City of Austin
Cultural Arts Funding Program

CORE FUNDING PROGRAMS
Guidelines and Application

Fiscal Year 2017

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

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Cultural Arts Funding Program
CORE FUNDING PROGRAM

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Cultural Arts Funding Program

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 help assist qualified organizations and individuals interested in applying for funding in the Core 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 purpose of this program is to 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.

All applicants are required to read the guidelines and application instructions for details of program eligibility and requirements prior to beginning the application process. The FY 2015 Guidelines are adopted by Austin Arts Commission in an effort to streamline the application/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.

GUIDELINES AT A GLANCE

Overview of Programs

These guidelines include information for Core Funding Programs available to nonprofit arts and cultural organizations and individual artists. Applicants meeting minimum requirements will be categorized into a funding category based on annual cash operating budget.

To be Eligible

- Applicants must have received and maintained IRS 501(c) designation and reside in Austin or its Extra Territorial Jurisdiction and have a history of ongoing artistic/cultural programs for the minimum years per category, as described below, OR
- Other organizations and individual professional artists residing in Austin or its Extra Territorial Jurisdiction applying under the sponsorship of a 501c organization, and have a history of ongoing artistic/cultural programs for the minimum years per category.

Applicants may apply in only one (1) of the following Core Funding Program categories:

ORGANIZATIONAL SUPPORT
The Organizational Support funding category provides funding to large 501(c) nonprofit arts and cultural institutions for general operating expenditures, including artistic and administrative expenses, directly related to a year-long program of events. The program is available to large organizations that have a minimum of $500,000 in unrestricted annual expenses. Organizations must have a history of ongoing artistic/cultural programs for a minimum of five (5) consecutive years preceding the funding application deadline and must reside in Austin or its Extra Territorial Jurisdiction. **See pages 15 - 18 for details of program requirements and evaluation criteria.**

PROJECT SUPPORT I
The Project Support funding category supports 501(c) nonprofit arts and cultural organizations proposing seasonal support or for specific arts/cultural projects that deliver quality arts and cultural programming that do not meet Organizational Support eligibility requirements and/or choose not to apply in that program. Organizations who apply in this category must have a history of ongoing artistic/cultural programs for a minimum of three (3) consecutive years preceding the application deadline must reside in Austin or its Extra Territorial Jurisdiction. **See pages 19 - 22 for details of program requirements and evaluation criteria.**

PROJECT SUPPORT II
The Project Support II funding category provides funding to smaller 501(c) and State of Texas nonprofit arts and cultural organizations must reside in Austin or its Extra Territorial Jurisdiction and have evidence of an artistic body of work or programming for a minimum of one (1) year prior to the application deadline.

This program is also available to other 501(c) nonprofit non-arts organizations that meet the requirements for presenting quality arts programming for non-commercial arts/cultural projects. These projects are typically smaller, community-based activities with a limited scope and budget. **See pages 23 - 25 for details of program requirements and evaluation criteria.**

PROJECT SUPPORT III
The Project Support III funding category provides funding to individual artists and unincorporated groups, who apply under the sponsorship of a 501(c) organization for non-commercial arts/cultural projects. Individuals/groups must reside in Austin or its Extra Territorial Jurisdiction and have evidence of an artistic body of work or programming for a minimum of one (1) year prior to the application deadline. **See pages 26 - 29 for details of program requirements and evaluation criteria.**

Funding Cycles

The Core Cultural Funding Program spans a comprehensive two (2) year cycle*. Applications are required each year; however, scores are received in Year 1 and retained in Year 2. In each year, the following occurs:

> **YEAR 1:** Initial cultural funding application submission; program eligibility determination; peer panel application review and score; and cultural funding award determination

> **YEAR 2 (Interim Year):** Interim application submission; program eligibility determination; and cultural funding award determination. Year 2 proposed program/project should be similar in project scope to program/project proposed in Year 1. Acceptance of interim year applications is contingent upon completion of the Year 1 contract.

> ***NOTE:** Project Support III applications are on a **one-year** funding cycle. There is no Interim Year as new applications will be required each year. A peer panel will review and score applications every year.

Funding Requests

Funding will 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.

Funding categories will be determined by an average of an applicant's total expenses for FY 2013 and FY 2014 operating budgets. 501(c) applicants applying in Organizational Support, Project Support I, or Project Support II must be registered with 990s posted on Guidestar: **www.guidestar.org**.

Applicants may only submit one (1) application for Organizational Support, Project Support I, Project Support II, **OR** Project Support III per funding cycle. Sponsored projects do not count toward this limit for the Fiscal Sponsors. All programs except Project Support III require a 1:1 match with 50% of the match allowable from documented in-kind. Project Support III requires a half match (0.5:1) with 50% of the match allowable from documented in-kind.

Application and Support Material Deadline: Monday, May 2, 2016

Applications must be submitted online at

http://www.austintexas.gov/department/core-cultural-funding-programs

Late applications will NOT be accepted.

CITY OF AUSTIN MISSION, 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:
- o Arts, culture and creativity are an integral component of a vibrant community and a thriving economy,
- o 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
- o 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 organizations
   - 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**]

As 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
http://www.statutes.legis.state.tx.us.

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-Davis
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

TIMELINE

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

March 22
Release of 2016 Core Funding Guidelines and Application
Open Office Hours – 9am-12pm
Cultural Arts Division
201 E 2nd Street, Austin TX, 78702

March 2016
Application Workshops:

March 26, 2016 @ 12pm & 1pm
Manchaca Branch Library
5500 Manchaca Rd, Austin, TX 78745

March 28, 2016 @ 12pm
Spicewood Springs Branch Library
8637 Spicewood Springs Rd, Austin, TX 78759

March 29, 2016 @ 6pm
Cepeda Branch Library
651 N Pleasant Valley Rd, Austin, TX 78702

March 31, 2016 @ 12pm & 6pm
Cultural Arts Division Training Room
201 E 2nd Street, Austin TX, 78702
201 E 2nd Street, Austin TX, 78702

April 2016
Open Office Hours – 9am-12pm
Tuesdays: April 5, 12, 19 & 26
Cultural Arts Division
201 E 2nd Street, Austin TX, 78702
No appointment necessary. Walk-ins welcome

May 2, 2016
11:59pm
DEADLINE to submit Core Program application and attachments

June/July/Aug
Review Panels meet to review and evaluate applications.

July/August
Arts Commission reviews the panel process and makes recommendation of funding allocation matrix to City Manager and City Council for approval.

September
City Council approves Cultural Contracts.
Applicants are notified of award status; awards are publicized.

Late September/
Early October
REQUIRED Pre-Contract Orientation Workshops held for contractors.
Request for appeals are reviewed and processed.

June 30, 2017
Deadline for Arts Commission approval of "Artwork Donation and Loan Policy and Application" for public art projects on City property ONLY

General Program Requirements

This section outlines minimum requirements for organizations, sponsored projects, and fiscal sponsors. All applicants must meet minimum requirements in addition to the program category requirements. See program requirements related to relevant funding category.

Minimum Requirements for All Applicants

Applicants must meet the following minimum requirements:

Applicants must be a 501c organization (as evidenced by IRS Form 990) located in Austin or its Extra-Territorial Jurisdiction (ETJ) and provide programs and services for citizens of Austin and/or the ETJ. Organizations applying under Organizational and Project Support must be registered on Guidestar.

Organizations applying in the **Organizational Support** category must have an active volunteer Board of Directors that meets at least three times a year. These organizations must be able to demonstrate a history of ongoing artistic/cultural programs for a minimum of five (5) consecutive years preceding the application deadline. Contracted activities and services must occur within the City of Austin and/or its ETJ and be open and marketed broadly to residents, visitors and tourists.

Organizations applying in **Project Support I** category must have an active volunteer Board of Directors that meets three times a year. These organizations must be able to demonstrate a history of ongoing artistic or cultural programs for a minimum of three (3) consecutive years prior to the application deadline. Contracted activities and services must occur within the City of Austin and/or its ETJ and be open and marketed broadly to residents, visitors and tourists.

Organizations applying in the **Project Support II** category must have an active volunteer Board of Directors that meet at least three times a year and have a history of ongoing artistic or cultural programs for a minimum of one (1) year prior to the application deadline. *State of Texas nonprofit organizations* may apply on their own OR may have a 501c nonprofit organization (fiscal sponsor) apply on their behalf. Contracted activities and services must occur within the City of Austin and/or its ETJ and be open and marketed broadly to residents, visitors and tourists.

Individual artists and unincorporated groups applying in the **Project Support III** category must: 1) have a 501c nonprofit organization (a fiscal sponsor) apply on their behalf;
2) have produced artistic work within their artistic expertise for a minimum of one (1) year prior to the application deadline; and 3) be located in Austin or its ETJ for a minimum of one (1) year prior to the application deadline. Contracted activities and services must occur within the City of Austin and/or its ETJ and be open and marketed broadly to residents, visitors and tourists.

Minimum Requirements for Fiscal Sponsors
All Fiscal Sponsors must adhere to the following requirements in addition to the "Minimum Requirements for All Organizations" shown above:

Fiscal Sponsors must
- Be a 501(c) organization located in Austin or its Extra-Territorial Jurisdiction (ETJ),
- Be in existence for at least one (1) year and have an active volunteer Board of Directors that meets at least three times a year,
- Have a salaried Executive Director, and
- Have at least a $50,000 annual operating budget as evidenced by the most recently completed IRS Form 990.

Additional Requirements for Both Sponsored Projects and Fiscal Sponsors

Each funding category may have additional requirements that determine an organization's ability to apply for and receive funding. Details are included in the funding category descriptions.

Fiscal Sponsors that apply on behalf of unincorporated or incorporated groups or individuals as the fiduciary agency must take on the legal responsibilities to carry out the contract. The City of Austin will directly contract with the Fiscal Sponsor. The Fiscal Sponsor will be responsible for all administration, financial management, reporting, and any other responsibilities associated with the completion of the project. Failure to comply with fiduciary responsibilities, contract compliance, and/or contract management requirements may result in loss of eligibility to serve as a Fiscal Sponsor. Examples of failing to meet sponsorship requirements include but are not limited to turning in late and/or incomplete applications, pre-contract materials, contracts, and/or final reports as well as failure to review materials for completeness and accuracy prior to submitting to the City of Austin.

The **Fiscal Sponsor** may charge up to 10% of the award amount as a sponsorship fee for serving as a fiscal agent in all applicable funding programs. Sponsored project activities must be independent projects, separate from the general activities of the Fiscal Sponsor. Applications for sponsored projects may not be for an extension of an organization's regular programs and/or services, nor may a sponsored project be used to fund activities, events, or services put on or provided by the Fiscal Sponsor. Applicable professional services provided by the Fiscal Sponsor may be considered as eligible expenses.

FUNDING CATEGORIZATION

The funding category is determined by the expenses of the applicant's annual cash operating budget as evidenced by an average budget of FY 2013 and FY 2014 IRS Form 990 for 501c nonprofit organizations. For other groups and for individual artists, the funding category is determined by the average expenses for the annual cash operating budgets from 2013 and 2014.

ORGANIZATIONAL SUPPORT
Large   Expenses $500,000 and above; maximum request of $250,000

PROJECT SUPPORT I
Large   Expenses $500,000 and above; maximum request of $175,000
Medium   Expenses between $150,000 - $499,999; maximum request of $175,000
Small   Expenses between $50,000 - $149,999; maximum request of $175,000

PROJECT SUPPORT II
Medium   Expenses between $150,000 - $499,999; maximum request of $30,000
Small   Expenses between $50,000 - $149,999; maximum request of $30,000
Micro   Expenses up to $49,999; maximum request of $30,000
First Time Maximum request of $10,000
Applicants

PROJECT SUPPORT III
Individual Artists   maximum request of $20,000
Unincorporated Groups   maximum request of $20,000
First Time Applicants   maximum request of $10,000

Applicant	Organizational Support	Project Support I	Project Support II	Project Support III
Large 501(c) Organization	Choose only one of these		NO	NO
Medium 501(c) Organization	NO	Choose only one of these		NO
Small 501(c) Organization	NO	Choose only one of these		NO
Micro Arts Organization	NO	NO	YES	NO
State of Texas Organization	NO	NO	YES	NO
Broadcast and Print Media Organizations	NO	NO	YES	NO
* Individuals or Unincorporated Groups	NO	NO	NO	YES
** First Time Applicants	NO	NO	Choose only one of these	
Non Arts Organization	NO	NO	YES	NO

Applicants may only submit one (1) application for Organizational Support, Project Support I, Project Support II, **OR** Project Support III per funding cycle. Sponsored projects do not count toward this limit for Fiscal Sponsors.
* Individuals and unincorporated groups must apply under the sponsorship of a 501c nonprofit organization.
** If you have not received funding at least twice in the previous five fiscal years through the Cultural Arts Funding Programs, you will be considered a first time applicant.
IMPORTANT: Future contract awards are not guaranteed in the Core Cultural Funding Program, nor is there a commitment to fund this program, or participating organizations, at previous or current funding levels.

INELIGIBLE ORGANIZATIONS, ACTIVITIES AND COSTS

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

- Programming that is not open and marketed to the general public

- 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

- Activities concurrently receiving funding through other City of Austin Department Programs

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

- Travel of Applicant or Sponsored Individual/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 applicant employees

+ Ineligible activities MAY be included in the project(s) budget as expenses or match.

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

Organizational Support

Purpose

The program's purpose is to promote organizational stability and sustainability of Austin's major arts and cultural institutions and to cultivate organizational growth and development through investments that contribute to the City's creative economy and visitor industry.

Organizational Support is made available to established large and medium budget nonprofit arts and cultural organizations in the City of Austin and its Extraterritorial Jurisdiction that consistently demonstrate high quality artistic programming and/or services.

The City of Austin expects Organizational Support recipients to:

o Participate as partners with the City of Austin to further the goals of the City and the Cultural Arts Division;
o Increase the city's competitive position, economically and culturally, through activities that create greater encouragement, promotion, and appreciation of the importance of the arts and culture, and foster an awareness of their aesthetic, economic, cultural, and social relevance;
o Present annual programming of a high artistic quality and cultural experiences accessible and marketed broadly to citizens, visitors and tourists;
o Set standards as well as adhere to the strictest of professionally accepted practices;
o Serve broad audiences;
o Provide leadership to artists and smaller organizations in their fields; and
o Foster collaborations and partnerships between themselves and other arts organizations, as well as business and community leaders.

Program Eligibility Requirements

In addition to the General Eligibility Requirements, applicants must also meet all of the following requirements:

o Be a 501c nonprofit arts and/or cultural producing, presenting, or promoting organization that has been in operation for at least five (5) years;
o Have minimum cash expenditures of $500,000 as determined by the average cash expenses of the organization's FY 2013 and FY 2014 IRS Form 990;
o Provide year-round arts programming, including performances, exhibitions, or other ongoing arts activities to the public, and be able to provide documentation of past programs and services, evidenced by copies of programs, playbills, reviews, or similar documentation; and
o Have a salaried, professional executive director.

Note: This program is not designed for festival, single events, individuals, broadcast organizations (e.g. radio/television) or first-time applicants; therefore, these organizations or activities are not eligible to apply in this program. See page 23 for Project Support II.

What Will Be Funded

Support under the Organizational Support program is designed to assist with operating expenditures, including artistic and administrative expenses, directly related to a yearlong program of events open and marketed to the public that occur in Austin or its extraterritorial jurisdiction.

Organizational Support

Funding Requests

Organizational Support is only available to large 501c nonprofits arts and/or cultural producing, presenting, and promoting organizations as defined on page 12.

Applicants in the Organizational Support program may request up to 25% of their unrestricted expenditures (as evidenced by the most recently completed audit at time of application deadline) or $250,000, <u>whichever is less</u>.

o   Organizations must document unrestricted annual expenditures exceeding $500,000 averaged from their 2013 and 2014 IRS Forms 990.

o   An independent audited financial statement, prepared by a certified public accountant, for the most recently completed fiscal period is required at time of application.

First Time Applicants

All First Time Applicants, regardless of budget size, are REQUIRED to apply in the Project Support II program if they are an organization OR in the Project Support III program if they are a sponsored project. An applicant is considered new if they have not received funding through the Cultural Arts Funding Program for two cycles within the last five (5) fiscal years.

In both Year 1 & Year 2, First Time Applicants may request up to $10,000 or 25% of their unrestricted expenditures, <u>whichever is less</u>.

Matching Funds

Applicants that receive funding support in this category will match the award with 1:1 project related cash expenses. Funding from another City of Austin contract may not be used as a match to the Core Cultural Funding Program contract in the given fiscal year.

Organizational Support

Applications to the Organizational Support Program will be reviewed according to the following criteria. Each of the following three criteria total to a maximum score of 100 points. A score of at least 75 points must be earned for the application to receive a funding recommendation. Your proposal must address each of the three areas of the evaluation criteria, which may serve as an outline for your proposal narrative. Each application will be scored individually based on the following evaluation criteria.

Artistic Excellence and Innovation: 30 Points
- How does the proposed programming demonstrate artistic excellence? If a service organization, how does the proposed activity provide quality services that assist in the presenting of Austin's arts organizations/artists to its citizens in the promotion of tourism and cultivation with the convention and hotel industry?

- How does the applicant show a history of providing programs or services of high quality or completing quality arts projects?

- How does the applicant produce/present professional quality work that contributes to the unique artistic/cultural landscape in Austin and to Austin's recognition as a center for arts and culture in the region, state, nationally, or internationally?

- How does the proposed programming/project make use of high caliber artists and/or promote culture?

Administrative Capability: 20 Points
- How does the project adhere to and further the mission or goals of the organization?

- How does the applicant demonstrate business skills, production accomplishments, and administrative skills needed to complete the proposed programming/project?

- Is the season/project budget appropriate and reasonable and does the proposed budget provide sufficient funding from an appropriate variety of sources to successfully accomplish the programming/project? Explain.

- Does the applicant conduct ongoing planning and program evaluations with appropriate use of tools to measure program/project effectiveness? Describe methods.

- Does the applicant have a history of financial stability and sound financial practices? Explain.

- How does the applicant collect data regarding audience demographics, audience involvement, and tourists in attendance?

- How does the applicant provide leadership to artists and smaller organizations in their field and foster collaborations or partnerships between themselves and other arts organizations?

Economic, Cultural, and Social Impact: 50 Points
- Does the proposed activity promote tourism by marketing to a broad constituency, including visitors, residents and tourists with measurable goals to assess the outreach of the organization? Explain.
- How is the proposed programming/project accessible to all audiences, including individuals with disabilities, economically disadvantaged, or historically underserved?
- How does the applicant demonstrate a history of involvement of diverse populations on its board, staff, and audience and/or how does it demonstrate efforts to diversify its audiences and administration?
- How does the proposed programming/project expand the opportunities for visitors, residents and tourists to actively participate in Austin's cultural life?
- How does the programming/service provide a measurable economic contribution throughout the community, including expansion of tourism, employment of local artists, and leveraging of dollars?
- How does the proposed programming meet recognized social or cultural needs?
- Does the applicant/project promote and encourage arts and cultural awareness to a broad and diverse audience?

Organizational Support

Narrative Instructions

The narrative is vitally important to the panel reviewers, as it tells the story of your organization and includes details about the proposed programming. It is the primary document that reviewers will use to evaluate the merit of your proposal based on the criteria outlined on the previous pages. The narrative should be written so that it can be easily understood by someone not familiar with your organization.

The narrative must respond to the specific evaluation criteria on page 17. Provide a detailed description of the specific program activities for which funding is requested (who, what, when, where, why, and how). Your narrative should address the total scope of activities for which funding is requested. Activities for organizations seeking Organizational Support Program funding should encompass an entire year of programs and services.

In your narrative, it is crucial that you describe your organization and proposed programming in a way that corresponds to the intent/goals of the program under which you are applying. Be sure to include things such as: major project activities, goals, objectives, outcomes, partners, schedules and timelines, target audience(s) and community(ies) served, key individuals and artists involved, etc. Overall, the narrative should address how your organization and programming will support the encouragement, promotion, improvement, and/or application of the arts.

Project Support I

Purpose

The purpose of the Project Support category is to serve as a catalyst for the delivery of high quality arts and cultural experiences, to stimulate programming that is reflective of Austin's rich and diverse community, and to encourage artistic excellence and innovation, accessibility to the arts, and the promotion of cultural tourism.

Types of Eligible Organizations

o   Small and medium nonprofit arts and cultural organizations
o   Large arts and cultural organizations that do not meet Organizational Support eligibility requirements or do not choose to apply for Organizational Support

Note: Broadcast and Print Media organizations must apply in Project Support II.

Eligibility Requirements

In addition to the General Eligibility Requirements, applicants must also meet all of the following requirements:

o   Be a 501(c) nonprofit organization;
o   In operation for at least three years;
o   Qualified artistic administrative and management leadership (professional or volunteer) capable of completing the proposed project;
o   Proposed activities must start no earlier than the first day of the City of Austin's next fiscal year (October 1) and end no later than the last day of that same fiscal year (September 30); and
o   Applicants must have participated in the Cultural Arts Funding Programs, either Core or Community Initiatives, for a minimum of 2 funding cycles within the last 5 years.

Public Art Projects

Artists and organizations proposing to do public art projects, which are defined as permanent or temporary visual art installations in locations that are visible and/or accessible to the public, must obtain permission from the *property owner* prior to the Cultural Contracts application deadline.

Privately Owned Property – If a private entity (or a public entity other than the City of Austin) owns the property, the applicant must obtain a formal letter of support from the owner allowing the applicant to install the proposed artwork. This letter must be attached to the application. Without the property owner's written consent, the application cannot be processed or forwarded to the panel for review.

City of Austin Property – Artists proposing to install public art on City of Austin property must submit an Artwork Donation/Loan Proposal for approval by the Austin Arts Commission. The Arts Commission must approve the donation prior to entering into the contract and in no case later than 06/30/17. Prior to Arts Commission review please contact Cultural Arts Funding Program staff to get more information on the process. The City of Austin Artwork Donation & Loan Policy and application are on the City website: http://www.austintexas.gov/sites/default/files/files/EGRSO/art_donation_2014_v01.pdf
If awarded funding this does not guarantee approval of Artwork Donation/Loan Proposal by the City of Austin for the proposed artwork.

Project Support I

What Will Be Funded

Production costs, artistic fees, project coordination (including staffing), audience development, outreach and marketing, and other direct costs specific to the project outlined in the application for funding. Public exhibitions, performances or presentations must be marketed to the public. See pages 13 - 14 for specific organizations, activities and costs that will not be supported. Contact Cultural Arts Staff if you have questions.

Funding Requests

Requests in the Project Support Program for Organizations are allowed between $30,000 and $175,000

The project budget must be specific to the activities outlined in the application for funding. The organization's total operational budget may not be appropriate for submission under this component. Please contact Cultural Arts Division staff if you have any questions regarding this information.

First Time Applicants

All First Time Applicants, regardless of budget size, are REQUIRED to apply in the Project Support II program if they are an organization OR in the Project Support III program if they are a sponsored project. An applicant is considered new if they have not received funding through the Cultural Arts Funding Program for two cycles within the last five (5) fiscal years.

In both Year 1 & Year 2, First Time Applicants may request up to $10,000 or 25% of their unrestricted expenditures, whichever is less.

Matching Funds

A 1:1 match is required for all contract awards. Up to one half (1/2) of the match may be in well-documented in-kind support (at true market value with proper documentation). Funding from another City of Austin contract may not be used as a match to the Core Cultural Funding Program contract in the given fiscal year.

Project Support I

Applications to the Project Support Program will be reviewed according to the following criteria. Each of the following three criteria total to a maximum score of 100 points. A score of at least 75 points must be earned for the application to receive a funding recommendation. Your proposal must address each of the three sections of evaluation criteria, which and may serve as an outline for your proposal narrative. Each application will be scored individually based on the criteria outlined. The following criteria will be used for evaluation of applications:

Artistic Excellence and Innovation: 30 Points
- How does the proposed programming demonstrate artistic excellence? If a service organization, how does the proposed activity provide quality services that assist in the presenting of Austin's arts organizations/artists to its citizens in the promotion of tourism and cultivation with the convention and hotel industry?

- How does the applicant show a history of providing programs or services of high quality or completing quality arts projects?

- How does the applicant produce/present professional quality work that contributes to the unique artistic/cultural landscape in Austin and to Austin's recognition as a center for arts and culture in the region, state, nationally, or internationally?

- How does the proposed programming/project make use of high caliber artists and/or promote culture?

Administrative Capability: 20 Points
- How does the project adhere to and further the mission or goals of the organization?

- How does the applicant demonstrate business skills, production accomplishments, and administrative skills needed to complete the proposed programming/project?

- Is the season/project budget appropriate and reasonable and does the proposed budget provide sufficient funding from an appropriate variety of sources to successfully accomplish the programming/project? Explain.

- Does the applicant conduct ongoing planning and program evaluations with appropriate use of tools to measure program/project effectiveness? Describe methods.

- Does the applicant have a history of financial stability and sound financial practices? Explain.

- How does the applicant collect data regarding audience demographics, audience involvement, and tourists in attendance?

- How does the applicant provide leadership to artists and smaller organizations in their field and foster collaborations or partnerships between themselves and other arts organizations?

Project Support I

Economic, Cultural, and Social Impact: 50 Points
- Does the proposed activity promote tourism by marketing to a broad constituency, including visitors, residents and tourists with measurable goals to assess the outreach of the organization? Explain.
- How is the proposed programming/project accessible to all audiences, including individuals with disabilities, economically disadvantaged, or historically underserved?
- How does the applicant demonstrate a history of involvement of diverse populations on its board, staff, and audience and/or how does it demonstrate efforts to diversify its audiences and administration?
- How does the proposed programming/project expand the opportunities for visitors, residents and tourists to actively participate in Austin's cultural life?
- How does the programming/service provide a measurable economic contribution throughout the community, including expansion of tourism, employment of local artists, and leveraging of dollars?
- How does the proposed programming meet recognized social or cultural needs?
- Does the applicant/project promote and encourage arts and cultural awareness to a broad and diverse audience?

Narrative Instructions

The narrative is vitally important to the panel reviewers, as it tells the story of your project and includes details about the proposed activities. It is the primary document that reviewers will use to evaluate the merit of your proposal based on the criteria outlined on the previous pages. <u>The narrative should be written so that it can be easily understood by someone not familiar with your organization.</u>

The narrative must respond to the specific evaluation criteria from pages 21 - 22. Provide a detailed description of the specific project activities for which funding is requested (who, what, when, where, why, and how). Your narrative should address the total scope of activities for which funding is requested.

In your narrative, be sure to include things such as: major project activities, goals, objectives, outcomes, partners, schedules and timelines, target audience(s) and community(ies) served, key individuals and artists involved, etc. Overall, the narrative should address how your organization/project will support the encouragement, promotion, improvement, and/or application of the arts related to the presentation, performance, execution, and exhibition of any major art forms.

Project Support II

Purpose
The purpose of the Project Support II program is to provide support for:

- Micro nonprofit arts (see definition, page 12) and cultural organizations
- Smaller nonprofit arts and cultural organizations who are implementing quality arts projects
- Nonprofit organizations that meet the requirements for presenting quality arts programming
- First Time Applicants – An organization that has not received funding through the Cultural Arts Funding Programs for two cycles within the last five fiscal years
- State of Texas nonprofit organizations

The program serves to stimulate programming that is reflective of Austin's rich and diverse community and to encourage artistic excellence and innovation, accessibility to the arts, and the promotion of cultural tourism.

Individuals and unincorporated groups must apply under the sponsorship of a 501(c) nonprofit organization in Project Support III.
Applicants in the Project Support II program must be 501(c) organizations or be incorporated in the State of Texas as a nonprofit organization.

Eligibility Requirements for Organizations

In addition to the General Eligibility Requirements, applicants must also meet all of the following requirements:

- Organizations in operation for at least a year;
- Have qualified artistic, administrative, and management leadership (professional or volunteer) capable of completing the proposed project;
- Proposed activities must start no earlier than the first day of the City of Austin's next fiscal year (October 1) and end no later than the last day of that same fiscal year (September 30); and
- Be a 501(c) or State of Texas nonprofit organization.

Public Art Projects
Please refer to page 19 for details regarding proposals for public art projects.

What Will Be Funded
Production costs, artistic fees, project coordination (including staffing), audience development, outreach and marketing, and other direct costs specific to the project outlined in the application for funding. See pages 13 - 14 for specific organizations, activities and costs that will not be supported. Contact Cultural Arts Division staff if you have questions.

Funding Requests
Requests for organizations in the Project Support II Program of up to $30,000 are allowed.
The project budget must be specific to the activities outlined in the application for funding. An organization's total operational budget is not appropriate for submission under this program.

Project Support II

First Time Applicants

All First Time Applicants, regardless of budget size, are REQUIRED to apply in the Project Support II program if they are an organization OR in the Project Support III program if they are a sponsored project. An applicant is considered new if they have not received funding through the Cultural Arts Funding Program for two cycles within the last five (5) fiscal years.

In both Year 1 & Year 2, First Time Applicants may request up to $10,000 or 25% of their unrestricted expenditures, whichever is less.

Matching Funds

A 1:1 match is required for all awards. Up to half (1/2) of the match may be in well-documented in-kind support (at true market value with proper documentation). Funding from another City of Austin contract may not be used as a match to the Core Cultural Funding Program contract in the given fiscal year.

EVALUATION CRITERIA

Organizational applications to the Project Support II Program will be reviewed according to the following criteria. Each of the following three criteria total to a maximum score of 100 points. A score of at least 75 points must be earned for the application to receive a funding recommendation. Your proposal must address each of the three areas of the evaluation criteria, which may serve as an outline for your proposal narrative. Each application will be scored individually based on the criteria outlined. The following criteria will be used for evaluation of applications:

Artistic Excellence and Innovation: 30 Points

- How does the proposed programming demonstrate artistic excellence? If a service organization, how does the proposed activity provide quality services that assist in the presenting of Austin's arts organizations/artists to its citizens in the promotion of tourism and cultivation with the convention and hotel industry?

- How does the applicant show a history of providing programs or services of high quality or completing quality arts projects?

- How does the applicant produce/present professional quality work that contributes to the unique artistic/cultural landscape in Austin and to Austin's recognition as a center for arts and culture in the region, state, nationally, or internationally?

- How does the proposed programming/project make use of high caliber artists and/or promote culture?

Project Support II

Administrative Capability: 20 Points

- How does the project adhere to and further the mission or goals of the organization?

- How does the organization demonstrate business skills, production accomplishments, and administrative skills needed to complete the proposed programming/project?

- Is the season/project budget appropriate and reasonable and does the proposed budget provide sufficient funding from an appropriate variety of sources to successfully accomplish the programming/project? Explain.

- Does the applicant conduct ongoing planning and program evaluations with appropriate use of tools to measure program/project effectiveness? Describe methods.

- Does the applicant have a history of financial stability and sound financial practices? Explain.

- How does the applicant collect data regarding audience demographics, audience involvement, and tourists in attendance?

- How does the applicant provide leadership to artists and smaller organizations in their field and foster collaborations or partnerships between themselves and other arts organizations?

Economic, Cultural, and Social Impact: 50 Points

- Does the proposed activity promote tourism by marketing to a broad constituency, including visitors, residents and tourists with measurable goals to assess the outreach of the organization? Explain.
- How is the proposed programming/project accessible to all audiences, including individuals with disabilities, economically disadvantaged, or historically underserved?
- How does the applicant demonstrate a history of involvement of diverse populations on its board, staff, and audience and/or how does it demonstrate efforts to diversify its audiences and administration?
- How does the proposed programming/project expand the opportunities for visitors, residents and tourists to actively participate in Austin's cultural life?
- How does the programming/service provide a measurable economic contribution throughout the community, including expansion of tourism, employment of local artists, and leveraging of dollars?
- How does the proposed programming meet recognized social or cultural needs?
- Does the applicant/project promote and encourage arts and cultural awareness to a broad and diverse audience?

Narrative Instructions

The narrative is vitally important to the panel reviewers, as it tells the story of your project and includes details about the proposed activities. It is the primary document that reviewers will use to evaluate the merit of your proposal based on the criteria outlined on the previous pages. The narrative should be written so that it can be easily understood by someone not familiar with your organization.

The narrative must respond to the specific evaluation criteria from pages 24 - 25. Provide a detailed description of the specific program activities for which funding is requested (who, what, when, where, why, and how). Your narrative should address the total scope of activities for which funding is requested.

In your narrative, be sure to include things such as: major project activities, goals, objectives, outcomes, partners, schedules and timelines, target audience(s) and community(ies) served, key individuals and artists involved, etc. Overall, the narrative should address how your organization/project will support the encouragement, promotion, improvement, and/or application of the arts related to the presentation, performance, execution, and exhibition of any major art forms.

Project Support III

Purpose

The purpose of the Project Support II program is to provide support for sponsored projects of groups/individual artists without 501(c) status.

The program serves to stimulate programming that is reflective of Austin's rich and diverse community and to encourage artistic excellence and innovation, accessibility to the arts, and the promotion of cultural tourism.

Funding is available to independent, professional artists and unincorporated groups across all artistic disciplines, living and working in Austin, who contribute to the cultural vitality of our community.

A 501(c) nonprofit organization ("Fiscal Sponsor") that applies on behalf of an individual or unincorporated group takes legal responsibility to carry out the contract as the fiduciary agent. The City of Austin will directly contract with the Fiscal Sponsor. The Fiscal Sponsor will be accountable for all administration, financial management, reporting, and any other responsibilities associated with the completion of the project. Failure to comply with fiduciary responsibilities, contract compliance, and/or contract management requirements may result in loss of eligibility to serve as a Fiscal Sponsor. Examples of failing to meet sponsorship requirements include but are not limited to turning in late and/or incomplete applications, pre-contract materials, contracts, and/or final reports as well as failure to review materials for completeness and accuracy prior to submitting to the City of Austin.

A Fiscal Sponsor may charge up to 10% of the City award amount as a sponsorship fee for serving as a fiscal sponsor. A sponsored project cannot be used to fund activities or events put on or provided by the Fiscal Sponsor.

Eligibility Requirements for Individual Artists and Unincorporated Groups

The City of Austin will fund professional artists and/or groups without State of Texas nonprofit status across all disciplines:

- Who currently reside in Austin and have been a resident of Austin for a minimum of 1 year;
- Who have been active on a regular basis for a year in Austin and/or its Extra-Territorial Jurisdiction (ETJ) exhibiting, publishing, presenting, and/or performing work in Austin venues, or by offering art-related activities to Austin citizens, visitors and tourists;
- Who have created a recognized body of original work within an artistic discipline over a sustained period of time and who are pursuing this work as a means of livelihood and/or a way to achieve the highest level of professional recognition;
- Who provide samples of past work in manuscript, photo, video, and/or recorded format
- Who ensure that all funded performances, exhibitions, and/or presentations are open and broadly marketed to the public; and
- Who apply under the sponsorship of a 501c nonprofit organization.

Public Art Projects

Please refer to page 19 for details regarding proposals for public art projects.

Project Support III

FUNDING REQUIREMENTS

What Will Be Funded

Funding may be used for development and completion of new work(s) and activities, and the related artistic fees, production costs, supplies, project coordination, marketing, and other necessary project expenses related to public events and activities. See pages 13 - 14 for specific activities and organizations that will not be supported. Contact Cultural Arts Division staff if you have questions about budgetary or any other issues.

A public exhibition(s), performance(s) or presentation(s) broadly marketed to the public is required for any given funding year for all projects. On rare occasions, approval may be obtained prior to submitting the application if the public event or activity occurs in the Interim Year (Year 2). If approval is given, the artist must document plans to work with community partners who can provide assistance in exhibition and/or performance showcases. Contact Cultural Arts Staff should you have questions.

Funding Requests

Requests up to $20,000 are allowed in the Project Support III Program for Individual Artists and Unincorporated Groups.

First Time Applicants

All First Time Applicants, regardless of budget size, are REQUIRED to apply in the Project Support II program if they are an organization OR in the Project Support III program if they are a sponsored project. An applicant is considered new if they have not received funding through the Cultural Arts Funding Program for two cycles within the last five (5) fiscal years.

In both Year 1 & Year 2, First Time Applicants may request up to $10,000 or 25% of their unrestricted expenditures, whichever is less.

The project budget must be specific to the activities outlined in the application for funding.

Applicants may submit only one application. Specific projects may only receive funding through one application. Individual artists and unincorporated groups may not be funded as a primary artist/collaborator in a different cultural funding application.

Matching Funds

A 1:2 match is required for all awards. Up to half (1/2) of the match may be in well-documented in-kind support (at true market value with proper documentation). Only funds acquired and used to support activities specified in the application will be accepted as cash matching funds. Funding from another City of Austin contract may not be used as a match to the Core Cultural Funding Program contract in the given fiscal year.

Project Support III

Each of the following three criteria total to a maximum score of 100 points. A score of at least 75 points must be earned for the application to receive a funding recommendation.

Artistic Excellence and Innovation: 30 Points

- How does the proposed programming demonstrate artistic excellence? If a service organization, how does the proposed activity provide quality services that assist in the presenting of Austin's arts organizations/artists to its citizens in the promotion of tourism and cultivation with the convention and hotel industry?

- How does the applicant show a history of providing programs or services of high quality or completing quality arts projects?

- How does the applicant produce/present professional quality work that contributes to the unique artistic/cultural landscape in Austin and to Austin's recognition as a center for arts and culture in the region, state, nationally, or internationally?

- How does the proposed programming/project make use of high caliber artists and/or promote culture?

Administrative Capability: 20 Points

- How does the project adhere to and further the mission or goals of the organization?

- How does the organization demonstrate business skills, production accomplishments, and administrative skills needed to complete the proposed programming/project?

- Is the season/project budget appropriate and reasonable and does the proposed budget provide sufficient funding from an appropriate variety of sources to successfully accomplish the programming/project? Explain.

- Does the applicant conduct ongoing planning and program evaluations with appropriate use of tools to measure program/project effectiveness? Describe methods.

- Does the applicant have a history of financial stability and sound financial practices? Explain.

- How does the applicant collect data regarding audience demographics, audience involvement, and tourists in attendance?

- How does the applicant provide leadership to artists and smaller organizations in their field and foster collaborations or partnerships between themselves and other arts organizations?

Economic, Cultural, and Social Impact: 50 Points

- Does the proposed activity promote tourism by marketing to a broad constituency, including visitors, residents and tourists with measurable goals to assess the outreach of the organization? Explain.
- How is the proposed programming/project accessible to all audiences, including individuals with disabilities, economically disadvantaged, or historically underserved?
- How does the applicant demonstrate a history of involvement of diverse populations on its board, staff, and audience and/or how does it demonstrate efforts to diversify its audiences and administration?
- How does the proposed programming/project expand the opportunities for visitors, residents and tourists to actively participate in Austin's cultural life?
- How does the programming/service provide a measurable economic contribution throughout the community, including expansion of tourism, employment of local artists, and leveraging of dollars?
- How does the proposed programming meet recognized social or cultural needs?
- Does the applicant/project promote and encourage arts and cultural awareness to a broad and diverse audience?

EVALUATION CRITERIA continued

Narrative Instructions

The narrative is vitally important to the panel reviewers, as it tells the story of your project and includes details about the proposed activities. It is the primary document that reviewers will use to evaluate the merit of your proposal based on the criteria outlined on the previous page. <u>The narrative should be written so that it can be easily understood by someone not familiar with your organization.</u>

The narrative must respond to the specific evaluation criteria from page 28. Provide a detailed description of the specific program activities for which funding is requested (who, what, when, where, why, and how). Your narrative should address the total scope of activities for which funding is requested.

In your narrative, be sure to include things such as: major project activities, goals, objectives, outcomes, partners, schedules and timelines, target audience(s) and community(ies) served, key individuals and artists involved, etc. Overall, the narrative should address how your organization/project will support the encouragement, promotion, improvement, and/or application of the arts related to the presentation, performance, execution, and exhibition of any major art forms.

Selection Process and Contract Award

REVIEW AND AWARD PROCESS

The peer review panel is nationally recognized as the most effective method for equitable allocation of funding for the arts. The City of Austin engages peer review panels comprising objective and knowledgeable arts professionals, artists, arts administrators, educators, and community representatives with arts expertise to review the applications. The panels include local panelists, as well as a small percentage of panelists representing a regional, state, and national perspective. Panels are structured to ensure the integrity of the process, absence of conflicts of interest, and diversity of aesthetic expertise to assure that resources are wisely and fairly allocated.

Peer Review Panel Process
Each application will be assigned a primary and secondary panel reader. Each of the primary and secondary readers receive complete applications and are responsible for presenting a summary of the assigned projects to the rest of the review panel members as part of the review process. All panelists will be encouraged to review the website links and materials provided in Documents area of Section V. Attachments.

The primary and secondary readers have the chief responsibility to thoroughly review the assigned applications and request clarification from staff regarding any questions concerning the application prior to the peer panel review meeting. City staff requests appropriate clarification from the applicant and forwards the response, as requested.

Each application is presented to the review panel by the panelists assigned as the primary and secondary readers. Applicants are highly encouraged to have representatives available to answer questions from peer review panelists *(Organizational Support applicants are REQUIRED to have a representative in attendance)*.

During the panel review meeting, panels review artists' and organizations' documentation materials (Attachment #8) including samples of past work in manuscript, photo, digital video, and/or recorded format and promotional materials. Panelists are directed to score the applications according to established criteria.

Applications are scored individually based on how they meet the evaluation criteria. Peer panelists do not compare one application to another.

Panel meetings are open to the public for observation only. All applicants are given an opportunity to respond to specific questions from the panel if called upon during the peer panel review process. No new materials may be distributed nor new information introduced to the panel at this time.

Peer Review Panel Composition by Funding Category

Organizational Support: A multi-disciplinary panel(s) consisting of individuals with expertise in visual, performing, literary, multimedia arts, and other disciplines as needed to represent the applicant organizations.

Project Support I: Multi-disciplinary and/or discipline-based review panels representing the visual, performing, literary and multimedia arts and other disciplines as needed to represent the applicant organizations.

Project Support II: Applications for Project Support II funding are reviewed by discipline-based or multi-disciplinary panels.

Project Support III: Applications for Project Support III funding are reviewed by discipline-based or multi-disciplinary panels.

Funding Process

Historically, available sources of funding for our programs are not sufficient to meet applicant demand. While it is recommended that an applicant request the highest reasonable amount based on project budget,

the reality is it is rare that an award amount duplicates that of the request. Larger organizations may get larger awards but smaller groups may receive a higher percentage of their 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 Funding Working Group, a working group appointed by the Austin Arts Commission. Parameters include: 1) categorization of applicant by budgetary size; 2) maximum allowable award amount per category; 3) percentage of allowable budget funded per category; and 4) 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 the funding recommendation, the applicant will submit a revised budget and project narrative. The City will enter into a contract with the organization or Fiscal Sponsor. The contract will establish procedures and responsibilities for both the City and the contractor.

The City will conduct monitoring activities throughout the year as required. These activities may include site visit to verify compliance with contract requirements.

Insurance

Contract applicants and sponsored project artists or organizations 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 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 and sponsored project artists or organizations shall carry insurance in one or all of the following types and amounts as designated by the Risk Management Department of the City of Austin for the duration of the contract and furnish certificates of insurance along with copies of all policy endorsements as evidence thereof:

> **Commercial General Liability Insurance** with a minimum combined single limit of $500,000 per occurrence for Coverage's A (bodily injury and property damage) & B (personal and advertising injury). The policy shall also provide blanket contractual and coverage for independent contractors. Three endorsements shall be added in favor of the City of Austin: 1) additional insured, 2) waiver of subrogation and 3) 30 day notice of cancellation.

> **Automobile Liability Insurance** for all owned, non-owned, and hired vehicles with a minimum combined single limit of $500,000 per occurrence. Three endorsements shall be added in favor of the City of Austin: 1) additional insured, 2) waiver of subrogation and 3) 30 day notice of cancellation.

> In the event the Contractor will serve liquor to individuals for entertainment purposes, the Contractor shall carry **Host Liquor Liability Coverage** of $500,000 per claim. In the event the Contractor will sell liquor, the Contractor shall carry **Liquor Liability or Dram Shop Act Liability Coverage** of $500,000 per claim.

> **Workers Compensation and Employers Liability Insurance** for all activities being held on City of Austin premises with minimum policy limits for Employer's Liability of $100,000 bodily injury each

accident, $500,000 bodily injury by disease policy limit and $100,000 bodily injury by disease each employee. Two endorsements shall be added in favor of the City of Austin: 1) waiver of subrogation and 2) 30 day notice of cancellation.

Certificates of Insurance

Certificates of Insurance must be written by a company licensed to do business in the State of Texas at the time the policy is issued and shall be acceptable by the City.

CERTIFICATES OF INSURANCE SHALL CONTAIN THE FOLLOWING:
1. Proper office of the insurer,
2. Locations and operations to which the insurance applies, and
3. Expiration date of coverage.

The following endorsements must be attached to the policy:
1. City of Austin, Economic Development Department, Cultural Arts Division, 201 East 2nd Street, Austin, TX 78701 as an additional insured,
2. Waiver of Subrogation in favor of the City of Austin, and
3. 30 day cancellation clause obligating the insurance company to notify the Cultural Arts Division Office at 974-6379 (fax) and City Purchasing Office, Insurance Processing, 124 W. 8th St., Ste., 310, Austin, Texas 78701 of cancellations or material changes.

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. Some contractors may also be required to acknowledge the Texas Commission on the Arts (TCA) – this will be determined by the contract administrator.

Reports

If awarded funding, 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. Contractors are also required to attend a Final Report Workshop before submitting their final report for review.

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(s).

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.

ROLES AND RESPONSIBILITIES

Austin City Council

- o Establishes overall cultural funding policy and annual program budget;
- o Authorizes all contracts made under the Cultural Arts Funding Programs to arts and cultural organizations; and
- o Appoints members of the Austin Arts Commission

Austin Arts Commission

The Austin Arts Commission is responsible for the following tasks:
- o Serves as an advisory body to the City Council in all arts-related matters, including long range planning, allocations process, and coordination with the comprehensive plan;
- o Promotes close cooperation between the City and all private citizens, institutions, and agencies interested in or conducting activities relating to the arts in the city, so that all art resources within the city may be coordinated to maximize promotion and support of the arts in the city;
- o Facilitates communication between arts organizations; and
- o Fosters and assist the development of the arts in the city.

Review Panels

- o Participates in training on scoring applications using established evaluation criteria;
- o Evaluates applications using established criteria and within guidelines established in the Panel Handbook; and
- o Performs other tasks as assigned to panels or individual panelists.

City Staff

- o Administers policies under direction of the ED Director and City Manager;
- o Provides support to the Austin Arts Commission and it's working groups;
- o Facilitates peer review panels, documents and verifies panel findings, and reports to the Arts Commission; and
- o Administers cultural contracts with organizations and individual artists.

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 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

> **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.

First Time 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.

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 contract agency employees are not considered in-kind services.** Values for in-kind contributions are checked against the **www.IndependentSector.org** website.

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.

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
> **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 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. **Get definition from AIPP.**

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 works.

Preparing Your Application

Applications must be submitted online. Before preparing your application, fully read the guidelines and application instructions as well as referencing the FY 2017 Core 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.

IMPORTANT NOTE FOR SPONSORED PROJECTS

If you are applying under the umbrella of a 501(c) (aka Fiscal Sponsor) YOU MUST RECEIVE AN INVITATION FROM YOUR FISCAL SPONSOR BEFORE YOU BEGIN YOUR APPLICATION.

Your fiscal sponsor MUST initiate your application. They will complete "Section I. Summary" for you. They will then invite you to be a "collaborator". Once you receive the emailed invitation you may begin completing "Section II. Eligibility."

If you begin the application without an invitation from your fiscal sponsor your application will not be accepted and you will have to start your application over once you receive the invitation from your fiscal sponsor. NO EXCEPTIONS.

If you or your fiscal sponsor have questions about starting the application please contact Anne-Marie McKaskle-Davis at Annemarie.mckaskle@austintexas.gov or by phone at 512-974-7854.

Sponsored Project Name OR Project Title
Provide a brief title of proposed activity

SP - If you are fiscally sponsored, your fiscal sponsor will provide the name of the Sponsored Project.

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

Organizational Support
501(c) arts organizations with annual expenses of $500,000 or more
Maximum Request of $250,000

Project Support I
501(c) arts organizations with annual expenses of $30,000 or more
Maximum request of $175,000

Project Support II
501(c) Organizations with annual expenses up to $499,999 & State of Texas Non-Profits –
Maximum request of $30,000
501(c) or State of Texas Non-Profit First Time Applicants with annual expenses of any amount - *Maximum request of $10,000*

Project Support III
Individuals and Unincorporated Groups – *Maximum request of $20,000*
First Time Individual & Unincorporated Groups - *Maximum request of $10,000*

Applicant Information
Enter the first name, last name, telephone number and email address of the primary contact for this Core 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, your fiscal sponsor will provide the name and contact information of the primary contact of the person managing their sponsored projects within their organization.

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)
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
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, your fiscal sponsor will provide the name and contact information of their organization.

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

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, your fiscal sponsor will provide the information requested.

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 questions.

> **Collaborators cannot submit, archive, or delete applications.**

SP - If you are fiscally sponsored, your fiscal sponsor will use this feature to give you access to your application. Please note that as a collaborator 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.

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

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 **CANNOT** 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.

Applicant District Number
Select your organization's City of Austin voting district number (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, the fiscal sponsor will enter their City of Austin voting district number.

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. Your fiscal sponsor will provide their organization's race code 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.

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 fiscal sponsor fails to meet one or more of the criteria, then they 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 artist 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. Residency Verification
Please let us know when your organization or if you are an individual artist when you located to Austin or its Extra Territorial Jurisdiction (ETJ)? This can be your incorporation date if you were founded in Austin. Please provide the month and year.

Question 3. Artistic Expertise Verification
Please verify that you have you produced artistic work within your artistic expertise with a budget history of the same for a minimum of 1 year prior to the application deadline by selecting yes.
If you have not produced artistic work in your area of artistic expertise at least one year prior you are not currently eligible to apply for funding.

Question 4. Matching Requirement Verification
Applicants must provide 1:1 matching funds for all awards in Organizational Support and Project Support I and II, and must provide 1:2 matching funds for awards in Project Support III. Up to one half of the match (50%) is allowable as well-documented in-kind support for all funding programs except for Organizational Support, which must provide the matching funds in cash expenses only.

Funds acquired and used to support activities specified in the application will only be accepted as matching funds. If you are able to meet the matching requirement select "Yes". If you are not able to meet select "No". You will not be eligible to apply for funding if you are unable to meet the matching requirement.

Question 5. Nonprofit Arts Event Verification
The project that you wish to fund must be a nonprofit arts event, which exists for educational or charitable reasons, and from which its shareholders or trustees do not benefit financially. This does not mean that you are not allowed to make a profit or that you are not able to pay yourself of other participants. Any money earned by a non-profit organization must be retained by the organization, and used for its own expenses, operations and programs.

If your proposed activity is not a nonprofit arts event then it is not eligible for funding. If you are not sure if your event is a nonprofit arts event please contact Anne-Marie McKaskle-Davis at Annemarie.Mckaskle@AustinTexas.gov or call 512-974-7854.

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.

Question 7. New Applicant
Please indicate if this is the first time that you/your organization have applied for Cultural Arts Funding.

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 in Section V. Attachments 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 text box.

Question 1. Select Funding Level
Please select one of the funding levels from the list provided. Remember that all funding levels are based on Annual CASH Expenses except for FIRST-TIME Applicants.

If you have not received funding at least twice in the previous five fiscal years through the Core Cultural Arts Funding or Community Initiatives Programs, you will be considered a new first time applicant.

SP - If the application is on behalf of a sponsored project you will be required to complete questions 2-12.

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 district 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.

Question 13. 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 or reach any one particular group, choose code "99".

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

Question 14. Primary Artistic Discipline

Select ONE artistic discipline that best describes the artistic discipline of your project/organization. If the application is on behalf of a sponsored project, check the box that corresponds to the artistic discipline of the sponsored project.

Questions 15-33. Project Narrative Questions

The Project Narrative will be reviewed based on the Project Evaluation Criteria (Artistic Excellence and Innovation, Administrative Capability and Economic, Cultural, and Social Impact). 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 750 characters per question, approximately two paragraphs.

SP – If you are applying in Project Support III (fiscally sponsored) please respond to question 32 with 'n/a and Question '.

Question 34-36. Organizational History

Check whether or not you have received funding through the City of Austin Cultural Arts Funding Programs for the years indicated.

SP – If applicable, please indicate the dates that the fiscally sponsored organization has received funding, NOT the fiscal sponsor.

If an applicant or sponsored project has received Cultural Arts Funding Programs funding under a different name or with a different sponsor, enter the fiscal year and the name used.

Provide a description of the applicant organization including history and activities. Be sure to include the organization's mission statement.

SP – If application is on behalf of a sponsored individual or unincorporated arts organization/group this information should reflect that individual, group, or organization, leaving the final paragraph for description of the applicant (fiscal sponsor).

Question 37. Online Documentation

In lieu of hard copy documentation, you may provide up to one (1) web link for documentation located online. The link provided here **MAY** serve **as a replacement** for the uploaded documentation, **or as a supplement to the uploaded documentation**.

If you do not wish to provide a link enter 'N/A' and upload documentation in Section. V Attachments, in Attachment #8 Documentation.

Once you have completed Section III. Application Questions, click NEXT to move on to Section IV. Budget & Activity Summary.

Section IV: Budget & Project Summary

Operating Budget History

Enter annual operating budget information as submitted on your IRS form 990 for the fiscal years indicated. Enter cash only; do not include in-kind amounts. When given the option of "Projected/Actual", 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 (Line 24 from the budget). This amount should reflect your entire annual operating budget.

SP – If the application is on behalf of a sponsored project, enter budget information for the sponsored individual/organization/group NOT the fiscal sponsor.

The budget history will be reviewed when determining the eligibility requirement "…of ongoing artistic/cultural programs for a minimum number [of years based on selected program.]" In addition, budget history is used in evaluating potential award amounts.

NOTE: The Budget History will not display a Total other than $0. Please disregard the total line in this table.

Proposed Budget: INCOME & EXPENSES

The proposed budget is utilized in evaluating the applicant's budgetary capability of satisfying the 1:1 matching requirement for Organizational Support and Project Support I & II and for the 1:2 matching requirement for Project Support III.

Complete the budget paying attention to the budget definitions.

NOTE: A detailed description of each line item total must be provided in lieu of a budget itemization.

Income

Include all earned and unearned revenue for this project. Provide an explanation of revenue sources in the "Description" Box provided.

Expenses

Include all expenses for this project. List cash expenses under cash column. All expenses must be fully explained in the "Description" box.

The total budget (line 24) **must** be at least double the COA award request amount (line 9) in the budgets for *Organizational Support and Project Support I & II*.

The total budget (line 24) **must** be at least 1.5 times the COA award request amount (line 9) in the budgets for *Project Support III*.

NOTE: *The total calculations will only appear once you have clicked the "REFRESH" button at the top of the page in the green bar.*

Project Summary

Provide a clear and concise project summary listing your program/performance/event(s), the date or dates the event or events will occur, the name and address of the venue and the district number where the venue is located. If you do not know the district number for the venue follow this link and use their address to find the district number: http://www.austintexas.gov/GIS/CouncilDistrictMap/

The Project Summary will be the basis for the scope of services for which the applicant will be contracted.

SP – If the application is on behalf of a sponsored project this summary should correspond to that sponsored project's programming.

Once you have completed Section IV. Budget and Activity Summary, click NEXT to move on to Section V. Attachments.

Sample Budget

You are required to submit a full description of each figure in your budget. That description is to be submitted on the budget form in the DESCRIPTION BOX.

The following is a sample budget. **NOTE**: The numbers used in the budget samples are presented solely as examples of format. These numbers are examples 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 to clearly understand all components of the proposed budget.

NOTE: You may not include other Cultural Arts Funding Programs funds, including those which are already being used to match other City funding.

PROPOSED BUDGET - PROJECT INCOME

PROJECT INCOME	CASH	DESCRIPTION	TOTAL
Earned Income			
Line 1. Admissions	$ 4,000	Ticket sales: 1 performance 200x$5 ticket + 300x$10 ticket	$4,000
Line 2. Other Earned Income	$ 2,000	T-shirt sales: 200 x $10 shirt	$2,000
Line 3. Total Earned Income			**$6,000**
Unearned Income			
Line 4. Corporate Support:	$ 1,000	$500 - The Alexander Corp 2 Businesses @ $250 = $500	$1,000
Line 6. Total Other Unearned Income	$ 500	Surplus from previous year	$ 500
Line 7. Applicant Cash	$ 500	Cash on hand	$ 500
Line 8. Total Unearned Income	**$ 2,000**		**$ 2,000**
Line 9. COA request	$ 5,000	25% of Previous Fest Expenses	$ 5,000
Line 10. TOTAL CASH INCOME	**$13,000**		**$13,000**
Line 11. Total In-Kind Expenses	**$ 5,000**		**$ 5,000**
Line 12. TOTAL INCOME	**$18,000**		**$18,000**

PROPOSED BUDGET — PROJECT EXPENSES

PROJECTED EXPENSES	CASH	IN-KIND	TOTAL	DESCRIPTION
Line 13. Admin Employee Costs	$ 2,500	$ 500	**$ 3,000**	Project Director - $25/hr. x 100hr Bookkeeper - $25/hr. x 20 hrs.
Line 16. Artistic Non-Employee Costs	$4,400	$ 600	**$ 5,000**	7 musicians X $500 Lighting engineer X $300 Sound engineer X $300 Stage manager X $300 6 stage hands X $100 (inkind)
Line 17. Travel	$1,400	$ 2,000	**$3,400**	Hotel – 7 x $200 Airfare (inkind)
Line 18. Space Rental	$1,500	$ 500	**$ 2,000**	Venue X 1500; Rehearsal Space X $500 (inkind
Line 21. Marketing and Promotion	$2,000	$1,400	**$ 3,400**	ABC Marketing (inkind) Radio Promo - $500 X 4
Line 23. Other	$1,200		**$ 1,200**	Insurance
Line 24.Total Expenses	**$13,000**	**$ 5,000**	**$18,000**	

Section V: Attachments

Attachment # 1 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.

SP – If applying as a sponsored project, submit the IRS Determination letter of your Fiscal Sponsor.

Attachment #2 Proof of Texas State Incorporation (Sponsored Project only)

SP – Sponsored Projects wishing to apply as a sponsored incorporated organization must provide proof of Texas State Nonprofit Incorporation by submitting a copy of their Texas State Letter of Exemption (Certificate of Filing).

The following items will not be accepted as proof of nonprofit status: articles of incorporation, bylaws, or proof of sales tax exemption.

Sponsored applicants not providing proof of incorporation with the State will be considered an individual artist or unincorporated organization/group.

Attachment #3 Board List

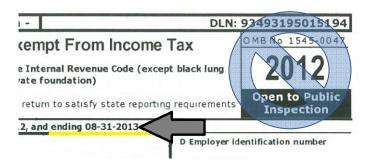Provide a roster of your governing board, including
- names,
- e-mail
- mailing addresses,
- telephone numbers,
- professions or areas of expertise,
- and ethnic make-up

SP – For sponsored projects, list the sponsored project's Advisory Board, if applicable.

Attachment #4, Form 990 (fiscal sponsors and 501(c) applicants)

Provide a copy of the <u>first page</u> of IRS Form 990, 990 PF, 990 EZ or 990 N evidencing Fiscal Year 2012 and Fiscal Year 2013 finances.

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 #5: Résumés/Bios

Provide the résumés or bios of key artists and decision makers involved throughout the project. If applying on behalf of a sponsored entity, the resumes/bios should be those that correspond to that sponsored entity.

Attachment #6: Letters of Support

Provide no more than five letters of support. Letters of support should be current, reinforce the worth of project activities, and come from the community/constituents served. Provide letters of support from key members of the collaboration/partnership to indicate the degree of their involvement and their commitment to the project. Letters of support from elected officials do not necessarily indicate general community support.

Attachment #7: Total Projected Operational Budget

This is required for applicants to the Organizational Support and Project Support programs ONLY. Provide your organization's projected overall operating budget for the timeframe covered by this contract.

Attachment #8 Documentation
Provide a concise but representative sample of materials (promotional materials, pamphlets, brochures, annual reports, programs, season brochure, catalogues, newsletters, etc.). (Please Note: Letters of support from elected officials do not necessarily indicate general community support, and are discouraged to prevent violations of City Purchasing Procedure and Protocol.) If you provide a link to online documentation you are not required to upload additional documentation. You are only required to upload additional documentation if you do not provide a link to online documentation.

You may upload multiple documents.

Attachment #9 Insurance Information Form
Enter your organization's pertinent contact information into the Insurance Information Form. If serving as a fiscal sponsor, list that sponsored project as well as your Organization name. Answer questions 1 thru 9 by marking yes/no/NA, lending explanation if needed. This form will determine your Insurance requirements.

SP – If you are applying on behalf of a sponsored project you must complete this form, NOT your fiscal sponsor.

Attachment #10 Signed Assurances Document
Please review carefully. Provide the signature of the authorized official, or board designee, including the date signed. Also provide the signature of the sponsored individual/organization/group if applicable. 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.

Attachment #11: Independent Audit/Financial Review
This is required for applicants to the Organizational Support program ONLY. An independent audited financial statement, prepared by a certified public accountant, for the most recently completed fiscal period is required. Compilations will not be accepted.

Delivery Instructions

Applications must be submitted online on Monday, May 2, 2016

The online application can be found here
http://www.austintexas.gov/department/core-cultural-funding-programs

Late applications will NOT be accepted.

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.

- ☐ Is the proposed project compatible with the mission and goals of your organization?

- ☐ Does your application narrative contain the appropriate scale and scope of activities?

- ☐ Have you clearly explained what your plan will accomplish and how it will have impact and be measurable?

- ☐ 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?

- ☐ If your proposed project is taking place in a private residence, is the proposed residence in compliance with applicable zoning laws and permitting requirements?

Application Submission

- ☐ Have you completed all the application (Sections I – V), and uploaded all the required attachments (Attachments 1 – 11)?

- ☐ Is your cash flow sufficient to ensure that your project can begin while you wait for your City funding to arrive?

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 communities' 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)*