



City of Austin Cultural Arts Funding Program

Community Initiatives Program Guidelines

Fiscal Year 2019

October 1, 2018 - September 30, 2019



Cultural Arts
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

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



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Cultural Arts Funding Program

COMMUNITY INITIATIVES

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Cultural Arts Funding Program

COMMUNITY INITIATIVES

INTRODUCTION

The City of Austin Economic Development Department (EDD) 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 through 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 2019 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.

NEW! The Community Initiative Guidelines are revised every year. Look for the green star and green text to find the major FY19 Community Initiatives Guidelines changes.



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 or Cultural Heritage Festivals 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 one of the following:
 - An incorporated, tax exempt, 501(c) arts or non-arts organization, **OR**
 - An Incorporated (non-501(c) organization but is registered as a Non-Profit with the Texas Secretary of State Office as evidenced by the Certificate of Formation) arts or non-arts group MAY apply with or without a 501(c) Austin based fiscal sponsor, **OR**
 - An Unincorporated arts or non-arts group MAY apply with or without a 501(c) Austin based fiscal sponsor, **OR**
 - An individual artist MAY apply with or without a 501(c) Austin based fiscal sponsor;
- Organizations must be based or individual artists must reside in Austin or its Extra Territorial Jurisdiction (ETJ) for a minimum of ONE (1) year prior to the application due date (must have a physical address located in Austin or the Extra Territorial Jurisdiction aka ETJ);
- A budget history of ongoing artistic/cultural programs for a minimum of ONE (1) year prior to the application due date;
- **Applicant cannot have previously received more than FIVE (5) years of funding in the Community Initiatives Program.** Please contact Cultural Arts Division Staff if you have received Community Initiatives funding for more than 5 years.



Proposed Project Requirements for Eligible Applicants

- Proposed project activities must be a public event that is 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. Proposed activities are not required to be free. Admission may be charged.

- Applicant must not be currently receiving funding from the Cultural Arts Division Core Funding Program or Cultural Heritage Festivals Program.

Funding Requests



- **In Year 1 Applicant – Maximum request of \$3,000**
- In Years 2-5 Applicant – Maximum request of \$4,000

Funding is dependent upon operating budget size. Application proposed project budget must be specific to the application's proposed activities. Applicants may receive Community Initiative Funding for a maximum of **FIVE (5)** (consecutive or non-consecutive) years.

Funding Cycles

The Community Initiatives Funding Program has an annual funding cycle corresponding to the City of Austin's fiscal year (October 1 through September 30). Applications are accepted on a month-to-month basis. Only one application per organization/individual will be funded per fiscal year. Participation in this program is not guaranteed, nor is there a commitment to fund this program, or participating organizations, at previous or current levels. 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.

Applicants may only receive Community Initiatives funding for a maximum of FIVE (consecutive or nonconsecutive) years. After five years, if the applicant wishes to receive cultural arts funding they will be required to apply in one of the other Cultural Arts Funding Programs like Core or Cultural Heritage Festivals.

Matching Requirements

A 1:2 (half) 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.

Matching Requirements Example

YEAR 1 Example:

Maximum Request Amount: \$3,000.00
Minimum Cash Match: + \$ 750.00
In-kind Match or Additional Cash Match: + \$ 750.00

Total Matching Requirement = \$1,500

Minimum Total Proposed Budget: \$4,500.00

YEAR 2 - 5 Example:

Maximum Request Amount: \$4,000.00
Minimum Cash Match: + \$1,000.00
In-kind Match or Additional Cash Match: + \$1,000.00

Total Matching Requirement = \$2,000

Minimum Total Proposed Budget: \$6,000.00

- Request amount **MUST** be matched by a minimum of half of the request amount.
- At least 50% of the match **MUST** be in cash expenses.
- Remaining matching funds may be cash expenses or a combination of cash and in-kind contributions.
- Your total project budget may exceed the minimum total proposed budget too!

Deadlines and Delivery

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

The proposed activity date will determine when you will need to apply. The application due date will be based on a rolling quarterly schedule.

APPLICATIONS MUST BE SUBMITTED ONLINE:

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

APPLICATIONS ARE DUE ON THE LAST MONDAY OF EACH MONTH*

Your application must be submitted at least 60 days prior to the project start date. The start date must fall within the rolling quarterly project schedule (see below).**

Applications will be accepted within the appropriate quarter, 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 own files.

Proposed event will occur in	You must apply by	
	no earlier than	but no later than
OCTOBER 2018	July 2018	July 30, 2018
NOVEMBER 2018	July 2018	Aug 27, 2018
DECEMBER 2018	July 2018	Sep 24, 2018
JANUARY 2019	Aug 2018	Oct 29, 2018
FEBRUARY 2019	Sep 2018	Nov 26, 2018
MARCH 2019	Oct 2018	Dec 27, 2018
APRIL 2019	Nov 2018	Jan 28, 2019
MAY 2019	Dec 2018	Feb 25, 2019
JUNE 2019	Jan 2019	Mar 25, 2019
JULY 2019	Feb 2019	Apr 29, 2019
AUGUST 2019	Mar 2019	May 28, 2019
SEPTEMBER 2019	Apr 2019	June 24, 2019

** Due dates are rolled to the next business day if the due date falls on a City holiday.*

*** Please see Appendix 2 for a more detailed breakdown of the rolling quarterly deadlines*

WARNING!!

If you submit your eligibility on an application due date (on the last Monday of each month) your eligibility may not be approved in time for you to submit your application on that deadline.

You are HIGHLY ENCOURAGED to submit your eligibility for approval well in advance of the monthly application deadline (the last Monday of each month).

NEED ASSISTANCE?

Community Initiative Workshops

The following CI Workshops take place at the Cultural Arts Division Training Room located at 201 E 2nd Street. All workshops begin at **noon**.

Thursday, July 19, 2018	Thursday, January 3, 2019
Thursday, August 2, 2018	Thursday, February 7, 2019
Thursday, September 6, 2018	Thursday, March 7, 2019
Thursday, October 4, 2018	Thursday, April 4, 2019
Thursday, November 1, 2018	Thursday, May 2, 2019
Thursday, December 6, 2018	Thursday, June 6, 2019

All applicants are encouraged to attend an application workshop. You can find links

to RSVP 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:

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Barbara J Horowitz

Cultural Funding Program Associate
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Phone: (512) 974-9312

Visit us for Open Office Hours:

Every 2nd and 4th Tuesday each month
9am-12pm
No appointment necessary

Cultural Arts Division Office
201 East 2nd Street
Austin, TX 78701
Phone: (512) 974-7700
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 Applicants

- A. **501(c) arts or non-arts organization** *(as evidenced by a current IRS determination letter or copy of the most recent Form 990 filed with the IRS)*

OR

- B. **Groups without 501(c) designation but have State of Texas Non-Profit Status**, or also known as Incorporated Groups *(MAY apply under the umbrella of a fiscal sponsor)*

OR

- C. **Unincorporated Groups without 501(c) designation** *(MAY apply with or without a fiscal sponsor)*

OR

- D. **Individual Artists** *(MAY apply with or without a fiscal sponsor)*

And meet each of the following requirements:

1. **MUST** be a resident, or be based in Austin or its ETJ for at least a one (1) year prior to the date the application is submitted.
2. The proposed activity **MUST** be an event 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).
3. **MUST** have produced artistic work in Austin, within your artistic expertise, and with a budget history of for a minimum of one (1) year prior to the application deadline
4. **MUST** not have received Community Initiative funding more than five times

Minimum Requirements for Fiscal Sponsors

Fiscal Sponsors must

- Be a 501(c) organization located in Austin or its Extra-Territorial Jurisdiction (ETJ),
- Have a paid Executive Director,
- Have an active volunteer Board of Directors that meets at least three times a year,

- Been in existence for:
 - at least one (1) year and have at least a \$50,000 annual operating budget as evidenced by the most recently completed IRS Form 990, OR
 - at least five (5) years and have at least a \$35,000 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, 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 application for review by the Arts Commission. The Arts Commission must approve the donation prior to entering into the contract and in no case later than 7/30/19. To arrange the Arts Commission review, please contact Cultural Arts Funding Program staff. Artwork Donation/Loan Review application forms are available at http://austintexas.gov/sites/default/files/files/EGRSO/art_donation_2014_v01.pdf.

If awarded funding, this does not guarantee approval of Artwork Donation/Loan application by the City of Austin for the proposed artwork.

CULTURAL ARTS FUNDING PRIORITY PROGRAM

The Economic Development Department's Cultural Arts Division recognizes the need to more equitably support a variety of artistic expressions and traditions practiced within diverse **ALAANA Plus** (African, LatinX, Asian, Arab, and Native American, plus LGBTQI and Disability communities) cultural groups in Austin.

The goal of the FY19 Funding Priority Program: is to enrich the Austin community through documentation, practice, and sharing of cultural heritage and traditional art forms to invest in cultural equity across multiple artistic media and a variety of Austin's ALAANA Plus communities. Audiences gain an understanding of how expressions of cultural heritage and traditional art forms are practiced and culturally significant.

This program is geared specifically to support ALAANA Plus communities in Austin through an arts-centric platform for community building and strengthening cultural traditions. ALAANA Plus groups and individual artists representing underserved communities including low-income, immigrant and refugee communities, and projects involving seniors or youth are encouraged to apply.

ELIGIBLE APPLICANTS are ALAANA Plus based arts organizations, incorporated or unincorporated groups, or individual artists comprised of an ALAANA Plus representative board, staff, and/or participating artists equal to or greater than 50% (= or >50%).

ELGIBLE PROPOSED PROJECTS MUST:

- A. **PRESERVE** or grow cultural heritage or artistic expression that is rooted in and reflective of a traditional or multi-generational creative practice, **and**
- B. **PROMOTE** and share with a larger, public audience these diverse expressions of cultural heritage which may include traditional art forms, **and/or**
- C. **TEACH** traditional forms of artistic expression to new generations of practitioners.

An eligible project may be a single event or activity, or a series or combination of multiple events or activities. Projects may include creation of work, documentation, and presentation of all art forms including folk and traditional art forms. All projects must have a public component such as a performance, concert, exhibition, film screening, reading, workshop, or other activity that is open to and engages members of a larger community in the work being presented.

ALAANA Plus Preservation & Promotion Priority Modifier: \$500

ALAANA Plus Education Priority Modifier: \$500

Eligible applicants may receive up to \$1,000 in total priority modifiers in addition to Community Initiatives Funding, if awarded. No modifiers will be awarded if the Community Initiatives application is declined.

The Funding Priority Modifiers do not require matching dollars.

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.
- 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
- Music residencies
- Networking events
- The proposed activity MUST include a LIVE public event



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
- Any 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
- Operating costs not associated with the project
- Purchase of gifts, awards, cash prizes, scholarships, contributions or donations
- 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
- 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
- Mass produced commercial products
- In-Kind contributions (including unpaid, volunteer time) from sponsored project individual artists, applicant employees or applicant board members
- Development costs related to the production of phone apps and technology platforms



Project Costs that CAN ONLY be used as match, but may not be limited to, the following:

- 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
- Travel of Applicant or Sponsored Individual/Organization's administrative staff
- Food or beverages, unless essential to the project. Contact CAD staff to verify eligibility of any food or beverage expenses

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

EVALUATION CRITERIA

Cultural Arts Division Staff will review applications based on eligibility requirements and the satisfactory completion of all 5 sections of the online application including the Narrative Questions listed below.

Applications that meet the requirements as outlined in these guidelines will be forwarded to the Arts Commission for final review and approval of funding award.

NARRATIVE QUESTIONS

Project

- Describe your proposed event – include artistic discipline, date, and location, what will happen at the event and *estimated attendance*.

Artistic/Cultural Merit

- Describe the core artistic team. Include previous works, accolades, education and experience of the team. It is highly recommended that Community Initiatives funds, to the extent possible, should be used to pay artists. Please provide a breakdown of how much money will be paid to each of the artist participants in the proposed budget.

Administrative Capability

- Describe the core administrative team. Include previous works, accolades, education and experience of the team.

Project Goals

- List three primary goals for this proposed project. How will you know if you have achieved those goals once your activity has concluded?

Economic, Cultural, and Social Impact

- How will you market your event? How will tourists be reached? Please include a list of your marketing expenses in your proposed budget.
- How does the applicant demonstrate a commitment to inclusion and cultural equity through programming, collaboration, audiences, administration or other means?

ALAANA Plus Funding Priority Program (for eligible applicants only)


In order to receive the 2nd Education Funding Modifier you must produce in addition to your event an education component that preserves/promotes your cultural heritage. If so, what is the educational component?

PREPARING YOUR APPLICATION

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 are applying on behalf of a Sponsored Project look for this symbol as it will provide you with additional information specifically for Sponsored Project Applicants




Section I Summary

 If you are fiscally sponsored, **your Fiscal Sponsor MUST complete all of Section I Summary**. The information entered into Section I Summary should be from the Fiscal Sponsor. This is where we collect their contact information. The only information in Section I that should come from the Sponsored Project is the Project Title (this should be the name of the Sponsored Project **NOT** the name of the proposed activity) and the Request Amount.

Project Title OR Name of Sponsored Project Applicant

Provide a brief title of proposed activity.

 If you are applying under the umbrella of a fiscal sponsor, please enter the name of the Sponsored Project seeking funding, not the name of the proposed project.

For Example if Lin-Manuel Miranda wanted to apply for funding to produce Hamilton and he was applying as an individual artist under the umbrella of a fiscal sponsor, he would use his name as the Project Title rather than Hamilton.

Amount Requested

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

- **YEAR 1 MAXIMUM REQUEST AMOUNT** **\$3,000**
- **YEAR 2 - 5 MAXIMUM REQUEST AMOUNT** **\$4,000**



ALAANA Plus Request Amount

If the applicant identifies as a member of one or more of the ALAANA Plus Communities you may either a \$500 request amount or \$1,000 request amount if your proposed project will include a significant education component.

ALAANA Plus is defined as an applicant who identifies themselves (if an individual artist) or their group is made of 50% or more of African, LatinX, Asian, Arab, or Native Americans and/or identify as a member(s) LGBTQI or Disability Communities.

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. It should be the person that we should contact if Cultural Arts Division Staff has questions regarding the application.



If you are fiscally sponsored, please provide the name and contact information of the primary contact at the organization that is fiscally sponsoring you. The Sponsored Project will provide their contact information in Section III Application Questions.

Organization Information

Enter the legal name, and address of the applicant as recorded with the City of Austin Vendor Registration. Use exact spellings and punctuation as used in your vendor registration.

The Organization Information including organization name and mailing address **MUST MATCH EXACTLY** to your City of Austin Vendor Registration (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 are fiscally sponsored the name and contact information of your fiscal sponsor goes here.

Note for individual or unincorporated groups applying WITHOUT a fiscal sponsor: This information should match your vendor registration. If you registered with your full first name, middle name and last name in vendor registration you should enter your full first name, middle name and last name exactly as listed in vendor registration.

For example, if Madonna wanted to apply for funding and she intended to apply as directly an individual artist without a fiscal sponsor she would enter the name she registered with vendor registration. So she would enter Madonna Louise Ciccone rather than Madonna. Additionally, she would enter the mailing address she provided in her vendor registration.

Organization Executive Director, ED of Fiscal Sponsor Organization, or Individual Artist if applying without a fiscal sponsor

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

If your organization does not have an Executive Director please enter the requested information of the primary leader of the applicant organization, or the name of the individual artist applying without a fiscal sponsor.



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

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 collaborators 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.



If you are fiscally sponsored, your fiscal sponsor will use the Collaborator feature to give you access to your application. Please note that as a collaborator you will not be able to amend the information in Section I Summary, or Submit your completed application. Your Fiscal Sponsor will submit your application on your behalf. You need to contact your fiscal sponsor no later than 4pm on the application due date to request that they submit your completed application. Do not wait until last minute to notify your fiscal sponsor that your application is ready for submission. Contact your fiscal sponsor to get their specific application deadlines.

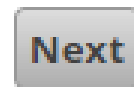
NOTE: Collaborators do not have automatic access to the Invoice Tab, the Final Report Tab or to the Contract Tab. If you would like for your Collaborators to have access to those areas of the application you will need to select the buttons for each section you would like for them to access.

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. It is encouraged to have all Collaborators should be added to the Additional contacts list

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

Once you have completed Section I Summary, click



to

move on to Section II Eligibility.

Section II Eligibility

Section II Eligibility must be submitted and approved by Cultural Arts Funding Staff prior to completion of the full Community Initiatives Application.

Before you can submit your full application, we must determine that you meet our eligibility requirements. Once you have completed this form, we will review your submission and make our decision. If your form is marked as Approved, you will receive an email and will be able to log back in to complete and submit the full application.

PLEASE NOTE that Eligibility Forms submitted on the day that the application is due may not be approved.

Applicant Type

1. Select the statement that best describes the applicant.

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

SP

Fiscal Sponsor Eligibility

2. Indicate which of the following Fiscal Sponsor Eligibility Criteria the fiscal sponsor meets. Check all Criteria that apply.

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.

Applicant Eligibility

SP

If applying with a fiscal sponsor Questions 3-9 should be reflective of the Sponsored Project, not the Fiscal Sponsor.

Residency Verification

3. 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, or it can be the date your organization began operation with or without incorporation. Please provide the month and year.

Artistic Expertise Verification

4. Please verify that you have you produced artistic work within your artistic expertise with a budget history of the same for a minimum of one (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.

Matching Requirement Verification

5. Applicants must provide 1:2 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.

Nonprofit Arts Event Verification

6. 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 or 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 or call 512-974-7854.

Start Date

7. Enter the start date of your activity. These dates must be within the period of October 1, 2018 through September 30, 2019. This should be the date of the public event, not the date that you plan to begin rehearsals or to start planning for your proposed activity.

Remember that your Start Date will determine which rolling quarter you may submit your application. For example, if your proposed project will be held on April 7th, you may only apply for funding between November 2018 and January 2019. See Appendix 2 to find the appropriate quarter in which to apply. Applications are due on the last Monday of each month. The start date must be at least 60 days after the application due date.



If the application is on behalf of a sponsored project, the project start/end date must correspond with that sponsored project's proposed activity, not the activities of the fiscal sponsor.

End Date

8. Enter the end date of your activity. This should be the final date of the public aspect of your proposed activity. These dates must be within the period of October 1, 2018 through September 30, 2019. Funded activities cannot begin before October 1, 2018 and must be completed no later than September 30, 2019.

Previous Community Initiatives Funding

9. Please check the box indicating the total number of times you have received Community Initiatives Funding. Beginning in the FY19 Fiscal year applicants may only receive Community Initiatives funding a maximum of five (5) years total. For previous CI recipients who have already received 5 or more years of CI funding you will be allowed to apply only once more in the CI Program. Any future funding will need to be applied for in Core, Cultural Heritage Festivals Program, and/or Capacity Building.



If the application is on behalf of a sponsored project, we would like to know the number of times the sponsored project has received Community Initiatives Funding, not the fiscal sponsor.

Vendor Code

To receive funding from the City of Austin you must be registered as a vendor.

If you applying WITHOUT a fiscal sponsor and have never received funding from the City of Austin or have never received funding without a fiscal sponsor, you will need to register as a vendor here:

https://www.austintexas.gov/financeonline/vendor_connection/index.cfm.

Once you are registered you will need to enter your vendor registration number.

10. Please enter your Vendor Code. If you don't know your Vendor Code you can search for it here under "Business Name":

https://www.austintexas.gov/financeonline/account_services/search/svname.cfm



If you are applying with a Fiscal Sponsor, then please provide your Fiscal Sponsor's Vendor Code. If your fiscal sponsor has never received funding from the City of Austin, you or your fiscal sponsor will need to register as a vendor here:

https://www.austintexas.gov/financeonline/vendor_connection/index.cfm.

Upload Eligibility Documents

You will be required to upload the following documents to your Eligibility form.

Individual Artists and Unincorporated Groups applying directly are not required to upload any eligibility documents.

SII.e.1 - PROOF OF TAX EXEMPT STATUS (REQUIRED for all 501(c) Applicants and Fiscal Sponsors)

501(c) Organizations and Fiscal Sponsors must provide proof of tax-exempt status. 501(c) and other tax-exempt organizations must 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.



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

SII.e.2 - BOARD LIST (REQUIRED for all 501(c) Applicants and Fiscal Sponsors)

Provide a roster of your governing board, including names, e-mail and mailing addresses, telephone numbers, professions or areas of expertise, and ethnic make-up.

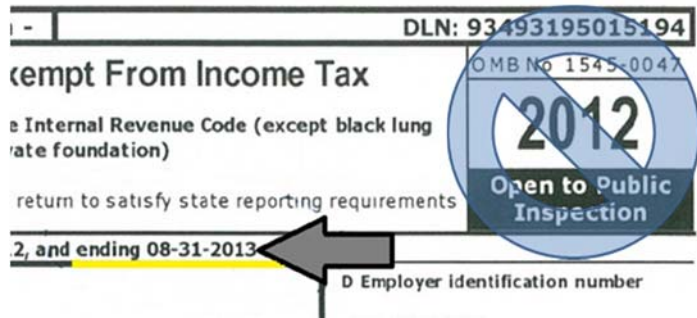


If applying as a sponsored project, submit the Board List of your Fiscal Sponsor.

SII.e.3 - FORM 990 (REQUIRED for all 501(c) Applicants and Fiscal Sponsors)

Provide the first page of IRS Form 990, 990 PF, 990-EZ or 990-N evidencing Fiscal Year 2015 and Fiscal Year 2016 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.



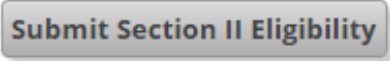
If applying as a sponsored project, submit the FY15 and FY16 990s of your Fiscal Sponsor.

SII.e.4 - PROOF OF STATE OF TEXAS NON-PROFIT INCORPORATION (REQUIRED if you are incorporated as a non-profit with the State of Texas)

Provide a copy of your State of Texas Non-Profit Status - Certificate of Filing if you are NOT a 501 (c) but you have registered as a non-profit with the state of Texas.

Submit Eligibility Form

Once you have completed all the questions in Section II. Eligibility and uploaded any required documents, scroll down to the bottom of the page and hit the "Submit Section II. Eligibility" Button on the bottom left side of the page.



If applying as a sponsored project the sponsored project may submit Section II Eligibility for review and does not need to be submitted by your Fiscal Sponsor.

You will **NOT** be able to complete the remainder of the application until CAD staff has approved your eligibility. Please allow 48 hours for approval.

WARNING!!

If you submit your eligibility on an application due date (on the last Monday of each month) your eligibility may not be approved in time for you to submit your application on that deadline.

You are HIGHLY ENCOURAGED to submit your eligibility for approval well in advance of the monthly application deadline which falls in the last Monday of each month.

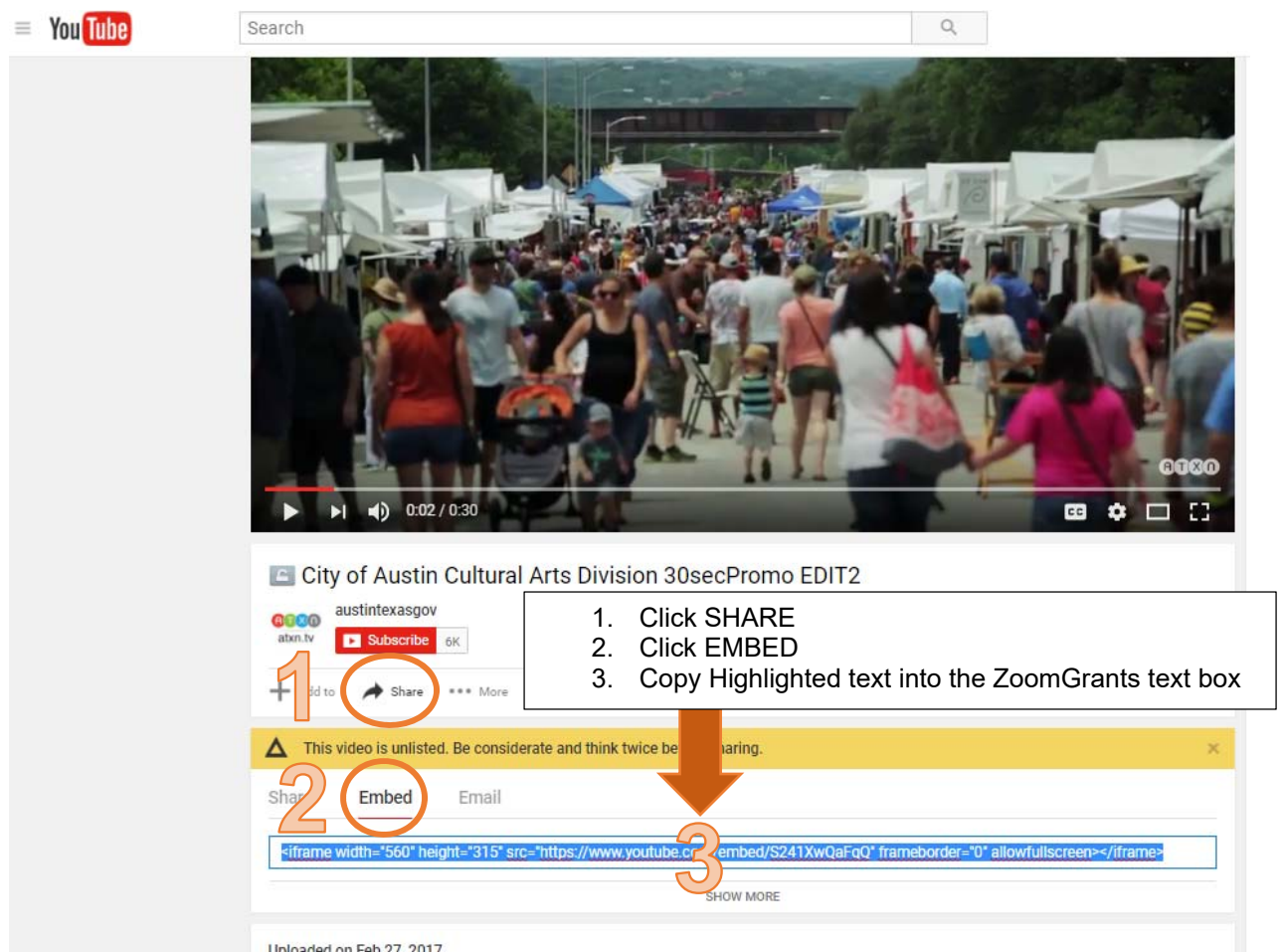
Section III Application Questions

Embed a Video (Optional)

You may provide online video documentation by embedding your video directly into the application. You may only embed one video, but you may include links to other videos in Section V. Attachments

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 below.

Please note that copying and pasting a link to a website where a video is posted will not EMBED the video into your application. You must copy and paste the EMBED CODE (HTML Code provided by the service hosting your video online like YouTube or Vimeo) as directed above.



City of Austin Cultural Arts Division 30secPromo EDIT2

1. Click SHARE
2. Click EMBED
3. Copy Highlighted text into the ZoomGrants text box

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/S241XwQaFqQ" frameborder="0" allowfullscreen></iframe>
```

Uploaded on Feb 27, 2017

Embedded Video – Don't use a link or URL

Section III Application Questions

(answers are saved automatically when you move to another field)

Instructions [Show/Hide](#)

OPTIONAL - Embed a Video [Show/Hide](#)

https://www.youtube.com/watch?v=S241XwQaFqQ

Maximum characters: 1000. You have 1000 characters left.

Embedded Video – Use the Embed Code instead of a URL

Section III Application Questions

(answers are saved automatically when you move to another field)

Instructions [Show/Hide](#)

OPTIONAL - Embed a Video [Show/Hide](#)

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/S241XwQaFqQ" frameborder="0"
allow="autoplay; encrypted-media" allowfullscreen></iframe>
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Maximum characters: 1000. You have 1000 characters left.

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<iframe width="560" height="315" src="https://www.youtube.com/embed/Xo3SxUBybQY"
frameborder="0" allowfullscreen></iframe>
```

Maximum characters: 1000. You have 878 characters left.

Once the page is refreshed after the embed code has been entered the video you embedded in your application will appear like in this example.



Authorized Official (Questions 1-6)

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 in Section I. Summary. Alternative Authorizing Officials may be the Board Vice Chair, Treasurer or Secretary.



If this application is on behalf of a Sponsored Project, please provide the Fiscal Sponsor's Authorizing Official.

If this application is for an incorporated group, unincorporated group, or an individual artist applying without a fiscal sponsor, please provide the name and contact information of a second individual who is familiar with your project. This person will be considered your secondary contact if we are unable to reach you.

NOTE:

- This individual and the person listed in the Applicant Information in Section I Summary **CANNOT** be the same. If the person listed in the Applicant Information is also the board chair please list another executive level board member in the Authorized Official section.
- The Authorizing Official and their email address **MUST** be different from those listed in Applicant Information.

Applicant District Number (Question 7)

Select the applicant's City of Austin voting district number (1 through 10, or ETJ) where the applicant's offices are located.



If the application is on behalf of a SPONSORED PROJECT, please select the District Number of the Sponsored Project. The district number may correspond to the sponsored project's residence if they do not have a separate office for your artistic work.

If the application is for an Unincorporated or Incorporated Group, or an Individual Artist applying without a Fiscal Sponsor you may select the District Number of your residence if you do not have a separate office for your artistic work.

The district number should be based on the physical address of the applicant. You can access district location via the interactive redistricting map at <http://www.austintexas.gov/GIS/CouncilDistrictMap/>.

Click on the blue "I want to..." button, then select "Find My Council District". Enter the physical address and then click the next button to find your District Number.

Applicant Race Code (Question 8)

The Applicant should code themselves based on the predominant group of which their staff, board, and participating artists (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 participating artists.



SPONSORED PROJECTS should code themselves based on the predominant group of which their staff, board, or participating artists (not audience) is composed.

- Ar 50% or more Arab
- As 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.

Applicant ALAANA Plus Eligibility (Question 9)

The Applicant should indicate if they self-identify as a member of the LGBTQI or Disability Communities. The applicant should select all that apply.



SPONSORED PROJECTS should code themselves based on the predominant group of which their staff, board, or participating artists (not audience) is composed.

- Member of the LGBTQI Community
- Member of the Disability Community
- Not a member of either group
- Prefer not to answer

Fiscal Sponsor Race Code (Question 10)

The Fiscal Sponsor (if applicable) should code themselves based on the predominant group of which their staff, board, and participating artists (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 participating artists.

- Ar 50% or more Arab
- As 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.
- Not Applicable

Proposed Project Information (Questions 11-13)

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".

- Ar 50% or more Arab
- As 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.

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.

Artistic Discipline Detail - Based on your Primary Artistic Discipline response in the previous question, please tell us what specific media or artistic discipline your proposed activities will involve. Examples of media or disciplines: sculpture, documentary film, photography, modern dance, Jazz, Kabuki, Ballet Folklorico, textiles, zine, podcast, poetry, etc. This is not a comprehensive list, so feel free to describe your work in your own words.

Questions 14-19. Project Narrative Questions

The Project Narrative will be reviewed based on the Project Evaluation Criteria on. 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 1500 characters per question, approximately two paragraphs.

ALAANA Plus Funding Priority Program (Question 20)



The Economic Development Department's Cultural Arts Division recognizes the need to more equitably support a variety of artistic expressions and traditions practiced within diverse ALAANA (African, Latino (a), Asian, Arab, and Native American) communities and/or cultural groups in Austin. The goal of the FY19 ALAANA Plus Funding Priority Program is to enrich the Austin community through documentation, practice, and sharing of cultural heritage and traditional art forms to invest in cultural equity across multiple artistic media and a variety of Austin's ALAANA communities. Audiences gain an understanding of how expressions of cultural heritage and traditional art forms are practiced and culturally significant.

TO BE ELIGIBLE proposed projects must:

- A. **PRESERVE** or grow cultural heritage or artistic expression that is rooted in and reflective of a traditional or multi-generational creative practice, AND
- B. **PROMOTE** and share with a larger, public audience these diverse expressions of cultural heritage and traditional art forms, AND
- C. **TEACH** traditional forms of artistic expression to new generations of practitioners.

Eligibility will be determined by your responses to questions 8, 9 and 20 in Section III Application Questions.

The following question will be used to determine your eligibility for additional \$500 award for the education component that will be in addition to your Community Initiatives Funding, if awarded.

In order to receive the Education Funding Modifier you must produce an education component that preserves/promotes your cultural heritage as part of your proposed event. If you are producing an educational component please describe it below.

Please be sure to include \$500 in line 9c. ALAANA Education Modifier of your Proposed Budget Income and allocate the \$500 in "Education. Modifier" Column of your Proposed Budget Expenses if you intend to have an education component.

If the proposed project does not include a teaching component or if you are not eligible for the funding modifier please type "N/A".

Question 21-23. Organizational History

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



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.



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).



Sponsored Project Contact Information (Questions 24-32)

If the applicant is not fiscally sponsored please enter N/A in the boxes below.

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



Section IV Budget and Activity Summary

Operating Budget History

For 501c3 Applicants

Enter annual operating budget information as submitted on your IRS form 990 for the fiscal years* indicated. ENTER CASH INCOME AND CASH EXPENSES ONLY; do not include in-kind amounts.

For Sponsored Projects, Individuals, and Unincorporated Groups

If the application is on behalf of a sponsored project, individual artists, or unincorporated group enter operating budget information for the sponsored project or for the individual artist. The Operating Budget History for individual artists and unincorporated groups should include ALL the cash income and cash expenses you received in the fiscal years indicated, related to ANY AND ALL of your artistic work. This may include artistic work that you did outside of Austin, nationally or internationally. If your day job (full or part-time) involves your artistic work, you would be allowed to use that as part of your operating budget income.

All

When given the option of "Projected/Actual" for the 17-18 Fiscal Year, click whether the amount entered is "Projected" or "Actual". This number is NOT your City of Austin funded amount, nor is it your proposed project budget (Line 20 - TOTAL Budget Expense).

The Budget history will be reviewed when determining the eligibility requirement "...of ongoing artistic/cultural programs for a minimum of one year". This means that you must have had some income and expenses in the FY 16-17. If this is left blank we will assume that you do not meet the ongoing activity requirement. In addition, operating budget history is used in evaluating potential award amounts. If the average operating budget for FY 15-16 and FY 16-17 is less than the minimum matching requirement of your request amount, your award will be reduced to an amount that is reflective of your operating budget history.

*Fiscal Year - a period used for calculating annual ("yearly") financial statements in businesses and other organizations. The City of Austin's fiscal year is October 1 through September 30th. You are not required to use the City's fiscal year. Some groups or individuals may have their fiscal year as the calendar year (January 1 through December 31).

Proposed Budget: INCOME & EXPENSES

The proposed budget is utilized in evaluating the applicant's budgetary capability of satisfying the 1:2 matching requirement (see page 7 & 8, "Matching Requirements"). Budget needs to clearly show public event expenses. The budget should be reflective of all expenses related to the project.

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. The detailed description should go in the "Description" text boxes in each line item.

Income

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



If you identify as an ALAANA Plus applicant please include a \$500 modifier in line 9b

If you are including a significant education component put the second \$500 modifier in line 9c.

Expenses

Include all expenses for this proposed project. Allocate expenses that will be paid for with Community Initiatives funds in the CI Request Amt Column. Allocated the expenses that will be paid for with other income sources in the CASH Expenses Column. Allocate any In-Kind Expenses in the In-Kind expenses column. **If you answered the two Funding Priority questions affirmatively, please include, where applicable, allocate the \$500 modifier in Promo/Pres Modifier Column if you believe your proposed project preserves and promotes the cultural heritage or is an artistic expression that is rooted in and reflective of a traditional creative practice. Then, allocate the \$500 modifier in the Ed Modifier column if you believe your proposed project also teaches traditional forms of artistic expression to new generations of practitioners.**



All expenses MUST be fully explained in the “Description” box.

The Total Budget **must** show that your project will meet the 1:2 matching requirement. See page 6 for details regarding the minimum matching requirements.

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

SAMPLE BUDGET! See Appendix 3

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.



If the application is on behalf of a sponsored project this summary should correspond to that sponsored project’s programming.

Section V Attachments

SV.a.1, Documentation

Provide a concise but representative sample of materials (Link to your website, 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.

SV.a.2, Insurance Information Form

Enter your organization's pertinent contact information into the Insurance Information Form. If serving as a fiscal sponsor, list the 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.



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

SV.a.3, 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.



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

SV.a.4, 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.

Please be sure to include the date that your board has or will be approving this application. 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.



Applicants applying under the umbrella of a fiscal sponsor must have a signature in both the Authorized Official line and the Sponsored Organization/Individual line. All other applicants will only need a signature on the Authorized Official line.

NOTE: If the application is on behalf of an individual artist or unincorporated group applying without a fiscal sponsor the primary artist must sign the assurances document.

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

Acknowledgment of the City of Austin must be displayed in all materials and announcements for your funded project. We ask that you credit the City of Austin with the same level of recognition given to funders at a similar level.

For print materials, the Cultural Arts Division logo is required.



In addition, a phrase acknowledging support from the City of Austin is required:

"This project is supported in part by the Cultural Arts Division of the City of Austin Economic Development Department."

For radio or television broadcast, we require the following language:

"This project is supported in part by the Cultural Arts Division of the City of Austin Economic Development Department."

For television broadcast, display of the Cultural Arts Division logo is required.

We reserve the right to change the language of the required acknowledgement of City of Austin support, as well as the right to disallow the use of our logo and acknowledgment of our support.

Logo files are available to download in the Library Tab of your ZoomGrants Application

In addition, **ALL contractors are required to list their event on www.NOWPLAYINGAUSTIN.com.**

For further information or clarification, please contact your contract administrator.

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. Additionally, all contracted events must be ADA compliant.

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 2nd 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.

NOTE for JULY AND AUGUST Applicants with events planned for October and November:

The earliest a check will be issued is Mid-November of any given fiscal year. Please keep this in mind as you plan your funded activities.

NOTE for JULY Applicants:

If you submit your CI application in July please be aware that if you are awarded funds the funding is contingent on the Austin City Council approving the City budget for the upcoming new fiscal year (October 1 is the beginning of the City's fiscal year). The City Budget will not be approved until mid-to-late September. CAD staff will notify you once the funding has been approved by the City Council.

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. Please note that if you are awarded funds you are required to attend a final report workshop. Final report workshops will be held monthly. Workshop dates and locations will be posted on the Cultural Arts Division website – www.AustinCreates.com

The report will require:

- Proof of award and match monies expended,
- A variety of demographic data,
- Proof that the funded programming was executed,
- Proof of use of required publicity verbiage and logo(s) and event listing posted on NowPlayingAustin.com.

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 tab in your Community Initiatives ZoomGrants® Application to review the type of information required.

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.

- 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”?
- Is the proposed project compatible with the mission and goals of your organization?
- Does your proposed project fall within the intended purposes of this funding source?
- 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?)
- Are your project budget projections realistic? Are personnel wages, supply and equipment costs, rental fees, marketing and promotional expenses, etc. appropriate?
- Funding awards may be less than the amount requested. Have you considered how partial funding may impact the implementation of your project?
- Is your cash flow sufficient to ensure that your project can begin while you wait for your City funding to arrive?
- Are marketed programs or project activities accessible to the general public? Are programs or project activities accessible to persons with disabilities?

Appendix 1: 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.

ALAANA – An acronym for African, LatinoX, Asian, Arab, and Native American artists and arts and cultural organizations.



ALAANA Plus– An acronym for African, Latino/a, Asian, Arab, and Native American artists and arts and cultural organizations and individuals or groups that identify as members of the LGBTQI or Disability community.

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.

Authorized Official – A principal of the organization with legal authority to certify the information contained in the application and sign contracts for the organization. Generally, the Executive Director, CEO, or Board President/Chair/Co-Chair are considered authorized official

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. **See also: APPENDIX 4 for Cultural Tourism Tips**

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.

Cultural Equity – Cultural equity embodies the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources. This definition was created by Americans for the Arts.

<http://www.americansforthearts.org/about-americans-for-the-arts/statement-on-cultural-equity>

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.

Guide Star – 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.

Appendix 2:

Detailed Breakdown of Community Initiatives Application Due Dates

Proposed event will occur in	You must submit your application	
	no earlier than	but no later than
OCTOBER 2018	July 13, 2018	July 30, 2018
NOVEMBER 2018	July 13, 2018	August 27, 2018
DECEMBER 2018	July 13, 2018	September 24, 2018
JANUARY 2019	August 1, 2018	October 29, 2018
FEBRUARY 2019	September 1, 2018	November 26, 2018
MARCH 2019	October 1, 2018	December 27, 2018
APRIL 2019	November 1, 2018	January 28, 2019
MAY 2019	December 1, 2018	February. 25, 2019
JUNE 2019	January 1, 2019	March 25, 2019
JULY 2019	February 1, 2019	April 29, 2019
AUGUST 2019	March 1, 2019	May 28, 2019
SEPTEMBER 2019	April 1, 2019	June 24, 2019

Appendix 3: 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.

Example Project Budget: PROJECT INCOME

PROJECT INCOME	CASH TOTAL DESCRIPTION	
Earned Income		
1. Total Admissions	\$ 1250	\$1,250 \$10 * 125 attendees
2. Total Other Earned Income Example: Merchandise sales, Concessions	\$ 500	\$500 \$10 * 50 t-shirts
3. TOTAL EARNED INCOME	\$1,750	\$1,750
Unearned Income		
4. Total Private Support (Corp, Foundation, Individual) Example: Individual donations, Business Sponsorships	\$ 500	\$0 5 - \$100 donations
5. Total Public Support (Government Grants (not the CI request amount))	\$	\$0
6. Total Other Unearned Income	\$	\$0
7. Applicant Cash	\$	\$0
8. TOTAL UNEARNED INCOME	\$0	\$0
9a. Community Initiatives Request Amount	\$500	\$500
9b. Priority Bonus - Preservation/Promotion (\$500) (Only for eligible applicants whose proposed activities preserve and promote a Cultural Heritage – Otherwise leave blank)	\$500	\$0 Eligible applicant Priority Modifier
9c. Priority Bonus - Education (\$500) (Only for eligible applicants whose proposed activities have a teaching Component – Otherwise leave blank)	\$500	\$0 Eligible applicant Priority Modifier
10. TOTAL CASH INCOME	\$0	\$0
11. Total IN-KIND SUPPORT (must equal Total In-Kind Column in Line 20 from the Project Expenses below)	\$6,000	\$6,000
	1500	Venue Rental, Marketing Support, donated set/sound
Total	\$0	\$0
	\$7,500	\$7,500

Example Project Budget: PROJECT EXPENSES

PROJECT EXPENSES	CI Request Amt	CASH Expenses	IN-KIND	Promo/Pres Bonus (\$500)	Ed Bonus (\$500)	TOTAL	Description
13. Administrator Fees	\$ <input type="text" value=""/>	\$ <input type="text" value="100"/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$100	\$100 – Project Director
14. Artist Fees	\$ <input type="text" value="2750"/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value="500"/>	\$ <input type="text" value="500"/>	\$3750	3 Bands @ \$1000 each 3 Stage Hands @ \$50 each 2 Actors @ \$300 each
15. Space Rental	\$ <input type="text" value=""/>	\$ <input type="text" value="1200"/>	\$ <input type="text" value="800"/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$2000	Venue Rental: \$1200 rental with \$800 in kind rental discount
16. Marketing and Promotion	\$ <input type="text" value=""/>	\$ <input type="text" value="400"/>	\$ <input type="text" value="450"/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$850	\$200 – Social Media ads \$450 – In kind Radio Ad \$200 – Flyer/Poster & Printing
17. Production/Exhibit Costs	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value="250"/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$250	\$100 = PA Speakers & Mic rental \$150 – Props and Set materials (paint, lumber, hardware)
18. Insurance	\$ <input type="text" value=""/>	\$ <input type="text" value="500"/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$500	\$500 - Event Insurance Fee
19. Other	\$ <input type="text" value=""/>	\$ <input type="text" value="50"/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$50	\$50 - Admin Mileage report
Total	\$2750	\$2250	\$1500	\$500	\$500	<u>\$7500</u>	

NOTE:

- The CI Request Amt column Total should equal the amount that you are requesting in **Line 9a Community Initiatives Request Amount**
- The CASH Expenses Column Total should equal **Line 3 Total Earned Income and Line 8 Total Unearned Income combined**
- The In-Kind Column Total should equal **Line 11 Total In-Kind Support**
- The Promo/Pres Modifier should equal **Line 9b Priority Modifier – Preservation/Promotion (\$500)**
- The Ed Modifier Column Total should equal **Line 9c Priority Modifier – Education (\$500)**

APPENDIX 4: 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 and Post all non-city-funded events and projects to Now Playing Austin
- Note nearby lodging facilities through promotional materials and/or 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 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>*)