



# City of Austin Cultural Arts Funding Program

## CULTURAL EXPANSION PROGRAM

Interim Application  
Fiscal Year 2017



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



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# Cultural Arts Funding Programs

## INTRODUCTION

The Cultural Arts Division of the City of Austin Economic Development Department (ED) serves to encourage, develop and facilitate an enriched environment of artistic, creative, cultural activity in the City of Austin and its Extra Territorial Jurisdiction (ETJ). As a component of many services and activities, the Cultural Arts Division manages the application and funding process 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 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 FY 2017 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.

## GUIDELINES AT A GLANCE

### To Be Eligible

Applicants applying in Year 2 (interim year) of the two-year funding cycle must have been reviewed through the peer review panel process in FY 2015 - 2016, awarded funding, completed contract activities by September 30, 2016, and submitted all final report requirements. All applicants must maintain eligibility requirements as were required in Year One (FY 2015 – 2016) of the Cultural Expansion Program.

### Funding Cycles

The Cultural Expansion Funding Program spans a comprehensive two (2) year cycle. FY 2016-2017 will mark year two (2) of the two-year funding cycle. Applicants are required to submit an application each year; however, scores received in Year 1 are retained in Year 2. During the two-year funding cycle, the following occurs:

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

**YEAR 2 (Interim Year):** Interim application submission, program eligibility determination, and award determination. Year 2 proposed program/project should be similar in project scope to program/project proposed in Year 1. Acceptance of interim year application is contingent upon entering into the Year 1 contract.

A review to assess the appropriate support category for each applicant will occur annually in Year 1 and is based on an average of the applicant's total expenses for the two most recently completed fiscal periods. Applicants applying for Cultural Expansion Program funding must be registered with 990s posted on Guidestar: [www.guidestar.org](http://www.guidestar.org).

Participation in the Cultural Expansion Funding 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.

### Funding Request

The funding request can be no more than the amount requested in Year 1. Projects must be similar in size and scope to that of Year 1 and support activities related to programming and projects that are open to Austin residents, visitors and tourists, and are consistent with the promotion and enhancement of the City of Austin as a cultural destination.

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

### Application Deadline:

**Wednesday, June 1, 2016 by 11:59pm**

Applications must be submitted online at <http://www.austintexas.gov/departments/cultural-expansion-program>

## **CITY OF AUSTIN VISION AND GOALS**

**Late applications will NOT be accepted.**

### **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, 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 CULTURAL FUNDING PROGRAM FUNDS

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

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).

## TIMELINE

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

<b>April 18</b>	Release of 2017 Cultural Expansion Program Guidelines and Application
<b>May 4; 12:00 PM</b>	Pre-Application Workshop – Windsor Park Branch Library
<b>May 5; 6:00 PM</b>	Pre-Application Workshop – Willie Mae Kirk Branch Library
<b>June 1; 11:59 PM</b>	<b>DEADLINE to submit Cultural Expansion Program application and attachments</b> <i>See page 25 for additional Submission Instructions.</i>  <b><u>Late applications will not be accepted or forwarded to the panels for review.</u></b>
<b>July/August</b>	Arts Commission makes recommendation of funding allocation matrix to City Manager and City Council for approval.
<b>September</b>	City Council approves Cultural Contracts. Applicants are notified of award status; awards are publicized.
<b>Late September/ Early October</b>	Pre-Contract workshops held for contractors.

## 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*

### Cultural Arts Division Office

*201 East 2<sup>nd</sup> Street  
Austin, TX 78701*

*No appointment necessary  
Parking validation is available*

*Fax number: (512) 974-6379  
[www.austincreates.com](http://www.austincreates.com)*

# Cultural Expansion Program

## GENERAL 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 aide 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

Applicants applying in Year 2 (interim year) of the two-year funding cycle must have been reviewed through the peer review panel process in FY 2015 - 2016, awarded funding, completed contract activities by September 30, 2016, and submitted all final report requirements. All applicants must maintain eligibility requirements as were required in Year 1 (FY 2015 – 2016) of the Cultural Expansion Program. All applicants must meet the following minimum requirements:

- Applicant 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.
- Organization 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 an 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

Projects must be similar in size and scope to that of Year 1 and 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

The funding request can be no more than the amount requested in Year 1. Eligible organizations may request funds for specific organizational marketing and/or audience development activities in one of the following funding tiers:

- Organizations with operating budgets equal to or greater than \$100,000 are eligible to apply for up to \$15,000.
- Organizations with operating budgets less than \$100,000 are eligible to apply for up to \$7,500.

## Matching Requirements

A 50%:1:2 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 Funding Program in any given fiscal year.
- In-Kind Artistic salary/time/fees may not be included in project budgets nor used as match.

## 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

**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

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

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

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

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

## INTERIM YEAR REVIEW AND AWARD PROCESS

### Review

Applications for Cultural Arts Funding are processed and reviewed in the following sequence: 1) applications are submitted online; 2) Cultural Arts staff reviews documents.

### Funding Process

Historically, available sources of funding for our programs are not sufficient to meet applicant demand. An applicant may request up to that amount which was requested in Year 1 of the two-year cycle. While it is recommended that an applicant request the same funding amount as that of Year 1 (given project budget size correlates with such request), the reality is it is rare that an award amount duplicates that of the request. The final distribution of funding is dependent on, but not limited to, several factors: 1) projected available program funding; 2) number of applications submitted; 3) applicant score; and 4) number of applicants awarded funding. These variables factor into a final mathematical funding matrix. Please note that funding projections are dependent upon actual tax revenues collected.

The funding matrix provides parameters for the distribution of funds on an annual basis as is reviewed and recommended by the Arts Commission Working Group whose members are appointed by the Arts Commission. Parameters include: 1) categorization of applicant by budgetary size; 2) maximum allowable award amount per category; and 4) per point score deduction. These recommendations of matrix parameters, once approved by the Arts Commission, are submitted to City Council for final authorization.

*Note:* Grounds for appeal are based on the peer panel review process; therefore, there is no appeal process during the interim year.

## CONTRACTUAL REQUIREMENTS

### Implementation

Following the approval of 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 Division Funding Programs throughout the contract period. The deadline to submit a revised narrative and budget will be in early November. Staff will notify you of the date with a 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.

## **Insurance**

Contract Agencies are required to carry insurance as outlined below and must **provide the Cultural Arts Division Office with a current Certificate of Insurance prior to entering into a contract**. Insurance costs can be included in the applicant budget and, as such, should be researched prior to submitting the application. These costs are an allowable budgetary expense if awarded funding. More specific insurance requirements are included in the Insurance Assessment Form.

## **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).

# 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

# Preparing Your Application

Applications must be submitted online. Before preparing your application, fully read the guidelines and application instructions as well as referencing the FY 2017 Cultural Expansion Program Guidelines. The guidelines provide important information about types of projects the City will fund and the criteria by which your application will be reviewed.

## Section I: Summary

### Project Title

Provide a brief title of proposed activity

### Amount Requested

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

- Organizations with operating budgets equal to or greater than \$100,000 are eligible to apply for up to \$15,000.
- Organizations with operating budgets less than \$100,000 are eligible to apply for up to \$7,500.

### Applicant Information

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

### 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.

If you have not yet registered with the City of Austin Vendor Registration or if you need to search for your vendor registration please visit

[https://www.austintexas.gov/financeonline/vendor\\_connection/index.cfm](https://www.austintexas.gov/financeonline/vendor_connection/index.cfm)

If you have questions about registering as a vendor please contact the Vendor Registration Office at (512) 974-2018.

***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.

### Collaborators

If you have multiple people working with you on your application you may invite them to be a Collaborator. This feature allows you to invite additional people to log in and work on an application with you but will provide them with their own log-in. Collaborators can only edit application questions.

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

### Additional Contacts

Additional Contacts will be copied on all emails sent to the application owner regarding this application. Additional Contacts do not have access to the application to make edits but they are included on any email communications regarding the application. *Enter **ONLY** email addresses separated by a comma. No names. No titles. No phone numbers.*

## ADDITIONAL INFORMATION

### Authorized Official

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

**NOTE:** This individual and the person listed in the Applicant Information section above **CANNOT** be the same. If the person listed in the Applicant Information section is also the board chair please list another executive level board member in the Authorized Official section.

Board Chair and their email address **MUST** be different from those of the applicant.

### Applicant District Number

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

### 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.

- A 50% or more Asian
- B 50% or more Black / African American
- H 50% or more Hispanic / Latino
- N 50% or more American Indian / Alaska Native
- P 50% or more Native Hawaiian / Pacific Islander
- W 50% or more White

- M majority ethnic minority / multi ethnic
- 99 no single group listed above represent 50 percent or more of staff, board, or membership.

### **Fiscal Sponsor Eligibility**

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

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

## **Section II: Eligibility**

### **Question 1. Did you receive CEP Funding in FY16**

If you did not receive CEP funding in FY16 you are ineligible to apply for CEP for FY17.

### **Question 2. Residency Verification**

Please let us know when your organization 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. Culturally Based Arts Organization Verification**

Please verify that your organization has a board that is culturally representative (= or > 50%).

### **Question 4. Culturally Specific Programming Verification**

Applicants must provide programs and services primarily to culturally specific and/or historically underserved communities as reflected in your organization's mission statement.

### **Question 5. Marketing Verification**

All applicants must provide programming that included events that are open to Austin residents, visitors and tourists.

### **Question 6 & 7. Start Date End Date**

Enter the dates of your activity. Include implementation and activity completion date. These dates must be within the period of October 1, 2016 through September 30, 2017. Funded activities cannot begin before October 1, 2016 and must be completed no later than September 30, 2017.

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

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

## Section III: Application Questions

### Question 1. Select Annual Operating Budget

Please select the option that best describes your annual operating budget.

### Question 2. 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 3. 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.

### Question 4. Change in Project from year 1 to year 2

Please indicate if any of the listed changes occurred.

### Question 5. Project Narrative

If you had any major changes to your Project Activities, as indicated by your response to question 4, please provide an explanation for the change.

### Questions 6-8. Organizational History

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

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

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

## Section IV: Budget & Project Summary

### Operating Budget History

Enter annual operating budget information as submitted on your IRS form 990 for the fiscal years indicated. Enter cash only; do not include in-kind amounts. When given the option of "Projected/Actual", click whether the amount entered is "Projected" or "Actual". This number is NOT your City of Austin funded amount, nor is it your project budget (Line 19 from the budget). This amount should reflect your entire annual operating budget.

**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 1:2 matching requirement.*

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 19) **must** be at least 1.5 times 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

Provide a clear and concise project summary listing your marketing activities, and the date or dates they will occur.

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

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

# Sample Budget

You are required to submit a full itemization of each figure in your budget. That itemization is to be submitted as ATTACHMENT #1.

**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. Leased Space		
1 Office		
12 months x \$1,250	\$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.	<u>\$1,000</u>	
		\$ 2,200
Line 13. Space Rental		
Allante Auditorium		
2 workshops - 2 x \$800	<u>\$1,600</u>	
		\$ 1,600
Line 16. Other fees/services (non-employee)		
Waived Bank Fees	<u>\$ 250</u>	
		\$ 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	<u>\$15,000</u>	
		\$15,000
Line 12. Non Employee Costs		
Consultant (Tom Perry - 20x200 hr)	\$ 2,000	
Administrator (Peg Smith -10X100)	<u>\$ 1,000</u>	
		\$3,000
Line 13. Space rental		
Office (1,000 x 12)	\$12,000	
Meeting Space (500 X 12)	<u>\$ 6,000</u>	
		\$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	<u>\$ 650</u>	
		\$ 3,930
Line 22. Other Expenses		
Marketing Booklets - 245 x \$3	\$ 735	
Royalties	\$2,450	
Bank Fees		
	<u>\$ 385</u>	
		\$ 3,570
<b>Total Cash Expenses</b>		<b>\$48,500</b>

## Section V: Attachments

### Attachment # 1: Proof of Tax Exempt Status

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

### Attachment #2: 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 #3: Form 990

Provide a copy of the first page of IRS Form 990, 990 PF, 990 EZ or 990 N evidencing Fiscal Year 2013 and Fiscal Year 2014 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: 93493195015194  
OMB No 1545-0047  
2012  
Open to Public Inspection  
2, and ending 08-31-2013  
D Employer identification number

### Attachment #4: 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.

### Attachment #5: 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.

## Delivery Instructions

Applications must be submitted online on Wednesday, June 1, 2016

The online application can be found at

<http://www.austintexas.gov/department/cultural-heritage-festivals-program>

**Late applications will NOT be accepted.**

## Helpful Tips: Application Preparation & Submission

**Before submitting your application, test yourself with these questions.** If you can answer each question "Yes," you have prepared your application to be submitted. If any of your answers are "No," you may want to revisit your application.

- Is the proposed project compatible with the mission and goals of your organization?
- Is your project summary similar in scale and scope to that which was listed in Year 1?
- 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?
- Does your organization meet the eligibility requirement of being an arts organization?
- Is your organization's Board still representative as culturally specific (= or >50%)?

### **Application Preparation**

- Have you completed all the required forms (Sections I – V) and assembled all the required attachments (Attachments 1 – 5)? Have you placed in a single envelope for submittal?
- Is your cash flow sufficient to ensure that your project can begin while you wait for your City funding to arrive?

## Helpful Tips: Planning for Cultural Tourism

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

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

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

In addition to its direct economic impact, tourism can improve quality of life and build community. When the arts and tourism industries 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>*)