



# **City of Austin**

## **Cultural Arts Funding Program**

Community Initiatives Program  
Online Application Guidelines

Fiscal Year 2016  
October 1, 2015- September 30, 2016



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



## City Council

Mayor Steve Adler

District 1: Council Member Ora Houston

District 2: Council Member Delia Garza

District 3: Council Member Sabino "Pio" Renteria

District 4: Council Member Gregorio "Greg" Casar

District 5: Council Member Ann Kitchen

District 6: Council Member Don Zimmerman

District 7: Council Member Leslie Pool

District 8: Council Member Ellen Troxclair

District 9: Mayor Pro Tem Kathie Tovo

District 10: Council Member Sheri Gallo

## Austin Arts Commission

Maria Luisa "Lulu" Flores, Chair

Jennifer Chenoweth, Vice Chair

Brett Barnes

Jaime Castillo

Alissa McCain

Amy Wong Mok

Michelle Polgar

Matt Stillwell

Liz White

Bruce Willenzik

## City Administration

Marc Ott, City Manager

Michael McDonald, Deputy City Manager

Rey Arellano, Assistant City Manager

Sue Edwards, Assistant City Manager

Robert Goode, Assistant City Manager

Bert Lumberras, Assistant City Manager

Ray Baray, Chief of Staff

# Cultural Arts Funding Program COMMUNITY INITIATIVES

## Table of Contents

Introduction .....	3
Guidelines at a Glance .....	4
Need Assistance? (CAD Contacts).....	5
City of Austin Vision and Goals .....	6
Source of Program Funds .....	7
Eligibility Requirements .....	7
Ineligible Organizations and Activities .....	9
Contractual Requirements.....	11
Evaluation Criteria .....	13
Preparing Your Application .....	14
Sample Budget Itemization .....	22
Helpful Hints.....	24
Definitions.....	25
Assurances.....	29

# Cultural Arts Funding Program

## COMMUNITY INITIATIVES

### INTRODUCTION

The City of Austin Economic Development Department (ED) Cultural Arts Division serves to encourage, develop and facilitate an enriched environment of artistic, creative, and 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 funding programs to provide financial support to organizations and individuals for specific contracted services through a competitive application and review process.

This booklet contains requisite information and forms to help qualified organizations and individuals interested in applying for funding in the Community Initiatives program, an auxiliary component 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 (ETJ). The purpose is to reinforce the artistic and cultural industry representing an important component of the economy of Austin and to celebrate and promote Austin as an exciting, vibrant, and diverse cultural destination for visitors and tourists throughout the world.

All applicants are required to read the guidelines and application instructions for details of program eligibility, requirements and evaluation criteria prior to beginning the application process. The FY 2016 Community Initiatives Program Guidelines are adopted by the Austin Arts Commission in an effort to streamline the application/review process and to maintain accountability and integrity of the allocation of public funds. Cultural Funding staff actively review and evaluate all aspects of this program and its processes incorporating revisions in this publication annually. Program guidelines are reviewed periodically throughout the year; any changes adopted by the Austin Arts Commission will be distributed by Cultural Arts Division staff.

## GUIDELINES AT A GLANCE

**Community Initiatives** funding is available to arts groups, non-arts groups, and individual artists that produce or present arts activities and are not already receiving funding through the Cultural Arts Division's Core Funding Programs. The Community Initiatives Program provides support for smaller community arts projects and activities that may develop throughout the year. The purpose of the Community Initiatives Program is to support public arts and cultural programming that celebrates Austin's culture of creativity and to encourage collaboration, innovation, accessibility, and cultural tourism.

### To Be Eligible

- Applicants must be an incorporated, tax exempt, 501(c) arts or non-arts organization residing in Austin or its Extra Territorial Jurisdiction (ETJ), with a budget history of ongoing artistic/cultural programs for a minimum of one year prior to the application submittal date;

OR

- An individual artist residing in Austin or its Extra Territorial Jurisdiction (ETJ), with a budget history of ongoing artistic/cultural programs for a minimum of one year prior to the application submittal date and applying under the umbrella of a 501(c) Austin arts or non-arts organization;

OR

- An Unincorporated/Incorporated arts or non-arts group based in Austin or its Extra Territorial Jurisdiction for a minimum of one year prior to the application submittal deadline, with a budget history of ongoing artistic /cultural programming and applying under the umbrella of a 501(c) Austin arts or non-arts organization.

### Requirements for Eligible Applicants

- Proposed project activities be open and advertised to Austin residents, visitors, and tourists, and consistent with the promotion and enhancement of the City of Austin as a cultural destination;
- Applicant must not be currently receiving funding from the Cultural Arts Division Core Funding Program

### Funding Cycles

The Community Initiatives Funding Program has an annual funding cycle corresponding to the City of Austin's Fiscal Year (10/1- 9/30). Applications are accepted on a month to month basis. Participation in this 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/individual is allowed per fiscal year. Funding awards allocated from this program may not be used toward activities funded by any other City of Austin contract or funding program in any given fiscal year.

### Funding Requests

- Maximum request of \$7,500 by 501(c) arts or non-arts organizations for specific arts project activities
- Maximum request of \$5,000, by State of Texas incorporated nonprofit arts or non-arts organizations for specific arts project activities
- Maximum request of \$3,000 by individual artists or unincorporated arts or non-arts organizations for specific arts project activities

Funding is dependent upon organizational budgetary size. Application budgets must be specific to this application's proposed activities.

### Matching Requirements

A 1:1 match is required for all awards. Up to one half of the match (50%) is allowable as well-documented in-kind support (at true market value with proper documentation). Only funds acquired and used to support activities specified in the application will be accepted as matching funds. **NOTE:** Once awarded you may accept a smaller award amount if there is a concern about meeting the matching requirements.

## Deadlines and Delivery

Community Initiatives applications will be accepted annually, on an ongoing basis during the Cultural Arts Funding Program fiscal year, while funds are available.

**Applications are due on the first Monday of each month and that first Monday must be at least 60 days prior to the project start date.** Applications will be accepted at any time, as long as funding is available, but may not be considered until the following month's Austin Arts Commission meeting. All application materials are public records. Keep a complete copy of your application and materials for your file.

CI Application Due	for	Activities Beginning On or After
August 3, 2015		October 3, 2015
September 8, 2015		November 8, 2015
October 5, 2015		December 5, 2015
November 2, 2015		January 2, 2016
December 7, 2015		February 7, 2016
January 4, 2016		March 4, 2016
February 1, 2016		April 1, 2016
March 7, 2016		May 7, 2016
April 4, 2016		June 4, 2016
May 2, 2016		July 2, 2016
June 6, 2016		August 6, 2016
July 5, 2016		September 5, 2016

## APPLICATIONS MUST BE SUBMITTED ONLINE:

<http://www.austintexas.gov/department/auxiliary-cultural-funding-programs>

### NEED ASSISTANCE?

All applicants are encouraged to attend an application workshop. Please find dates and times for the workshops on the Cultural Arts Division website at <http://www.austincreates.com>.

For general inquires or assistance, please contact the Cultural Arts Funding Program staff:

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

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

**Visit us for Open Office Hours:**  
*Every 2<sup>nd</sup> and 4<sup>th</sup> Tuesday each month*  
*9am-12pm*  
*No appointment necessary*

Cultural Arts Division Office  
201 East 2<sup>nd</sup> Street  
Austin, TX 78701  
[www.austincreates.com](http://www.austincreates.com)

## 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, 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 and businesses 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, cultural, and creative industries in Austin. Arts, culture and creativity are recognized as a vital contributor to the City's economic infrastructure and a crucial component in the development 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 as an integral component of 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 and cultural excellence and innovation:
  - Provide opportunities for active participation in Austin's cultural life
  - Increase and diversify the production of arts and cultural activities
  - Enhance the presentation of emerging and established culturally-diverse arts organizations
  - Encourage partnerships and creative collaborations within the community
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
  - Promote the value of arts, culture and creativity

## 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**]

As per Austin City Code Chapter 11-2-7(B)(3), the City allocates one point zero five (1.05) of every seven (7) cents of the municipal allocation of Hotel Occupancy Tax revenue to the Cultural Arts Fund to support arts and cultural organizations, as permitted by the Texas Tax Code, and may be used for the following related to arts and cultural activity:

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

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

## ELIGIBILITY REQUIREMENTS

### Minimum Requirements for Organizations

Organizations must be a 501(c) arts organization (as evidenced by a current IRS determination letter or copy of the most recent Form 990 filed with the IRS) located in Austin or its Extra Territorial Jurisdiction (ETJ) for a minimum of one year prior to the application submittal date.

Organizations must be at least a year old and have an active volunteer board of directors that meets at least three times a year.

Event based programming/activities must be open and advertised to the general public and occur within and for the benefit of the residents, visitors and tourists of Austin and/or its Extra Territorial Jurisdiction (ETJ).

### Minimum Requirements to be Sponsored

*All sponsored projects must meet the following minimum requirements:*

Individual artists, unincorporated groups and incorporated organizations must:

1. Have a 501c nonprofit organization apply on their behalf;
2. Have produced artistic work within their artistic expertise with a budget history of same for a minimum of one (1) year prior to the application deadline; and
3. Be located in Austin or its ETJ for a minimum of one (1) year prior to the application deadline.

**NOTE:** To be considered an incorporated organization under fiscal sponsorship an organization must be incorporated within the State of Texas as a nonprofit.

Contracted activities and services must occur within the City of Austin and/or its ETJ and be open and marketed broadly to residents, visitors and tourists.

## Minimum Requirements for Fiscal Sponsors

Fiscal Sponsors must

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

Failure to comply with fiduciary responsibilities, contract compliance, and/or contract management requirements may result in loss of eligibility to serve as a sponsoring organization. Examples of failing to meet sponsorship requirements include but are not limited to turning in late and/or incomplete applications, pre-contract materials, contracts, and/or final reports as well as failure to review materials for completeness and accuracy prior to submitting to CAD staff.

## Additional Requirements for Sponsored Projects and Fiscal Sponsors

Nonprofit 501(c) organizations applying on behalf of State of Texas nonprofit organizations, unincorporated/incorporated groups, or individual artists as the fiduciary agency assume the legal responsibilities of the sponsored project to meet all contractual obligations. The City of Austin will enter into a Cultural Services Agreement with the fiscal sponsor who is then responsible for all administration, financial management and reporting associated with the completion of the project. The sponsoring organization may charge up to a 10% sponsorship fee for serving as an umbrella in all applicable programs. A sponsored project's activity must be an independent project, separate from the general activities of the sponsoring organization. Applications for a sponsored project may not be for an extension of an organization's regular programs and/or services; nor may a sponsored project's project be utilized to fund activities, events, or services presented or provided by the sponsoring organization. Applicable professional services provided by service organizations may be considered as eligible expenses.

## Public Art Projects

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

**Privately Owned property** – If a private project (or a public project other than the City of Austin) owns the property, the applicant must obtain a formal letter of support from the owner allowing the applicant to install the proposed artwork. This letter must be included with the application. Without the property owner's written consent, the application cannot be reviewed.

**City of Austin Property** – Applicants proposing to install public art on City of Austin property must submit an Artwork Donation/Loan Review Proposal for review by the Austin Arts Commission prior to submitting the Community Initiatives application. Prior to the Arts Commission review, the proposed artwork must be reviewed by appropriate city departments as well as neighborhood and community groups. Artwork Donation/Loan Review Proposal forms are available at [http://www.austintexas.gov/sites/default/files/files/EGRSO/COAArtworkDonationLoanPolicy\\_2013\\_v02.pdf](http://www.austintexas.gov/sites/default/files/files/EGRSO/COAArtworkDonationLoanPolicy_2013_v02.pdf).

## 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 or services that are solely for the promotion of or consumption by a specific religious order and/or a particular sect
- Cash reserves or endowments of any kind, as awarded funds are to be expended within the designated funding period
- Capital expenditures, purchase, repair or renovation of equipment or real property, including construction, renovation or purchase of equipment and/or real property. In the case of neighborhood art and design projects, funding may be requested for research, planning, design and/or fabrication of art projects, but not for general construction, reconstruction, landscaping, or other costs that can be considered capital expenditures.
- Private events or any activities offered for the sole purpose of raising money in excess of the value of programs or services delivered

### 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

Commented [PJ1]: The changes are so that the columns containing the same information are on the same page instead of two different pages.

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

- Costs associated with the start-up of a new organization
- Direct project costs incurred more than 60 days prior to the grant starting date
- Fund-raising expenses, including but not limited to entertainment, reception or hospitality functions expenses
- Consultants who are members of an applicant's staff or board
- Payments to students or interns whose employment is tied to class credit
- Cultural Funding Services Agreement (contract) management costs, writing fees, sponsorship fees, or any other contract management fees. 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, unless essential to the project. Contact CAD staff to verify eligibility of any food or beverage expenses +
- Existing deficits, fines, contingencies, penalties, interest or litigation costs
- Internal programs at colleges or universities
- Curriculum development or curricular activities such as creation of textbooks or classroom materials
- Scholarly or academic research, tuition, and activities which generate academic credit or formal study toward an academic or professional degree

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

- Travel of Applicant or Sponsored Individual/Organization's administrative staff. +  
*Exception: Mileage is allowed at the approved per diem rates when accompanied by a completed City of Austin Cultural Funding Private Vehicle Report. Travel activity must be essential to the project. Travel for research is not an eligible project cost.*
- Purchase of Gasoline
- Property Taxes or any other tax with the exception of retail sales or payroll tax
- Audits unless required per cultural funding contract
- Membership fees
- The purchase of computer software/hardware
- In-Kind contributions (including unpaid, volunteer time) from sponsored project individual artists, applicant employees or applicant board members

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

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

## CONTRACTUAL REQUIREMENTS

### Implementation

With approval by the Austin Arts Commission of the funding recommendation, pre-contract materials will be forwarded to the applicant outlining specific dates for their completion and submission.

#### Pre-contract materials include:

- Submission of Insurance certificate that meets the City of Austin Requirements (based on Insurance Assessment submitted with application)
- Completion of Online Mandatory Orientation found at the link below
  - <http://www.austintexas.gov/department/auxiliary-cultural-funding-programs>

All requested pre-contract materials are due prior to the City entering into a contract with the organization. Failure to submit pre-contract materials prior to the outlined specific date may result in the nullification of the funding award. The Community Initiatives Application & Agreement must be signed by the City, with required insurance in effect and all pre-contract Mandatory Orientation, prior to the event date.

The organization will submit required reports as outlined below and will follow contract procedures throughout the contract period.

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

### Publicity Requirements

Publicity requirements, including the Cultural Arts Division logo, must be included on all project related promotional materials if the project is funded. CAD staff will provide specific information when an award is made. In addition, all funded projects are required to be uploaded to NowPlayingAustin.com.

### Americans with Disabilities Act Requirements

All funded applicants must take Americans with Disabilities Act (ADA) training. You may fulfill this requirement by completing a short open book quiz which will be provided to you by CAD staff.

### Insurance Requirements

Depending on the funded activities, cultural contractors are required to carry insurance as outlined below and must **provide the Cultural Arts Division Office with a current Certificate of Insurance, the cost of which may be included in your budget.** More specific insurance requirements will be included in the pre-contract materials if you are awarded funding. Sponsored projects must also meet the insurance requirements or be insured through the sponsoring organization. The contractor shall carry insurance in one or all of the following types and amounts as designated by the Risk Management Department of the City of Austin for the duration of the contract and furnish certificates of insurance along with copies of all policy endorsements as evidence thereof: The cost of insurance should be researched prior to the submission of the application and included in the budgetary monetary figures.

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

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

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

**Workers Compensation and Employers Liability Insurance** for all activities being held on City of Austin premises with minimum policy limits for Employer's Liability of \$100,000 bodily injury each accident, \$500,000 bodily injury by disease policy limit and \$100,000 bodily injury by disease each employee. Two endorsements shall be added in favor of the City of Austin: 1) waiver of subrogation and 2) 30 day notice of cancellation.

**CERTIFICATES OF INSURANCE SHALL CONTAIN THE FOLLOWING:**

- Proper office of the insurer, the locations and operations to which the insurance applies, and the expiration date of coverage
- Written by a company licensed to do business in the State of Texas at the time the policy is issued and shall be acceptable by the City. Naming the City of Austin, Economic Development Department, Cultural Arts Division, 201 East 2<sup>nd</sup> Street, Austin, TX 78701, as an additional insured
- Waiver of Subrogation in favor of the City of Austin. **30 day** cancellation clause that obligates the insurance company to notify the Cultural Arts Division Office at 512-974-6379 (fax) of cancellations or material changes

**Payment Schedule**

If the application is awarded funding, 75% of the payment will be awarded upon processing of the signed contract. The remaining 25% will be awarded upon processing of the final report.

**Reports**

If awarded funding, a final report will be required 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,
- Proof the funded programming was executed,
- Proof of use of required publicity verbiage and logo(s).

Failure to submit an acceptable final report will make the applicant and/or sponsored project ineligible to apply for future funding from the Cultural Arts Funding Programs. See the Final Report form at <http://www.austintexas.gov/department/auxiliary-cultural-funding-programs> to review the type of information required.

## EVALUATION CRITERIA

Cultural Arts Division Staff will review applications based on eligibility requirements and evaluation criteria listed below. Applications that meet guidelines requirements will be forwarded to the Austin Arts Commission for final review and approval of funding award.

### Project

1. What are the specifics of the project for which funding is sought? i.e. list specific date(s), time(s), activity(ies), participant(s), location(s).
2. How does the project contribute to and fill a need in Austin's artistic and cultural community?

### Artistic/Cultural Merit

3. How does the applicant (or sponsored project if applicable) produce/present quality work that contributes to the unique artistic/cultural landscape in Austin?
4. To what degree does the project incorporate artists or artistic works from historically underserved communities in their programming or provide programs/services to historically underserved artists and/or communities?

### Administrative Capability

5. How does the applicant (or sponsored project if applicable) demonstrate production and business skills needed to complete the proposed programming/project?
6. How will the project be evaluated to measure project effectiveness? Describe methods.
7. How will the applicant collect data regarding audience demographics, audience involvement, and tourists in attendance from in state, out of state, or outside the USA? Describe methods.
8. If applicable, is the fiscal sponsor capable of managing the administrative and financial aspects of the project?

### Economic, Cultural, and Social Impact

9. Does the proposed programming/project meet any identified community social or cultural needs?
10. How do you plan to market your project to a broad constituency (including residents, visitors and tourists)? What is your marketing plan?
11. How is the proposed programming/project accessible to audiences with disabilities?
12. How is the proposed programming/project accessible to economically disadvantaged audiences?
13. Will the applicant attempt to partner or otherwise work with the convention or hotel/motel industries to attract audiences? If so, how?

# Preparing Your Application

Applications must be typed. Before preparing your application, read the guidelines. The guidelines provide important information about types of projects the City will fund and will not fund, and the criteria by which your application will be reviewed. Be sure that your application addresses these issues. Please note that if you applying on behalf of a Sponsored Project look for this symbol as it will provide you with additional information specifically for Sponsored Project Applicants - **SP**

## Section I. Summary

### Project Title

Provide a brief title of proposed activity. For example you if you are requesting funds for a production of Hamlet, you might enter Hamlet or ABC Theater Company's Production of Hamlet. The Project Title should be representative of your proposed project activity.

### Amount Requested

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

- 501 (c) Orgs may request up to **\$7,500**
- TX Non-profit applying under a fiscal sponsor may request up to **\$5,000**
- Unincorporated Groups or Individual artists applying under a fiscal sponsor may request up to **\$3,000**

### Applicant Information

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

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

### Organization Information

Enter the legal name, and address of the applicant as recorded with the IRS. Use exact spellings. This information should match exactly to what is listed on your City of Austin Vendor Registration ([https://www.austintexas.gov/financeonline/vendor\\_connection/index.cfm](https://www.austintexas.gov/financeonline/vendor_connection/index.cfm)) Do not use abbreviations unless part of the official name as listed in your vendor registration account.

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

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

### Executive Director

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

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

**Additional Contacts**

Additional Contacts will be copied on all emails sent to the application owner regarding this application.

Enter **ONLY** email addresses separated by a comma. No names. No titles. No phone numbers.

**SP** - If you are fiscally sponsored be sure to include the email of your fiscal sponsor in addition to your own.

**ADDITIONAL INFORMATION**

**Authorized Official**

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

**NOTE:**

- This individual and the person listed in the Applicant Information section above **CAN NOT** be the same. If the person listed in the Applicant Information section is also the board chair please list another executive level board member in the Authorized Official section.
- Board Chair and their email address **MUST** be different from those of the applicant.

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

**Applicant District Number**

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

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

**Applicant Race Code**

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

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

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

**Fiscal Sponsor Eligibility**

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

**SP** - Sponsored Projects should indicate the criteria that their fiscal sponsor meets. If your fiscal sponsor fails to meet one of the criteria, then your sponsor is NOT eligible and you will need to find an alternative organization to provide you with fiscal sponsorship before you may apply for funding.

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

**Section II. Eligibility**

**Question 1. Organizational Eligibility**

Select the statement that best describes your organization/you.

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

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

**Question 2. Residency Verification**

Please let us know when your organization or if you are an individual artist when you located to Austin or its Extra Territorial Jurisdiction (ETJ)? This can be your incorporation date if you were founded in Austin. Please provide the month and year.

**Question 3. Artistic Expertise Verification**

Please verify that you have you produced artistic work within your artistic expertise with a budget history of the same for a minimum of 1 year prior to the application deadline by selecting yes.

If you have not produced artistic work in your area of artistic expertise at least one year prior you are not currently eligible to apply for funding.

**Question 4. Matching Requirement Verification**

Applicants must provide 1:1 matching funds for all awards. Up to one half of the match (50%) is allowable as well-documented in-kind support. Only funds acquired and used to support activities specified in the application will be accepted as matching funds. If you are able to meet the matching requirement select "Yes". If you are not able to meet select "No". You will not be eligible to apply for funding if you are unable to meet the matching requirement.

**Question 5. Nonprofit Arts Event Verification**

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

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

**Question 6. Start Date/End Date**

Enter the dates of your activity. Include implementation and activity completion date. These dates must be within the period of October 1, 2015 through September 30, 2016.

**SP** - If the application is on behalf of a sponsored project's project, the start/end date will correspond with that sponsored project's activity.

Funded activities cannot begin before October 1, 2015 and must be completed no later than September 30, 2016. The start date must be at least 60 days after the application due date.

**Question 7. New Applicant**

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

**Submit Eligibility Form**

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

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

**Section III. Application Questions**

**Online Video Documentation**

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

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

**Question 1. Sponsored Project Verification**

Please indicate if you are applying on behalf of a Sponsored Project.

If you are NOT applying on behalf of a sponsored project please skip to question 13 – Project Race Code (see page 18).

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

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

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

**Question 11. Sponsored Project District Number**

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

You can access district location via the interactive redistricting map at <http://www.austinredistricting.org/maps/interactive-final-map/> .

**Question 12. Sponsored Race Codes**

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

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

**Question 13. Project Race Code**

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

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

**Question 14. Primary Artistic Discipline**

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

**Questions 15-27. Project Narrative Questions**

The Project Narrative will be reviewed based on the Project Evaluation Criteria on page 13. The narrative is vitally important as it tells the story of your project, and should include details such as the "who, what, when, where, why, and how much." The narrative should be written in direct response to the Project Narrative Questions. You are limited to 750 characters per question, approximately two paragraphs.

If you are NOT fiscally sponsored please respond to question 22 with 'n/a'.

**SP** – Question 22 is only required for Sponsored Projects.

**Question 28-30. Organizational History**

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

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

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

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

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

**Question 31. Online Documentation**

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

If you do not wish to provide a link enter 'N/A' and be sure to upload documentation in the Documents Tab.

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

## Section IV. Budget and Activity Summary

### Operating Budget History

Enter annual operating budget information as submitted on your IRS form 990 for the fiscal years indicated. Enter cash only; do not include in-kind amounts. When given the option of "Projected/Actual", click whether the amount entered is "Projected" or "Actual". This number is NOT your City of Austin funded amount, nor is it your project budget (Line 24 from the budget). This amount should reflect your entire annual operating budget.

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

The budget history will be reviewed when determining the eligibility requirement "...of ongoing artistic/cultural programs for a minimum of one year". In addition, budget history is used in evaluating potential award amounts.

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

### Proposed Budget: INCOME & EXPENSES

*The proposed budget is utilized in evaluating the applicant's budgetary capability of satisfying the 1:1 matching requirement (see page 3, "Matching Requirements").*

Complete the budget paying attention to the budget definitions.

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

#### Income

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

#### Expenses

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

The total budget (line 24) **must** be at least double the COA award request amount (line 9).

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

### Project Summary

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

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

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

## Section V. Documents

### Attachment # 1 Proof of Tax Exempt Status

Provide proof of tax-exempt status. 501(c) and other tax-exempt organizations should submit a copy of their IRS tax determination letter. The following items will not be accepted as proof of tax-exempt status: articles of incorporation, bylaws, or proof of sales tax exemption.

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

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

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

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

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

### Attachment #3 Board List

Provide a roster of your governing board, including

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

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

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

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

If your organization does not operate on a calendar fiscal year you can determine the fiscal year of your 990 by looking at the tax year ending date instead of the year listed on the top right corner of the form.

DLN: 92493195015194  
OMB No 1545-0047  
2012  
Open to Public Inspection  
2012, and ending 08-31-2013  
Employer identification number

### Attachment #5 Documentation

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

**Attachment #6 Insurance Information Form**

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

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

**Attachment #7 Accessibility Assessment: Accessibility Quiz**

Review the Artworks NEA Tip Sheet and the ADA Fact sheet, which can be found in the document library, then complete the Reaching Out to Customers with Disabilities Quiz. Submit the completed quiz with your CI application.

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

**Attachment #8 Signed Assurances Document**

Please review carefully. Provide the signature of the authorized official, or board designee, including the date signed. Also provide the signature of the sponsored individual/organization/group if applicable. If the application is scheduled to be approved after submission, it is the applicant's responsibility to notify Cultural Arts Division staff of the board approval date.

## Sample Budget

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

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

### PROPOSED BUDGET - PROJECT INCOME

PROJECT INCOME	CASH	DESCRIPTION	TOTAL
<b>Earned Income</b>			
Line 1. Admissions	\$ 4,000	Ticket sales: 1 performance 200x\$5 ticket + 300x\$10 ticket	\$4,000
Line 2. Other Earned Income	\$ 1,800	T-shirt sales: 150 x \$12 shirt	\$1,800
<b>Line 3. Total Earned Income</b>			<b>\$5,800</b>
<b>Unearned Income</b>			
Line 4. Corporate Support:	\$ 1,000	\$500 - The Alexander Corp 2 Businesses @ \$250 = \$500	\$1,000
Line 6. Total Other Unearned Income			\$ 500
Line 7. Applicant Cash			\$ 500
<b>Line 8. Total Unearned Income</b>			<b>\$ 2,000</b>
Line 9. COA request	\$ 5,000		\$ 5,000
<b>Line 10. TOTAL CASH INCOME</b>	<b>\$12,800</b>		<b>\$12,800</b>
<b>Line 11. Total In-Kind Expenses</b>	<b>\$ 2,105</b>		<b>\$ 2,105</b>
<b>Line 12. TOTAL INCOME</b>			<b>\$14,905</b>

**PROPOSED BUDGET – PROJECT EXPENSES**

<b>PROJECTED EXPENSES</b>	<b>CASH</b>	<b>IN-KIND</b>	<b>TOTAL</b>	<b>DESCRIPTION</b>
<b>Expenses</b>				
Line 13. Administrative Non-Employees \$ 600	\$ 600	\$ 605	<b>\$ 1,205</b>	Project Director - \$15/hr. x 40 Bookkeeper - \$15/hr. x35 hrs. T-shirt vendor – 2 x \$10/hr. x 4
Line 14. Artistic Fees / Non-Employee \$3,500	\$ 700	<b>\$ 4,200</b>		The Carrey Cooper Group: 7 musicians X \$100 (in-kind) 7 musicians X \$300 Lighting engineer X \$300 Sound engineer X \$300 Stage manager X \$300 5 stage hands – 5 x \$12.50/hr. x 8 hrs.
Line 17. Travel	\$3,400		<b>\$ 3,400</b>	Tour bus expenses– 7 x \$50 Hotel – 7 x \$150
Line 18. Space rental (in-kind)	\$1,050	\$ 800	<b>\$ 1,850</b>	Hicks Theatre - rehearsal (in-kind) Hicks Theatre performance
Line 19. Equipment rental	\$1,000		<b>\$ 1,000</b>	Microphones - \$ 250 Lighting - \$ 750
Line 21. Marketing and Promotion	\$1,790		<b>\$ 1,790</b>	Newspaper Ads 2 x \$180 = \$ 360 1 x \$780 = \$ 780 Posters 50 x \$13 = \$ 650
Line 23. Other	\$1,460		<b>\$ 1,460</b>	Ticket Agent \$ 500 Event Insurance \$ 760 Sponsorship Fee \$ 200
<b>Line 24. Total Cash Expenses</b>	<b>\$12,800</b>			
<b>Total In-Kind Expenses</b>		<b>\$ 2,105</b>		
<b>Total Total Expenses</b>			<b>\$14,905</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.

- o Do you meet the eligibility requirement of “...residing in Austin or its Extra Territorial Jurisdiction with a budget history of ongoing artistic/cultural programs for a minimum of one year”?
- o Is the proposed project compatible with the mission and goals of your organization?
- o Does your proposed project fall within the intended purposes of this funding source?
- o Does your project budget demonstrate the ability to meet the matching requirements? (If not, what would be the appropriate or adjusted request amount in order to meet matching requirements?)
- o Are your project budget projections realistic? Are personnel wages, supply and equipment costs, rental fees, marketing and promotional expenses, etc. appropriate?
- o Funding awards may be less than the amount requested. Have you considered how partial funding may impact the implementation of your project?
- o Is your cash flow sufficient to ensure that your project can begin while you wait for your City funding to arrive?
- o Are marketed programs or project activities accessible to the general public? Are programs or project activities accessible to persons with disabilities?

## Helpful Tips: Planning for Cultural Tourism

The expenditures of the Hotel Occupancy Tax revenue are intended to cultivate and promote cultural tourism. For the arts, cultural tourism can provide an opportunity for greater earned income. Cultural tourism programs are the catalyst for new audiences and dollars, helping artists and arts organizations to grow stronger in these days of declining federal grants and increased competition for dollars at foundation and corporate levels. For tourism, arts and culture are the expressions of a community's heart and soul. Together they form an image that sets the city apart and creates anticipation and excitement for the traveler (*Americans for the Arts, MONOGRAPHS; January 2007*).

Cultural tourism will be a concerted focus for the Cultural Arts Division in the coming years in an effort to grow and expand the visibility of Austin's unique and talented arts community. The city recognizes and relies on all of the amazing marketing and programmatic successes already being achieved by cultural contractors. In addition, the Cultural Arts Division will be exploring collective and strategic opportunities to promote Austin's arts and cultural offerings. In an effort to maximize the benefits of a collective marketing approach as a way to extend the visibility of your organization, you are asked to initiate one of the following action items during the planning and implementation of your annual program or projects.

- o Link your website to [www.NowPlayingAustin.com](http://www.NowPlayingAustin.com)
- o Post all non-city-funded events and projects to Now Playing Austin
- o Note nearby lodging facilities through promotional materials and website related to a program.
- o Partner with an area hotel for a block of rooms for visiting artists or for out of town audience members and promote the negotiated lodging rate in marketing materials.
- o Invite front-line staff of the hospitality industry to attend an event as a guest and to encourage them to become a spokesperson for your organization or project.
- o Drop program/project collateral materials to Austin Convention and Visitors Bureau and/or to travel centers
- o Coordinate collective marketing with similar or comparable organizations or projects by advertising in a statewide, national or international publication.
- o Become a member of Travel Industry Association of America (TIA)
- o Plan for an effective social media outreach strategy for tourism-related audience development

In addition to its direct economic impact, tourism can improve quality of life and build community. When the arts and tourism communities' work together to highlight the unique character of a place, they can harness market forces to educate and entertain visitors, preserve cultural assets, and engender community pride in its heritage and way of life (*Americans for the Arts; <http://www.artsusa.org>*)

## 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 has a 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 Report 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 (ETJ). 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 organization 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** – (*also see Non-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.

**Event Based** – Artistic activity that has a physical component allowing the public to attend or witness the artwork.

**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.  
(*Also See Sponsoring Organization*)

**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.

**Incorporated Group** – Artistic work, activities, or services created/performed by a collection of artists formally organized as a group that has acquired the State of Texas Letter of Exemption (Certificate of Filing).

**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. A group that is not incorporated as a nonprofit with the State of Texas will be considered an individual artist project.

**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 sponsored individual artists, 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, used to build the organization's 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 that are 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 Cultural Arts Funding Programs 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 (ETJ).

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

**Non-Employee Costs** - (*also see 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 170c 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. Include gross proceeds from fund-raising events.

**Other Unearned** – Revenue derived from sources other than those listed above. 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. Note: Applicants proposing public art projects must obtain permission from the property owner prior to the application deadline.

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

**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.

**Sponsored Project** – An individual artist or Texas State incorporated or unincorporated arts group applying under the umbrella of a 501(c) nonprofit organization.

**Sponsoring Organization** – A 501(c) nonprofit organization that assumes all fiduciary and contractual responsibilities so an individual artist or unincorporated group may receive funding from the City. (*Also see Fiscal Sponsor*)

**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, taxis, per diem payments, toll charges, mileage, 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.

**Unincorporated Group** – A group not incorporated within the State of Texas as a nonprofit organization. Applications on behalf of unincorporated groups are treated as individual artist applicants.

**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.

**Assurances**

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

1. The activities and services for which financial assistance is sought will be administered by the applicant organization;
2. Any funds received as a result of this application will be used solely for the project described;
3. The applicant has read, understands, and will conform to the intent outlined in the Community Initiatives Funding Program Guidelines;
4. The applicant will comply with Title VI of the Civil Rights Act of 1964, with labor standards under Section 5(j) of the National Foundation of the Arts and Humanities Act of 1965, with Section 504 of the Rehabilitation Act Amendments of 1974, with Title IX of the Education Amendments of 1972, with the Americans with Disabilities Act of 1990, with the Age Discrimination Act of 1975, and with the Drug Free Workplace Act of 1988;
5. The applicant will comply with Section 10(7)(b) of the Texas Commission on the Arts' Enabling Legislation, which prohibits the TCA and its grantees from knowingly fostering, encouraging, promoting, or funding any project, production, workshop, and/or program which includes obscene material as defined in Section 43.21 Penal Code of Texas;
6. The applicant is a nonprofit project as defined by the I.R.S.;
7. 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. Sponsored applications must be signed by the principal of the nonprofit umbrella organization with legal authority to certify the information contained in the application and a representative of the sponsored group/individual;
8. The applicant understands that the City of Austin actively reviews and evaluates all aspects of the programs and processes and incorporates changes which may occur at any time throughout the funding calendar. Cultural Arts Division staff will provide updates on changes as they are adopted;
9. The City of Austin reserves the right to make special stipulations on how specific cultural contract funds may be spent;
10. Neither the applicant nor any of its agents, representatives, subconsultants, nor I have undertaken or will undertake any activities or actions to promote or advertise any cultural arts funding proposal to any member of any City Commission reviewing the proposals, any member of the Austin City Council, or any City staff except in the course of City-sponsored inquiries, interviews or presentations;
11. The filing of this application by the undersigned, officially authorized to represent the applicant organization, has been duly approved by the governing board of the applicant organization.

- This application was approved by the applicant's board on \_\_\_\_\_
- This application is scheduled to be approved by the applicant's board on \_\_\_\_\_

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

<b>Applicant Authorized Official</b>		<b>Sponsored Organization/Group/Individual (if applicable)</b>		<b>City of Austin</b>	
name (typed)	title	name (typed)	title	name (typed)	title
signature	date	signature	date	signature	date