



ARTISTS ACCESS PROGRAM 2018 APPLICATION GUIDELINES

Deadline: January 31, 2018

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Important Deadlines and Delivery Details

Late Applications will NOT be accepted.

Metered mail is NOT acceptable.

Application and support material deadline: **Tuesday, January 30, 2018**

Emailed applications: Must be received by **11:59pm, January 30, 2018** at
DACTheater@Austintexas.gov

Hand delivered applications: Must be received by **4pm, Tuesday, January 30, 2018**

Standard mailed applications: Must be postmarked no later than **Tuesday, January 30, 2018**

Dougherty Arts Center
ATTN: AAP Application
1110 Barton Springs Rd
Austin, Texas 78704

1. INTRODUCTION

The City of Austin offers artistic residencies for service providers identified through a competitive application and review process.

This booklet contains requisite information and forms to help qualified organizations and cultural artists interested in applying for the Artists Access Program, a component of the City of Austin. The Artists Access takes place year round on a rotational basis for a minimum program period of three months or a potential maximum of 18 months for a program.

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, requirements, and evaluation criteria prior to beginning the application process. Guidelines reflect criteria adopted by the City of Austin in an effort to streamline the application and review process and to maintain accountability and integrity of this allocation of public funds. Program guidelines are reviewed periodically throughout the year; any changes adopted by the Parks and Recreation Department (PARC) will be distributed by PARC.

On August 25, 2011, Austin's City Council passed Resolution 71 directing the City Manager to research and consider a plan to fund and implement the creation of a *Latino Artist Residency Program* at the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC). In September, 2018, Council passed a budget rider exploring the reallocation of Hotel Occupancy Tax revenues to the support of an Artist Access program at the Dougherty Arts Center, The George Washington Carver Museum and Cultural Center, the Asian American Resource Center and Emma S. Barrientos Mexican American Cultural Center. Staff of the Austin Parks and Recreation Department (PARC) conduct the program at these sites. PARC works in collaboration with the Cultural Arts Division of the Economic Development Department on promotions, and administration.

PURPOSE AND MISSION OF Artists Access Program

The Artists Access Program provides access to rehearsal and performance space at the City of Austin Cultural Centers. During their time of residency, cultural artists will produce innovative and professional art works to be presented and publicly engaged at the Center. The program seeks to expand increased partnerships, artistic production, tourism and cultural expansion and innovation.

Parks Department Mission

Inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

Museum & Cultural Programs Division

The City of Austin's Museum & Cultural Programs Division is comprised of five museums, four cultural centers and the Zilker Hillside Theater. Collectively, these historical and cultural sites aim to enrich, educate and engage Austin citizens and visitors of all ages through high quality and meaningful events, public art, classes and exhibits.

3. GOALS FOR RESIDENCIES

- 1. Support artists and arts organizations of all mediums as they engage in meaningful work:**
 - Promote the value of arts, culture, and creativity
 - Explore complex and innovative forms of artistic expression
 - Build and diversify audiences through research and marketing strategies
 - Contribute to cultural tourism development.
- 2. Support arts, culture, and creativity as an integral component of a vibrant community and a thriving economy:**
 - Forge and sustain partnerships and creative collaborations within the community
 - Foster sustainable growth and development of the creative community
 - Attract the workforce and businesses that value a creative community
- 3. Preserve the unique character of Austin while encouraging artistic and cultural excellence and innovation:**

- Encourage excellence, innovation, and collaboration in the creation and presentation of artistic and cultural work
- Support artists and organizations in developing their organizations as well as new programs and activities
- Enhance the presentation of emerging and established culturally-diverse arts organizations.

4. BENEFITS OF A RESIDENCY

General

- Use of city facilities, as scheduling permits, for free rehearsals
- Opportunity to produce educational programming
- Joint promotions with Museums and Cultural Programs Sites
- Priority booking of performance spaces at a reduced rental rate of \$1 per ticket sold.
- Marketing support services, including posting on social media
- Professional non-profit development activities

Organization

- Availability of a program coordinator and technical support services
- Use of the facility for performances including available equipment, marley floor.

5. ELIGIBILITY

- Applicants must be an IRS 501 (c) nonprofit, an organization fiscally sponsored by IRS 501 (c) nonprofit, an arts collective, or independent cultural artist
- Applicants must either be a Cultural Contractor or must apply to one of the Cultural Arts Funding Programs for one or more of the residency activities
- Cultural Contractors must have resided in Austin for at least 12 months prior to the application deadline.
- Organization's must be financially solvent (free of liabilities)
- Applicants must have a detailed record of ongoing artistic/cultural work within the prior 1-2 years
- Must provide programs and services that are primarily culturally-based and/or made accessible to historically underserved communities and audiences

6. TERMS OF THE RESIDENCY

The Artists Access Program is not a funding program. The following will NOT be funded by AAP:

- Costs associated with the start-up of a new organization
- Housing
- Travel costs to/from Austin, Texas
- Highly specialized equipment
- Direct project costs including the cost of labor for hanging and running theatrical lighting or preparation of sets, props or costumes.
- Fund-raising expenses
- Consultants who are members of an applicant's staff or board
- Payments to students
- Grant management costs, grant writing fees, application preparation costs, sponsorship fees, or any other grant preparation and management fees
- Operating costs not associated with the Project
- Purchase of awards, cash prizes, scholarships, contributions or donations
- Food or beverages
- Entertainment, reception, or hospitality functions
- Existing deficits, fines, contingencies, penalties, interest, or litigation costs
- Internal programs at colleges or universities
- Curriculum development or curricular activities
- Scholarly or academic research, tuition, and activities which generate academic credit or formal study toward an academic or professional degree
- Creation of textbooks/classroom materials
- Property taxes or any other tax with the exception of sales receipt and payroll tax

The City of Austin will NOT SUPPORT:

- Programs and/or services of Austin-based arts and cultural organizations that benefit other cities or regions
- Applications that do not support nonprofit, public art activities or projects that benefit a for-profit business or activity
- More than one application per eligible applicant.
- Programming that does not include an open and advertised event to City of Austin residents, its visitors, and tourists.

7. CRITERIA FOR SELECTION

- Artistic evaluation of organization's past exhibitions, productions, educational background, grant funding, portfolio, skills and abilities
- Proposed number of productions and length of rehearsal period
- Ability and desire to collaborate with other organizations, artists, and projects
- Review of artist or organization's creative potential to provide educational/ cultural programs onsite
- An analysis of types of audiences (size and diversity, age groups, and language)
- The ability to pass Criminal Background Investigation by the organization's leadership and teaching staff
- Community benefit and involvement of facilitated cultural artist and/or art organization AAP programming
- Review of Artist's submitted application narrative, proposal, work plan, work samples, CV/Resume, and references

IMPLEMENTATION

Following the approval of the panel recommendation, the City will enter into an agreement with the applicant organization or individual. The agreement will establish procedures and responsibilities for both the City and the resident. Scheduling of spaces with all resident arts organizations and artists will be negotiated with site management and the other residents after the agreement is signed. The agreement is available in advance for the artist's review.

Program Cycles

AAP will require a panel review process. Participation in AAP is not guaranteed, nor is there a commitment to this program or participating organizations at previous or current levels.

Reports

A final report must be submitted within 30 days of completion of the project activities. The report will require production history, audiences served, demographics data, and proof that programming was executed as well as the use of required publicity verbiage and logo(s).

EVALUATION CRITERIA

Applications to AAP will be reviewed according to the following evaluation criteria. Each of the following five criteria points total a maximum of 100 points. A score of at least 80 points must be earned for the application to receive a program recommendation. The proposal must address each of the five areas.

Therefore, the review criteria should serve as an outline for your proposal narrative. Each application will be scored individually based on the following evaluation criteria:

Organizational/Project Quality: 30 Points

Management Capability: 20 Points

Community Involvement Relevancy and Impact: 10 Points

Project Feasibility: 10 Points

Relevancy to Site Mission: 30 Points

Review Process

Applications for AAP are processed and reviewed in the following sequence: 1) City of Austin Parks Department processes the receipt of applications; 2) staff reviews documents, distributes materials to reviewers, and facilitates the peer review panel process. Panels are comprised of objective and knowledgeable arts professionals, artists, arts administrators, educators, and community representatives with arts expertise. Peer review panels will consist of panelists from Austin, as well as a small percentage of panelists who generally represent a regional, state, and national perspective.

Staff review the panel process to ensure a fair and impartial evaluation. Panels are structured to ensure the integrity of the process, absence of conflicts of interest, and diversity of aesthetic expertise. Panelists are directed to score the applications according to established criteria, making significant contributions of expertise and time to assure that resources are wisely and fairly allocated.

Primary and Secondary Readers

Each application will be assigned a primary and secondary panel reader. Each of the primary and secondary readers receive complete applications and documentation packets 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. 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. The staff requests appropriate clarification from the applicant and forwards the response as requested.

Evaluation Process

Each application is presented to the review panel by the panelists assigned as the primary and secondary readers. Applicants may have representatives present to answer questions from review panelists.

During the panel review meeting, panels review organizations' supplemental documentation materials (Artist Application) including samples of past work in manuscript, photo, digital video, and/or recorded format, and promotional materials.

Panelists will score applications individually in accordance with established evaluation criteria.

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.

Site Mission Statements

Asian American Resource Center

The mission of the Asian American Resource Center is to provide public resources, collaborative and educational programming, and a cultural destination that enrich the lives of Austin's diverse Asian and Asian American community.

George Washington Carver Museum, Cultural and Genealogy Center

The George Washington Carver Museum, Cultural and Genealogy Center is dedicated to the collection, preservation, research, interpretation and exhibition of historical and cultural material reflecting all dimensions of experiences of persons of African descent living in Austin, Travis County, Texas and global. The museum is a key source of information on the history and celebration of Juneteenth. The Genealogy Center is a family resource center for all to reach back to find their past history.

Mexican American Cultural Center

The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) is dedicated to the preservation, creation, presentation, and promotion of the cultural arts of Mexican Americans and other Latino cultures.

Dougherty Arts Center

The Dougherty Arts Center (DAC) is an award-winning cultural arts center that offers a variety of visual, performing and digital arts experiences for a broad audience through its three programs - the Dougherty Arts Center Theater, the Julia C. Butridge Gallery and the Dougherty Arts School.