City of Austin
Cultural Arts Funding Program

CULTURAL HERITAGE FESTIVALS PROGRAM
Guidelines and Application

Fiscal Year 2016

Economic Development Department / Cultural Arts Division
201 East Second Street; Austin, TX 78701

City Council

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Cultural Arts Funding Programs

INTRODUCTION

The Cultural Arts Division of the City of Austin Economic Development Department (ED) serves to encourage, develop and facilitate an enriched environment of artistic, creative, 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 the funding and application process for nonprofit arts and cultural organizations and creative individuals for artistic and cultural services in the City of Austin. ***The City of Austin offers contracts for services identified through a competitive application and review process.***

This booklet contains requisite information and forms to aide qualified organizations interested in applying for funding in the Cultural Heritage Festivals Program (CHFP), a funding program 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. The Cultural Funding Programs 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 cultural destination for visitors and tourists throughout the world. The specific purpose of the Cultural Heritage Festivals Program is to support artistic presentations and performances through a competitive process specific to festivals that give increased access to the arts, culture, and diverse heritage in Austin.

All applicants are required to read the guidelines and application instructions for details of program eligibility, requirements, and evaluation criteria prior to beginning the application process. Guidelines are adopted by the Austin Arts Commission each year to ensure a streamlined application and review process and to maintain accountability and integrity of the allocation of public funds. Program guidelines are reviewed periodically throughout the year; any changes adopted by the Austin Arts Commission will be distributed by Cultural Arts Division staff.

CITY OF AUSTIN VISION AND GOALS

City of Austin Mission

The mission of the city of Austin is to be the most livable city in the country where all residents participate in its opportunities, its vibrancy and its richness of culture and diversity.

City of Austin Vision

The City of Austin envisions a culturally vibrant city where:

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

The City of Austin, as a matter of policy, is committed to providing financial support to organizations and individuals who represent, strengthen, and contribute to the arts, culture, and creative industries in Austin, which are recognized as a vital contributor to the City's economic infrastructure and a crucial component 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 and activities related to the improvement, application and broad accessibility and marketing of the arts are the guiding principles for the investment of these funds.

Goals for Allocation of Funds

1. Support arts, culture and creativity that contribute to a vibrant community and a thriving economy:
   - Contribute to cultural tourism development
   - Foster sustainable growth and development of the creative community
   - Build and diversify audiences through research and marketing strategies
   - Attract the workforce and businesses that value a creative community

2. Preserve the unique character of Austin while encouraging artistic 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 emerging and established culturally-diverse arts
   - Promote the value of arts, culture and creativity

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
   - Support artists and organizations in developing new programs and activities Encourage partnerships and creative collaborations within the community

SOURCE OF CULTURAL FUNDING PROGRAM FUNDS

The City of Austin invests in the arts by allocating a portion of Hotel Occupancy Tax (HOT) to eligible applicants who meet established program criteria and are recommended for funding as a result of an application and peer panel review process. Per state law, revenue from the municipal Hotel Occupancy Tax may be used only to promote tourism and the convention and hotel industry [**Texas Tax Code, Chapter 351.101. Use of Tax Revenue**].

Per Austin City Code Chapter 11-2-7(B)(3), the City allocates 15% of the municipal allocation of Hotel Occupancy Tax revenue to the Cultural Arts Fund to support arts and cultural organizations, as permitted by the Texas Tax Code, and may be used for the following related to arts and cultural activity:

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 [Texas Tax Code, Chapter 351.101 (a)(4)].

The complete details of the State of Texas Hotel Occupancy Tax Code may be found at *www.statutes.legis.state.tx.us*.

GUIDELINES AT A GLANCE

To Be Eligible

Applicants applying must be reviewed through a review panel process in FY 2016, awarded funding, completed contract activities by September 30, 2016, and submitted all final report requirements. Final Reports will be due no later than 30 days after the festival date.

Funding Cycles

Funding will be available on an annual basis every fiscal year. Applicants will be eligible to apply annually, but this is a competitive process and there is no guarantee of continual funding in subsequent years.

Funding Request

The funding request can be no more than twenty-five percent (25%) of the overall proposed festival budget and must support activities related to programming and projects that are open to Austin residents, visitors, and tourists, and are consistent with the promotion and enhancement of the City of Austin as a cultural destination.

A 1:1 match is required for all requests/awards in CHFP. Up to one half of the match may be in well documented in kind support (at true market value with proper documentation).

Application Deadline: **August 3, 2015; 4:00 pm**

Late applications will NOT be accepted. Metered mail is **NOT** acceptable.
See page 24 for additional Delivery and Submission Instructions.

TIMELINE

The following table provides a timeline for applications, review, and final awards:

July 1, 2015	Release of 2016 Cultural Heritage Festival Program Guidelines and Application.
July 2015	**Pre-Application Workshops:** July 7, 2015 @ 12pm Old Quarry Branch Library 7051 Village Center Dr., Austin, TX, 78731 July 8, 2015 @ 6pm Manchaca Branch Library 5500 Manchaca Rd., Austin, TX, 78745 July 11, 2015 @ 11am Cultural Arts Division Conference Room 201 E 2nd Street, Austin TX, 78702
August 3, 2015; 4:00 PM	**DEADLINE to submit Cultural Heritage Festival Program application and attachments** *See page 24 for additional Delivery and Submission Instructions.* ** Hand delivered applications and attachments must be received no later than 4:00 PM, August 3, 2015. Applications will be received and processed by the City Purchasing Department.* ***Late applications will not be accepted or forwarded to the panels for review.***
September 11	Panel review of applications.
September 21	Arts Commission makes recommendation of funding allocation matrix; Applicants are notified of award status; awards are publicized.
October	Pre-Contract workshops held for contractors.

NEED ASSISTANCE?

All applicants are encouraged to attend an application workshop. Please find dates and times for the workshops on the Cultural Arts Division website at *http:www.austincreates.com*.

For general inquires or assistance, please contact the Cultural Arts Funding Program staff:

Jesús Pantel
Contract Compliance Specialist, Sr.
jesus.pantel@austintexas.gov
Phone: (512) 974-9315

Anne-Marie McKaskle
Contract Compliance Specialist
annemarie.mckaskle@austintexas.gov
Phone: (512) 974-7854

Visit us for Open Office Hours:

Every 2nd and 4th Tuesday each month
9am-12pm
No appointment necessary
Parking validation is available

Cultural Arts Division Office
201 East 2nd Street
Austin, TX 78701
Fax number: (512) 974-6379
www.austincreates.com

Cultural Heritage Festivals Program

GENERAL OVERVIEW

Purpose and Goals

The Cultural Heritage Festivals Program (CHFP) responds to the increased number of arts and cultural festivals and celebrations in our community and requests to support them. The goal is to support artistic presentations and performances through a competitive process specific to festivals that give increased access to the arts, culture, and diverse heritage in Austin.

For a more complete description of the City of Austin's vision and goals for the Cultural Arts Funding Programs, please refer to page 3.

Eligibility Requirements

At the time of application, the applicant must have a proven track record of producing a community-recognized festival with wide audience accessibility and must be either:

- an Austin–based nonprofit organization with 501(c) status (as evidenced by a designation letter by the IRS)

OR

- a Texas Non-Profit Organization

OR

- if an individual or unincorporated group, be fiscally sponsored by an Austin-based 501(c) nonprofit organization.

The festival must have a clear and credible programmatic focus area of a cultural heritage and its arts in which festival participants or audience engage. See the definitions of cultural heritage and of cultural heritage festivals on page 29.

Applicants must provide programs and services primarily to culturally specific and/or historically underserved communities as is reflected by the festival's mission statement.

The festival must have been in existence a minimum of one year.

The festival must occur between October 1, 2015 and September 30, 2016.

All programs, events, and services must be compliant with the Americans with Disabilities Act (ADA) and must provide programming that includes events open to Austin residents, visitors, and tourists, and be consistent with the promotion and enhancement of the City of Austin as a cultural destination.

Applicants will submit biographies of festival administrator and/or artistic director, curator, and principal artist(s).

Applicants must be able to meet the required 1:1 match by raising the funds from other sources, not another City of Austin department.

FUNDING

What Will Be Funded

Funds may be used only for the following (must be itemized in submitted budget):

- Contracted services and artist fees including travel and per diem. Guest artist fees and travel expenses including lodging.
- Production expenses. Production management, rental of staging and sound and lighting equipment specifically designated for the festival.
- Venue rental. Includes stage rental for the festival only.
- Marketing and promotion. Includes media ads, graphic design, website management, and promotional material and printing costs.

Funding Requests

Awards will be up to twenty-five percent (25%) of the event's overall budget. Not all requests will be funded.

Matching Requirements

Applicants must be able to meet the required 1:1 match by raising the funds from other sources, not another City of Austin department. Up to half of the match may be in well documented In-Kind support.

***IMPORTANT NOTES*:**

- Funding awards allocated from this program may not be used toward activities funded by any other City of Austin Cultural Funding Program in any given fiscal year.

- In-Kind Artistic salary/time/fees may not be included in project budgets nor used as match.

INELIGIBLE ORGANIZATIONS AND ACTIVITIES

The City of Austin will NOT fund nor allow as a match:

- Organizations that receive Core Cultural Arts Funding or Community Initiatives support cannot also apply to the Cultural Heritage Festivals Program.
- Multiple requests for the same festival or from the same organization.
- Programming that is not open and marketed to the general public or festivals that are not accessible to all citizens, including persons with disabilities.
- 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, purchase, repair or renovation of equipment or real property, including construction, renovation or purchase of equipment and/or real property. In the case of neighborhood art and design projects, funding may be requested for research, planning, design and/or fabrication of art projects, but not for general construction, reconstruction, landscaping, or other costs that can be considered capital expenditures.

The City of Austin will NOT fund nor allow as a match (continued):

- Private events or any activities offered for the sole purpose of raising money in excess of the value of programs or services delivered
- Applicants whose nonprofit status has been revoked by the Internal Revenue Service
- Programs and/or services of Austin-based arts and cultural organizations that benefit other cities or regions
- Projects that benefit a commercial business or activity
- More than one application per eligible program per fiscal year
- Sponsored projects that benefit the Fiscal Sponsor or are an extension of the Fiscal Sponsor's programs or services
- Fundraising groups and/or "friends of" organizations that exist primarily to support an artistic organization/group
- Foundations with a principle purpose of making grants to unrelated organizations or individuals. Foundations are eligible to serve as Fiscal Sponsors, however
- Activities concurrently receiving funding through other City of Austin Cultural Funding Programs

Ineligible Project Costs (cannot be used as match) include, but may not be limited to, the following:

- 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, including but not limited to entertainment, reception or hospitality functions expenses
- Consultants who are members of an applicant's staff or board
- Payments to students or interns whose
- Payments to students or interns whose employment is tied to class credit
- Cultural Funding Services Agreement (contract) management costs, writing fees, sponsorship fees, or any other contract management fees. <u>They may be used as match, however, if occurring during the Agreement Fiscal Year.</u> +
- Operating costs not associated with the project
- Purchase of gifts, awards, cash prizes, scholarships, contributions or donations
- Food or beverages, unless essential to the project. Contact CAD staff to verify eligibility of any food or beverage expenses +
- Existing deficits, fines, contingencies, penalties, interest or litigation costs
- Internal programs at colleges or universities
- Curriculum development or curricular activities such as creation of textbooks or classroom materials
- Scholarly or academic research, tuition, and activities which generate academic credit or formal study toward an academic or professional degree

Ineligible Project Costs (cannot be used as match) include, but may not be limited to, the following:

- Travel of Applicant/Organization's administrative staff. +

  Exception: Mileage is allowed at the approved per diem rates when accompanied by a completed City of Austin Cultural Funding Private Vehicle Report. Travel activity must be essential to the project. Travel for research is not an eligible project cost.
- Purchase of Gasoline
- Property Taxes or any other tax with the exception of retail sales or payroll tax
- Audits unless required per cultural funding contract
- Membership fees
- The purchase of computer software/hardware
- In-Kind contributions (including unpaid, volunteer time) from sponsored project individual artists, applicant employees, applicant board members or artists

+ Ineligible activities MAY be included in the projects budget as expenses or as a match.

Contact Cultural Arts Division Staff for questions or clarifications of eligible project expenditures and match contributions.

REVIEW AND AWARD PROCESS

Review Process

- All proposals will be reviewed by an independent, culturally diverse panel, which may include local, regional or national experts and patrons of the arts, recommended by CAD staff and approved by the Austin Arts Commission.
- Applications will be reviewed and scored based on established criteria.
- Applications scoring below 75 will not be eligible to receive funding.
- The Austin Arts Commission will review preliminary and final funding recommendations during a publicly held meeting, considering:
    - Total funds available annually for programmatic disbursement, including dollars allocated to this program.
    - Application total score. CAD will consider all scores and comments provided by the panelists.
    - Minimum and maximum awards and matching requirements allowed by the adopted policy.
    - Equity of programmatic service to ensure that dollars support a balance of artistic and cultural offerings to existing and new audiences.
- Applicants may submit a request to appeal in accordance with the appeals guidelines.
- City Council authorizes contracts over the City Manger's administrative authority.

Funding Process

Historically, available sources of funding for our programs are not sufficient to meet applicant demand. An applicant may request up to that amount which is equal to twenty-five percent (25%) of the overall festival budget. The final distribution of funding is dependent on, but not limited to, several factors: 1) projected available program funding; 2) number of applications submitted; 3) applicant score; and 4) number of applicants awarded funding. These variables factor into a final mathematical funding matrix. Please note that funding projections are dependent upon actual tax revenues collected.

The funding matrix provides parameters for the distribution of funds on an annual basis as is reviewed and recommended by the Austin Arts Commission Working Group whose members are appointed by the Austin Arts Commission. Parameters include: 1) applicant's budgetary size; and 2) per point score deduction. These recommendations of matrix parameters, once approved by the Austin Arts Commission, are submitted to City Council for final authorization.

CONTRACTUAL REQUIREMENTS

Implementation

Following the approval of funding recommendation, the City will enter into a contract with the applicant organization. The contract will establish procedures and responsibilities for both the City and the Contractor.

The organization will submit required revised budget information and reports and will follow the CAD Contract Requirements for the Cultural Arts Division Funding Programs throughout the contract period. The deadline to submit a revised budget will be in late October. Staff will notify you of the date with a letter of award notification. Failure to submit pre-contract

materials prior to the specific outlined date may result in the nullification of the funding award.

The City will conduct contract monitoring activities as needed or required. These activities may include site visit by staff to verify compliance with contract requirements.

Insurance

Contract Agencies are required to carry insurance as outlined below and must **provide the Cultural Arts Division Office with a current Certificate of Insurance prior to entering into a contract**. Insurance costs can be included in the applicant budget and, as such, should be researched prior to submitting the application. These costs are an allowable budgetary expense if awarded funding. More specific insurance requirements are included in the Cultural Services Agreement.

Marketing

Contractors will be required to post all city-funded events and projects on the arts calendar www.NowPlayingAustin.com. Contractors will be required to acknowledge the City's support in all appropriate materials and media.

Reports

A final report will be required annually within thirty days of the programming cessation which shall be no later than October 30 of any given fiscal year.
The report will require proof of award and match monies expended, a variety of demographics data, and proof the funded programming was executed as well as the use of required publicity verbiage and logo. Prior year Final Report forms are available for review at www.austincreates.com.

PROCESS FOR APPEAL

Operational Procedure

The Austin Arts Commission and the City of Austin Cultural Arts Division of the Economic Development Department have adopted a policy that provides for a process of appeal by an organization or individual whose application for funding was not approved. The City Manager makes final decisions in all matters in dealing with the award of cultural contracts based on the recommendations of the peer review process, staff input, and the Austin Arts Commission recommendations. Austin Arts Commission meetings are public meetings held throughout the year, and provide opportunities for citizen comments to funding program guidelines, general and specific Austin Arts Commission and Division policies, objectives, budget requests, and other matters. During these meetings, public comment from organizations, artists and members of the public is encouraged.

Grounds for Appeal

An organization or individual whose application for requested funding in excess of $5,000 has been reviewed and not approved for funding shall be entitled to pursue a process of appeal based upon technical aspects of the application review and determination process. Requests for an appeal must be grounded in consideration of the following technical aspects of the application/review/award process:1) Austin Arts Commission or staff administrative error, 2) conflict of interest, or 3) presentation of misinformation.

The subjective opinions of application reviewers, panels, and commission are not subject to appeal, nor are the scores assigned in the application review process are not grounds for appeal. Issues of eligibility, guidelines, policy or funding amounts are **NOT** part of the Funding Determination Appeal Process. Grounds for appeal are based on the peer panel review process; therefore, there is no appeal process during the interim year.

Appeal Process

The appeal process is a review of decisions reached on an application as originally submitted or as amended in response to Cultural Arts staff inquiries. New application information and subsequent application clarification are not considered in the appeal process. The following six steps of the appeal process are outlined below:

1. **Preparation for Appeal**
   Contact the Cultural Arts staff to request a summary report which describes the basis on which the decision was made and to discuss the review/determination process. This should be accomplished immediately upon notification of award.

   Based upon discussions with staff and further study of the determination, if there is a decision to continue appeal then immediately proceed to the next step.

2. **Notification of Intent to Appeal**
   Submit a written "intent to appeal" within 30 days from the date of the City funding notification letter. This correspondence must be addressed to the Cultural Arts Program Manager and should include information identifying the applicant and specific project, and a brief discussion on the basis on which an appeal is being made (administrative error, conflict of interest, or presentation of misinformation). Submission of a written "intent to appeal" within 30 days from receipt of the funding notification will initiate step 3.

3. **Conference**
   Following receipt and review of the "intent to appeal", the Cultural Arts Program Manager will schedule a staff/appellant conference. The purpose of this conference is to informally review and discuss the recommendations of the peer review panel and the action taken by the Austin Arts Commission.

   In response to a written statement of intent to appeal, City staff will provide appropriate guidelines and questions to determine the basis for appeal in preparation for the staff/appellant conference. At least two days prior to the meeting, the Appellant must provide the Cultural Arts Program Manager written answers to the questions.

   Based upon the findings of the conference, a report is developed which outlines the discussion (e.g. key facts, areas of consensus, agreement, and concern, etc.) The report will be made available to the Appellant as soon as possible (within one week of the meeting). If the appellant's concerns are not resolved, the Appellant may proceed to the next step.

4. **Formal Review**
   Within two weeks after the receipt of the meeting report, should the appellant's concern remain unresolved, the appellant should submit a written request for formal review. A letter, based only upon those appealable issues and evidence considered at the informal review that remain unresolved, should be submitted to the ED Director. The issue(s) must be specific and clearly set forth in the letter. The appellant should give care to determine if correction of the error would likely result in a positive funding determination before requesting a formal review. (For example: If the correction of the error would likely provide an additional ten points to the

application score, and the application score was forty points below the funding mark, proceeding with a formal review would not be productive.)

5. **Appeal Hearing**
After receipt of the request for a formal review, the ED Director will schedule a formal appeal meeting with the Austin Arts Commission's Appeal Working Group within sixty (60) days. The working group will be chaired by the Austin Arts Commission Vice Chairperson or his/her designee, a member of the review panel, and any others appointed by the Austin Arts Commission Chairperson. A maximum of three (3) appellant representatives may attend the meeting.

After review of the materials presented, the Appeal Working Group will prepare a recommendation to the Austin Arts Commission for consideration at its next scheduled meeting. A copy of the working group report and notification of the date of the Austin Arts Commission meeting at which the recommendation will be made will be provided to the appellant. If a finding in favor of the appellant is determined, a recommendation to initiate the final step in the process will be forwarded to the ED Director.

6. **Appeal Funding Approval**
The City will reverse the previous funding decision and provide priority funding from its next available resources, with the following considerations: at a level commensurate with other similar contracts, at a special level based on City priorities, at a reduced level based upon the current status of the activity, or at an adjusted level based on funds available.

EVALULATION CRITERIA

Applications to the Cultural Heritage Festivals program will be reviewed according to the following evaluation criteria. Each of the following three criteria points total a maximum of 100 points. A score of at least 75 points must be earned for the application to receive a funding recommendation. The proposal must address each of the three areas. Therefore, **the review criteria should serve as an outline for your proposal narrative**. Each application will be scored individually based on the following evaluation criteria:

Audience Engagement (45 points)

- Are there demonstrated efforts to achieve broad, diverse accessibility and participation?
- Does the festival have relevance and capacity to engage audiences and communities?
- Is there evidence of strong marketing and promotional materials and efforts?
- Is there evidence of reasonable fees or free admission?

Programmatic Excellence (35 points)

- Is there evidence of quality of artistic selection?
- Is there an expanse and diversity of artistic/cultural offering?
- Is there a demonstration of innovative and excellent programs?
- Are there qualifications of staff that supports the festival implementation?
- Is there a uniqueness of programming and relevance to the overall cultural fabric of Austin?

Fiscal Position and Capacity (20 points)

- Is there development of thoughtful, rational plans for the festival's financial sustainability?
- Is there demonstrated staff capacity to administer the award and carry out the event?
- Is there a realistic budget, including diverse sponsorship levels?

APPLICATION PROCESS

All application forms, documents, and support materials are to be completed and submitted on or before the deadline. Support materials include:

- a narrative that answers the questions asked in the Evaluation Criteria above
- an itemized budget (template provided)
- festival history and the audiences that it serves
- a short biography for each of the key participants
- a Board list
- proof of Tax Exempt status
- IRS Form 990
- a copy of the media/marketing plan for the festival
- a document outlining festival sponsorship levels

Preparing Your Application

Applications must be typed. Before preparing your application, fully read the guidelines and application instructions as well as referencing the FY 2016 Cultural Heritage Festivals Program Guidelines. The guidelines provide important information about types of projects the City will fund and the criteria by which your application will be reviewed. The codes required in the application may be found on pages 21-22.

Section 1: Summary Information

Applicant Name & Physical Street Address

Enter the legal name and physical street address of the organization. Use exact spellings. Do not use abbreviations unless part of the official name.

If you are fiscally sponsored the name and physical street address of your fiscal sponsor goes here.

This address should NOT be a Post Office Box.

Applicants' name and address must be current in the City's Vendor System at time of application deadline. Contact City of Austin Purchasing Office to manage the vendor registration account and to confirm that the information in the City's Vendor Registration System is correct:

Main Number: (512) 974-2500
Vendor Registration: (512) 974-2018
www.austintexas.gov/department/purchasing

Sponsored Project Check Box & Sponsored Project Name

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

Project / Activity Title

Provide a brief title to which the proposed activity will be referenced.

Start / End Date

Enter the start date and end date of the proposed project. Contracted services supported through the Cultural Arts Funding Programs must take place within the fiscal year for which funding is awarded (October 1, 2015 - September 30, 2016).

Type of Sponsored Project

Select the appropriate box as follows:

- State Incorporated Group – Sponsored Organization/Group has obtained Texas State Nonprofit Incorporation as evidenced by Texas State Letter of Exemption (Certificate of Filing)
- Organization/Individual – Individual Artist or Organization/Group that has not obtained Texas State Nonprofit Incorporation

Project Summary

Provide a clear and concise project summary including the date(s) the project will occur, the location(s), including the address(es) and City District number(s) where the festival will occur, and a one sentence description of the festival activities.

You can access District location via the interactive redistricting map at http://www.austintexas.gov/GIS/CouncilDistrictMap/

Use ONLY the space provided.

If funded, the Project Summary will be the basis for the scope of services for which the applicant will be contracted.

Section 2: Applicant Information

Name, Address and Telephone Number

Enter the legal name, Federal Tax ID Number, other commonly used name, official mailing address, and telephone number of the organization as entered in the City's Vendor Registration System. 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.

NOTE:

- The official mailing address must in Austin or Austin ETJ
- If you are applying as a sponsored project the APPLICANT is the Fiscal Sponsor, not the Sponsored Project. The Sponsored Project will provide their contact information later in the application.

Federal Tax I.D. Number

Applicants must provide the 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.

Project Contact

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, fax number, and an email address.

Note:

- This individual and the Authorizing Official (Board Chair) should NOT be one and the same.
- If you are applying as a sponsored project the Applicant Contact/Project Director is for the Fiscal Sponsor contact person

Board Chair

Enter the name and title if 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 **CANNOT** be the same.
- Board Chair phone number, email address, and street address must be different from those of the applicant.
- If you are applying as a sponsored project the Board Chair is the board chair of your Fiscal Sponsor

Sponsored Contact / Project Director

List sponsored project contact information here, if applicable. Supply a physical address NOT a PO BOX. The physical address must be in the Austin or Austin ETJ.

Applicant / Sponsored Project Race Codes

Applicant organizations should code themselves based on the predominant group of which their staff or 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.

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% or more of staff or 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 any one particular group, choose code "99".

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

Project / Activity Title

Provide a brief title to which the proposed project will be referenced.

City District Number

Enter your organization's City of Austin voting district number (Districts 1-10). If the application is on behalf of a sponsored project, enter the sponsored project's voting district number. You can access District location via the interactive redistricting map at http://www.austintexas.gov/GIS/CouncilDistrictMap/ .

Section 3: Festival Budget History

Enter the festival budget information for the years indicated. Enter cash only; do not include in-kind amounts. This number is NOT your annual operating budget nor is it your City of Austin funded amount.

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, enter the fiscal year and the name used.

Section 5: Projected Budget

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 pages 23-24 for a Sample Budget Itemization. The Budget Itemization must follow the same format as the projected budget and break down income 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. Line 9, COA Projected Award, should be no more than 25% of your total festival budget.

Expenses

Include all expenses for this project. List cash expenses under cash column. List the dollar value of all donated programming space, goods, and/or service hours under in-kind. All expenses must be fully explained in the budget itemization.

The CHFP application budget must be specific to the activities for which funding is requested and separate from the general operating or artistic programming budget. Application budgets must be specific to the proposed project activities.

NOTE:

- **They may not include other Cultural Arts Funding Programs funds, including those which are already being used to match other City funding.**
- **In-kind Artistic salary/time/fees may not be included in project budgets nor used as match.**

Section 6: Internet Accessible Documentation

In lieu of or in addition to hard copy documentation (Attachment #10), you may provide one (1) web link for documentation located online. Additional external web links may be placed on this initial web page. The link provided here should serve as either ***replacement*** for the hard copy documentation or **as a supplement**. The information found at the link MUST be different from the information provided in the hard copy documentation. For the convenience of the review panelists, you may want to shorten the URL with a service such as TinyURL.com, Bitly.com, or a similar service.

Section 7: Application and Attachments Checklist

The Attachments and Application Checklist must be submitted with your application.

Attachment #1: Project Narrative

The Project Narrative **MUST** address all of the Evaluation Criteria questions listed on page 15. Narrative must be typed on **a maximum of three (3)** single spaced 8½" x 11" sheets of white paper one-sided only. Do not use smaller than Times New Roman 12-point type, and be sure to leave a minimum margin of 1" on both sides. Include the name of the organization on the upper right hand corner. For sponsored projects include the name of the applicant and the name of the sponsored project.

Attachment #2: Budget Itemization

Each revenue, expense and in-kind figure from Section 5, Projected Budget, must be itemized. Indicate the source (for revenue amount) and use (for expense and in-kind amount) for each figure in the itemization. The itemization of all payments should identify the payee's name and fee for each entry. The itemization must be accurate and balance 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 pages 23-24.

If the proposed budget is an increase of 50% or more from last year's festival budget, please provide a justification for the increase. Failure to provide such a justification could result in a lower score.

In-kind Artistic salary/time/fees may not be included in project budgets nor used as match.

Attachment #3: Festival History

In not more than one page, provide a brief description of the festival and the audience that it serves. Do not use smaller than 12-point type, Times New Roman Font 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.

Attachment #4: Biographies

Provide a short biography for each of the key festival participants. Do not use smaller than 12-point type, Times New Roman Font and be sure to leave a minimum margin of 1" on both sides. If multiple pages, print single sided.

Failure to adhere to formatting criteria may result in a loss of points.

Attachment # 5: Board List

Provide a roster of your governing board, including:

- names
- mailing
- addresses
- e-mail addresses
- telephone numbers
- professions or areas of expertise
- ethnic make-up

Do not use smaller than 12-point type, Times New Roman Font and be sure to leave a minimum margin of 1" on both sides. If multiple pages, print single sided.

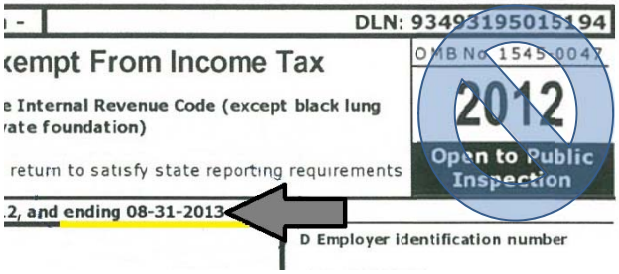
Failure to adhere to formatting criteria may result in a loss of points.

Attachment # 6: 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. If applicable, include a copy of State of Texas certificate of filing for incorporated sponsored projects.

Attachment #7: Form 990

Provide a copy of the **first page** of IRS Form 990, 990 PF, 990 EZ or 990 N evidencing Fiscal Year 2012 and Fiscal Year 2013. There will be no extensions granted on submission of Form 990s as part of this application process.



If your organization does not operate on a calendar fiscal year you can determine the fiscal year of your 990 by looking at the tax year ending date instead of the year listed on the top right corner of the form.

Attachment #8: Marketing Plan

Provide a copy of the media/marketing plan for the festival. Include the advertising and outreach mediums you will utilize. Do not use smaller than 12-point type, Times New Roman Font and be sure to leave a minimum margin of 1" on both sides. If multiple pages, print single sided.

Failure to adhere to formatting criteria may result in a loss of points.

Attachment #9: Festival Sponsorship Levels

Provide a list of the Sponsorship Levels that will be used to seek out other sponsors of your Festival. Please include the monetary value of the sponsorship level and the benefits that the sponsor will receive. Do not use smaller than 12-point type, Times New Roman Font and be sure to leave a minimum margin of 1" on both sides. If multiple pages, print single sided.

Failure to adhere to formatting criteria may result in a loss of points.

Attachment #10: Documentation

Provide a concise but representative sample of materials to acquaint panelists with your organization and its programs. Examples of acceptable documentation include promotional materials, pamphlets, brochures, annual reports, programs, season brochure, catalogues, newsletters, digital videos, and CDs. If applying on behalf of a sponsored entity, the documentation should correspond to that sponsored entity. Each item should be labeled and numbered in the top right corner.

You may submit as much documentation as will fit in a 9” x 12” envelope. No “oversized” (larger than 9"x12") items may be submitted. If applying on behalf of a sponsored entity, this documentation should correspond to that sponsored entity.

If these materials are accessible online, you may submit web links *in lieu of hard copy documentation*. This information should be listed in Section 6, Internet Accessible Documentation. Online documentation should be submitted in place of hard copy documentation or as a supplement.

Section 8: Assurances

By submission of an application for funding, the applicant agrees to comply with all requirements as outlined in the program guidelines and the assurance page. Please review the assurance page carefully, sign, and submit with the application. Provide the signature of the contact person and of the Board Chair/Member; and if applicable the sponsored contact; include the meeting and signing dates. All signatures must be an original and not photocopied. If the application is scheduled to be approved after submission, it is the applicant’s responsibility to notify Cultural Arts Division staff of the board approval date.

Sample Budget 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 a budget itemization. **NOTE**: The numbers used in the Itemization samples are presented solely as examples of budget itemization format. These numbers are examples only and 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. Applicants should provide sufficient details for staff and panels to clearly understand all components of the proposed budget.

(p = projected) (c = confirmed)

PROJECTED INCOME	CASH	IN-KIND	TOTAL
Earned Income			
Line 1. Leased Space			
1 Office - 12 months x $1,250	$ 15,000 p		
			$ 15,000 p
Line 2. Contracted services			
7 workshops - 7 x $150 ea	$ 1,050 c		
2 performances - 2 x $350 ea	$ 700 c		
			$ 1,750 c
LINE 3. TOTAL EARNED INCOME			**$ 16,750**
Unearned Income			
Line 4. Private Support			
350 x $15 per membership	$ 5,250 c		
50 x $25 per membership	$ 1,250 c		
			$ 6,500 c
Line 5. Public Support			
TCA Grant	$ 1,012.50 p		
NEA Grant	$ 3,100 p		
			$ 4,112.50 p
Line 6. Other Unearned			
Millionaire Raffle	$ 6,000 p		
Charities of Our Town	$ 2,000 p		
			$ 8,000 p
Line 9. COA Projected Award	$ 13,137.50		**$ 13,137.50**
(25% of Total Cash Expenses)			
Line 10. TOTAL CASH INCOME	**$ 48,500**		
Line 11. TOTAL IN-KIND INCOME		**$ 4,050**	
Line 12. TOTAL INCOME			**$ 52,550**

PROJECTED EXPENSES	CASH	IN-KIND*	TOTAL
Expenses / Cash			
Line 13. Employee Costs			
Part Time Mkt. Admin. – Annual	$ 15,000		
			$ 15,000
Line 14. Non Employee Costs			
Consultant (Tom Perry) - $12 x 100 hr.		$ 1,200	
Administrator (P. Smith) - $10 x 100 hr.		$ 1,000	
Artists (5 @ $400)	$ 2,000		
Administrator (Peg Smith -10X100)	$ 1,000		
			$ 5,200
Line 15. Space rental			
Allante Auditorium			
2 workshops - 2 x $800		$ 1,600	
Office (1,000 x 12)	$ 12,000		
Festival Venue (Week rental fee)	$ 6,000		
			$ 19,600
Line 16. Travel			
Artists Hotel (5 artists @$147/night)	$ 735		
			$ 735
Line 17. Marketing			
Newspaper Ads			
4 x $180	$ 720		
5 x $200	$ 1,000		
2 x $780	$ 1,560		
Posters			
50 x $13	$ 650		
			$ 3,930
Line 18. Other Expenses			
Marketing Booklets - 250 x $1		$ 250	
Royalties	$ 2,450		
Bank Fees	$ 385		
			$ 3,570
Total Cash Expenses *(same as Line 10)*	**$ 48,500**		
Total In-Kind Expenses *(same as Line 11)*		**$ 4,050**	
LINE 19. TOTAL EXPENSES *(same as Line 12)*			**$ 52,550**

***In-kind artistic salary/time/fees may not be included in project budgets nor used as match**

Delivery Instructions

Applications are due August 3, 2015.

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

Applications must be hand delivered or mailed. Metered mail will not be accepted as proof of meeting deadlines. Faxed applications are unacceptable. **Applications will be evaluated as submitted.**

Mailed applications must be postmarked by the **U.S. Post Office** or **dated by a commercial carrier** on or before the application deadline.

Applications should be sent to the following address:

Standard mail delivery:

City of Austin Purchasing Office
Attn: Cultural Contracts
P.O. Box 1088
Austin, TX 78767

Hand delivery and express mail:

City of Austin Purchasing Office
124 West 8th Street
3rd Floor, Room 308
Austin, TX 78701

Purchasing Office contact: (512) 974-2500

Hand delivered applications must be delivered to the City of Austin Purchasing Office by 4:00 P.M. the day of the deadline. Hand delivered applications must be dated and documented received by the City Purchasing Office on or before the application deadline. Late or incomplete applications will not be accepted.

The original and three copies [total of four (4)] of completed forms and required attachments must be printed on single sided paper, collated and placed in its own envelope. Each envelope should be labeled with the organization's name and identified according to the checklist.

Three (3) copies of the optional documentation requested should be submitted in separate envelopes labeled with the organization's name and identified according to the checklist.

The seven (7) envelopes (four applications with attachments, and three documentation envelopes) are to be submitted in a single package.

It is the applicant's responsibility to ensure that application sets are collated and assembled properly. Individual envelopes will not be opened and will be forwarded to reviewers as submitted. Envelopes will not be checked by staff prior to distribution.

The Cultural Arts Division is not responsible for loss or damage of application materials. The City of Austin Cultural Arts Funding Programs reserves the right to retain a copy of application materials for archival purposes and its permanent record. All application materials are public records. Keep a complete copy of your application for your file.

Helpful Tips: Application Preparation & Submission

Before submitting your application, test yourself with these questions. If you can answer each question "Yes," you have prepared your application to be submitted. If any of your answers are "No," you may want to revisit your application.

- ☐ Does your organization meet the eligibility requirement of presenting a festival focused on a cultural heritage and its arts?
- ☐ Have the program matching requirements been met?
- ☐ Are your project budget projections realistic? Are personnel wages, supply and equipment costs, rental fees, marketing and promotional expenses, etc. appropriate?
- ☐ Generally, contract awards are less than the amount requested. Have you considered how partial funding may impact the implementation of your project?
- ☐ Are marketed programs or project activities accessible to the general public? Are programs or project activities accessible to persons with disabilities?
- ☐ Is your organization's Board representative as culturally specific (= or >50%)?

Application Preparation

- ☐ Is your cash flow sufficient to ensure that your project can begin while you wait for your City funding to arrive?
- ☐ Have you completed all the required forms (Sections 1 – 8) and assembled all the required attachments (Attachments 1 – 6)? Have you placed in a single envelope for submittal?
- ☐ Are all attachments and forms prepared on 8 1/2" x 11, single sided paper with a minimum 12 point Times New Roman Font and 1" margins?

Helpful Tips: Planning for Cultural Tourism

The expenditures of the Hotel Occupancy Tax revenue are intended to cultivate and promote cultural tourism. For the arts, cultural tourism can provide an opportunity for greater earned income. Cultural tourism programs are the catalyst for new audiences and dollars, helping artists and arts organizations to grow stronger in these days of declining federal grants and increased competition for dollars at foundation and corporate levels. For tourism, arts and culture are the expressions of a community's heart and soul. Together they form an image that sets the city apart and creates anticipation and excitement for the traveler *(Americans for the Arts, MONOGRAPHS; January 2007*).

Cultural tourism will be a concerted focus for the Cultural Arts Division in the coming years in an effort to grow and expand the visibility of Austin's unique and talented arts community. The city recognizes and relies on all of the amazing marketing and programmatic successes already being achieved by cultural contractors. In addition, the Cultural Arts Division will be exploring collective and strategic opportunities to promote Austin's arts and cultural offerings. In an effort to maximize the benefits of a collective marketing approach as a way to extend the visibility of your organization, you are asked to initiate one of the following action items during the planning and implementation of your annual program or projects.

- ☐ Link your website to www.NowPlayingAustin.com
- ☐ Post all non-city-funded events and projects to Now Playing Austin
- ☐ Note nearby lodging facilities through promotional materials and website related to a program.
- ☐ Partner with an area hotel for a block of rooms for visiting artists or for out of town audience members and promote the negotiated lodging rate in marketing materials.
- ☐ Invite front-line staff of the hospitality industry to attend an event as a guest and to encourage them to become a spokesperson for your organization or project.
- ☐ Drop program/project collateral materials to Austin Convention and Visitors Bureau and/or to travel centers
- ☐ Coordinate collective marketing with similar or comparable organizations or projects by advertising in a statewide, national or international publication.
- ☐ Become a member of Travel Industry Association of America (TIA)
- ☐ Plan for an effective social media outreach strategy for tourism-related audience development

In addition to its direct economic impact, tourism can improve quality of life and build community. When the arts and tourism industries work together to highlight the unique character of a place, they can harness market forces to educate and entertain visitors, preserve cultural assets, and engender community pride in its heritage and way of life *(Americans for the Arts; http://www.artsusa.org)*

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.

Audience Development – An activity which is undertaken specifically to meet the needs of existing and potential audiences and to help arts (and cultural) organizations to develop on-going relationships with audiences. It can include aspects of marketing, commissioning, programming, education, customer care and distribution.

Arts and Cultural Organization - An organization that either has Federal 501 (c) status or is incorporated within the State of Texas, and its primary mission to produce, present or promote arts and culture.

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; or, 2) Funds used to acquire a long term asset. A capital expenditure results in depreciation deductions over the life of the acquired asset.

City of Austin Cultural Funding Private Vehicle Report – A report required to be turned in after project completion in order to utilize expenses incurred operating a private vehicle as part of the project budget or match.

Commercial – An arts/project activity prepared, done or acting with sole or chief emphasis on salability, profit, or success of a product or service.

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 Heritage - An expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions, and values, that produces representations of the value systems, beliefs, traditions, and lifestyles of that particular culture.

Cultural Heritage Festival – A celebration consisting of a series of events, lasting one or more days, with a focus on the unique aspects of a particular ethnic cultural heritage and its various artistic forms of expression such as visual, performing, media, and literary arts.

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 organizations 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 *(Also see Non-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.

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 –A nonprofit corporation with 501(c) status who applies for financial support on behalf of another organization or individual in order to enable the latter to receive the benefits of tax exempt status. There are several forms which fiscal sponsorship can take, but in every case, the fiscal sponsor takes responsibility for external parties that the funding will be utilized for tax exempt, charitable purposes as defined in the internal revenue code.

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.

GuideStar – An informational website that gathers and publicizes information about nonprofit organizations. Guidestar can be found at www.guidestar.org.

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. Examples of formal organization include incorporating as a nonprofit organization or forming a Limited Liability Corporation.

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 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.

Marketing Capacity – An organization's core marketing skills and capabilities, programs and evaluation, in order to build the organizations effectiveness and sustainability.

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 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 Programs or Community Initiatives 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-Commercial - An activity that is not commercial as defined under Commercial under this Section.

Non-Employee Costs *(Also see 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 170(c) 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. Do include gross proceeds from fund-raising events.

Other Unearned – Revenue derived from sources not listed in other categories and may 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.

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

Restricted Revenues: All funds, temporary or permanent (including institutional funds), for which a donor or other external agency has placed a stipulation for the purpose of which those funds are to be expended.

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

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 –An individual who travels from the individual's residence to a different municipality, county, state, or country for pleasure, recreation, education, or culture (Texas State Tax Code Chapter 351(p.1)).

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, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, 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

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

FY 2016 Cultural Heritage Festivals Program

APPLICATION & ASSURANCES

Section 1: Summary Information		
Applicant Name / Physical Street Address	☐ **Sponsored Project**	**Sponsored Project Name**
Project / Activity Title	**Start Date**	**End Date**

Type of Sponsored Project – Select ONE only

☐ Registered as a State of Texas Non-Profit Organization
☐ Individual/Unincorporated Organization/Group

Project Summary: Please limit your response to the space provided below:

When:

Where (including City District Number):

One sentence description of Festival Activities:

For CAD staff use only

Control Number
16 CHFP_____

☐ App Forms	☐ Board List	☐ Original	☐ Documentation 1
☐ Narrative	☐ IRS	☐ Copy 1	☐ Documentation 2
☐ Itemization	☐ Form 990	☐ Copy 2	☐ Documentation 3
		☐ Copy 3	

Section 2: Applicant Information

Applicant's Legal Name	Federal Tax I.D. No.	Other Common Name		
Official Mailing Address		City	State	Zip
Telephone	Fax	Website (URL)		
Contact/Project Director (**NOT** the same as Board Chair)		Title		
Telephone	Fax	Email		
Board Chair (**NOT** the same as Contact/Project Director)		Title		
Address		City	State	Zip
Telephone	Fax	Email		
Sponsored Contact/Project Director		Title		
Address		City	State	Zip
Telephone	Website (URL)	Email		
Applicant Race Code	Sponsored Race Code	Project Race Code		
Project/Activity Title		District Number		

Section 3: Festival Budget History

	2011-2012 Actual (CASH only)	**2012-2013 Actual (CASH only)**	**2013-2014 Projected (CASH only)**	**2014-2015 Projected or Actual (CASH only)**	**2015-2016 Proposed (CASH only)**
Revenue					
Expenses					

Section 4: COA Funding History

	2012-2013	**2013-2014**	**2014-2015**
COA Funding	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

Was this project funded previously under a different organization name or sponsor?
☐ Yes ☐ No

If yes,	**Year:**	**Name:**

Section 5: Projected Budget

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 Projected Award (no more than 25% of your CASH budget)			
10. TOTAL CASH INCOME (add Lines 3, 8, and 9)			
11. Total In-Kind Support (must equal In-Kind line 17)			
12. **TOTAL INCOME** (Add Lines 10 and 11)			

PROJECT EXPENSES	CASH	IN-KIND*	TOTAL
13. Total Employee Costs			
14. Total Non-Employee Costs			
15. Space Rental			
16. Travel			
17. Marketing, Promotion, Publicity			
18. Total Other Expenses			
19. **TOTAL EXPENSES** (add Lines 11-16; must equal Line 10, 11, & 12)			

*In-Kind Artistic salary/time/fees may not be included in project budget nor used as match

Section 6: Internet Accessible Documentation

Internet Link:

Section 7: Application Checklist

All sections of the application form must be completed and signed by the appropriate representatives. Check the boxes below to ensure all sections have been completed.
Applicants must submit one original application and all of the required attachments.

Application Form

- ☐ Section 1: Summary Information
- ☐ Section 2: Applicant Information
- ☐ Section 3: Budget History
- ☐ Section 4: COA Funding History
- ☐ Section 5: Projected Budget Information
- ☐ Section 6: Application Checklist
- ☐ Section 7: Assurances (signed by Authorized Official)

Required Attachments

- ☐ Attachment 1: Narrative
- ☐ Attachment 2: Budget Itemization
- ☐ Attachment 3: Festival History
- ☐ Attachment 4: Bios
- ☐ Attachment 5: Board List
- ☐ Attachment 6: Proof of Tax Exempt Status (If applicable, also include State of Texas Certificate of Filing for Sponsored Projects that are State of Texas Nonprofits)
- ☐ Attachment 7: Form 990
- ☐ Attachment 8: Marketing Plan
- ☐ Attachment 9: Festival Sponsorship Levels
- ☐ Attachment 10: Documentation

☐ **Envelope #1 "Original"**

Application Form
Attachment #1
Attachment #2
Attachment #3
Attachment #4
Attachment #5
Attachment #6
Attachment #7
Attachment #8
Attachment #9

☐ **Envelope #2 "Copy 1"**

Application Form
Attachment #1
Attachment #2
Attachment #3
Attachment #4
Attachment #5
Attachment #6
Attachment #7
Attachment #8
Attachment #9

☐ **Envelope #3 "Copy 2"**

Application Form
Attachment #1
Attachment #2
Attachment #3
Attachment #4
Attachment #5
Attachment #6
Attachment #7
Attachment #8
Attachment #9

☐ **Envelope #4 "Copy 3"**

Application Form
Attachment #1
Attachment #2
Attachment #3
Attachment #4
Attachment #5
Attachment #6
Attachment #7
Attachment #8
Attachment #9

☐ **Envelope #5**
Documentation
Attachment #10

☐ **Envelope #6**
Documentation
Attachment #10

☐ **Envelope #7**
Documentation
Attachment #10

Section 8: Assurances

By submitting this application for funding, the applicant hereby gives assurance to the City of Austin that:

1. Funds will be administered and accounted for by the applicant and used for the specific purposes outlined in the application and agreement;
2. The activities and services for which financial support is sought will be administered by the applicant organization;
3. The applicant has read, understands, and will conform to the intent outlined in the Core Cultural Arts Funding Programs Guidelines;
4. The applicant is a nonprofit entity as defined by the I.R.S. or the State of Texas;
5. The application has been duly authorized by an authorized official for the applying organization, a principal of the organization with legal authority to certify the information contained in the application and sign contracts for the organization; he/she must read and guarantee the compliance of the organization with the requirements listed.
6. This application and agreement by the undersigned individual has been duly approved by the governing board of the applicant organization and agreed to by all parties.
7. The applicant will comply with the Cultural Arts Division Contract Requirements for the Cultural Arts Funding Programs, outlined in the terms of the contract;
8. Neither the applicant nor any of its agents, representatives, or subconsultants, have undertaken or will undertake any activities or actions to promote or advertise any cultural arts funding proposal to any peer review panel members, any member of any City Commission reviewing the proposals, any member of the Austin City Council or City staff except in the course of City-sponsored inquiries, or any interviews or presentations between the date that the application is submitted and the date of award by City Council.
9. The filing of this application by the undersigned, officially authorized to represent the applicant organization, has been duly approved by the governing board of the applicant organization.

☐ This application was approved by the applicant's board on _____
☐ This application is scheduled to be approved by the applicant's board on _____

Note: If the application has not been approved by the governing board, you must notify the City as soon as action is taken.

Project Contact:		**Board Chair / Member*:**	
Name (typed)	Title	Name (typed)	Title
Signature	Date	Signature	Date

Sponsored Project Contact:		**City Official:**	
Name (typed)	Title	Name (typed)	Title
Signature	Date	Signature	Date