording at 22:54 minutes

Setting the Stage for Cultural Equity in Austin



Program Development & Context: 08/24/2021

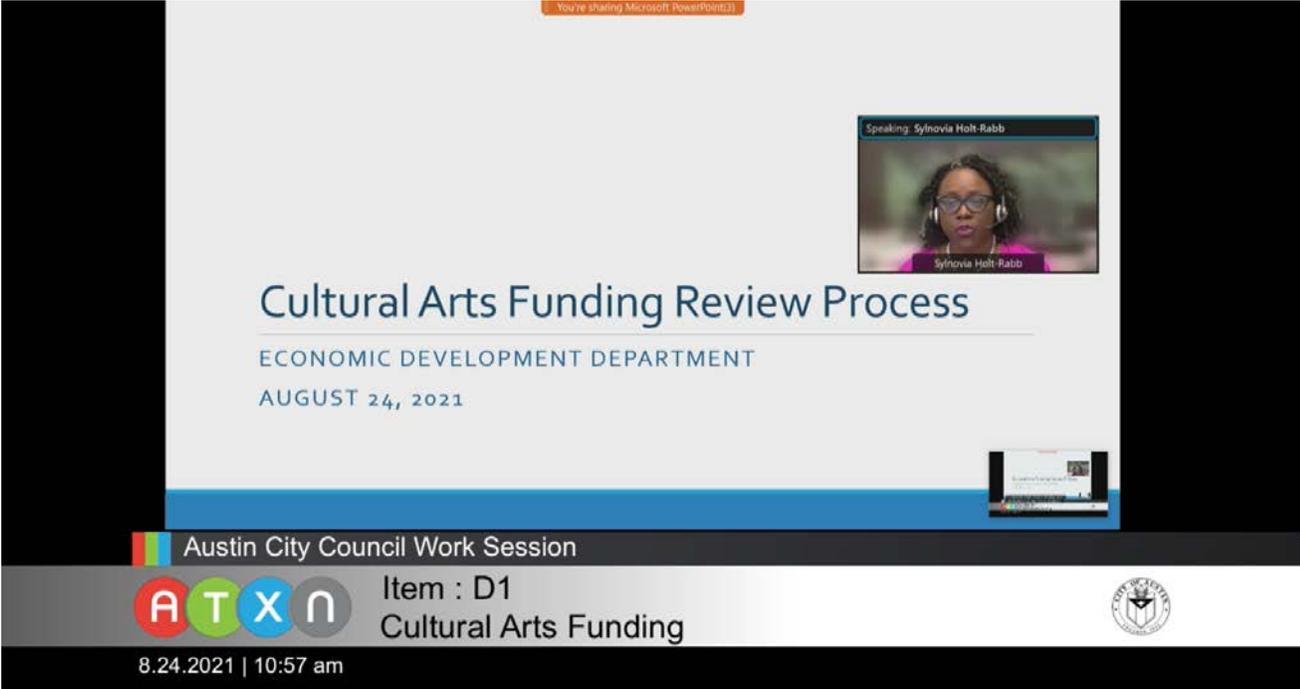
Austin City Council Work Session

Item D1- Cultural Arts Funding

*Presented by City of Austin Economic
Development Department*

Run-time: 21:54

Video will start from: 5:06 through 27:00
*You will need to pause the recording at 27:00
minutes*



The screenshot shows a Zoom meeting interface. At the top, a small orange banner reads "You're sharing Microsoft PowerPoint". In the top right corner, there is a video thumbnail of a speaker, Synovia Holt-Rabb, with the text "Speaking: Synovia Holt-Rabb" above it. The main content of the slide is a title "Cultural Arts Funding Review Process" in a large, dark font, followed by "ECONOMIC DEVELOPMENT DEPARTMENT" and "AUGUST 24, 2021" in a smaller, blue font. A small thumbnail of the slide is visible in the bottom right corner of the meeting area. Below the meeting area, a dark grey bar contains the text "Austin City Council Work Session" next to a small rainbow flag icon. Below this bar is a navigation bar with four colored circles (red with 'A', green with 'T', blue with 'X', grey with 'N') and the text "Item : D1 Cultural Arts Funding". To the right of this bar is the City of Austin logo. At the bottom of the screen, a black bar displays the date and time "8.24.2021 | 10:57 am".

Program Development & Context: 09/22/2021

[Austin City Council Audit and Finance Committee](#)

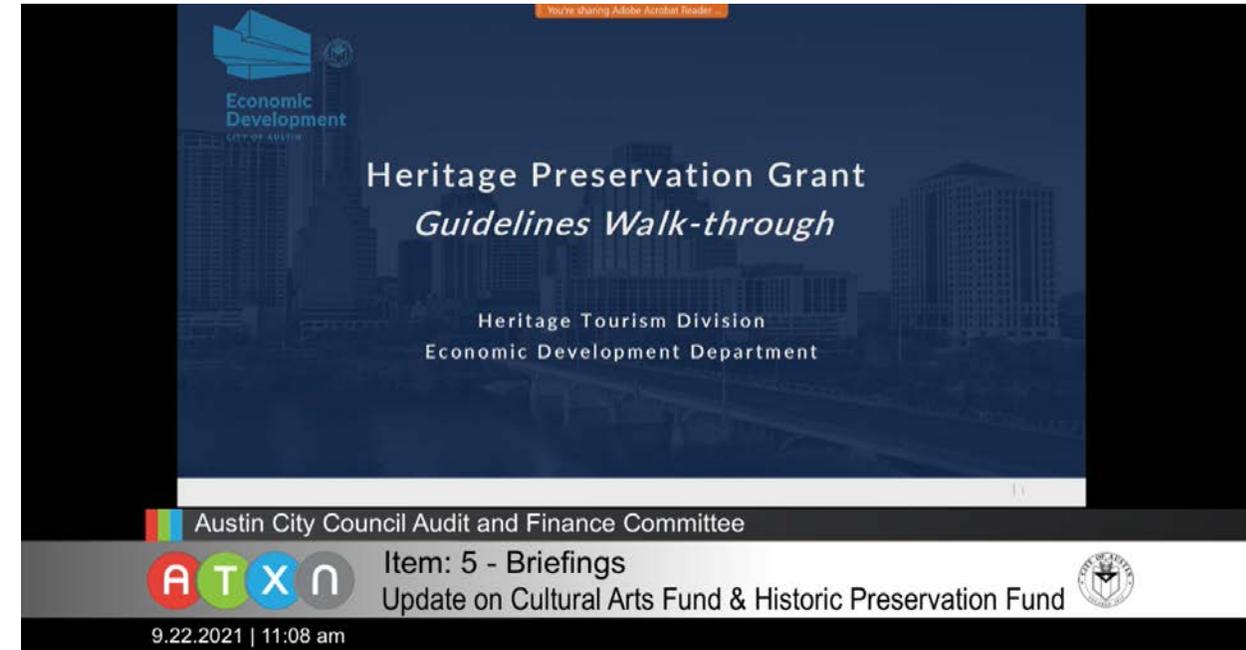
Item 5 – Briefings Economic Development Department update on Cultural Arts Fund and Historic Preservation Fund

Presented by City of Austin Economic Development Department

Run-time: 50:26

Start from: 1:30:03 through 2:20:29

You will need to pause the recording at 2:20:29 minutes



MJR Partners Cultural Funding Review Process Final Report

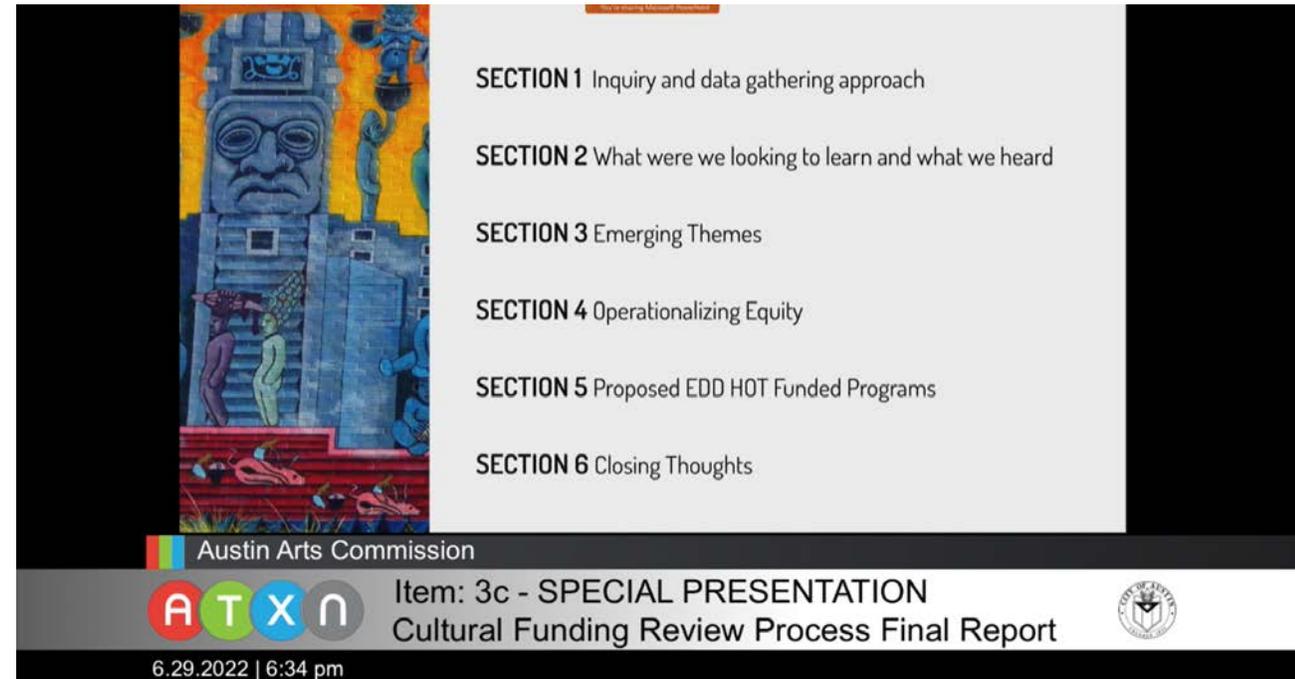
[Arts Commission Meeting June 29, 2022](#)
Presented by Margie Reese, MJR Partners

Run-time: 7:53

Start from: 28:22 through 36:09

You will need to pause the recording at 36:09 minutes

Closing thoughts on the Cultural Funding Review Process.



SECTION 1 Inquiry and data gathering approach

SECTION 2 What were we looking to learn and what we heard

SECTION 3 Emerging Themes

SECTION 4 Operationalizing Equity

SECTION 5 Proposed EDD HOT Funded Programs

SECTION 6 Closing Thoughts

Austin Arts Commission

Item: 3c - SPECIAL PRESENTATION
Cultural Funding Review Process Final Report

6.29.2022 | 6:34 pm