



# **City of Austin**

## **Cultural Arts Funding Program**

### Guidelines for the

### Cultural Expansion Program

### (C.E.P.)

Fiscal Year 2016

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





## City Council

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District 2: Council Member Delia Garza  
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Maria Luisa "Lulu" Flores  
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Samuel Tinnon  
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## City Administration

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Rey Arellano, Assistant City Manager  
Sue Edwards, Assistant City Manager  
Robert Goode, Assistant City Manager  
Bert Lumbreras, Assistant City Manager  
Anthony Snipes, Assistant City Manager  
Ray Baray, Chief of Staff

# Cultural Arts Funding Program

## INTRODUCTION

The Cultural Arts Division of the City of Austin Economic Development Department (EDD), 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 application and funding process for nonprofit arts and cultural organizations 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 aid qualified organizations interested in applying for funding in the Cultural Expansion Program (CEP), a funding program of the City's Cultural Arts Funding Programs. Contracted services supported through the Cultural Arts Funding Programs take place within the City of Austin's fiscal year, October 1st - September 30th annually.

The Cultural Arts Funding Programs support projects and activities in all disciplines that provide quality arts and cultural programming to the Austin community and the Extra Territorial Jurisdiction. The Cultural Arts Funding Programs reinforce the artistic and cultural industry representing an important component of the economy of Austin and to celebrate and promote Austin as an exciting, vibrant, and diverse cultural destination for visitors and tourists throughout the world. The specific purpose of the Cultural Expansion Program is to strengthen the organizational marketing capacity and/or audience development of participating organizations.

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. The Guidelines are adopted by the Austin Arts Commission each year to ensure a streamlined application and review process and to maintain accountability and integrity of the allocation of public funds. Program guidelines are reviewed periodically throughout the year; any changes adopted by the Austin Arts Commission will be distributed by Cultural Arts Division staff.

## IMPORTANT INFORMATION AT A GLANCE

### To be Eligible...

- Applicants must have received and maintained its IRS 501(c) designation and be a **culturally based** arts organization residing in Austin or its Extra Territorial Jurisdiction.
- Organizations must have a history of ongoing artistic/cultural programs for at least one year prior to the application deadline.
- Culturally based arts organization with a culturally specific representative board (= or >50%).
- Provide programs and services primarily to culturally based and/or historically underserved communities as is reflected in the organization's mission statement.
- Provide programming that includes events open to Austin residents, visitors, and tourists and be consistent with the promotion and enhancement of the City of Austin as a cultural destination.

### Funding Request...

Eligible organizations may request funds for specific organizational marketing and/or audience development activities.

Organizations with operating budgets equal to or greater than \$100,000, as evidenced by the average of the expenses listed on the FY 12 and FY 13 IRS Form 990, are eligible to apply for up to \$15,000

Organizations with operating budgets less than \$100,000, as evidenced by the average of the expenses listed on the FY 12 and FY 13 IRS Form 990, are eligible to apply for up to \$7,500

See pages 8-9 for additional details on eligible activities and matching requirements.

### Important Deadlines and Delivery Details

Application and Support Material Deadline:

**June 1, 2015**

Standard mailed applications must be postmarked no later than **June 1, 2015**

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

Hand-delivered applications must be received by **4:00 P.M., June 1, 2015**

For hand delivery and express mailed applications, send to the following:

City of Austin Purchasing Office  
124 West 8<sup>th</sup> Street  
Austin, TX 78701

Purchasing Office contact: (512) 974-2500

990s must be posted on Guidestar:

**[www.guidestar.org](http://www.guidestar.org)**

**Late applications will NOT be accepted.**

Metered mail is **NOT** acceptable

## CITY OF AUSTIN VISION AND GOALS

### City of Austin Mission

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

### City of Austin Vision

The City of Austin envisions a culturally vibrant city where:

- Arts, culture, and creativity are an integral component of a vibrant community and a thriving economy,
- Artists and cultural and creative organizations across all disciplines have the opportunity to engage in meaningful work and provide a robust selection of activities to a wide audience including residents, visitors, and tourists, and
- A creative environment cultivates and attracts a diverse workforce, businesses, and families that value the arts, culture, and creativity.

The City of Austin, as a matter of policy, is committed to providing financial support to organizations and individuals who represent, strengthen, and contribute to the arts, culture, and creative industries in Austin, which are recognized as a vital contributor to the City's economic infrastructure and a crucial component of Austin's unique identity. Our rich and diverse cultural resources create not only enhanced quality of life for our citizens, but are also key factors in promoting Austin as a destination city to tourists and visitors worldwide. To that end, direct support of events and activities related to the improvement, application, and broad accessibility and marketing of the arts are the guiding principles for the investment of these funds.

### Goals for Allocation of Funds

1. Support arts, culture, and creativity that contribute to a vibrant community and a thriving economy:
  - Contribute to cultural tourism development
  - Foster sustainable growth and development of the creative community
  - Build and diversify audiences through research and marketing strategies
  - Attract the workforce and businesses that value a creative community
2. Preserve the unique character of Austin while encouraging artistic excellence and innovation:
  - Provide opportunities for active participation in Austin's cultural life
  - Increase and diversify the production of arts and cultural activities
  - Enhance the presentation of emerging and established culturally-diverse arts
  - Promote the value of arts, culture, and creativity
3. Support artists and arts organizations of all disciplines as they engage in meaningful work:
  - Encourage excellence, innovation, and collaboration in the creation and presentation of artistic and cultural work
  - Support artists and organizations in developing new programs and activities
  - Encourage partnerships and creative collaborations within the community

## SOURCE OF PROGRAM FUNDS

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

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

*The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms* [Texas Tax Code, Chapter 351.101 (a)(4)].

The complete details of the State of Texas Hotel Occupancy Tax Code may be found at [www.statutes.legis.state.tx.us](http://www.statutes.legis.state.tx.us).

## NEED ASSISTANCE?

All applicants are encouraged to attend an application workshop. Please find date(s) and time(s) for the workshop(s) on the Cultural Arts Division website at [www.austincreates.com](http://www.austincreates.com).

For initial inquiries or general assistance, please contact the Cultural Arts Funding Program staff at (512) 974-7700 or email us at [culturalarts@austintexas.gov](mailto:culturalarts@austintexas.gov).

Cultural Arts Division Office  
201 East 2<sup>nd</sup> Street  
Austin, TX 78701  
Main number: (512) 974-7700  
Fax number: (512) 974-6379  
[www.austincreates.com](http://www.austincreates.com)

### **Cultural Arts Funding Program staff**

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

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

## INELIGIBLE ORGANIZATIONS AND ACTIVITIES

### 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 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.
- Private events or any activities offered for the sole purpose of raising money in excess of the value of programs or services delivered

### Ineligible Project Costs include, but may not be limited to, the following:

- Costs associated with the start-up of a new organization +
- Direct project costs incurred more than 60 days prior to the grant starting date +
- Fund-raising expenses +
- 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. They may be used as match, however, if occurring during the Agreement Fiscal Year.
- Operating costs not associated with the project +
- Purchase of gifts, 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 +

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

- 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, 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+

**+ *Ineligible activities may not 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.*



# Cultural Expansion Program

## Overview

### Purpose

The Cultural Expansion Program (CEP) responds to a need to effectively market and increase the visibility of culturally-based arts organizations providing programs and services primarily for minority and traditionally underserved segments of the community. The program's targeted approach to the development of Austin's community cultural institutions addresses the City's long term goals to increase and diversify production of arts, culture, and creativity, preserve the character of Austin, and to enhance the presentation of Austin's cultural diversity, reflecting its demographics in all areas. For a more complete description of the City of Austin's vision and goals for the Cultural Arts Funding Programs, please refer to page 4.

The CEP targets established culturally-based nonprofit arts and cultural organizations and is designed to strengthen the organizational marketing capacity and/or audience development of participating organizations, which, in turn, will strengthen the organizations' stability and the sustainability of Austin's creative economy

### Goals

Increased visibility, brand identity, and increased market share are invaluable tools used to increase the market capacity and sustainability of an organization. This program provides funding for a broad range of marketing and/or audience development support and is intended:

- To aid in the growth of culturally-based arts organizations in Austin
- To strengthen the visibility and sustainability of existing culturally based organizations
- To support marketing and/or audience development programs with quantitative objectives and measurable outcomes

### Eligibility Requirements

All applicants must meet the following minimum requirements:

- Applicants must have received and maintained their IRS 501(c) designation and be a **culturally based** arts organization (as defined on page 19) residing in Austin or its Extra Territorial Jurisdiction.
- Organizations must have a history of ongoing artistic/cultural programs for at least one year prior to the application deadline.
- Culturally based arts organization with culturally specific representative board (= or >50%).
- Provide programs and services primarily to culturally specific and/or historically underserved communities as is reflected by the organization's mission statement.
- Provide programming that includes events open to Austin residents, visitors, and tourists, and be consistent with the promotion and enhancement of the City of Austin as a cultural destination.

## What Will Be Funded

Funded activities may include:

- Marketing services, including, but not limited to, research and/or audience development, tourism promotion, market strategy study (product, placement, price, promotion), identifying target markets, and brand identity
- Media placement and production (e.g. radio, television, digital advertising, social media advertising, print, etc.) that is independent of those that are, or will be, attached to another City of Austin Cultural Funding Program in any given fiscal year
- Development or improvement of website presence for the purpose of promoting artistic and cultural activities to residents, visitors, and tourists
- Development or improvement in the use and production of social media sites as a form of promotion and advertising to residents, visitors, and tourists
- Development of collaborative marketing strategies
- Production and distribution of video / CD-Rom / DVD pertaining to a project or annual programming
- Salary support for administrative staff, contract labor, and/or consultant(s) for a scope of service pertaining to the applicant's project narrative. **Funding may not be used for full time or executive staff salary**
- Existing marketing efforts **only** if the funds will be used for a program that is producing a positive, measurable outcome or the program is being expanded into new markets or media
- International, national, and regional marketing, and/or audience development initiatives as well as local initiatives that raise overall awareness of the city as a cultural destination

## Funding Requests

Eligible organizations may request funds for specific organizational marketing and/or audience development activities:

Organizations with operating budgets equal to or greater than \$100,000, as evidenced by the average of the expenses listed on the FY 12 and FY 13 IRS Form 990, are eligible to apply for up to \$15,000

Organizations with operating budgets less than \$100,000, as evidenced by the average of the expenses listed on the FY 12 and FY 13 IRS Form 990, are eligible to apply for up to \$7,500

## Matching Requirements

A 50% match is required for all requests/awards in CEP. Up to half of the match may be in well-documented in-kind support (at true market value with proper documentation).

### **IMPORTANT NOTES:**

- Funding awards allocated from this program may not be used toward activities funded by any other City of Austin Cultural Arts Funding Program in any given fiscal year.
- In-Kind Artistic salary/time/fees may not be included in project budgets nor used as match.

## Implementation

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

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

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

## Funding Cycles

The Cultural Expansion Program spans a comprehensive two (2) year cycle:

**YEAR 1:** Initial comprehensive funding application submission, cursory eligibility determination, peer panel application review, funding award determination.

**YEAR 2:** Interim application submission, eligibility determination, and award determination. Note: Year 2 is a continuation of Year 1 and the proposed program/project should be similar in project scope to that which was proposed in Year 1. Note: Submission of interim year applications are contingent upon entering into the Year 1 contract.

A review to assess the appropriate budgetary category for each applicant based on an average of the applicant's total expenses for the two most recently completed fiscal periods will occur annually.

Participation in the Cultural Expansion Program is not guaranteed, nor is there a commitment to fund this program, or participating organizations, at previous or current levels. Only one application per organization is allowed.

## Reports

A final report will be required annually within thirty days of the programming cessation, which shall be no later than October 30 of any given fiscal year.

The report will require proof of award and match monies expended, a variety of demographics data, and proof the funded programming was executed, as well as the use of required publicity statement and logo. Prior year Final Report forms are available for review at [www.austincreates.com](http://www.austincreates.com).

## PROJECT NARRATIVE EVALUATION CRITERIA

Applications to CEP will be reviewed according to the following evaluation criteria. Each of the following four criteria points total a maximum of 100 points. A score of at least 75 points must be earned for the application to receive a funding recommendation. The proposal must address each of the four 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 Need: 35 Points**

- Does the applicant demonstrate a history of providing programs and services of high artistic quality?
- Does the organization produce/present quality work that contributes to the unique artistic/cultural landscape of Austin?
- Does the applicant demonstrate a specific organizational marketing or audience development need?
- How will the project advance the applicant as a cultural resource and cultural destination in the City of Austin?

### **Management and Capability: 25 Points**

- Does the organization demonstrate skills needed to complete the proposed programming/project?
- Does the organization demonstrate measurable involvement of culturally diverse populations of fifty percent or greater in its board; and, measurable involvement of culturally diverse populations in the development and presentation of programming/projects?
- Is the organization prepared to undertake the proposed project in addition to performing its regular/ongoing programming and activities?

### **Community Involvement and Impact: 20 Points**

- Does the applicant organization promote public awareness of and access to its programs and services?
- Has the applicant conducted strategic planning efforts to identify and develop market visibility and new audiences? If so, how does the project impact the plan?
- What is the anticipated outcome of the funded project? How will the applicant evaluate effective impact on marketing strategies and/or audience development? Are there quantifiable objectives and measurable outcomes?

### **Project Feasibility: 20 Points**

- Does the project described reflect a high priority for the organization's development and market visibility?
- Is the project scope and timeline proposed realistic and capable of being completed within the specified time period?
- Is the project budget appropriate, complete, and reasonable for the proposed project?

### **The narrative attachment must respond to the specific evaluation criteria above.**

Provide a detailed description of the specific marketing/audience development 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.

## REVIEW PROCESS

Applications for Cultural Arts Funding are processed and reviewed in the following sequence: 1) City of Austin Purchasing Office processes the receipt of applications; 2) Cultural Arts staff reviews documents, distributes materials to reviewers, and facilitates the peer review panel process.

The peer review panel is nationally recognized as the most effective method for equitable allocation of funding for the arts. 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.

Panelists, approved by the Austin Arts Commission, 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. All panelists will be instructed to review the website links provided in Section 5, Internet Accessible Documentation, of the application.

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.

## REVIEW PROCESS (Cont.)

### Evaluation Process

Each application is presented to the review panel by the panelists assigned as the primary and secondary readers. Applicants may, **and it is highly recommended they do**, have representatives present to answer questions from review panelists.

During the panel review meeting, panels review organizations' documentation materials (Attachment #7) including samples of past work in manuscript, photo, digital video, and/or recorded format, and promotional materials. If these materials are accessible via internet access, in lieu of hard copy, place the name and type of material replacing the hard copy along with the internet link and sublinks in "Section 5, Internet Accessible Documentation". No more than one website address. This website may include multiple sublinks. INTERNET DOCUMENTATION IS IN LIEU OF ONE OR MORE OF THE ABOVE LISTED ITEMS AND NOT IN ADDITION TO THOSE ITEMS. DUPLICATION WILL ONLY HINDER THE REVIEW PROCESS.

Panelists will score applications individually in accordance with established evaluation criteria. (See page 11 for details of the 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.

### 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 will match 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.

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.

Please note that funding projections are dependent upon actual tax revenues collected.

## **ROLES AND RESPONSIBILITIES**

### **Austin City Council**

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

### **Austin Arts Commission**

- 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;
- 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 arts resources within the city may be coordinated to maximize promotion and support of the arts in the city;
- Facilitates communication between arts organizations; and
- Fosters and assist the development of the arts in the city.

### **Review Panel**

- Participates in orientation and training on scoring applications using established evaluation criteria.
- Evaluates applications using established criteria and within guidelines established in the Code of Conduct.
- Performs other tasks as assigned to panels or individual panelists.  
*(Note: For more information on review panels, see pages 12-13)*

### **Cultural Arts Division Staff**

- Administers cultural funding policies under direction of the EDD Director and City Manager.
- Provides administrative support for the Austin Arts Commission, its committees, and review panels.
- Facilitates peer review panels, documents and verifies panel findings, and reports findings to the Austin Arts Commission.
- Administers cultural funding contracts with organizations and individual artists.

## 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.

### Funding Determination Appeal Policy

An organization 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 during the peer panel review process. As grounds for appeal are based on the peer panel review process, there is no appeal process during the interim year.

The subjective opinions of application reviewers, panels, and commission are not subject to appeal. Issues of eligibility, guidelines, policies, program design and implementation, funding awards, panel score, and/or other applicant concerns are **NOT** part of the Funding Determination Appeal Process and will be reviewed instead by the Cultural Arts Program Manager, EDD Director, and appropriate Austin Arts Commission committees. ***Ratings assigned in the application review process are not grounds for appeal.***

### 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 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 EDD 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 EDD Director will schedule a formal appeal meeting with the Austin Arts Commission's Appeal Working Group. 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 committee 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 EDD 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.

# 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 Mileage Reimbursement Form** – 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.

**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](http://www.guidestar.org).

**Individual Artist Project** – Artistic work, activities, or services created/performed by an individual artist or a collection of artists not formally organized as a group. A group of artists collaborating on a project is not necessarily considered a formally organized group. Examples of formal organization include incorporating as a nonprofit organization or forming a Limited Liability Corporation.

**In-Kind Contributions** – Services or goods contributed to an individual artist or organization for which one would otherwise have to pay. **Services or goods provided by artists in a funded project, contract agency employees, or board members are not considered in-kind services.**

**Literature** - Readings, workshops, and the publication of works of local writers including poetry, scripts, fiction, non-fiction, and sound or performance works. Projects of literary nonfiction such as essays, creative writing depicting actual events, biography, autobiography, or other prose must be deemed worthy of support as an art form.

**Marketing** – All costs for marketing, publicity, and/or promotion specifically identified with the activity. Include costs of newspapers, radio and television advertising, printing and mailing of brochures, flyers, and posters directly connected to promotion, publicity, or advertising.

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

**Media Arts** - Creating, producing, recording, presenting, promoting, or supporting film, video, audio, media programming, and multi-media installation. Areas of concentration include, but are not limited to, animation, live action, electronic image manipulation, documentary, drama, and multimedia productions.

**Multidisciplinary** - Fusing two or more art forms in a single event or programming. Only those projects not appropriate for funding in other artistic disciplines should apply for funding under Multidisciplinary. It is important that you refer to the appropriate discipline components when applying in this category.

**Music** - Classical, traditional, and new music including but not limited to symphonic, orchestral, opera, chamber, choral, contemporary, early, vocal, popular, concert band, jazz, ethnic, gospel, electronic, and computer music.

**New Applicant** - An organization or artist that has not received funding through the Core Programs or Community Initiatives for two cycles within the last five fiscal years.

**Non-Arts Organization** – A nonprofit 501(c) organization whose primary mission is not related to the arts but has a documented history of providing arts programming and/or services within the City of Austin and/or its Extra Territorial Jurisdiction.

**Non-Commercial** - An activity that is not commercial as defined under Commercial under this Section.

## **Non-Employee Costs**

**Administrative** – Payments to firms or persons for administrative services of individuals who are not normally considered employees of the applicant but consultants or the employees of other organizations whose services are specifically identified with the activity.

**Artistic** – Payments to firms or persons for the artistic services of individuals who are not normally considered employees of the applicant but consultants or the employees of other organizations whose services are specifically identified with the activity.

**Technical/Other** – Payments to firms or persons for other services of individuals who are not normally considered employees of the applicant but consultants or the employees of other organizations whose services are specifically identified with the activity.

**Nonprofit Organization** – An organization with tax-exempt status under Section 170(c) of the Internal Revenue Code of 1954 as amended (501(c) status) which ensures no part of net earnings benefits a private individual. Status may be in process at time of application but must be confirmed prior to contracting.

**Opera/Musical Theatre** - Including but not limited to traditional opera and musical theater, operetta, Broadway musical comedy, nontraditional music theater such as documentary music theater, blues and jazz musicals, new music theater pieces, and still evolving forms of musical theater.

**Other Expenses** – All expenses not entered in other categories and specifically identified with the activity, such as: scripts and scores, lumber and nails, electricity, telephone, storage, postage, interest charges, photographic supplies, publication purchases, sets and props, food consumed on premises, equipment rental, insurance fees, etc.

**Other Private Support** – Cash support derived from cash donations given for this activity or a proportionate share of general donations allocated to this activity. Do not include corporate, foundation, or government contributions and grants. Do include gross proceeds from fund-raising events.

**Other Unearned** – Revenue derived from sources not listed in other categories and may include catalog, sales, advertising space in programs, gift shop income, concessions, parking, investment income, etc.

**Professional Development** – Opportunities, workshops, or training that help staff members and/or individual artists enhance their artistic or administrative skills.

**Public Art** - A permanent or temporary installation of art in a publicly visible and/or accessible location.

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

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

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

**Space Rental** – Payments specifically identified with the activity for rental of office, rehearsal, theatre, hall, gallery, and other such spaces.

**State Resources** - Funds distributed by the Texas Commission on the Arts for this project.

**Theatre/Performance Art** - Producing, presenting, promoting, exhibiting, recording, or supporting theatre and performance including, but not limited to: performance art, folkloric, cultural, drama, comedy, ensemble and solo work, and avant-garde performance.

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

**Travel** – All costs directly related to travel of an individual or individuals and specifically identified with the activity. Includes fares, hotel and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, etc. For trucking, shipping, or hauling expenses, see Other Expenses.

**Unearned Income** – Revenue that is donated, such as grants and donor contributions.

**Underserved Audiences** – Those who lack access to arts programs, services, or resources due to geography, economic conditions, cultural background, sociopolitical circumstances, disability, age, or other demonstrable factors; or those who do not generally have the opportunity to see their lives, culture, or experiences reflected through the arts. This includes, but is not limited to, diverse racial, ethnic, cultural, age, and gender groups, and persons with disabilities.

**Visitor** – A person who visits, as for reasons of friendship, business, duty, travel, or the like.

**Visual Arts** - Producing, presenting, promoting, exhibiting, recording, or supporting visual arts, both historic and contemporary, including, but not limited to, painting, sculpture, drawing, printmaking, ceramics, fiberglass, glassmaking, photography, jewelry, textiles, and new technology such as computer art, holography, interactive video, and laser works.

# Application Instructions

Applications must be typed. Before preparing your application, fully read the guidelines and application instructions. The guidelines provide important information about types of projects the City will fund and the criteria by which your application will be reviewed. The codes required in the application may be found on pages 24-25.

## Section 1: Summary Information

### Applicant Name & Physical Street Address

Enter the legal name and **physical street address** of the organization. Use exact spellings. Do not use abbreviations unless part of the official name. This address should **NOT** be a Post Office Box.

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

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

### Project/Activity Title

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

### Start/End Date

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

### Organization Size

Check the box that corresponds to your organization's annual budget.

### Project Summary

Provide a clear and concise project summary. In addition to the applicant's name and the amount of the request, include a brief timeline and number and types of activities. **Please use only the space provided.** If funded, this will be the basis for the scope of services for which the applicant will be contracted.



## Section 2: Applicant Information

### **Name, Address and Telephone Number**

Enter the legal name, other commonly used name, official mailing address, and telephone number of the organization as entered in the City's Vendor Registration System. Use exact spellings. Do not use abbreviations unless part of the official name. Correspondence will be sent to this address, including notification of receipt of your application.

### **Federal Tax I.D. Number**

Applicants must provide the organization's 9 digit Federal Identification Number. This number (also known as Federal Employer Identification) is recorded on 990 Tax Returns and on W-2 forms.

### **Project Contact**

This is the person to whom questions concerning this application will be addressed. Include title, telephone, fax number, and an email address. **Note: This individual and the Board Chair should not be one and the same.**

### **Board Chair**

Enter the name and title of the Board Chair or Board member with legal authority and responsibility on behalf of the applicant organization to certify the information and enter into contracts. **Note: This individual and the Project Contact should not be one and the same. Board Chair phone number, email address, and street address must be different from those of the applicant.**

### **Applicant Race Codes**

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

- A 50% or more Asian
- B 50% or more Black / African American
- H 50% or more Hispanic / Latino
- N 50% or more American Indian / Alaska Native
- P 50% or more Native Hawaiian / Pacific Islander
- W 50% or more White
- M majority ethnic-minority/multi-ethnic
- 99 no single group listed above represents 50% or more of staff or board or membership

### Project Race Code

If the majority of the project activities are intended to involve or act as a clear expression or representation of the cultural traditions of one particular group, or deliver services to a designated population listed below, choose that group's code from the list. If the activity is not designated to represent or reach any one particular group, choose code "99".

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

### City District Number

Enter your organization's City of Austin voting district number (effective January 1, 2015). You can access district location via the interactive redistricting map at <http://www.austintexas.gov/GIS/CouncilDistrictMap/> .

DISTRICT
1
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10

### Section 3: Organizational Budget History

Enter annual operating budget information as submitted on your IRS form 990 for the years indicated. Enter cash only; do not include in-kind amounts. This number is NOT your City of Austin funded amount, nor is it your project budget.

### Section 4: COA Funding History

Check whether or not you have received funding through the City of Austin Cultural Arts Funding Programs for the years indicated. If your project has received Cultural Arts Funding Programs funding under a different name, enter the fiscal year and the name used.

## Section 5: Internet Accessible Documentation

In lieu of hard copy documentation (See Attachment #7), place the name and type of documentation material being replaced by internet link along with its complete internet address. List only one website address which may contain additional sublinks as is applicable. INTERNET DOCUMENTATION IS IN LIEU OF HARD COPY DOCUMENTATION SERVING AS A REPLACEMENT RATHER THAN A SUPPLEMENT. For the convenience of the review panelists, you may want to shorten the URL with a service such as TinyURL.com, bitly.com, or a similar service.

## Section 6: Projected Budget

Complete the budget paying attention to the instructions on the application form as well as the budget definitions. **NOTE:** A detailed itemization must be provided as Attachment #2. See pages 29-30 for a Sample Budget Itemization. The Budget Itemization must follow the same format as the projected budget and break down income and expenses in detail.

### Income

Include all earned and unearned revenue for this project. Provide an explanation of revenue sources in the detailed budget itemization.

### Expenses

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

The CEP application budget must be specific to the activities for which funding is requested and separate from the general operating or artistic programming budget. Application budgets must be specific to the proposed project activities. **They may not include other Cultural Arts Funding Programs funds or monies including match which are already being used to match other City funding.**

## Section 7: Application and Attachments Checklist

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

### Attachment #1: Project Narrative

The Project Narrative is vitally important to the Peer Panel Reviewers as it tells the story of your project and includes details such as the "who, what, when, where, why, and how much." The narrative should address the total scope of activities for which funding is requested, and it **must respond to the specific evaluation criteria from page 11**. The Narrative should be written so that it can be easily understood by someone not familiar with the applicant organization. Please be concise and to the point.

Submit no more than 3 pages and label as Attachment #1 - Narrative. Narrative must be typed single spaced, on 8½" x 11" sheets of white paper one-sided only. Collate and number each page in the upper right corner. Be sure to include the name of the

organization and narrative question on each page. Do not use smaller than 12-point type, Times New Roman Font and be sure to leave a minimum margin of 1" on both sides.

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

### **Attachment #2: Budget Itemization**

Each revenue, expense, and in-kind figure from Section 6, Projected Budget, must be itemized. Indicate the source (for revenue amount) and use (for expense and in-kind amount) for each figure in the itemization. The itemization of all payments should identify the payee's name and fee for each entry. The itemization must be accurate and balance with the projected budget in Section 6. You must indicate if amounts listed on lines 1 through 7 are pending or confirmed by placing a "p" or "c" next to the dollar amount. A Sample Budget Itemization is provided on pages 29-30.

### **Attachment # 3: Organizational History**

In not more than one page, provide a brief description of the applicant organization including history and activities. Be sure to include the organization's mission statement. Do not use smaller than 12-point type, Times New Roman Font and be sure to leave a minimum margin of 1" on both sides. **Failure to adhere to formatting criteria may result in a loss of points.**

### **Attachment # 4: Board List**

Provide a roster of your governing board, including:

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

Do not use smaller than 12-point type, Times New Roman Font and be sure to leave a minimum margin of 1" on both sides. **Failure to adhere to formatting criteria may result in a loss of points.**

### **Attachment # 5: 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.

### **Attachment #6: Form 990**

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

### **Attachment #7: Documentation**

Provide a concise but representative sample of materials (promotional materials, pamphlets, brochures, annual reports, programs, season brochure, catalogues, newsletters, digital videos, CDs, etc.), to acquaint panelists with your organization and its programs. (Review panelists may not be familiar with your organization or your organization's activities.) Each item should be labeled and numbered in the right, top corner. You may submit as much documentation as will fit in a 9"x12" envelope. No "oversized" (larger than 9"x12") items may be submitted. If these materials are accessible via internet access, in lieu of hard

copy, place the name and type of materials along with the website link with additional sublinks as is applicable in Section 5, Internet Accessible Documentation. No more than one website link, please. INTERNET DOCUMENTATION IS IN LIEU OF ONE OF THE ABOVE LISTED ITEMS AND NOT IN ADDITION TO THOSE ITEMS.

## **Section 8 / Assurances**

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

## Sample Budget Itemization

You are required to submit a full itemization of each figure in your budget. That itemization is to be submitted as ATTACHMENT #2.

**The following is a sample of such a budget itemization. NOTE:** The numbers used in the Itemization samples are presented solely as examples of budget itemization format. These numbers are examples only and are not to be used as recommendations of proper pay scales/expenses, etc. Larger, more comprehensive projects may opt for a budget narrative more appropriate to the project. Applicants should provide sufficient details for staff and panels to clearly understand all components of the proposed budget.

(p = projected) (c = confirmed)

PROJECTED INCOME	CASH	TOTAL
<b>Earned Income</b>		
Line 1. Admissions		
Ticket sales		
4 performances x 750 x \$5 per ticket	\$15,000 p	
		\$15,000 p
Line 2. Contracted services		
7 workshops - 7 x \$150 ea	\$1,050 c	
2 performances - 2 x \$350 ea	\$ 700 c	
		\$ 1,750 c
<b>Unearned Income</b>		
Line 4. Private Support		
400 x \$15 per membership	\$6,000 c	
80 x \$25 per membership	\$2,000 c	
		\$ 8,000 c
Line 5. Public Support		
TCA Grant	\$2,000 p	
NEA Grant	\$3,750 p	
		\$ 5,750 p
Line 6. Other Unearned		
Millionaire Raffle	\$7,000 p	
Charities of Our Town	\$3,000 p	
		\$10,000 p
Line 9. COA request	\$8,000	
		\$ 8,000
<b>TOTAL CASH INCOME</b>		<b>\$48,500</b>

<b>PROJECTED EXPENSES</b>	<b>IN-KIND</b>	<b>TOTAL</b>
<b>Expense In-Kind</b>		
Line 12. Administrative Non-Employee		
Consultant (Tom Perry) - \$12 x 100 hr.	\$1,200	
Administrator (P. Smith) - \$10 x 100 hr.	\$1,000	
		\$ 2,200
Line 13. Space Rental		
Allante Auditorium		
2 workshops - 2 x \$800	\$1,600	
		\$ 1,600
Line 16. Other fees/services (non-employee)		
Waived Bank Fees	\$ 250	
		\$ 250
<b>Total In-Kind Expenses</b>		<b>\$ 4,050</b>

<b>PROJECTED EXPENSES</b>	<b>CASH</b>	<b>TOTAL</b>
<b>Expenses / Cash</b>		
Line 11. Employee Costs		
Part Time Mkt. Admin. – Annual	\$15,000	
		\$15,000
Line 12. Non Employee Costs		
Consultant (Tom Perry - 20x200 hr)	\$ 2,000	
Administrator (Peg Smith -10X100)	\$ 1,000	
		\$3,000
Line 13. Space rental		
Office (1,000 x 12)	\$12,000	
Meeting Space (500 X 12)	\$ 6,000	
		\$18,000
Line 15. Marketing		
Newspaper Ads		
4 x \$180	\$ 720	
5 x \$200	\$1,000	
2 x \$780	\$1,560	
Posters		
50 x \$13	\$ 650	
		\$ 3,930
Line 22. Other Expenses		
Marketing Booklets - 245 x \$3	\$ 735	
Royalties	\$2,450	
Bank Fees		
	\$ 385	
		\$ 3,570
<b>Total Cash Expenses</b>		<b>\$48,500</b>





## 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?
- Is your organization's Board representative as culturally specific (= or >50%)?

### **Application Preparation**

- Is your cash flow sufficient to ensure that your project can begin while you wait for your City funding to arrive?
- Have you completed all the required sections (Sections 1 – 8) and assembled all the required attachments (Attachments 1 – 7)?
- Have you prepared four separate envelopes labeled with the organization's name (one original and three copies) each containing completed forms with required attachments identified according to the checklist?
- Do you have three separate envelopes with optional documentation labeled with the organization's name and identified according to the checklist? These combined with the four envelopes containing the application and required attachments should equal a total of seven envelopes, which are to be submitted in a single package.

## FY 2016 Cultural Expansion Program

### APPLICATION & AGREEMENT

#### Section 1: Summary Information

**Applicant Name/Physical Address**

**Project/Activity Title**

**Start Date**

**End Date**

#### Organization Size (annual operating budget)

- Organization operating budget equal to or greater than \$100,000
- Organization operating budget less than \$100,000

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

\_\_\_\_\_ is requesting \$\_\_\_\_\_ in cultural contract funding to/for...

For CAD staff use only

- App Forms  
 Narrative  
 Itemization  
 Org History

- Board List  
 IRS  
 Form 990 (2)  
 State of Texas

- Original  
 Copy 1  
 Copy 2  
 Copy 3

Control Number 16 CEP\_\_\_\_\_

- Documentation 1  
 Documentation 2  
 Documentation 3

<b>Section 2: Applicant Information</b>					
Applicant's Legal Name		Federal Tax I.D. No.		Other Common Name	
Official Mailing Address				City	State Zip
Telephone		Fax		Website (URL)	
Contact/Project Director (different from the Board Chair)				Title	
Telephone		Fax		Email	
Board Chair (different from the Contact/Project Director)				Title	
Address				City	State Zip
Telephone		Fax		Email	
Applicant Race Code		Project Race Code		City District Number	

<b>Section 3: Organizational Budget History</b>					
	<b>2011-2012 Actual</b>	<b>2012-2013 Actual</b>	<b>2013-2014 Projected or Actual</b>	<b>2014-2015 Projected</b>	<b>2015-2016 Proposed</b>
<b>Revenue</b>					
<b>Expenses</b>					

<b>Section 4: COA Funding History</b>						
	<b>2012-2013</b>		<b>2013-2014</b>		<b>2014-2015</b>	
<b>COA Funding</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Was this project funded previously under a different organization name or sponsor?						
<input type="checkbox"/> Yes <input type="checkbox"/> No						
If yes,	<b>Year:</b>	<b>Name:</b>				

<b>Section 5: Internet Accessible Documentation</b>	
Name of Documentation	Replacement Item Type
Internet Link	

## Section 6: Projected Budget

The budget must balance. Total income (line 10c) must equal total expenses (line 17). Round all budget figures to the nearest whole dollar.

PROJECT INCOME	CASH	IN-KIND	TOTAL
<b>EARNED INCOME</b>			
1. Total Admissions			
2. Total Other Earned Income			
3. <b>TOTAL EARNED INCOME</b> (Add Lines 1 and 2)			
<b>UNEARNED INCOME</b>			
4. Total Private Support (Corp, Foundation, Individual)			
5. Total Public Support (Government Grants)			
6. Total Other Unearned Income			
7. Applicant Cash			
8. <b>TOTAL UNEARNED INCOME</b> (Add Lines 4 – 7)			
9. COA Request Amount			
10a. <b>TOTAL CASH INCOME</b> (add Lines 3, 8, and 9)			
10b. Total In-Kind Support (must equal In-Kind line 17)			
10c. <b>TOTAL INCOME</b> (Add Lines 10a and 10b)			

PROJECT EXPENSES	CASH	IN-KIND	TOTAL
11. Total Employee Costs			
12. Total Non-Employee Costs			
13. Space Rental			
14. Travel			
15. Marketing, Promotion, Publicity			
16. Total Other Expenses			
17. <b>TOTAL EXPENSES</b> (add Lines 11-16; must equal Line 10 a, b, and c)			

## Section 7: Application Checklist

All sections of the application form must be completed and signed by the appropriate representatives. Check the boxes below to ensure all sections have been completed.

**Applicants must submit one original application and three copies (totaling 4) of the application and all of the required attachments.**

### Application Form

- Section 1:  
Summary Information
- Section 2:  
Applicant Information
- Section 3:  
Organizational Budget History
- Section 4:  
COA Funding History
- Section 5:  
Internet Accessible  
Documentation
- Section 6:  
Projected Budget
- Section 7:  
Application Checklist
- Section 8:  
Assurances (signed by  
Authorized Official)

### Required Attachments

- Attachment 1: Narrative
- Attachment 2: Budget Itemization
- Attachment 3: Organizational History
- Attachment 4: Board List
- Attachment 5: Proof of Tax Exempt Status
- Attachment 6: Form 990, 990 PF, 990 EZ, or 990 N
- Attachment 7: Documentation

### **PACKAGING**

Indicate that all application materials have been correctly packaged and labeled by checking the boxes below. Application materials should be placed in envelopes and labeled as follows.

- |   |   |   |   |  |
|---|---|---|---|--|
| <input type="checkbox"/> Envelope #1<br>"Original"  | <input type="checkbox"/> Envelope #2<br>"Copy 1"  | <input type="checkbox"/> Envelope #3<br>"Copy 2"  | <input type="checkbox"/> Envelope #4<br>"Copy 3"  | <input type="checkbox"/> Envelope #5<br>Documentation<br>Attachment #7   |
| Application<br>Form<br>Attachment #1<br>Attachment #2<br>Attachment #3<br>Attachment #4<br>Attachment #5<br>Attachment #6 | Application<br>Form<br>Attachment #1<br>Attachment #2<br>Attachment #3<br>Attachment #4<br>Attachment #5<br>Attachment #6 | Application<br>Form<br>Attachment #1<br>Attachment #2<br>Attachment #3<br>Attachment #4<br>Attachment #5<br>Attachment #6 | Application<br>Form<br>Attachment #1<br>Attachment #2<br>Attachment #3<br>Attachment #4<br>Attachment #5<br>Attachment #6 | <input type="checkbox"/> Envelope #6<br>Documentation<br>Attachment #7<br><br><input type="checkbox"/> Envelope #7<br>Documentation<br>Attachment #7 |

## Section 8: Assurances

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

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

### Project Contact:

### Board Chair:

_____ Name (typed)	_____ Title	_____ Name (typed)	_____ Title
_____ Signature	_____ Date	_____ Signature	_____ Date

### City Official:

\_\_\_\_\_  
Signature                      Date

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