



# **City of Austin**

## **Cultural Arts Funding Program**

### **CAPACITY BUILDING PROGRAM**

#### **Guidelines and Application**

**Fiscal Year 2017**



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



## City Council

Mayor Steve Adler

District 1: Council Member Ora Houston

District 2: Council Member Delia Garza

District 3: Council Member Sabino "Pio" Renteria

District 4: Council Member Gregorio "Greg" Casar

District 5: Council Member Ann Kitchen

District 6: Council Member Don Zimmerman

District 7: Council Member Leslie Pool

District 8: Council Member Ellen Troxclair

District 9: Mayor Pro Tem Kathie Tovo

District 10: Council Member Sheri Gallo

## Austin Arts Commission

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## City Administration

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Rey Arellano, Assistant City Manager

Sue Edwards, Assistant City Manager

Robert Goode, Assistant City Manager

Bert Lumbreras, Assistant City Manager

Mark Washington, Acting Assistant City Manager

Ray Baray, Chief of Staff

# Capacity Building Program FY 2017

## 1. PURPOSE

The City of Austin Economic Development Department's Cultural Arts Funding Program recognizes the unique role of arts and culture in ensuring a strong creative economy. The Capacity Building program is designed to strengthen the economic stability of arts and cultural organizations and individual artists to ensure strategic workforce development in the creative sector, to provide access to quality arts for its citizens, and to grow and sustain Austin's artistic and cultural assets. The program's targeted approach to the development of Austin's community cultural institutions further addresses the City's long term goals to increase and diversify production of arts and culture, preserve the character of Austin, and to enhance the presentation of Austin's cultural diversity, reflecting its demographics in all areas.

Capacity Building refers to developing and strengthening the skills, competencies, and abilities of people and communities to help realize their developmental goals to achieve measurable and sustainable results. The program is specific to development of critical infrastructure such as management, governance, financial resources, and administration and career systems.

The overall objective for this competitive solicitation is to establish contracts with individual artists and small and medium non-profit arts and cultural organizations for organizational and career development. Serving as an incubator, the grant of public funds provided herein will serve the City's goals of promoting local economic development and stimulating creative business activity.

### Goals

- To invest in the health of the creative and cultural ecosystem;
- To provide concentrated and targeted support to a variety of organizations and individuals for a measurable return on investment;
- To improve capability and skills to achieve growth and sustainability of individual artists and arts organizations;
- To increase public access to quality arts and culture;
- To grow and sustain artists and small and medium-sized arts and cultural organizations in Austin;
- To strengthen existing organizations and artists so that in turn field/market growth can occur for the balance of cultural services;

## 2. BACKGROUND

The purpose of the Cultural Arts Division is to nurture, preserve, and promote Austin's arts and creative industries in order to strengthen and sustain Austin's dynamic cultural vitality. The Cultural Arts Division functions in part as the Local Arts Agency for Austin with a purpose of strengthening the role of the arts in economic development, tourism, community development, and revitalization. The Division serves the creative community working in all art

forms and disciplines and encourages neighborhood-based organizations and activities that promote art, imagination, and creativity to enhance the role of the arts as part of the daily fabric of community living.

On August 25, 2011, Austin City Council authorized an update to four previously commissioned studies relating to the impact of cultural activities on the local economy to reflect changes in the industry. The study was compiled into a report entitled *“The Economic Impact of the Creative Sector in Austin – 2012 Update”*. The study reports economic impact results and gives evidence of significant impact and overall value of arts, culture, and creative industries as a fundamental component of the economy. In 2010, the creative sector accounted for just over \$4.35 billion in output (about one third more than in 2005), \$2 billion in value-added, \$1 billion in labor compensation, over \$71 million in City tax revenues, and almost 49,000 permanent jobs. The role of the creative sector in Austin’s economy (as measured by employment) has risen by about twenty-five percent over the past five years, a pace more rapid than the ten percent growth for the local economy as a whole, and reflects the fact that creativity (in its many facets) is increasingly important to the present and future regional economy. However, according to the study, business models are in flux and access to financial resources continues to be a challenge for all creatives working in the not-for-profit models.

Subsequent to the Creative Sector Economic Impact Study, a City of Austin Creative Sector Economic Impact Study Staff Report and Action Plan was submitted to Austin City Council on May 24, 2012 to address the needs of the creative sector through an implementation plan to improve the key areas such as Capacity Building.

In 2003, a report of the Cultural Vitality and Creative Economy Subcommittee was issued as part of the Mayor’s Task Force on the Economy. The report provided recommendations on how to best support local cultural vitality and foster the continued growth of creative jobs, recognizing that strong cultural and social institutions help build the quality of life that attracts talented workers and directly employ many creative workers. The subcommittee members believe that supporting arts and cultural amenities is a critical aspect in expanding jobs and businesses in the creative sector.

In 2010, Austin City Council endorsed the *CreateAustin* Community Cultural Master Plan, which was the result of a two year process of cultural assessment, research, and community engagement undertaken to chart a course for Austin’s cultural development over the next 10 years. The Capacity Building program responds to Recommendation #3 “to increase and focus business development and technical assistance services for nonprofit creative businesses, nonprofit cultural organizations, and individual creators to enhance management capacity and grow jobs, wealth, and economic impact of promising subsectors of the creative economy. Improving management effectiveness, marketing, and fundraising will enhance revenues.”

Furthermore, the City of Austin Imagine Austin Comprehensive Plan, adopted by Austin City Council in 2012, recognizes that Austin’s creative sector is key to our continued economic growth. The plan outlines a guiding principal to “provide paths to prosperity for all” by developing new economic sectors through partnerships between the business community, city government, and institutions to help employ a diverse workforce and expand opportunities. Prosperity for all means capitalizing on the city’s creative industries, cultural heritage, and diverse population to position the city as a national and international center for innovation and knowledge-based industries. The plan’s key findings for arts and creativity include:

- Arts and creative community struggles with issues of funding, affordable and appropriately-sized performance and practice space, housing, health and healthcare, and quality of life issues.

- City and private funding for local arts facilities and programs is critical to the ongoing strength of the arts in Austin.
- Workforce development programs need to provide job training for technological, arts-related occupations.

Through this solicitation, the Cultural Arts Division seeks to support the development of a creative and cultural labor force to maintain Austin's competitiveness and ensure that creativity remains central to Austin's present and future economy.

### 3. PROGRAM REQUIREMENTS

#### Eligibility

The Capacity Building initiative allows direct support of development activities for small and medium-sized organizations and individual artists to achieve their artistic, programming, and operational goals. The program offers funding support for eligible applicants based upon years in operation, operational budget size, and legal tax status.

All applicants must meet the following minimum eligibility requirements:

- Applicants must reside within the City of Austin or its Extra-Territorial Jurisdiction (ETJ), and provide arts or cultural programming to Austin residents, visitors, and/or underserved communities and audiences;
- Applicants must have been in operation or have created art in Austin for a minimum of 3 years prior to the application deadline of April 1, 2016;
- Applicants must not have any outstanding Final Reports due to the Cultural Arts Division;
- Applicants may only submit one Capacity Building application per fiscal year (Fiscal Sponsors, however, may umbrella more than one individual artist or unincorporated group); and
- An applicant may only receive Capacity Building Program funding once every three years.
- All organizations must be a 501(c) arts or cultural organization in good standing with the Internal Revenue Service (as evidenced by a current IRS determination letter or copy of the most recent Form 990 filed with the IRS and identified in the organization's mission statement), **OR** be registered with the state of Texas as an organization with non-profit status, **OR** be an individual artist or unincorporated group;
  - **All individual artists or unincorporated groups** may have an Austin-based 501c organization serve as a fiscal sponsor. The fiscal sponsor must have a paid Executive Director, an annual operating budget of at least \$50,000, and an active volunteer Board of Directors that meets at least three times a year.
  - **501 (c) Organizations** must have an active volunteer Board of Directors that meets at least three times a year
  - The organization's primary mission, as described in its mission statement and approved by its board of directors, is the production or presentation of arts and cultural programming;

### Award Levels

**Level I:** 501c Organizations with cash expenses between \$100,000 - \$250,000, as evidenced by the most recently completed IRS Form 900 are eligible to apply for up to \$15,000. Applicants with 501c status, as evidenced by IRS Form 990, must be listed on Guidestar. The tax-exempt status must have been granted by the IRS at least one year prior to the grant application deadline of April 1, 2016.

**Level II:** 501c and State of Texas nonprofit organizations with cash expenses less than \$100,000 for the most recently completed fiscal year are eligible to apply for up to \$10,000.

**Level III:** Unincorporated groups without 501c status or State of Texas nonprofit status are eligible to apply for up to \$7,500.

**Level IV:** Individual artists are eligible to apply for up to \$7,500.

### Allocation of Funds

A minimum score of 75 is required to be eligible for funding. Depending on the number of eligibly scored applications, 4 awards will be made in Level I, 4 awards will be made in Level II, 5 awards will be made in Level III, and 5 awards will be made in Level IV. Award priority for any unused funds will be given to Level III and IV applicants. At least one culturally specific applicant in each award level will receive funding upon meeting the above eligibility requirements and scoring at least a 75.

All awardees are allowed to have one representative attend, at no charge, business classes provided by the City's Small Business Program.

### Funding Requests

Capacity Building funding may be used to support organizational infrastructure and business development in areas such as management, governance, financial resources, or administrative systems. Activities may include but are not limited to:

- Strategic or business planning
- Organizational/Individual assessments
- Board and/or staff leadership or administrative development
- Consultant fees directly related to management, governance, financial resources, administrative systems, or in the case of individuals business coaching
- Earned income development, including development of strategies to increase admissions, tuition, merchandise sales, or facility rentals
- Fund development training and research
- Marketing development training and research
- Development of collaborative strategies
- Technology upgrades may be considered with demonstrated need
- Instructional classes, workshops, or conferences
- Classes on website building, maintenance, and management

### Ineligible Expenditures

- Artistic projects/programs will not be funded
- Normal operating costs such as salaries, office supplies, travel expenses, or overhead
- Food and hospitality
- Fundraising events
- Bricks and mortar, website creation, capital improvements, renovations, real estate development, or other such building or physical space improvements
- Any activity funded through the Cultural Funding Programs such as Core Funding, Community Initiatives, Cultural Expansion Program, and Cultural Heritage Festivals Program

## 4. EVALUATION CRITERIA

Applications to the Capacity Building Program will be reviewed according to the following criteria. The maximum score is 100 points. Applicants must have a minimum score of 75 is to be eligible for funding. Each application will be scored individually based on the criteria. A limited number of organizations/individual artists will be contracted through this competitive selection process. **The Evaluation Criteria will be what the peer panel utilizes to score your application, so make sure the entire application (especially the Letter of Interest, the Proposal Narrative, the Project Deliverables, and the Artistic Support Materials) address the below criteria.**

### Organizational/Individual Need: 40 Points

- Does the applicant demonstrate a history of providing programs and services of high quality?
- Does the applicant produce/present quality work that contributes to the unique artistic/cultural landscape of Austin?
- Does the applicant demonstrate a specific organizational/professional development need for the type of activity proposed?
- How does the proposed capacity building activity strengthen the applicant's organizational/professional stability and long-term capacity as a cultural resource in the community?
- Does the applicant provide programs and services primarily to culturally-based or historically underserved/under-represented segments of the community?

### Management and Capability: 30 Points

- Does the applicant demonstrate skills needed to complete the proposed capacity building activities?
- Does the applicant demonstrate measurable involvement of culturally diverse populations?
- Is the applicant prepared to undertake the proposed activity in addition to performing its regular/ongoing programming and activities?

### Proposal Feasibility: 30 Points

- Do the proposal activities reflect a high administrative priority for the applicant's development?

- Is the scope and timeline proposed realistic and capable of being completed within the specified time period?
- Is there evidence of the anticipated impact on the community as well as the applicant from the Capacity Building Program's funding outcomes?
- Is the budget appropriate, complete, and reasonable for the proposed activities?

## 5. CONTRACT REQUIREMENTS

Applicants selected for support will enter into a contract that outlines the scope of services and the requirements of the agreement, including reporting requirements and legal issues applicable to the funding. All funds are to be used for the stated activities as a requirement of the agreement.

### Payments

An initial payment of 50% of the approved award amount will be made upon execution of the agreement and completion and submission of the Organization/Individual Artist Assessment Pre-Survey. A second payment of 40% will be made upon completion of Mid-Year Report Form. Mid-Year Reports must demonstrate completed activities as defined in the Scope of Work. A final payment of 10% will be paid after submission and approval of the final report, completion of the Post-Survey, and conformation of a date for presentation to the Austin Arts Commission. (See the reporting requirements section below.)

Contractors with outstanding reports from previous years are not eligible to receive any payments if they are in default of a previous cultural contract.

### Reporting Requirements

Funded applicants will be required to provide the following:

#### **1. Organization/Individual Artist Assessment Pre-Survey**

Prior to entering into the contract, funded applicants shall provide a pre-assessment survey to assess capacity. (See Capacity Assessment Grid - Venture Philanthropy Partners:  
<http://www.vpppartners.org/sites/default/files/reports/assessment.pdf>)

#### **2. Mid-Year Report**

The Mid-Year report, due March 1, 2017, shall provide an update on project deliverables. Detailed in Section i of the application.

#### **3. Final Report and Post-Survey**

The final report and post-survey is due within thirty (30) days of the last deliverable/milestone or by October 30, 2017, whichever occurs first. Applicants must provide a tangible end product such as a certificate of completion for classes taken or a business, marketing, or similar plan with their final report.

#### **4. Final Presentation to the Austin Arts Commission**

In conjunction with submission of the final report and post-survey, Contractor shall make a five-minute summary presentation in person to the Austin Arts Commission no later than 90 days after submission of the

final report and post-survey. Please coordinate with Cultural Arts Division staff to have your presentation added to the appropriate Arts Commission Meeting Agenda.

### Insurance

Contract applicants may be 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 should 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.

The Contractor may be required to carry insurance in the types and amounts indicated below for the duration of the Contract, including extension options and hold over periods, and during any warranty period. These insurance coverages are required minimums and are not intended to limit the responsibility or liability of the Contractor.

**Commercial General Liability Insurance:** The minimum bodily injury and property damage per occurrence are \$500,000 for coverages A (Bodily Injury and Property Damage) and B (Personal and Advertising Injury).

**Business Automobile Liability Insurance:** The Contractor shall provide coverage for all owned, non-owned, and hired vehicles with a minimum combined single limit of \$500,000 per occurrence for bodily injury and property damage. Alternate acceptable limits are \$250,000 bodily injury per person, \$500,000 bodily injury per occurrence and at least \$100,000 property damage liability per accident.

**Credit Requirements of the Cultural Arts Division of the City of Austin Economic Development Department (EDD):** Applicants receiving Capacity Building support are required to acknowledge the support of the City of Austin through the use of logos and credit lines on all marketing and promotional materials. Required logos can be found on the EDD Cultural Arts Division website ([www.austincreates.com](http://www.austincreates.com)), the credit line is: "[Applicant Name] is a recipient of the Capacity Building program from the Cultural Arts Division of the City of Austin Economic Development Department."

## 6. TIMELINE

<b>February 29, 2016</b>	Capacity Building Program Guidelines and Applications available to the public
<b>Tuesday, March 1, 2016</b>	Capacity Building application workshop <b>12-1pm @ Willie Mae Kirk Branch Library</b> 3101 Oak Springs Dr., Austin, TX, 78702
<b>Saturday, March 5 2016</b>	Capacity Building application workshop <b>12-1pm @ Little Walnut Creek Branch Library</b> 835 W. Rundberg Ln., Austin, TX, 78758
<b>Monday, March, 7 2016</b>	Capacity Building application workshop <b>6-7pm @ Windsor Park Branch Library</b> 5833 Westminster Dr., Austin, TX, 78723
<b>April 1, 2016</b>	<b><i>Deadline to submit application online</i></b>
<b>June 22, 2016</b>	Panel review of applications
<b>October 2016</b>	Pre-contract workshops held for contractors
<b>October 1, 2016</b>	Execute contracts and begin project
<b>March 1, 2017</b>	Interim report due
<b>September 30, 2017</b>	Project completed
<b>October 30, 2017</b>	Final report due

## APPLICATION INSTRUCTIONS

Applications must be submitted online at <http://www.austintexas.gov/department/capacity-building-program>. Before preparing your application, read the guidelines. The guidelines provide important information about types of projects the City will fund and will not fund, and the criteria by which your application will be reviewed. Be sure that your application addresses these issues. Please note that if you applying on behalf of a Sponsored Project look for this symbol - **SP** - as it will provide you with additional information specifically for Sponsored Project Applicants.

### 1. Letter of Interest

All applicants must submit a Letter of Interest (LOI) on organizational or individual artist letterhead. LOI may be a maximum of 2 pages in length and should briefly address the history of the applicant, the artistic mission, history of staff tenure (if applicable), and accomplishments to date. The Letter of Interest must be uploaded to your online application in Section V. Attachments.

### 2. Organizational chart

Applicants must submit an organizational chart with staff and board (officers, committee chair) designations, as applicable. For individual artists, this chart should describe advisory board members, collaborators, or contractors and other such business associates who provide professional assistance to the artist. The Organizational Chart must be uploaded to your online application in Section V. Attachments

# Section 1. Summary

**SP –** If you are applying under the umbrella of a 501(c) (aka Fiscally Sponsored) Section 1. Summary must be completed by your fiscal sponsor. Once they have completed this section you will be invited to be a “Collaborator”, which will give you access to the rest of the application. If you are Fiscally Sponsored you cannot start the application before your Fiscal Sponsor invites you to be a “Collaborator”. If you or your fiscal sponsor have questions about starting the application please contact Anne-Marie McKaskle-Davis at [Annemarie.mckaskle@austintexas.gov](mailto:Annemarie.mckaskle@austintexas.gov) or by phone at 512-974-7854.

## a. Project Title

Provide a brief title of proposed activity. For example you if you are requesting funds to create a strategic plan then you may want to title your project ABC Company’s Strategic Plan. The Project Title should be representative of your proposed project activity.

## b. Amount Requested

Enter the amount of funding you wish to request. Please note the following maximum award levels:

*Level I - **\$15,000** (501c \$100,000-\$250,000 annual budget);*

*Level II - **\$10,000** (501c or TX State nonprofit annual budget under \$100,000;*

*Level III - **\$7,500** (unincorporated group)*

*Level IV - **\$7,500** (individual artist)*

## c. Applicant Information

Enter the first name, last name, telephone number and email address of the primary contact for this Capacity Building application. This does not necessarily need to be the Executive Director, but should be the person that we contact if Cultural Arts Division Staff has questions regarding the application.

**SP -** If you are fiscally sponsored, please provide the name and contact information of the primary contact at the organization that is fiscally sponsoring you.

## d. Organization Information

Enter the legal name, and address of the applicant as recorded with the IRS. Use exact spellings. This information should match exactly to what is listed on your City of Austin Vendor Registration

([https://www.austintexas.gov/financeonline/vendor\\_connection/index.cfm](https://www.austintexas.gov/financeonline/vendor_connection/index.cfm)) Do not use abbreviations unless part of the official name as listed in your vendor registration account.

If you have not yet registered with the City of Austin Vendor Registration or if you need to search for your vendor registration please visit

[https://www.austintexas.gov/financeonline/vendor\\_connection/index.cfm](https://www.austintexas.gov/financeonline/vendor_connection/index.cfm)

If you have questions about registering as a vendor please contact the Vendor Registration Office at (512) 974-2018.

**SP** - If you are fiscally sponsored the name and contact information of your fiscal sponsor goes here.

**NOTE: Changes to this data will be reflected on all other applications for this organization**

**e. Executive Director**

Enter the first name, last name, Title and email address of the Executive Director of the Applicant Organization.

**SP** - If you are fiscally sponsored, please provide the information requested of the Executive Director of your fiscal sponsor.

**f. Collaborators**

If you have multiple people working with you on your application you may invite them to be a Collaborator. This feature allows you to invite additional people to log in and work on an application with you but will provide them with their own log-in. Collaborators can only edit application data (questions). They **cannot** submit, archive, or delete this application.

**SP** - If you are fiscally sponsored, your fiscal sponsor will use this feature to give you access to your application. Please note that you will not be able to amend the information in Section I. Summary. Additionally, your Fiscal Sponsor will submit your application on your behalf. Do not wait until last minute to notify your fiscal sponsor that your application is ready for submission.

**g. Additional Contacts**

Additional Contacts will be copied on all emails sent to the application owner regarding this application. Additional Contacts do not have access to the application to make edits but they are included on any email communications regarding the application. *Enter **ONLY** email addresses separated by a comma. No names. No titles. No phone numbers.*

## **ADDITIONAL INFORMATION**

**h. Authorized Official**

Enter the name and title of the individual with legal authority and responsibility on behalf of the **applicant organization** to certify the information and enter into contracts. This person should be a member of your board's Executive Committee, generally the Board Chair unless the Board Chair is the person already listed in the Applicant Information section above. Alternative Authorizing Officials may be the Board Vice-Chair, Treasurer or Secretary.

**NOTE:** This individual and the person listed in the Applicant Information section above **CAN NOT** be the same. If the person listed in the Applicant Information section is also the board chair please list another executive level board member in the Authorized Official section.

Board Chair and their email address **MUST** be different from those of the applicant.

**SP** - If you are applying as a sponsored project your Fiscal Sponsor must provide the contact information of their board chair.

**i. Applicant District Number**

Select your organization's City of Austin voting district number (may be 1 through 10). The district number should be based on the physical address provided in Section 2. You can access district location via the interactive redistricting map at <http://www.austintexas.gov/GIS/CouncilDistrictMap/>.

**SP** - If the application is on behalf of a sponsored project, enter the fiscal sponsor's City of Austin voting district number.

**j. Applicant Race Code**

Applicant organizations should code themselves based on the predominant group of which their staff, board, or membership (not audience) is composed. Use the list below. Organizations should choose the one code that best represents 50 percent or more of their staff or board or membership.

**SP** - Sponsored Projects will report their Race Code in Section III. Application Questions. Please only provide the Race Code for your fiscal sponsor in Section I. Summary.

- 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 represent 50 percent or more of staff, board, or membership.

**k. Fiscal Sponsor Eligibility**

Indicate which of Fiscal Sponsor Eligibility Criteria your organization meets. Check all Criteria that apply to your organization. You are not required to serve as a fiscal sponsor even if you meet all the eligibility criteria. This question is for internal Cultural Arts Funding Program purposes only.

**SP** - Fiscal Sponsors must meet all of the listed criteria. If your organization fails to meet one or more of the criteria, then you are NOT eligible and your Sponsored Project will need to find an alternative organization to provide fiscal sponsorship before completing the application.

**Once you have completed Section I. Summary, click NEXT to move on to Section II. Eligibility**

## Section II. Eligibility

### Question 1. Organizational Eligibility

Select the statement that best describes your organization/you.

**SP** - If you are fiscally sponsored, please answer for your sponsored group or if you are an individual artists select the individual artist statement.

If none of the statements apply to you or your organization then you are not eligible to apply for funding.

### Question 2. Organizational Tenure Verification

Please let us know when you begin creating art or offering arts or cultural services in Austin or its Extra Territorial Jurisdiction (ETJ)? For groups and 501(c)s, this is when your group started offering artistic services in Austin. Applicants must have been in operation or have created art in Austin for a minimum of three years prior to the application deadline of April 1, 2016. Please provide the month and year.

**SP** - If you are fiscally sponsored, please answer for your sponsored group or if you are an individual artists for yourself.

### Question 3. Residency Verification

Applicants must reside within the City of Austin or its ETJ, and provide arts or cultural programming to Austin residents, visitors, tourists and/or underserved communities and audiences. Please indicate if your organization or you as an individual artist fit this description.

### Question 4. Artistic Expertise Verification

Please verify that your primary mission involves the production or presentation of arts and cultural programming.

### Question 5. Former Capacity Building Program Funding Recipient Verification

Please verify that your organization or you as an individual artist have not received Capacity Building Program funding in the last three years.

### Question 6. Start Date/End Date

Enter the dates of your activity. Include implementation and activity completion date. These dates must be within the period of October 1, 2016 through September 30, 2017. Funded activities cannot begin before October 1, 2016 and must be completed no later than September 30, 2017.

**Once you have completed all the questions in Section II. Eligibility, scroll up to the top of the page and hit the "Submit Eligibility Form" Button. You can find it just under the orange text that reads "Undecided/Not Submitted".**

**NOTE: You will NOT be able to complete the remainder of the application until CAD staff has approved your eligibility to apply.**

## Section III. Application Questions

### Online Video Documentation

If you would like to provide online video documentation you may embed your video directly into the application. You may only embed one video, but you may include links to other videos in your documentation section by uploading a pdf with links to website you would like the Reviewers to see.

If you wish to embed a YouTube video simply go to the video that you wish to embed, click the SHARE button and select the tab labeled "EMBED". Then simply copy and paste the highlighted HTML code into the box.

### Question 1. Applicant Levels

Please indicate which level you intend to apply.

Level I - 501(c) with annual cash expenses between \$100,000-\$250,000

Level II - State of Texas Non-Profit or 501(c) with annual cash expenses under \$100,000

Level III - Unincorporated Group (NOT Fiscally sponsored)

Level IV - Individual Artist (NOT Fiscally sponsored)

Level III - Unincorporated Group (FISCALLY SPONSORED)

Level IV - Individual Artists (FISCALLY SPONSORED)

If you are applying in Level I or Level II skip to question 13.

If you are applying in Level III or Level IV WITHOUT a fiscal sponsor skip to question 20

**SP** - If you are applying in Level III or Level IV WITH a fiscal sponsor you will be required to complete questions 2-12, and questions 20-33.

#### **a. Sponsored Project Contact Information**

### **Questions 2-10. Sponsored Project Contact Information**

**SP** – Provide the contact information for sponsored project by completing questions 2 through 10.

### **Question 11. Sponsored Project District Number**

Select your organization's City of Austin voting district number (may be 1 through 10). The district number should be based on the physical address provided in Question 7 above. If the address provided is a PO Box, please select the district number of the physical address of the sponsored individual artist/group.

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

**Question 12. Sponsored Race Codes**

Sponsored Project should code themselves based on the predominant group of which their staff, board, or membership (not audience) is composed. Use the list below. Organizations should choose the one code that best represents 50 percent or more of their staff or board or membership.

- 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 represent 50 percent or more of staff, board, or membership.

**b. Staff Leadership**

*Only Level I and Level II applicants complete questions 13-15*

**Question 13. Organization's Executive or CEO**

Indicate if your ED/CEO is full time or part time and if they are paid or unpaid.

**Question 14. Number of Staff**

Provide the total number of staff in each of the listed categories.

**Questions 15. Executive Director/CEO Tenure**

Provide the tenure of the current and previous ED/CEO.

**c. Board Leadership**

*Only Level I and Level II applicants complete questions 16-19*

**Questions 16. Organization Board Structure**

Indicate the type of board or boards operate with your organization.

**Questions 17. Board Makeup**

Provide information regarding the demographic makeup of your board of directors.

**Questions 18. Percentage of Board Participation**

Indicate what percent of your board has participated.

**Questions 19. Frequency of Board Meetings**

Indicate how often your board meets.

**d. Contract Services**

*All applicants must complete questions 20-21*

**Questions 20. Professional Services**

Indicate how which professional services you use. If services aren't listed please select "other" and describe the additional services you use.

**Questions 21. Mentorship**

Indicate if you have participated in a mentor/mentee relationship.

**e. Facility Information**

*All applicants must complete questions 22-25*

**Questions 22. Administrative/Office Space**

Indicate if you own, rent, or have donated office space.

**Questions 23. Administrative Equipment**

Indicate what administrative equipment you have access to.

**Questions 24. Artistic Space**

Indicate if you own, rent, or have donated artistic space.

**Questions 25. List of Artistic Venues used**

Provide a list of venues you use on a regular basis for your artistic programming. 5 spaces are provided. Feel free to upload an additional document to Section V. Attachments if you need to list more than 5 spaces.

**f. Financial Management Information**

*All applicants must complete questions 26-28*

**Questions 26. Financial Management**

Indicate your financial management systems.

**Questions 27. Date Annual Budget was Approved**

Provide the date that your board approved your annual budget.

**Questions 28. Statement of Financial History**

Provide a brief statement that describes your financial history.

**g. Proposal Narrative**

*All applicants must complete questions 29-32*

**Questions 29-32. Proposal Narrative Questions**

The Proposal Narrative will be reviewed based on the Project Evaluation Criteria on pages 6 - 7. The narrative is vitally important as it tells the story of your project, and should include details such as the “who, what, when, where, why, and how much.” The narrative should be written in direct response to the Project Narrative Questions. You are limited to 3000 characters per question, approximately one page.

**h. Online Documentation**

*All applicants must complete question 33*

**Question 33. Online Documentation**

In lieu of or in addition to hard copy Documentation (Item#5 in Section V. Attachments), you may provide one (1) web link for documentation located online. The link provided here should serve as either a replacement for the hard copy documentation, or as a supplement. If you do not wish to provide a link enter 'N/A' below and be sure to upload documentation in the Attachments Section of the application.

**i. Artistic Discipline**

*All applicants must complete question 34*

**Question 34. Primary Artistic Discipline**

Indicate your primary artistic discipline.

## Section IV. Budget & Deliverables

### Operating Budget History

Enter annual operating budget information as submitted on your IRS form 990 for the fiscal years\* indicated. Enter CASH INCOME & EXPENSES ONLY; do not include in-kind amounts.

If the application is on behalf of a sponsored project, enter budget information for the sponsored individual/organization/group. When given the option of “Projected/Actual” for the 15-16 Fiscal Year, click whether the amount entered is “Projected” or “Actual”. This number is NOT your City of Austin funded amount, nor is it your project budget.

Budget history will be reviewed when determining the eligibility requirement “...of ongoing artistic/cultural programs for a minimum of three years”. This means that you must have had some income and expenses in FY13-14, FY 14-15 and FY 15-16. If this is left blank we will assume that you do not meet the ongoing activity requirement.

\*Fiscal Year - a period used for calculating annual ("yearly") financial statements in businesses and other organizations. The City of Austin's fiscal year is October 1 through September 30th. You are not required to use the City's fiscal year. Some groups or individuals may have their fiscal year set up as the calendar year (January 1 through December 31).

NOTE: Please disregard the total line for this table as it will always show a total of \$0.00

### Capacity Building Project Deliverables

PROJECT DELIVERABLES - Provide a clear and concise project deliverable list. Your Project Materials must occur and be completed within October 1, 2016 - September 30, 2017. The Deliverables and the timeline should reflect the tasks required to accomplish the project, when the activity is expected to be completed, and a summary of the total activity cost.

The Project Summary will be the basis for the scope of services for which the applicant will be contracted. If the application is on behalf of a sponsored project this summary should correspond to that sponsored project's programming.

No financial match is required for compliance of the contract; however, additional investment of applicant resources may be necessary to achieve the goals of the capacity development plan. The budget must be specific to the activities for which funding is requested and separate from the general operating or artistic programming budget. The proposed development plan may not include other Cultural Arts Funding Programs funds or monies already being used to match other City funding. If your Project Deliverables total cost exceeds the maximum request amount, please list other income sources in the Tasks/Deliverables column.

**\*\*TOTALS ARE CALCULATED ON PAGE REFRESH\*\*** To see the calculated numbers, enter your data, then use the grey Refresh Page Button, above, to reload the page with the calculated totals.

**Project Deliverables Example:**

Activity	Tasks / Deliverables	Cost Summary	Completion Date
Board Development	Advisory Board membership and charter	\$500	March 15, 2017
Hire Strategic Plan Consultant	1. Procure consultant, and 2. Complete 3 strategic planning meetings with staff/board	\$5,000	May 15, 2017
Strategic Plan	1. Finalize Strategic Plan, and 2. Documentation of plan implementation if within the contract period	\$1,500	September 1, 2017
Arts Administrative certification	Attendance to professional development workshop or industry-related conference	\$3,000	August 31, 2017

**Project Team Qualifications**

The Project Team will support the applicant in successfully completing the project deliverables outlined above, in the Project Deliverables.

Please list the core team members from your board, staff, contractors, and/or collaborators that have been designated to be part of the Project Team. Briefly describe the role and qualifications of each Leadership Team members as it relates to the capacity building proposal. If you require more room please upload an additional document to Section V. Attachments under "Documentation".

NOTE: Please disregard the total line for this table as it will always show a total of \$0.00

## Section V. Attachments

### 1. LETTER OF INTEREST

All applicants must submit a Letter of Interest (LOI) on organizational or individual artist letterhead. LOI may be a maximum of 2 pages in length and should briefly address the history of the applicant, the artistic mission, history of staff tenure (if applicable), and accomplishments to date.

### 2. ORGANIZATIONAL CHART

Applicants must submit an organizational chart with staff and board (officers, committee chair) designations, as applicable. For individual artists, this chart should describe advisory board members, collaborators, or contractors and other such business associates who provide professional assistance to the artist.

### 3. CURRENT YEAR ANNUAL OPERATING BUDGET

All applicants must submit a current year annual operating budget. If the applicant has a Board of Directors or Advisory Board, that Board must have approved the budget.

4. FORMS 990 - REQUIRED for ALL LEVEL I & II 501c non-profit arts organizations, a copy of a signed IRS Form 990 Annual Tax Filings for fiscal years 2013, 2014 and 2015. To access your IRS Form 990, log onto [www.guidestar.com](http://www.guidestar.com). If you do not have one of the requested 990s please upload an explanation as to why that 990 is not available.

5. CURRENT YEAR PROGRAMMING - Please upload a list of your current arts or cultural performances, exhibitions, activities or programs that were/are open to the public with the date, title of the activity, and venue/location.

6. NEXT YEAR PROGRAMMING - Please upload a list of your arts or cultural performances, exhibitions, activities or programs that will be open to the public next year with the date, title of the activity, and venue/location.

7. DOCUMENTATION - Artistic Support Materials, which should be an appropriate combination of programs, flyers, press clippings, press releases, etc. as applicable to your artistic discipline or project. You are advised to check copies of electronic materials prior to submission. As panelists may not be familiar with you, the quality of the materials you submit may reflect upon the quality of your artwork. If you have video posted online you may embed it in Section III of the application or provide a web link (also in Section III) where the panel can view your work.

8. PROOF OF STATE OF TEXAS NON-PROFIT INCORPORATION - Only REQUIRED for LEVEL II APPLICANTS (State of Texas Non-Profit applicants) who are not also 501(c)

9. INSURANCE ASSESSMENT FORM - This form will be used to determine your Insurance requirements

10. ASSURANCES - Please be sure both a representative for the applicant as well as a member of the Board of Directors or Advisory Board sign the application. If the applicant does not have a Board of Directors or Advisory Board, that signature may be left blank.

For questions, contact:

Jesús Pantel  
Contract Compliance Specialist Senior  
[jesus.pantel@austintexas.gov](mailto:jesus.pantel@austintexas.gov)  
(512) 974-9315

Anne-Marie McKaskle-Davis  
Contract Compliance Specialist  
[annemarie.mckaskle@austintexas.gov](mailto:annemarie.mckaskle@austintexas.gov)  
(512) 974-7854

**Applications are due online April 1, 2016.**

**Submissions received after the deadline will NOT be considered.**