

Building an Equitable Cultural Funding Review: Arts • Heritage • Music

Economic Development Department

Today's Agenda:

Welcome & Opening Statement – Sylnovia Holt-Rabb

Process Insights – Margie Reese

Heritage Tourism Programs – Melissa Alvarado

Cultural Arts Programs – Meghan Wells

Music & Entertainment Programs – Erica Shamaly

Question & Answer

Closing Statement – Sylnovia Holt-Rabb



Esta presentación está disponible en español.

Envíe un correo electrónico a Jesus.Pantel@austintexas.gov para recibir actualizaciones sobre eventos futuros Y grabaciones en español.



Policy & Statute Alignment

HOTEL OCCUPANCY TAX (HOT)

- To directly support “the encouragement, promotion, improvement, and application of the arts” by investing in the growth of Austin’s cultural producers.
- Funded contractors will “present, perform, promote, encourage or otherwise make possible” cultural events that are promoted and open to the public.

CITY OF AUSTIN PRIORITIES

- To support the City’s priorities in equity, leading with a lens of racial equity and healing and correcting past disparities in funding.
- To advance the goals of the Strategic Direction 2023, including:
 - Culture & Lifelong Learning indicators by elevating the quality of cultural resources, investing in the vibrancy of the creative industry, and honoring ethnic heritage.
 - Economic Opportunity & Affordability through supporting job & workforce development, and industry stabilization.

Priority Given To

- Proposals that directly enhance cultural experiences for tourists and convention delegates, including projects that highlight underrepresented histories and narratives.
- Individuals and organizations from the Black/African American, Native American, Asian, Hispanic/Latino, Middle Eastern, Pacific Islander, LGBTQIA+ and Disability communities and other historically under-represented and underserved communities.
- Sustaining and growing Austin's cultural infrastructure so that all may share in the economic and employment benefits of the heritage preservation and creative sectors.

CITY OF AUSTIN EQUITY STATEMENT:

Racial equity is the condition when race no longer predicts a person's quality of life outcomes in our community.

The City recognizes that race is the primary determinant of social equity and therefore we begin the journey toward social equity with this definition.

The City of Austin recognizes historical and structural disparities and a need for alleviation of these wrongs by critically transforming its institutions and creating a culture of equity.

MJR Partners

- Conducted Listening Sessions with Austin's creative communities, civic leaders, and Arts, Music and Historic Landmark Commission Members.
- Facilitated work sessions with Economic Development Department staff within the Cultural Arts, Heritage Tourism, and Music & Entertainment Divisions, as well as Arts, Music and Historic Landmark Commission Members to build progressive responses to what we have heard from the creative communities.



MJR Partners

- Motivating tourists' interest in the arts, heritage, and music resources and destinations in Austin.
- Enhancing leadership, operations and impact for organizations across the arts, heritage, and music sectors, with particular focus on underserved organizations and artists of color.
- Continue to increase community participation and engagement and centering racial equity goals across the Economic Development Department, leading to more equitable funding and resource distribution models.



HERITAGE TOURISM DIVISION

TO PROMOTE TOURISM THROUGH THE PRESERVATION, RESTORATION OF HISTORIC BUILDINGS, OR PLANNING, EDUCATIONAL AND MARKETING PROJECTS TIED TO A HISTORIC BUILDING, SITE OR DISTRICT.

Heritage Preservation Grant

- Capital (Bricks-and-Mortar Construction)
- Planning, Educational, and Marketing

HERITAGE PRESERVATION GRANT

Purpose

- Supports an inclusive cultural and heritage tourism approach that tells the multilayered histories that formed Austin.
- Connects people and preservation, as well as supports racially and culturally diverse places, where residents and tourists experience the stories and places that focus on Austin's historic and heritage sites.

Funding & Contracts:

- Capital up to \$250,000 for 2 Years
- Planning, Educational, Marketing for 1 Year
- Fiscal Sponsorship Optional

Eligible Expenses:

- Insurance
- 10% of Project Management
- Expense Match Not Required

HERITAGE PRESERVATION GRANT

Key Elements

- Program expansion to provide a more equitable practice through such initiatives as awareness workshops and historic nomination forms.
- Demonstrated commitment to assisting first-time applicants by providing more technical assistance options during the grant application process.
- Encouragement of equitable, inclusive funding for underserved communities supportive of citywide heritage tourism initiatives.

HERITAGE PRESERVATION GRANT

Priority Given To

- Non-profit and For-Profit entities.
- Applicants that produce cultural and heritage programming or projects for tourists and residents.
- Sites that have a historic designation or are eligible for designation.
- Sites that are accessible to tourists and residents.

Eligibility:

- Nonprofit & For-Profit Entities (Leased or Owned)
- Preservation Impact: Historic, cultural, heritage and/or architectural significance.
- Include any threats to property if the building serves an underrepresented population.

HERITAGE PRESERVATION GRANT

LET US KNOW WHAT YOU THINK

3-minute break—please also use this time to put any questions in the chat.

Coming Up Next:
Cultural Arts Programs – Meghan Wells
Music & Entertainment Programs – Erica Shamaly
Question & Answer
Closing Statement – Sylnovia Holt-Rabb



CULTURAL ARTS DIVISION

THESE PROGRAMS SUPPORT EFFORTS TO MARKET AUSTIN ARTS & CULTURE TO TOURISTS AND CONVENTION DELEGATES.

OUR PROGRAM INVESTMENTS WILL NURTURE, SUSTAIN, AND GROW AUSTIN'S CULTURAL ECONOMY FOR THE BENEFIT OF THE CITY AND TOURISTS.

Art in Public Places Program

- Temporary Art Program (TEMPO)

Cultural Funding Program

- Nexus
- Elevate
- Thrive

TEMPO

Purpose

- Commissions Austin artists to create temporary public artworks, which establishes new avenues to promote Austin's arts and culture to tourists and convention delegates.
- Provides career development opportunities to historically under-represented local artists as part of the City's public art collection promoted to tourists and convention delegates.

Funding & Contracts:

- Up to \$250,000
- Application Period: 1 Year
- Contract: 1-2 Years
- Contract Amount: \$3,000 - \$10,000
- Contracts include costs to design, create, install artworks, such as insurance, engineering, and materials.

TEMPO

Key Elements

- Illuminates Austin's diverse cultures and communities through commissioned public art from local artists whose ideas, perspectives, and experiences produce culturally vibrant artistic interventions.
- Funds a wide-variety of media and approaches to three-dimensional and/or time-based temporary art projects as well as two-dimensional mural-based artwork.
- Seeks to train artists to work within the public art field through specialized support for professional development, including marketing and promotion, artist to artist workshops, and artist cohort training.

Administrative Support:

- Timely Payments
- Program Evaluation Tools
- Virtual Office Hours & Application Assistance

Technical Assistance:

- Marketing & Promotion Training
- Public Art Training
- Training by Artists for Artists

TEMPO

Priority Given To

- Artists with art creation as a focus of their practice.
- Artists interested in working in public settings, community-building, and/or enhancing the built environment.
- Artists representing the rich and diverse cultures of Austin, especially those historically under-represented in the City's Public Art Collection.
- Artists whose work express ideas and perspectives through experience with Austin's diverse cultures and communities.
- Artists who have not previously received a TEMPO commission.

Eligibility:

- Artists who have lived within the city limits of Austin for more than 1 year and who are at least 18 years old

Equity Investment:

- Commitment to Racial Equity
- Redistribution of Resources for Funding Equity
- Diverse Jury for Selection

NEXUS: A CREATIVE COLLABORATION FUND

Purpose

- Invests in creative public programming developed through community activation and collaboration between artists and such community-based entities as culturally specific groups, LGBTQIA and disability communities, parks, non-profits, and public housing.
- Grows the creative economy by prioritizing historically under-represented applicants who haven't yet received cultural funding through the City.

Funding & Contracts:

- \$500,000 Fund
- Contracts for \$3,000-\$6,000, including ADA Services & Insurance
- Contract Term: 1 Year
- Two Application Opportunities per Year

NEXUS

Key Elements

- Supports innovative community-centered art projects.
- Highlights community voices and encourages resourcefulness through focusing on partnerships where collaborators have an equal share in the project's creative direction.
- Nurtures new and emerging talent, leaders, and organizations.

Applicant & Contractor Support:

- Application Feedback, Support & Training
- Professional Development Resources
- Fiscal Sponsorship Optional

NEXUS

Priority Given To

- Artists or artist groups collaborating with such neighborhood or community-based entities as public housing, cultural centers, senior centers, and neighborhood associations.
- Community-centered or place-based entities collaborating with artists.
- Applicants representing the rich and diverse cultures of Austin, especially those historically under-represented in the City's Cultural Funding programs.

Eligibility:

- Applicants who have never received Cultural Funding or have received Cultural Funding for less than 5 years
- Individual Creatives, Artist Collectives, and Organizations (incorporated and unincorporated) based in Austin for at least one year

ELEVATE: SUPPORT FOR CULTURAL PRODUCTIONS

Purpose

- Supports organizations, individuals, businesses, and unincorporated groups that produce culturally vibrant and diverse artistic content for the public.
- Amplifies cultural producers' programmatic reach and elevates the City's diverse arts and culture tourism sector.
- Funding covers the creative, administrative, and operational expenses incurred in the production of creative activities and events for Austin's tourists and residents.

Funding & Contracts:

- Contract Term: 1 Year
- Application & Peer Panel Cycle: 2 Years
- Contract Amounts: \$10,000 to \$100,000
- Total number of contracts & award amounts dependent on peer panel scores and available funding

ELEVATE

Key Elements

- Awards based on the merit of applications and alignment with funding priorities.
- Operational budget is not the primary factor in determining award amounts.
- Applications are reviewed and scored by peer panels, reflective of the program's priorities.
- Application criteria and request amounts will vary based on business or organizational structures.

Eligibility:

- Non-profit Organizations
- Individuals, Unincorporated Groups, and Businesses
- Fiscal Sponsorship Optional

ELEVATE

Priority Given To

- Applications investing in local artists, engaging in meaningful community-based partnerships, elevating creative innovation, and demonstrating a measurable commitment to racial equity through diverse leadership and community centered program development.
- Applicants representing the rich and diverse cultures of Austin, especially those historically under-represented in the City's Cultural Funding programs.

Eligibility (contin):

- Produce public arts/culture activities that add to the City's diverse arts and culture tourism sector
- One-year history of operating in the cultural sector in Austin

THRIVE: A CULTURAL GROWTH FUND

Purpose

- Promotes Austin's diverse cultures to tourists by supporting the programs, operations, and leadership development of small to mid-sized African American, Native American, Asian, Hispanic/Latino, Middle Eastern, and Pacific Islander-led arts and cultural organizations that are significant contributors to the city's creative vibrancy and heritage.
- Invests in organizational stability, sustainability, and growth to strengthen applicants as cultural tourism and economic drivers for Austin.
- Supports professional development for applicants deeply rooted in, and reflective of, Austin's historically marginalized and under-funded communities to amplify and honor their work.

Funding & Contracts:

- Production expenses for arts & culture activities marketed to tourists, convention delegates, and residents
- Contract Term: 2 Years
- Up to 10 contracts awarded per 2-year cycle for \$50,000 to \$175,000 per year

THRIVE

Key Elements

- Provides funding, professional development, staff support, and mentorship & networking opportunities to foster growth, leadership development, and expansion of organizational and financial capacity.
- Requires deliverables tailored to specific capacity goals and needs of contracted applicants.
- Contracted applicants must continue producing cultural events during the contract term and will be supported in finding ways to grow their engagements with tourists.

Contracted applicants provide organizational growth plans for audience development that attract new tourists and visitors to Austin

THRIVE

Priority Given To

- Applications with plans for how funding will be used to improve programmatic capabilities while broadening audience development, marketing reach, and impact on the tourism economy.
- Producers of public art & culture programs with a lived experience in, and reflective of, African American, Native American, Asian, Hispanic/Latino, Middle Eastern, and Pacific Islander communities.
- Historically underserved communities that consistently encounter barriers to obtaining the institutional resources necessary for capacity development.
- Applications that demonstrate an urgent need for organizational growth and investment to ensure long-term sustainability.

Eligibility:

- Non-Profit Organizations that provide ongoing or recurring accessible programming marketed to tourists and visitors to Austin
- 5-Year history of operating in Austin's cultural sector
- Produce public arts & culture activities that add to the City's diverse arts, culture, and heritage tourism sectors

THRIVE: A CULTURAL GROWTH FUND

LET US KNOW WHAT YOU THINK

3-minute break—please also use this time to put any questions in the chat.

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MUSIC & ENTERTAINMENT DIVISION

THE LIVE MUSIC FUND, ESTABLISHED BY CITY ORDINANCE NO. 20190919-149 ON SEPTEMBER 19, 2019, IS BASED ON RECOMMENDATIONS FROM 2017'S VISITOR TASK FORCE'S FINAL REPORT.

Live Music Fund Event Program

- 2021 Inaugural Music & Entertainment Cultural Funding Program sourced from Hotel Occupancy Tax (HOT) revenue from Austin's hotel and convention industries.
- The ***Live Music Fund Event Program*** supports live and virtual music shows and special events that can be marketed to local audiences, potential and visiting tourists, and conventions delegates. Priority will be given to activities that promote a more equitable and diverse live music industry in Austin.

LIVE MUSIC FUND EVENT PROGRAM

Purpose

- Encourages, promotes, improves, and showcases Austin's diverse live music industry through supporting live and virtual music events.
- Supports Austin's professional music businesses & organizations and musicians & bands that produce and promote live and virtual shows that can be marketed to local audiences, visiting and potential tourists, and conventions delegates.

Funding & Contracts:

- Up to \$50,000
- Contract Period: 1 Year
- Awards paid over a 12-month contract period and drawn down monthly for reimbursing eligible expenses

LIVE MUSIC FUND EVENT PROGRAM

Key Elements

- **Preservation – Enriching the Past:**
Investment in the historic cultural heritage of Austin music and the preservation of traditions and legacies of historically underserved communities.
- **Innovation – Envisioning the Future:**
Investment in the innovation of traditional business models committed to innovative and inclusive practices that build capacity in underserved communities.
- **Elevation & Collaboration – Empowering the Present:**
Investment in the elevation, education, and promotion of Austin music from historically under-represented communities.

Allowable Activities:

- Live & virtual shows by local and touring musicians
- District-based musical special events
- Paid marketing plans to promote proposed activities and Austin as a live music experience & tourist destination

Allowable Expenses:

- Performance guarantees
- Venue/office rental & insurance
- Employee salaries & contractor pay
- Marketing collateral & advertising placements
- Supplies
- Travel

LIVE MUSIC FUND EVENT PROGRAM

Priority Given To

- Live music venues, music labels, live music promoters, recording studios, and live music special event producers.
- Professional Austin musicians who perform solo or as part of a local Austin band; only one application per band allowed (musicians and bands proposing special events in collaboration or partnership with other artistic disciplines should apply through the Cultural Arts Division programs).
- Black/African American, Native American, Asian, Hispanic/Latino, Middle Eastern, Pacific Islander, LGBTQIA+ and Disability communities and other historically under-represented and underserved communities.

Eligibility:

- Both live music venues and musicians & bands must meet the Economic Development Department's definition for each group.

BUILDING AN EQUITABLE CULTURAL FUNDING REVIEW: ARTS, HERITAGE, MUSIC

QUESTIONS & ANSWERS



NEXT STEPS:

Stay Connected:

- Take the post-event survey: bit.ly/Dec12EDD
- For information, visit our site: bit.ly/FundingReview
- Join us for Virtual Open Office Hours. Connect directly with Economic Development Dept Staff: bit.ly/EDDVOOH
- Email Jesus.Pantel@austintexas.gov
- Esta presentación está disponible en español
- Envíe un correo electrónico A Jesus.Pantel@austintexas.gov para recibir actualizaciones sobre eventos futuros Y grabaciones en español

Learn more in January 2021:

The next community meeting with more detailed program information— including application & review criteria, panel process, and deliverables— will be announced soon.

THANK YOU!

