

Community Initiatives FY 15 Recommendations

July

~~15 CI 28, Subud International Cultural Association~~

~~Recommended for Funding as an Organization~~

~~The applicant will produce Poems for Peace, a free public event featuring poetry, music and food all centered on the theme of peace. The event will take place at Laguna Gloria on September 15. The project addresses the criteria and the budget shows enough expenses to meet the matching requirement for the recommended \$5,000 award.~~

15 CI 29, Austin International Drag Foundation Inc.

Recommended for Funding as an Organization

The applicant will present The Great Austin Wig Out, an event highlighting drag artists' work in the arena of dj arts and performance. The event will be held at Brazos Hall located at 204 E 4th St on September 13. This application addresses all criteria and the budget shows enough expenses to meet the matching requirements for the recommended \$5,000 award.

15 CI 30 SP, La Pena/Centroameicanto Fest

Recommended for Funding as an Unincorporated Group

The sponsored group will present the 7th edition of a special showcase of Central American music to promote the music and traditions of Central America. The music festival will take place at the Scottish Rite Theater located at 201 W 18th St on September 12. This application addresses all criteria and the budget shows enough expenses to meet the matching requirements for the recommended \$2,000 award.

15 CI 31 SP, Women & Their Work /Project Abundant Life

Recommended for Funding as an Unincorporated

The sponsored group will present a series of workshops on the movement, history, philosophy and music of Capoeira, particularly the music of Ewuruku which will end with a presentation and performance of Capoeira Angola. All workshops and presentations/performances will be held at the African American Heritage Center located at 902 East 11th St from September 1-26. This application addresses all criteria and the budget shows enough expenses to meet the matching requirements for the recommended \$2,000 award.

15 CI 32 SP, Austin Film Society/Juanita Butler

Recommended for Funding as an Individual

The artist will present a free live viewing of The Juani Begood Show, a comedy web series, followed by a Q&A with the directors, producers and writer at the Twin Oaks Branch Library on September 22. This application addresses all criteria and the budget shows enough expenses to meet the matching requirements for the recommended \$2,000 award.

15 CI 33 SP, Big Medium/Brian David Johnson

Recommended for Funding as an Individual

The artist will present a group art show at the Utility Research Garden, located at 638 Tillery St on September 12. Over 25 Austin based artists will provide one piece for the exhibition based on the theme "Vessel" in a wide variety of mediums. This application addresses all criteria and the budget shows enough expenses to meet the matching requirements for the recommended \$2,000 award.

15C129

AUSTIN INTERNATIONAL Drag Foundation

RECEIVED
 JUL 06 2015

BY: 

FY 2015 Community Initiatives

APPLICATION & AGREEMENT

15 C129

Section 1: Summary Information

Applicant Name Austin International Drag Foundation Inc.	<input type="checkbox"/> Sponsored Project	Sponsored Project Name
Project/Activity Title The Great Austin Wig Out	Start Date 9/13/2015	End Date 9/13/2015

Type of Sponsored Project – Select one only

- Texas State Incorporated Organization/Group
 Individual/Unincorporated Organization/Group

Primary Artistic Discipline – Select one only

- | | | | |
|--------------------------------|------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Dance | <input type="checkbox"/> Literature | <input type="checkbox"/> Film/Media Arts | <input type="checkbox"/> Multidisciplinary |
| <input type="checkbox"/> Music | <input type="checkbox"/> Opera/Musical Theatre | <input checked="" type="checkbox"/> Theatre/Performance Art | <input type="checkbox"/> Visual Arts/Public Art |

Project Summary: Please describe the project for which you are requesting funds in the space provided.
 Applicant(s) is/are requesting \$5000 in Community Initiatives program funding to/for...

Who: Austin International Drag Foundation Inc.
 When: Sunday, September 13, 2015 from 2pm to 8pm.
 Where: Brazos Hall, located in downtown Austin at 204 E 4th St., 78701.
 What: Austin International Drag Foundation Inc. is presenting The Great Austin Wig Out to highlight drag artists' work in the arena of dj arts and performance. AIDF is bringing New Jersey-based drag queen comedian, actress, DJ and recording artist Mimi Imfurst (Braden Chapman) to perform alongside Houston artists/drag queen Post Modern Sleaze (Aveda Adara, Houston) and Austin sound artist One Love Productions (John Clark). The three artists will dj one 2-hour set a piece for a total of six hours of music/performance. Their original music selections will be interspersed with performance by all three artists. Expected attendance is 450 persons. The event is all ages with ticket prices ranging from \$10-\$15. Along with the music and performances, audience will be encouraged to dress up themselves in their most audacious wigs. A contest will award audience members in several categories (biggest wig, craziest wig, most colorful wig, etc.).

For CAD staff use only	<input checked="" type="checkbox"/> App Forms	<input checked="" type="checkbox"/> State Exempt	ADA Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Arts Commission Review <i>July 20, 2015</i>	<input checked="" type="checkbox"/> Evaluation Criteria	<input checked="" type="checkbox"/> Board List	Insurance Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Award Amount \$	<input checked="" type="checkbox"/> Itemization	<input checked="" type="checkbox"/> 990	<input type="checkbox"/> General Liability
Control Number <i>15 C129</i>	<input checked="" type="checkbox"/> Org History	<input checked="" type="checkbox"/> Documentation	<input type="checkbox"/> Auto <input type="checkbox"/> Liquor
	<input type="checkbox"/> Tax Exempt		

150129

Section 2: Applicant/Sponsored Project Information

Applicant					
Applicant's Legal Name Austin International Drag Foundation, Inc.		Federal Tax I.D. 47-1105337		Other Common Name Austin International Drag Fest	
Official Mailing Address 3300 Parker Ln. Apt #209			City Austin	State TX	Zip 78741
Physical Mailing Address 3300 Parker Ln. Apt #209			City Austin	State TX	Zip 78741
Telephone (512) 850-6707		Fax n/a	Website (URL) http://www.internationaldrag.org/		

Applicant Contact/Project Director Jamie Bancroft			Title Executive Director		
Address 3300 Parker Ln. Apt #209			City Austin	State TX	Zip 78741
Telephone (512) 850-6707		Fax n/a	Email president@internationaldrag.org		

Sponsored Contact/Project Director			Title		
Address			City	State	Zip
Telephone	Website (URL)		Email		

Board Chair Matthew Stearn			Title Board Chair		
Address 2509 Sherwood Ln			City Austin	State TX	Zip 78704
Telephone (512) 550-9951		Fax n/a	Email matthew@internationaldrag.org		

Project					
Applicant Race Code W	Sponsored Race Code n/a		Project Race Code 99	City District Number 3	
Total Number of Artists Participating 4			Total Amount Paid to Artists \$2150		
Total Number of Austin/ETJ Artists Participating 3			Total Amount Paid to Austin/ETJ Artists \$1400		
Total Number of Individuals Benefiting 450			Total Number of Youth Benefiting 30		

Section 3: Operating Budget History - (Arts organization or sponsored project)

	FY 10-11 Actual	FY 11-12 Actual	FY 12-13 Actual	FY 13-14 Projected/Actual	FY 14-15 Proposed
Revenue	\$0	\$0	\$0	\$45,000	\$115,000
Expenses	\$0	\$0	\$0	\$45,000	\$115,000

Section 4: COA Funding History - (Arts organization or sponsored project)

	2011-2012		2012-2013		2013-2014	
COA Funding	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Was this project funded previously under a different organization name or sponsor? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No						
If yes,	Year: n/a		Name: n/a			

15 C129

Section 5: Proposed Budget

The budget must balance. Total income (line 12) must equal total expenses (line 24). Round all budget figures to the nearest whole dollar.

PROJECT INCOME	CASH	IN-KIND	TOTAL
EARNED INCOME			
1. Total Admissions	\$4,000.00		\$4,000.00
2. Total Other Earned Income			
3. TOTAL EARNED INCOME (Add Lines 1 and 2)	\$4,000.00		\$4,000.00
UNEARNED INCOME			
4. Total Private Support (Corp, Foundation, Individual)	\$800.00		\$800.00
5. Total Public Support (Government Grants)			
6. Total Other Unearned Income			
7. Applicant Cash	\$180.00		\$180.00
8. TOTAL UNEARNED INCOME (Add Lines 4 - 7)	\$980.00		\$980.00
9. COA Request Amount	\$5,000.00		\$5,000.00
10. TOTAL CASH INCOME (Add Lines 3, 8, and 9)	\$9,980.00		\$9,980.00
11. Total In-Kind Support (must equal In-Kind line 24)		\$1,000.00	\$1,000.00
12. TOTAL INCOME (Add Lines 10 and 11)	\$9,980.00	\$1,000.00	\$10,980.00
PROJECT EXPENSES			
CASH			
13. Administrative Employee Costs			
14. Artistic Employee Costs			
15. Administrative Non-Employee Costs	\$500.00		\$500.00
16. Artistic Non-Employee Costs	\$2,150.00		\$2,150.00
17. Travel	\$400.00		\$400.00
18. Space Rental	\$3,430.00		\$3,430.00
19. Equipment Rental			
20. Supplies and Materials			
21. Marketing and Promotion	\$3,500.00		\$3,500.00
22. Production/Exhibit Costs		\$1,000.00	\$1,000.00
23. Other			
24. TOTAL EXPENSES (Add Lines 13-23, must equal Line 12)	\$9,980.00	\$1,000.00	\$10,980.00

**Austin International Drag Foundation Inc. – The Great Austin Wig Out
Attachment #2, Budget Itemization**

PROJECT INCOME: (p=projected) (c=confirmed)

Line 1. Total Admissions – \$4000 p
400 tickets sold x \$10 per ticket -- \$4000

Line 3. TOTAL EARNED INCOME – \$4000 p
400 tickets sold x \$10 per ticket -- \$4000

Line 4. Total Private Support – \$800 c
Private Donation -- \$800

Line 7. Applicant Cash – \$180 c
AIDF Fund -- \$180

Line 8. TOTAL UNEARNED INCOME – \$980 c
(Private Donation \$800 + AIDF Fund \$180) -- \$980

Line 9. COA request – \$5000 p

Line 10. Total Cash Income: \$9980 p+c
(\$4000p Admissions + \$800c Private Donations + \$180c AIDF Fund + \$5000p COA)

Line 11. Total In-Kind Support: \$1000 c
Production Crew (5 people x \$20/hr x 10hrs) -- \$1000 (In-Kind)

Line 12. Total Income: \$10,980
(\$4980 cash + \$5000 COA + \$1000 In-Kind)

PROJECT EXPENSES:

Line 15. Administrative Non-Employee Costs – \$500 (cash)
Administrative Assistance (20 hrs x \$25/hr) -- \$500

Line 16. Artistic Non-Employee Costs – \$2150 (cash)
Braden Chapman (aka Mimi Imfurst), Artist Fee -- \$750
John Clark, Artist Fee -- \$200
Aveda Adara, Artist Fee -- \$200
Elisabeth Webster, Graphic Designer Fee (25 hrs x \$40/hr) -- \$1000

Line 17. Travel – \$400 (cash)
Braden Chapman (aka Mimi Imfurst) roundtrip airfare -- \$400

Line 18. Space Rental -- \$3430 (cash)
Brazos Hall Space Rental (includes space, lights, sound, management, etc.) -- \$3000
\$3000 per day x 1 day
Hotel for Braden Chapman (aka Mimi Imfurst) -- \$430
\$215 per night x 2 nights

**Austin International Drag Foundation Inc. – The Great Austin Wig Out
Attachment #2, Budget Itemization**

Line 21. Marketing and Promotion – \$3500 (cash)

Facebook Marketing -- \$500

200 color posters, offset print (\$0.50 each x 200) -- \$100

1000 color postcards (\$0.10 each x 1000) -- \$100

Radio Marketing/Commercial on 103.1FM "iHeart Austin" -- \$1500
((\$250/week x 6 weeks)

Do512 Advertising (\$325/week x 4 weeks) -- \$1300

Line 22. Production / Exhibit Costs – \$1000 (In-Kind)

Production Crew (5 people x \$20/hr x 10hrs) -- \$1000 (In-Kind)

Line 24: Total Expenses: \$10,980

(\$4980 cash + \$5000 COA + \$1000 In-Kind)

Section 6: Application Checklist

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

Application Form

- Section 1 Summary Information
- Section 2 Applicant Information
- Section 3 Organizational Budget History
- Section 4 COA Funding History
- Section 5 Proposed Budget Information
- Section 6 Application Checklist
- Section 7 Assurances (signed by Authorized Official)

Attachments:

Please indicate which attachments are enclosed with the application by checking the corresponding box. Each page of attachments must be labeled with the attachment number and name of the organization.

Required Attachments

- Attachment 1 Narrative (Evaluation Criteria)
- Attachment 2 Budget Itemization
- Attachment 3 Organizational History
- Attachment 4 Proof of Tax Exempt Status
- Attachment 5 Proof of State of Texas Exempt Status
- Attachment 6 Board List
- Attachment 7 IRS 990 (first page only)
- Attachment 8 DOCUMENTATION

PACKAGING - Submit one envelope with the application and all required attachments.

Mailing and Delivery Instructions

Applications whether hand delivered or mailed are due in our office on the first Monday of each month and that first Monday must be at least sixty days prior to the project start date.

Hand delivered applications must be in the CAD office by 4:00 P.M., the day of the deadline.

The Cultural Arts Division is not responsible for loss or damage of application materials. The City of Austin Cultural Arts Division reserves the right to retain a copy of application materials for archival purposes and its permanent record. All application materials are public records. Keep a complete copy of your application for your file.

Applications should be sent or delivered to the following address:

City of Austin Cultural Arts Division
201 E. 2nd Street
Austin, TX 78701

Section 7: Assurances

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

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

- This application was approved by the applicant's board on July 1, 2015
- This application is scheduled to be approved by the applicant's board on _____

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

Applicant Authorized Official

Sponsored Organization/Group/Individual (if applicable)

City of Austin

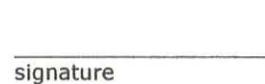
Jamie Bancroft / Executive Director, AIDF
name (typed) title

n/a
name (typed) title

Visky Valdez Cultural Arts Program Mgr.
name (typed) title

 7/5/15
signature date

signature date


signature date

**Austin International Drag Foundation Inc. – The Great Austin Wig Out
Attachment #1, Narrative / Evaluation Criteria**

MISSION STATEMENT:

The mission of the **Austin International Drag Foundation Inc.** is to educate, support and promote the drag artist community. AIDF does this by providing resources and opportunities for individuals seeking to further their careers through showcases, festivals, and various other mediums. As a result of this mission, the general public is further educated about the drag community.

PROJECT:

① The Austin International Drag Foundation Inc. (AIDF) is presenting The Great Austin Wig Out on Sunday, September 13, 2015 at Brazos Hall, located in downtown Austin at 204 E 4th Street, 78701. The event serves to highlight national, regional, and local drag artists' work in the arena of dj arts and performance. AIDF is bringing New Jersey-based drag queen comedian, actress, dj and recording artist Mimi Infurst (Braden Chapman) to perform alongside Houston-based transgendered, Native American drag queen Post Modern Sleaze (Aveda Adara) and Austin sound artist and dj One Love Productions (John Clark). The three artists will each dj a 2-hour set for a total of six hours of music and performance. Performance practices employed by the three artists will include dj-ing, comedy, singing, light projection and manipulation, and performance art. The event begins at 2pm and lasts until 8pm and is open to all ages of the general public. Admission price ranges from \$10 (advance, on-line purchase) to \$15 (tickets bought at the door), while volunteer opportunities exist for those with economic need and an interested in assisting with the event. In tandem with the performances and music, audience will be encouraged to dress up in their most audacious wigs for The Great Austin Wig Out. Prizes will be awarded in several categories including: the biggest wig, craziest wig, most colorful wig, wildest celebrity wig, etc. Lastly, there will be several mini-performances by local Austin drag artists in-between dj sets and Austin "Drag Ambassadors" will be in attendance walking around and explaining the goals of AIDF Inc. to attendees.

Contribution to Austin's Artistic and Cultural Community:

② The Great Austin Wig Out contributes to Austin's Artistic and Cultural community in several dynamic and lasting ways. Firstly, the event provides quality work for the local and national drag artist community by providing a well-paying performance opportunity in a professional, high profile event. The event serves to legitimize drag performance as an art form in the public's eye by exposing audience to top performers from the US and regionally. The happening will simultaneously inform and inspire local drag artists through the participation of said country's top performers, while providing local and regional drag performers with networking opportunities. The myriad of performance skills employed by the three performing artists (dj-ing, theater/performance art, comedy) will broaden people's understanding and appreciation of drag as an art form. Audience participation in the audacious wig contest will help break-down stereotypes and stigmas associated with the drag community, while providing a deeper understanding and appreciation for the complexity of artistic practices employed by drag artists.

**Austin International Drag Foundation Inc. – The Great Austin Wig Out
Attachment #1, Narrative / Evaluation Criteria**

Further, The Great Austin Wig Out promises to introduce new audiences to the site of the production, Brazos Hall. Housed in a turn-of-the-century warehouse building at the corner of 4th and Brazos, Brazos Hall is one of Austin's premiere event spaces. Audience drawn to the event will contribute to the vitality of the venue and the neighborhood it is situated in. The reputation, location, and simple beauty of Brazos Hall will bring new audience into the fold for future Austin International Drag Foundation Inc. productions. Similarly, the more common venues associated with - and supportive of - the drag community (About Time 2, Oilcan Hairy's, Cheer Up Charlie's, Elysium, etc.) promise to benefit from the new, enthusiastic audience seeking-out succeeding performances by Austin's drag performers. Lastly, the professionalism that AIDF has demonstrated in their previous productions promises to fill several needs for drag performers (professional, well-paying gigs, national and international exposure, networking opportunities, etc.), drag-friendly venues (bringing in new, enthusiastic audiences who might otherwise overlook their productions), and new audience (exposure to drag performance in all its dynamism from the highest level of national drag performance to the local aspiring newbie).

Artistic/Cultural Merit:

The Austin International Drag Foundation Inc. was conceived by artist, producer, and director Jamie Bancroft in early April 2014 in order to fill a need in Austin's cultural landscape - namely, to highlight, support, and nurture Austin's growing drag community. This simple intention has resonated deeply with those in Austin and beyond. Since its inception as a 501(c)(3) non-profit on June 11, 2014, Bancroft has seen AIDF's support expand from his immediate friend group to audiences and artists all over the world.

In just over a year, AIDF has hosted a rapid series of events to support its broad mission. 9 events have taken place in this short history, including: Happy Drag Karaoke Surprise, Idol Worship, participation in Havencon and Ikkicon, AIDF Bake Sale, and the wildly successful Tammie Brown Christmas. Events have taken place throughout Austin in a diverse array of venues attracting an equally dynamic audience, including: Chain Drive, Bout Time 2, V Nightclub, Castros Warehouse, The North Door, Oilcan Hairy's, Highland Lounge, Cheer-up Charlie's, Red Eyed Fly, Beerland, and Elysium. In line with its mission, AIDF events have supported numerous local performers, including Kara Foxx, Christi Van Cartier, Althea Trix, Emma Sis, and Alexandria McKing. Local performers' participation in AIDF events has lead to invitations to perform around the US and in Europe, thus greatly expanding the reach of Austin's drag talent. Regional and national artists have performed at AIDF events as well, including 2015 American Idol Dakota Suarez (Falfurrias, TX) and Tammie Brown (Los Angeles).

The flagship event for AIDF is the Austin International Drag Festival - the first international drag event of its kind in Austin. The inaugural edition of the festival (May 1-3, 2015) was an incredible success. The event featured 20 legendary headlining artists from across the US and UK including: Drag superstar Jackie Beat (NYC), Holly Woodlawn (featured in Andy Warhol's *Trash*), Miss Coco Peru (LA), #1 Billboard dance

**Austin International Drag Foundation Inc. – The Great Austin Wig Out
Attachment #1, Narrative / Evaluation Criteria**

artist Kevin Aviance (NYC), Tammie Brown (RuPaul's Drag Race), Horrorchata (NYC), and the Australian superstar Courtney Act. Housed in 7 venues throughout Austin, over 1000 people attended the festival generating over \$65,000 in ticket sales alone. Audience came from across the US and as far away as the UK, Canada, Mexico, and Australia. The Festival garnered local and international press from outlets such as Huffington Post, Orbitz, Feast of Fun (the #1 LGBT podcast on iTunes), and websites such as dragaholic.com, dragofficialnews.com, and newnownext.com.

Jamie Bancroft's motto "It's time we give back to the drag community" has solidly taken root in Austin through his organization AIDF. By situating local drag artists' work in a global context, AIDF provides numerous networking opportunities for local artists to advance their careers while simultaneously providing an educational platform for the general public on the dynamism of drag's various genres, thus legitimizing it as an art form. The drag community, at times marginalized to specific LGBT-friendly spaces, is being dragged out (pun intended) all over Austin and enjoying the support of people, venues, and businesses from throughout our city due to the efforts of AIDF. The Great Austin Wig Out continues this process of presenting often-marginalized artists by including female, Native American transgendered drag queen Aveda Adara (Houston) in the line-up. Lastly, by hosting the event in the reputable Brazos Hall, AIDF makes the joy, excitement, and fun of drag performance accessible to Austinites of all stripes.

Administrative Capability:

Jamie Bancroft and the AIDF staff have a strong and practical set of business, management, and production skills developed over several years of individual work, as well as from the organization's first year of activity. Examples of work/projects AIDF Executive Director Bancroft has been responsible for include:

- Bancroft graduated from St. Edwards with a B.A. in Theater with an emphasis on Directing, Acting, and Costume Design. An emphasis of St. Ed's curriculum was Theater Management. With this background Bancroft has produced plays, fashion shows, and other events of various sizes during his 27 years of living in Austin.
- In 1995, Bancroft produced a large community fashion show "Night Tykes" to benefit AIDS Services of Austin. The event showcased local and national designers, as well as a handful of local fashion boutiques and vintage clothing stores. Bancroft organized the event himself and was responsible for all facets of the production including: venue selection, designer booking and coordination, stage management and accounting, among many other tasks.
- In 1990, Bancroft produced, directed, and starred in "Safe Sex", a local play that also benefited AIDS Services of Austin. His responsibilities for the entire 3-week production ranged from securing and monitoring the budget, hiring set and costume designers, casting the show, securing the venue, scheduling rehearsals and securing the rights to the play they produced.
- Lastly, from 2011 to 2014, Bancroft learned about festival management from the inside while working for SXSW as a Stage Manager.

**Austin International Drag Foundation Inc. – The Great Austin Wig Out
Attachment #1, Narrative / Evaluation Criteria**

The proposed budget for the actualization of The Great Austin Wig Out takes into account adequate artist fees for the three participating artists and graphic designer associated with the project. Attention to airfare and housing costs, administration expenses, marketing/promotion costs, and in-kind contributions will contribute to the project's manifestation and success. Bancroft has a vast network of active relationships within the LGBT community, with drag artists and professionals in several fields throughout Austin. This diverse and vibrant community will be drawn upon to ensure the successful completion of this project.

Below are four examples of how The Great Austin Wig Out will be evaluated for its effectiveness and overall value to the Austin community - data collection methods are explained as well.

- By evaluating the make-up of the audience in attendance. Is the audience's profile diverse (racial, ethnic, geographic and economic)? What portion of the audience are tourists and of those how many are in town specifically to see this production? Of those in attendance, how many are attending an event at Brazos Hall for the first time? On-line surveys are made available throughout and after the event. Zip codes will be collected through said surveys.
- Direct feedback from the drag community and general public about the events AIDF produces is tantamount. The online surveys and person-to-person contact gauge how well the events are being received by the public and offer a platform for performers to provide feedback. AIDF uses constructive feedback to improve production of upcoming events. Any event AIDF produces is to support the drag community and get it the exposure it deserves - thus, the surveys and feedback/dialogue with artists and audience are integral to the process and goals of AIDF.
- Questions asked directly to the venue, artists, and audience address the following: is Brazos Hall interested in continuing to work with AIDF in the realization of future projects? Does audience show an increased interest in the art form of drag and the performers in attendance? Are the artists involved appreciative? What components of the project are most valuable to the participating artists?
- Through proper monitoring of the project budget. Are the artists being paid what was guaranteed? Are other costs met? Are sources of revenue able to diversify? Are connections with other organizations and institutions being made, thus raising in-kind donations, creative connections and a more diverse audience base?

Lastly, Austin International Drag Foundation Inc. will successfully manage the administrative and financial aspects of this project. AIDF has been in existence for a little over a year and has since thrived as an organization, producing the highly successful Austin International Drag Festival, as well as over 9 other smaller productions. AIDF hit the ground running with fiscal activity beginning since its inception as a non-profit (June 11, 2014) in support of its first event - a fundraiser in support of a float for the 2014 Austin Pride Festival on August 24, 2014. AIDF's early success has seen its annual budget go from \$45,000 in FY2013-2014 to an expected \$115,000 for FY2014-2015.

Q 8 = N/A

**Austin International Drag Foundation Inc. – The Great Austin Wig Out
Attachment #1, Narrative / Evaluation Criteria**

Economic, Cultural and Social Impact:

9 Cultural needs identified and served through this project include: increasing Austin residents' appreciation and understanding of drag as an art form; providing more performance and networking opportunities for local and regional drag artists; garnering higher pay for drag artists; creating more drag-friendly venues in Austin; creating more options and higher profile avenues for drag artists to present their work in (i.e. television, radio, film, theater); to advance Austin International Drag Foundation Inc.'s profile locally and nationally.

10 In publicizing the event, AIDF will utilize email lists (numbering over 6000) acquired throughout the previous year's successful activity. Press releases will be sent to radio, print and online publications and podcasts including: The Austin Chronicle, Orbitz, Huffington Post, OutCast Radio, Feast of Fun Podcast, Gaydio, Least Dangerous Podcast, 103.1 FM iHeartAustin, KUT, KVRX, The Austinist, Glasstire, Do512, The Austin Show List, The Onion, The Daily Texan, Nokoa, The Austin American-Statesman. Social media including Flickr, Facebook, Twitter, Tumblr and Instagram will be used to announce the event in Texas, nationally and internationally. Posters and postcards of the event will be distributed locally to art galleries, art stores, independent movie theaters, record stores, coffee shops and other viable commercial spaces in an effort to attract a broad range of new audience. Paid advertising will include Do512, Facebook targeted marketing and 103.1 FM iHeartAustin.

10/13 Bancroft and AIDF will make a concerted effort to partner with local hotel/motel industries in order to attract a diverse constituency of out-of-town audience members. Special ads and posters will be distributed to multiple hotel and motel chains and local franchises. Special discount tickets will be offered to clients at several hotels including: The Driskill, Four Seasons, The Hilton, San Jose Hotel, Hotel Saint Cecilia, The W and The Austin Motel, Heywood Hotel, Fair Trade Hostel, Days Inn.

11/12 The venue for The Great Austin Wig Out, Brazos Hall, is ADA compliant and accessible to those with physical impairments. Brazos Hall is centrally located in downtown Austin and is easily accessible via car, public transportation and walking/bicycle. Volunteer opportunities exist for those with an economic need and interest in assisting with the production to ensure all who want to attend can do so.

The successful completion of this project, made possible by the funds allocated by the City of Austin, promises to provide Austin International Drag Foundation Inc. with an opportunity to advance their productions while diversifying their income sources. AIDF is a new, thriving project in Austin. The Great Austin Wig Out promises to bring new audience to AIDF's events while furthering their mission to provide greater opportunities to Austin's drag community while educating the general public on drag's multitudinous creativity. The event will simultaneously advance Austin's profile in the US and nationally as a site for artistic excellence and innovation.

**Austin International Drag Foundation Inc. – The Great Austin Wig Out
Attachment #3, Organization History**

The mission of the **Austin International Drag Foundation Inc.** is to educate, support and promote the drag artist community. AIDF does this by providing resources and opportunities for individuals seeking to further their careers through showcases, festivals, and various other mediums. As a result of this mission, the general public is further educated about the drag community.

The Austin International Drag Foundation Inc. was conceived by artist, producer, and director Jamie Bancroft in early April 2014. After a meeting with friends and fellow drag enthusiasts, the idea of hosting a festival took root and planning began later that month. Soon after, a Board of Directors was assembled and the AIDF bylaws written in May 2014. This was quickly followed by AIDF's incorporation as a 501(c)(3) non-profit on June 11, 2014. Fiscal activities began in June 2014 in support of their first event - a drag performance and fundraiser on August 24, 2014 to raise funds for a float for the 2014 Pride Festival in Austin. AIDF's first annual operating budget (2013-2014) was \$45,000 (June to December 2014), while their 2014-2015 budget is estimated to be \$115,000.

In just over a year, AIDF has hosted a rapid series of events to support its broad mission. 9 events have taken place in this short history, including: Happy Drag Karaoke Surprise, Idol Worship, participation in Havencon and Ikkicon, AIDF Bake Sale, and the Tammie Brown Christmas. Events have taken place throughout Austin in a diverse array of venues attracting an equally dynamic audience, including: Chain Drive, About Time 2, V Nightclub, Castros Warehouse, The North Door, Oilcan Hairy's, Highland Lounge, Cheer-up Charlie's, Red Eyed Fly, Beerland, and Elysium. In line with its mission, AIDF events have supported numerous local performers, including Kara Foxx, Christi Can Cartier, Althea Trix, Emma Sis, and Alexandria McKing. Regional and national artists have performed at AIDF events as well, including 2015 American Idol Dakota Suarez (Falfurrias, TX) and Tammie Brown (LA).

The flagship event for AIDF is the Austin International Drag Festival. The inaugural edition of the festival (May 1-3, 2015) was an incredible success. The event featured 20 legendary headlining artists from across the US and UK including: Drag superstar Jackie Beat (NYC), Holly Woodlawn (featured in Andy Warhol's *Trash*), Miss Coco Peru (LA), #1 Billboard dance artist Kevin Aviance (NYC), Tammie Brown (RuPaul's Drag Race), Horrorchata (NYC), and the Australian superstar Courtney Act. Housed in 7 venues throughout Austin, over 1000 people attended the festival generating over \$65,000 in ticket sales alone. Audience came from across the US and as far away as the UK, Canada, Mexico, and Australia. The Festival garnered local and international press from outlets such as Huffington Post, Orbitz, Feast of Fun (the #1 LGBT podcast on iTunes), and websites such as dragaholic.com, dragofficialnews.com, and newnownext.com.

Jamie Bancroft's motto " It's time we give back to the drag community" has solidly taken root in Austin. By situating local drag artists' work in a global context, AIDF provides numerous networking opportunities for local artists to advance their careers while simultaneously providing an educational platform for the general public on the dynamism of drag's various genres and legitimizing it as an art form.

15 01 30 SP

La Peña / CENTROAMERICANO FEST

RECEIVED
 JUL 06 2015
 BY: *[Signature]*

FY 2015 Community Initiatives
APPLICATION & AGREEMENT *15 CI 30 SP*

Section 1: Summary Information

Applicant Name La Peña	<input checked="" type="checkbox"/> Sponsored Project	Sponsored Project Name Centroamericanto Fest
Project/Activity Title Centroamericanto Fest 2015	Start Date 9/12/2015	End Date 9/15/2015

Type of Sponsored Project - Select one only

- Texas State Incorporated Organization/Group
 Individual/Unincorporated Organization/Group

Primary Artistic Discipline - Select one only

<input type="checkbox"/> Dance	<input type="checkbox"/> Literature	<input type="checkbox"/> Film/Media Arts	<input type="checkbox"/> Multidisciplinary
<input checked="" type="checkbox"/> Music	<input type="checkbox"/> Opera/Musical Theatre	<input type="checkbox"/> Theatre/Performance Art	<input type="checkbox"/> Visual Arts/Public Art

Project Summary: Please describe the project for which you are requesting funds in the space provided.
 Applicant(s) is/are requesting \$2,000 in Community Initiatives program funding to/for...

Centroamericanto Fest 2015. Will be the 7th edition of a special showcase of Central American music that gathers both local and international artists to promote the music and traditions of Central America.

This year's activities

* September 12th - Music Festival at the Austin Scottish Rite Theater

The following artists have been invited to this year's festival, Jeana and Juan Carlos Ureña from Costa Rica, Luis Pastor Gonzalez and Luis Enrique Mejia Godoy from Nicaragua.

For CAD staff use only	<input checked="" type="checkbox"/> App Forms	<input checked="" type="checkbox"/> State Exempt <i>FOR LA PEÑA</i>	ADA Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Arts Commission Review <i>July 20, 2015</i>	<input checked="" type="checkbox"/> Evaluation Criteria	<input checked="" type="checkbox"/> Board List	Insurance Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Award Amount \$ _____	<input checked="" type="checkbox"/> Itemization	<input type="checkbox"/> 990	<input type="checkbox"/> General Liability
Control Number - _____	<input checked="" type="checkbox"/> Org History	<input checked="" type="checkbox"/> Documentation	<input type="checkbox"/> Auto <input type="checkbox"/> Liquor
	<input type="checkbox"/> Tax Exempt		

15 CI 308P

Section 2: Applicant/Sponsored Project Information					
Applicant					
Applicant's Legal Name La Peña Inc.		Federal Tax I.D. 74-2338590		Other Common Name La Peña	
Official Mailing Address 227 Congress Ave			City Austin	State TX	Zip 78701
Physical Mailing Address 227 Congress Ave			City Austin	State TX	Zip 78701
Telephone 512-477-6007		Fax		Website (URL) www.lapena-austin.org	
Applicant Contact/Project Director Cithya Perez			Title Executive Director		
Address 227 Congress Ave.			City Austin	State TX	Zip 78701
Telephone 512-477-6007		Fax		Email lapena@igc.org	
Sponsored Contact/Project Director Mauricio Ramos			Title Festival Director		
Address 2013 Crystal Shore Dr			City Austin	State TX	Zip 78728
Telephone 512-584-3967		Website (URL) www.cacfest.com		Email info@cacfest.com	
Board Chair Irma Soto			Title Board Chair		
Address 2804 Sarasota Drive			City Austin	State TX	Zip 78733
Telephone 512-263-4239		Fax		Email irma.soto@communitycaretx.org	
Project					
Applicant Race Code HI		Sponsored Race Code HI		Project Race Code HI	City District Number
Total Number of Artists Participating 10			Total Amount Paid to Artists \$2300		
Total Number of Austin/ETJ Artists Participating 8			Total Amount Paid to Austin/ETJ Artists \$1000		
Total Number of Individuals Benefiting 300			Total Number of Youth Benefiting 50		
Section 3: Operating Budget History - (Arts organization or sponsored project)					
	FY 10-11 Actual	FY 11-12 Actual	FY 12-13 Actual	FY 13-14 Projected/Actual	FY 14-15 Proposed
Revenue	1500	8500	12244	8890/8918	12200
Expenses	1500	8500	15549	8890/8918	12200
Section 4: COA Funding History - (Arts organization or sponsored project)					
	2011-2012		2012-2013		2013-2014
COA Funding	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Was this project funded previously under a different organization name or sponsor? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
If yes,	Year:		Name:		

Section 2: Applicant/Sponsored Project Information**Applicant**

Applicant's Legal Name La Peña Inc.	Federal Tax I.D. 74-2338590	Other Common Name La Peña		
Official Mailing Address 227 Congress Ave		City Austin	State TX	Zip 78701
Physical Mailing Address 227 Congress Ave		City Austin	State TX	Zip 78701
Telephone 512-477-6007	Fax	Website (URL) www.lapena-austin.org		

Applicant Contact/Project Director
Cithya PerezTitle
Executive DirectorAddress
227 Congress Ave.City
AustinState
TXZip
78701Telephone
512-477-6007

Fax

Email
lapena@igc.orgSponsored Contact/Project Director
Mauricio RamosTitle
Festival DirectorAddress
2013 Crystal Shore DrCity
AustinState
TXZip
78728Telephone
512-584-3967Website (URL)
www.cacfest.comEmail
info@cacfest.comBoard Chair
Irma SotoTitle
Board ChairAddress
2804 Sarasota DriveCity
AustinState
TXZip
78733Telephone
512-263-4239

Fax

Email
irma.soto@communitycaretx.org**Project**

Applicant Race Code HI	Sponsored Race Code HI	Project Race Code HI	City District Number		
Total Number of Artists Participating 10		Total Amount Paid to Artists \$2300			
Total Number of Austin/ETJ Artists Participating 8		Total Amount Paid to Austin/ETJ Artists \$1000			
Total Number of Individuals Benefiting 300		Total Number of Youth Benefiting 50			

Section 3: Operating Budget History - (Arts organization or sponsored project)

	FY 10-11 Actual	FY 11-12 Actual	FY 12-13 Actual	FY 13-14 Projected/Actual	FY 14-15 Proposed
Revenue	1500	8500	12244	8890/8918	12500
Expenses	1500	8500	15549	8890/8918	11630

Section 4: COA Funding History - (Arts organization or sponsored project)

	2011-2012	2012-2013	2013-2014
COA Funding	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Was this project funded previously under a different organization name or sponsor?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, Year:	Name:		

1501308P

Section 5: Proposed Budget			
The budget must balance. Total income (line 12) must equal total expenses (line 24). Round all budget figures to the nearest whole dollar.			
PROJECT INCOME	CASH	IN-KIND	TOTAL
EARNED INCOME			
1. Total Admissions	\$4,600.00		\$4,600.00
2. Total Other Earned Income	\$600.00		\$600.00
3. TOTAL EARNED INCOME (Add Lines 1 and 2)	\$5,200.00		\$5,200.00
UNEARNED INCOME			
4. Total Private Support (Corp, Foundation, Individual)	\$450.00		\$450.00
5. Total Public Support (Government Grants)	\$0.00		\$0.00
6. Total Other Unearned Income	\$450.00		\$450.00
7. Applicant Cash	\$2,000.00		\$2,000.00
8. TOTAL UNEARNED INCOME (Add Lines 4 - 7)	\$2,450.00		\$2,450.00
9. COA Request Amount	\$2,000.00		\$2,000.00
10. TOTAL CASH INCOME (Add Lines 3, 8, and 9)	\$9,650.00		\$9,650.00
11. Total In-Kind Support (must equal In-Kind line 24)		\$2,550.00	\$2,550.00
12. TOTAL INCOME (Add Lines 10 and 11)	\$9,650.00	\$2,550.00	\$12,200.00
PROJECT EXPENSES			
13. Administrative Employee Costs	\$600.00	\$300.00	\$900.00
14. Artistic Employee Costs		\$650.00	\$650.00
15. Administrative Non-Employee Costs	\$600.00	\$900.00	\$1,500.00
16. Artistic Non-Employee Costs	\$2,100.00	\$0.00	\$2,100.00
17. Travel	\$1,350.00		\$1,350.00
18. Space Rental	\$750.00	\$500.00	\$1,250.00
19. Equipment Rental	\$550.00		\$550.00
20. Supplies and Materials	\$200.00		\$200.00
21. Marketing and Promotion	\$700.00		\$700.00
22. Production/Exhibit Costs	\$530.00	\$200.00	\$730.00
23. Other	\$2,270.00		\$2,270.00
24. TOTAL EXPENSES (Add Lines 13-23, must equal Line 12)	\$9,650.00	\$2,550.00	\$12,200.00

Section 6: Application Checklist

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

Application Form

- Section 1 Summary Information
- Section 2 Applicant Information
- Section 3 Organizational Budget History
- Section 4 COA Funding History
- Section 5 Proposed Budget Information
- Section 6 Application Checklist
- Section 7 Assurances (signed by Authorized Official)

Attachments:

Please indicate which attachments are enclosed with the application by checking the corresponding box. Each page of attachments must be labeled with the attachment number and name of the organization.

Required Attachments

- Attachment 1 Narrative (Evaluation Criteria)
- Attachment 2 Budget Itemization
- Attachment 3 Organizational History
- Attachment 4 Proof of Tax Exempt Status
- Attachment 5 Proof of State of Texas Exempt Status
- Attachment 6 Board List
- Attachment 7 IRS 990 (first page only)
- Attachment 8 DOCUMENTATION

PACKAGING - Submit one envelope with the application and all required attachments.

Mailing and Delivery Instructions

Applications whether hand delivered or mailed are due in our office on the first Monday of each month and that first Monday must be at least sixty days prior to the project start date.

Hand delivered applications must be in the CAD office by 4:00 P.M., the day of the deadline.

The Cultural Arts Division is not responsible for loss or damage of application materials. The City of Austin Cultural Arts Division reserves the right to retain a copy of application materials for archival purposes and its permanent record. All application materials are public records. Keep a complete copy of your application for your file.

Applications should be sent or delivered to the following address:

City of Austin Cultural Arts Division
201 E. 2nd Street
Austin, TX 78701

Section 7: Assurances

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

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

- This application was approved by the applicant's board on _____
- This application is scheduled to be approved by the applicant's board on 7.11.2015

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

Applicant Authorized Official

Sponsored Organization/Group/Individual (if applicable)

City of Austin

Cynthia Pérez
 name (typed) title

 signature date

Mauricio Ramos
 name (typed) title

 signature date

_____ Cultural Arts Program Mgr.
 name (typed) title

 signature date

McKaskle, Anne-Marie

15 CI 30 8P

From: Mauricio Callejas <mail@mauriciocallejas.com>
Sent: Monday, July 06, 2015 3:27 PM
To: McKaskle, Anne-Marie
Cc: lapena@igc.org; Pantel, Jesus
Subject: La Peña / Centroamericanto Fest 2015 - Budget Corrections
Attachments: fy15_ci_app-Budget Corrected.pdf; fy15_ci_Attachments-Budget Itemization Corrected.pdf

Hello Anne Marie,

Thank you for taking the time this afternoon to go over our CI application. As you suggested I am sending a corrected budget for both the application and the attachment page.

Additionally I have confirmed with Cynthia Perez La Peña's Executive Director that the board will approve the project this upcoming meeting on July 11th 2015. That information was missing on the application's signature page.

Please let me know if there is anything else I should send over

Thank you

Mauricio Callejas
(512) 554-9720
www.cacfest.com
www.mauriciocallejas.com

15 CI 308P

2 - Budget Itemization

Income

Description	Amount
Earned Income	
1. Total Admissions	\$ 4,600.00
Sep 12th - Scottish Rite Theater	\$ 4,600.00
General admission \$20	\$ 1,600.00
Presale \$15	\$ 3,000.00
Courtesy Tickets 20	\$ -
2. Total other earned income	\$ 600.00
Merchant sales - 20 T-shirts / \$10	\$ 200.00
Merchant Sales - Drinks	\$ 100.00
Tips and Donations	\$ -
Raffles - Guitar	\$ 300.00
3. Total Earned income	\$ 5,200.00
Unearned Income	
4. Total private support	\$ 450.00
Los Catrachos	\$ 150.00
Goya (Product)	\$ 150.00
StateFarm	\$ 150.00
Famsa	\$ -
Incycle	\$ -
Austin Bazar (Product)	\$ -
La Chaparrita (producto)	\$ -
5. Total public support	\$ -
COA Music Office Plaza Saitillo	\$ -
6. Total other unearned income	\$ -
7. Applicant Cash	\$ 2,000.00
Festival own funds	\$ 2,000.00
8. Total unearned income	\$ 2,450.00
9. COA Request Amount	\$ 2,000.00
Community Initiatives	\$ 2,000.00
10. Total Cash income	\$ 9,650.00
11. Total In-Kind Support	\$ 2,550.00
3 Musicians 10 hrs of rehearsals @ \$15/hr	\$ 450.00
Festival director	\$ 300.00
PR and advertising	\$ 300.00
Photography	\$ 200.00
Scottish Rite Theater free rental	\$ 500.00
Stage Manager	\$ 200.00
3 Logistics volunteers x 20 hrs @ \$10/hr	\$ 600.00
12. Total income	\$ 12,200.00

15 C130 SF

Expenses

Description	Cash	In-Kind	Total	
13. Administrative Employee			\$	600.00
Project Director 60 hrs @ \$15	\$ 600.00	\$ 300.00		
14. Artistic Employee			\$	-
Stage Manager 1 show	\$ -	\$ 200.00		
3 Musicians 10 hrs of rehearsals @ \$15/hr		\$ 450.00		
15. Administrative Non Employee			\$	600.00
PR and Media Relations agent		\$ 300.00	\$	
Festival website design	\$ 300.00			
Graphic Design	\$ 300.00			
3 Logistics volunteers x 20 hrs @ \$10/hr		\$ 600.00		
16. Artistic Fees Non Employee			\$	2,100.00
Luis Enrique Mejia Godoy	\$ 1,000.00			
Luis Pastor Gonzalez	\$ 300.00			
Esteban Alvarez	\$ 200.00			
Jeana and Juan Carlos Ureña	\$ 200.00			
Local musicians for backing band	\$ 400.00			
CD sales paid to artists	\$ -			
17. Travel			\$	1,350.00
Hotel	\$ 300.00			
Plane Tickets	\$ 900.00			
Food	\$ 150.00			
18. Space Rental			\$	750.00
Scottish Rite Theater Rental	\$ 750.00	\$ 500.00		
19. Equipment Rental			\$	550.00
Sound reinforcement	\$ 300.00			
Piano Rental	\$ 250.00			
20. Supplies and Materials			\$	200.00
Supplies and materials	\$ 200.00			
21. Marketing and Promotion			\$	700.00
Radio Promotion	\$ 200.00			
Street Banner	\$ -			
Promotional T-shirts	\$ -			
Facebook Campaign	\$ 200.00			
Prints and Posters	\$ 300.00			
22. Production/Exhibit Costs			\$	530.00
Event Insurance	\$ 380.00			
Tables and Chairs rental	\$ 150.00			
Porta Toilets	\$ -			
Photography	\$ -	\$ 200.00		
23. Other Expenses			\$	2,270.00
Refund Festival capital	\$ 2,270.00			
Total Expenses		\$ 2,550.00	\$ 9,650.00	\$ 12,200.00

1 - Evaluation Criteria

Project

1. *What are the specifics of the project for which funding is sought? i.e. list specific date(s), time(s), activity(ies), participant(s), location(s).*

- September 12th 2015 - Central American Music concert at the Austin Scottish Rite Theater. Featuring Luis Pastor González and Luis Enrique Mejía Godoy from Nicaragua.

2. *How does the project contribute to and fill a need in Austin's artistic and cultural community?*

Centroamericanto Fest comes to fill a gap in the music offering that Austin residents can enjoy. Usually Latin music is categorized as a single music genre, but there is great variety of music available south of the border and Central America is usually out of sight to the majority of music lovers in Austin, maybe because of the small amount of commercial music productions that come out from that region, the lack of mainstream artists from Central America or maybe because of the absence of events tailored for that specific population.

Artistic/Cultural Merit

3. *How does the applicant (or sponsored entity if applicable) produce/present quality work that contributes to the unique artistic/cultural landscape in Austin?*

The festival producer Mauricio Ramos Callejas has a proven history of leadership in Austin and among the Central American music community he is the founder of *centroamericanto.net*, a music website that since 2003 has been a the natural liaison between the region and Austin. Mauricio has produced the *Centroamericanto Fest* in Austin since 2011. He is an active musician, performs locally with his band and also has organized a monthly cultural event called "Café con Letras" with the arts group *alianzacultural.net* for more than 8 years.

4. *To what degree does the project incorporate artists or artistic works from historically underserved communities in their programming or provide programs/services to historically underserved artists and/or communities?*

Centroamericanto Fest promotes the work of Central American musicians specifically those that represent their cultural heritage through their work. The festival introduces the work of both local and foreign musicians to the Austin community, by affordable activities like the concert at the Scottish Rite Theater.

The United States is home to about 2.9 million immigrants from the Central American countries of Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama. Immigration

from Central America has grown rapidly in recent decades. About one in ten residents in the United States are under temporary humanitarian protection.

Overall, the Central American immigrant population faces substantial challenges in the United States including generally limited English proficiency, low levels of education, among others. *Centroamericanto Fest* caters to those communities that may not find themselves well represented in the cultural offering of public events in Austin. ✓

Administrative Capability

5. How does the applicant (or sponsored entity if applicable) demonstrate production and business skills needed to complete the proposed programming/project?

This year will be the 7th installment of this music festival organized by Mauricio Ramos Callejas, a Salvadoran singer-songwriter Austin resident for 13 years. Has produced already the festival 6 times in different countries, in El Salvador 2005 and 2008, and Austin TX in 2011 and 2012

In 2011 2012 and 2014 editions sold out the Cactus Café concert, in 2012 the event brought about 500 people to the free event at Plaza Saltillo. In 2013 the festival expanded to 4 days of activities and presented music, regional dances from Central American and the Caribbean, traditional food, local vendors and non-profit organizations. ✓

6. How will the project be evaluated to measure project effectiveness? Describe methods.

We will evaluate immediate, intermediate and ultimate outcomes resulting from the completion of the project.

The results of this evaluation should identify the desirable impacts of the project. We will collect sufficient evidence during the project to demonstrate how certain outcomes are related to the specific set of project activities. We will evaluate the following areas

- Activities: of activities being performed as planned? ✓
- Demographics: Is the festival reaching the intended target population? ✓
- Customer Satisfaction: How satisfied are the participants with their involvement in this project? ✓
- Financial goals: Measuring each activity against its individual budget and projection ✓

Tools:

- Activity Log via Trello project management ✓
- Evaluation form at the acoustic performances and panel forum ✓
- Focus groups with volunteers and staff ✓
- Documentation administrative records of sales, attendance, website hits ✓

7. *How will the applicant collect data regarding audience demographics, audience involvement, and tourists in attendance from in state, out of state, or outside the USA? Describe methods.*

We will target our advertising efforts statewide through Facebook, Twitter and Google we will use statistics will collect the reach and performance of our campaigns on those platforms.

- Sign-up sheets will collect some demographic information like zip code
- We are partnering with the Crowne Plaza hotel in Austin, they will offer a special price for those visitors coming to the festival, and we will document the amount of visitors the festival attracted to the hotel

8. *If applicable, is the fiscal sponsor capable of managing the administrative and financial aspects of the project?*

Yes, La Peña Inc. has been, since 1985, supporting the work of Latino artists in Austin TX. La Peña has been for more than 30 years a cornerstone of the cultural representation of the Latino community in Austin. Throughout the years La Peña has a proven reputation of managing multiple cultural projects all year long, from local art exhibitions to bigger events for internationally known artists like the Argentinian singer Mercedes Sosa, the Puerto Rican musician Tito Puente, and writers like Chilean Isabel Allende to name a few. La Peña has been recently awarded from the National Association of Chicano and Chicana Studies for excellence in community art programs.

Economic, Cultural, and Social Impact

9. *Does the proposed programming/project meet any identified community social or cultural needs?*

Cultural identity among Latin Americans is as important as to spread the awareness to the general public of the number of nationalities that share a space in Austin. The festival reaches to the public sending a positive message of cultural diversity and moreover cultural richness.

10. *How does the project market to a broad constituency (including residents, visitors and tourists)?*

Centroamericanto Fest has partnered with a local radio station Radio Mujer (KZAY 95.1 FM) to raise awareness about the festival to promote it in Austin. On printed media, we will advertise in Austin, but we will extend this year our advertising campaign to San Antonio, to attract visitors from that city. We will use El Mundo Newspaper that is circulates in San Antonio and also we will configure our web advertising to target that area of Central Texas.

15 CI 308P

11. How is the proposed programming/project accessible to audiences with disabilities?

We adhere to the ADA recommendations for accessibility in our events and will train our volunteers to make our shows accessible to everybody. The Scottish Rite Theater is an accessible venue. ✓

12. How is the proposed programming/project accessible to economically disadvantaged audiences?

The support of the City of Austin help us to keep our prices affordable to the event on Sept 12th we will distribute a number of free passes throughout our network of partners. ✓

13. Will the applicant attempt to partner or otherwise work with the convention or hotel/motel industries to attract audiences? If so, how?

Yes, our long standing sponsor, the Crowne Plaza Hotel on IH-35 and Hwy 290 will create a special package for visitors to stay at the hotel and attend the festival. ✓

3 - Organization History

15 CI 30 SP

Attachment #3 Organizational History

La Peña Inc. is an interdisciplinary cultural arts organization dedicated to Latino arts founded in 1981. La Peña's mission is to support artistic development, to provide exposure to emerging local visual artists, musicians, poets and other performing artists, and to offer Austin residents the full spectrum of traditional and contemporary Latino art. La Peña's main goals are: to encourage a life-time appreciation and support for the arts; to collaborate with local, national, and international artists and organizations to promote cultural exchange and diversity; and to implement programs that celebrate and nurture Latino art and culture in the Central Texas area.

In South America, peñas have a long history as community gatherings for the performance of folk music, poetry, storytelling, and social commentary. The term was then popularized by the Latin American cultural renaissance of the 1960's and 70's. La Peña takes its inspiration from this tradition and works to integrate the arts within the daily life of the community.

In 1985, the organization formally incorporated and was granted 501(c)(3) non-profit status as La Peña in Austin for nearly thirty years. La Peña has grown in both vision and reputation into a cultural cornerstone of the Latino arts in Central Texas.

In its first fifteen years, La Peña held its events at Las Manitas Avenue Café, hanging monthly art shows on the café walls and holding performances in the back patio. As the scope of its programs and the size of its audiences grew La Peña began utilizing other community venues such as the UT Performing Arts Center and the Dougherty Cultural Arts Center. In 1996, La Peña moved to its current gallery site and opened a gift shop at 227 Congress Avenue allowing the organization to expand its exhibition space and market books, CDs, prints and the original works of many local and nationally recognized artists.

Peñas are the mainstay of La Peña's programming and offer multicultural, multidisciplinary arts events that typically feature the opening of an art exhibit combined with music, literary, dance or dramatic performances and other types of cultural presentations.

While La Peña has always been committed to the presentation of locally based, new and emerging artists, it has also distinguished itself for the quality of national and international artists it has introduced to the Austin community. These include artists such as Mercedes Sosa (singer/songwriter), Luis Jimenez (sculptor), Tito Puente (musician), Elena Poniatowska, Sandra Cisneros and Isabelle Allende (writers) to name a few.

Today, La Peña enjoys local national and international recognition. Most recently, La Peña was proud to accept an award from the National Association of Chicano and Chicana Studies (NACCS) for Excellence in Community Arts Programs.

Sponsored individual: Mauricio Ramos Callejas

15 C130 80

History and Activities

Mauricio Ramos Callejas, started in 2003 the central American music portal www.centroamericanto.net since then has constantly promoted the music made in Central America. He is also an active musician in Austin TX, www.mauriciocallejas.net performs locally with his band. As a cultural promoter, Mauricio has organized for over 7 years a monthly art showcase called “Café con Letras” with www.alianzacultural.net.

Centroamericanto Fest was born as an extension of the website centroamericanto.net in 2005. This year’s event will be the 7th installment of this music festival which has taken place previously in El Salvador 2005 and 2008 and in Austin in since 2011.

The 2011 edition of Centroamericanto Fest sold out the Cactus Café and it was a success thanks to the hard work of a team of volunteers, effective management and to the quality of the performers.

Centroamericanto Fest 2012 brought to Austin important artists that are true ambassadors of their countries. Guillermo Anderson from Honduras is one of the most important musicians of Honduras; Roberto Salamanca from El Salvador and Romulo Castro from Panama. In 2013 the festival brought the band Frigüey from El Salvador, Juan Solorzano from Nicaragua and Rialengo and Flor Urbina from Costa Rica. The 2014 edition brought the legendary singer-songwriter Guadalupe Urbina from Costa Rica

Mauricio was invited to the International Arts Festival in Costa Rica in April 2012 to be part of the founding meetings of the new “Mercado de la Musica Centroamericana” [Central American Music Marketplace] organized by the former Costa Rican minister of culture Manuel Obregon and some of the most important leaders of the music industry in Central America. This alliance opens the door for a more organic collaboration in the future with the region.

Mauricio Ramos is partnering with La Peña Inc. to organize Centroamericanto Fest 2015 not only as its umbrella organization but also to combine efforts in bringing quality and genuine art expressions to the Austin community. La Peña's mission is to support artistic development, to provide exposure to emerging local visual artists, musicians, poets and other performing artists, and to offer Austin residents the full spectrum of traditional and contemporary Latino art.

15 C1 31 SP
WOMEN & THEIR WORK / Project Abundant Life

RECEIVED
 JUL 06 2015
 BY: _____

15 CI 31 SP

FY 2015 Community Initiatives
APPLICATION & AGREEMENT

Section 1: Summary Information

Applicant Name Women and Their Work	<input checked="" type="checkbox"/> Sponsored Project	Sponsored Project Name Project Abundant Life
Project/Activity Title Capoeira E Vida	Start Date 9/1/2015	End Date 9/28/2015

Type of Sponsored Project – Select one only

- Texas State Incorporated Organization/Group
 Individual/Unincorporated Organization/Group

Primary Artistic Discipline – Select one only

<input type="checkbox"/> Dance	<input type="checkbox"/> Literature	<input type="checkbox"/> Film/Media Arts	<input checked="" type="checkbox"/> Multidisciplinary
<input type="checkbox"/> Music	<input type="checkbox"/> Opera/Musical Theatre	<input type="checkbox"/> Theatre: Performance Art	<input type="checkbox"/> Visual Arts/Public Art

Project Summary: Please describe the project for which you are requesting funds in the space provided.
 Applicant(s) is/are requesting \$2,000 in Community Initiatives program funding to/for...

*Organic Process + Capoeira Angola
 Date: September 20, 2015
 Place: African American Heritage Center 902 East 11th St, Austin, TX 78702
 Fee: 2 instructor fees for 1- four hour workshop.
 Description: Patterns and Imprints: four hour workshop in nature led by including movement analysis, lecture, movement composition, Q&A, and roda with 500 hour certified Yoga Therapist: LaCrystal Washington (www.LaCrystal7.com), and Capoeira Angola Professor: Dorian Layssard.

*Capoeira e Vida (Capoeira is Life)
 Date: September 1-26, 2015
 Place: African American Heritage Center 902 E.11th Street, Austin, TX 78741
 Fee: 12, three hour classes
 Description: Workshop, Performance Prep, Classes on the movements, history, philosophy, and music from Ewuruku with Professor Dorian Layssard. Classes will be free for youth under 16 years old

*Capoeira e Vida (Capoeira is Life performance)
 Date: September 26, 2015
 Place: African American Heritage Center 902 East 11th St Austin, TX 78702
 Description: Performance facilitation
 1. 30min. Presentation, Q&A on History, Philosophy and Symbolism of Capoeira Angola
 2. 30 min. Berimbau instrument solo intro
 3. 2 hour Capoeira Angola "RODA" Performance.
 African American Heritage Center 902 East 11th Street Austin, Texas 78702

15 CI 31 SP

15 CISP 31

For CAD staff use only	<input checked="" type="checkbox"/> App Forms	<input type="checkbox"/> State Exempt <i>WIA</i>	ADA Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Arts Commission Review <i>July 20, 2015</i>	<input checked="" type="checkbox"/> Evaluation Criteria	<input checked="" type="checkbox"/> Board List	Insurance Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Award Amount \$	<input checked="" type="checkbox"/> Identification	<input checked="" type="checkbox"/> 990	<input type="checkbox"/> General Liability
Control Number - <i>15 CISP 31</i>	<input checked="" type="checkbox"/> Org History	<input checked="" type="checkbox"/> Documentation	<input type="checkbox"/> Auto <input type="checkbox"/> Liquor
	<input type="checkbox"/> Tax Exempt		

Section 2: Applicant/Sponsored Project Information

Applicant

Applicant's Legal Name Women and Their Work		Federal Tax I.D. 74196689	Other Common Name	
Official Mailing Address 1710 Lavaca Street		City Austin	State TX	Zip 78701
Physical Mailing Address 1710 Lavaca Street		City Austin	State TX	Zip 78701
Telephone 512.477.1064	Fax	Website (URL) www.projectabundantlife.org		
Applicant Contact/Project Director Chris Cowden		Title Executive Director		
Address 1710 Lavaca Street		City Austin	State TX	Zip 78701
Telephone 512.477.1064	Fax 512.477.1090	Email cowden@womenandtheirwork.org		
Sponsored Contact/Project Director Dorian Layssard		Title Director/Professor		
Address 4601 Galapagos Drive		City Austin	State TX	Zip 78749
Telephone 512.294.7872	Website (URL) www.projectabundantlife.org	Email projectabundantlife@gmail.com		
Board Chair Lindsey Hanna		Title Designer		

15 C131SP

Address 1710 Lavaca Street		City Austin	State TX	Zip 78749	
Telephone 512.828.2387		Fax 512.477.1090		Email lindseyhannadesign@gmail.com	
Project					
Applicant Race Code W	Sponsored Race Code B	Project Race Code B	City District Number		
Total Number of Artists Participating 4		Total Amount Paid to Artists \$2300			
Total Number of Austin/ETJ Artists Participating 4		Total Amount Paid to Austin/ETJ Artists \$			
Total Number of Individuals Benefiting 25		Total Number of Youth Benefiting 5			
Section 3: Operating Budget History - (Arts organization or sponsored project)					
	FY 10-11 Actual	FY 11-12 Actual	FY 12-13 Actual	FY 13-14 Projected/Actual	FY 14-15 Proposed
Revenue	4100	4700	4700	9000	9000
Expenses	4100	4700	4700	9000	9000
Section 4: COA Funding History - (Arts organization or sponsored project)					
	2011-2012		2012-2013		2013-2014
COA Funding	<input type="checkbox"/> Yes <input type="checkbox"/> No		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Was this project funded previously under a different organization name or sponsor? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
If yes,	Year:	Name:			

Section 5: Proposed Budget			
The budget must balance. Total income (line 12) must equal total expenses (line 24). Round all budget figures to the nearest whole dollar.			
PROJECT INCOME	CASH	IN-KIND	TOTAL
EARNED INCOME			
1. Total Admissions	\$600.00		
2. Total Other Earned Income			
3. TOTAL EARNED INCOME (Add Lines 1 and 2)			\$600.00
UNEARNED INCOME			
4. Total Private Support (Corp, Foundation, Individual)	\$400.00		\$400.00
5. Total Public Support (Government Grants)			
6. Total Other Unearned Income			
7. Applicant Cash			
8. TOTAL UNEARNED INCOME (Add Lines 4 - 7)	\$400.00		\$400.00
9. COA Request Amount	\$2,000.00		\$2,000.00
10. TOTAL CASH INCOME (Add Lines 3, 8, and 9)	\$3,000.00		\$3,000.00
11. Total In-Kind Support (must equal In-Kind line 24)		\$1,000.00	\$1,000.00
12. TOTAL INCOME (Add Lines 10 and 11)	\$3,000.00	\$1,000.00	\$4,000.00
PROJECT EXPENSES			
	CASH	IN-KIND	TOTAL

150131SP

13. Administrative Employee Costs			
14. Artistic Employee Costs	\$2,300.00		\$2,300.00
15. Administrative Non-Employee Costs			
16. Artistic Non-Employee Costs	\$400.00		\$400.00
17. Travel			
18. Space Rental		\$800.00	\$800.00
19. Equipment Rental			
20. Supplies and Materials	\$200.00		\$200.00
21. Marketing and Promotion		\$200.00	\$200.00
22. Production/Exhibit Costs			
23. Other	\$100.00		\$100.00
24. TOTAL EXPENSES (Add Lines 13-23, must equal Line 12)	\$3,000.00	\$1,000.00	\$4,000.00

Section 6: Application Checklist

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

Application Form

- Section 1 Summary Information
- Section 2 Applicant Information
- Section 3 Organizational Budget History
- Section 4 COA Funding History
- Section 5 Proposed Budget Information
- Section 6 Application Checklist
- Section 7 Assurances (signed by Authorized Official)

Attachments:

Please indicate which attachments are enclosed with the application by checking the corresponding box. Each page of attachments must be labeled with the attachment number and name of the organization.

Required Attachments

- Attachment 1 Narrative (Evaluation Criteria)
- Attachment 2 Budget Itemization
- Attachment 3 Organizational History
- Attachment 4 Proof of Tax Exempt Status

Attachment #2
 Budget Itemization
 Project Abundant Life
 Sponsor: Women and Their Work

15C131SA

PROJECTED INCOME

<u>Earned Income</u>	<u>CASH</u>	<u>TOTAL</u>
Line 1.) Admissions	\$600.00 P	
Line 3.) Total Earned Income		\$600.00
<u>Unearned Income</u>	<u>CASH</u>	<u>TOTAL</u>
Line 4.) Total Private Support - Donation	\$400.00 C	
Line 8.) Total Unearned Income		\$400.00
Line 9.) Total COA Request	\$2,000.00 P	
Line 10.) Total Cash Income		\$3,000.00

PROJECTED INCOME

<u>Expense In-Kind</u>	<u>IN-KIND</u>	<u>TOTAL</u>
Line 21.) Marketing and Promotion Joel De La Rosa Photography: flyers design and distribution, web advertising management)	\$200.00 C	
Line 18.) Equipment Rental Workshop Space (8 hours x \$100.00 per hour = \$800.00)	\$800.00 C	
Line 11.) Total In-kind		\$1,000.00
Line 12.) Total Projected Income		\$4,000.00

PROJECTED INCOME

<u>Expenses/Cash</u>	<u>CASH</u>	<u>TOTAL</u>
Line 14.) Artistic Employee Project Director \$50/hr x 3 hours = \$150 x 8 classes/series <i>Capoeira e Vida (Capoeira is Life) Workshop Series</i> Workshop Performance Prep Classes with Professor Dorian Layssard Date: September 2, 2014 - September 26, 2014 Description: workshops on the Capoeira academy and its group, movements, music, songs, history, philosophy and protocols of Capoeira Angola, including history, philosophy and music from Ewuruku I & II Album with Capoeira Angola Professor: Dorian Layssard. Classes will be free for youth under 16 years old. Place: African American Heritage Center 902 East 11th St, Austin, TX 78702	\$1,200.00	

Attachment #2
Budget Itemization
Project Abundant Life
Sponsor: Women and Their Work

15 C131SP

PROJECTED INCOME

<u>Expenses/Cash</u>	<u>CASH</u>	<u>TOTAL</u>
Line 14.) Artistic Employee		
<u>Director:</u> 2 x 30min presentation/solo @ \$100 1 performance @ \$500 <i>Capoeira e Vida (Capoeira is Life performance)</i> <u>Date:</u> September 26, 2014 <u>Description:</u> Performance facilitation 30min. Presentation/Q&A on History, Philosophy/Symbolism of Capoeira Angola 30 min. Berimbau instrument solo intro 2 hour Capoeira Angola "RODA" Performance. <u>Place:</u> African American Heritage Center 902 East 11th St Austin, TX 78702	\$700.00	
<u>Director:</u> \$100.00 per hour x four hours <i>Organic Process + Capoeira Angola Patterns and Imprints Workshop</i> <u>Date:</u> September 20, 2015 <u>Fee:</u> 1 professional instructor fees for 1-four hour workshop in nature led by including movement analysis, lecture, movement composition, Q&A, and roda. <u>Description:</u> Patterns and Imprints: workshop on movement analysis and with Capoeira Angola Professor: Dorian Layssard, and 500 hour certified Yoga Therapist: LaCrystal Washington (www.lacystal7.com) and <u>Place:</u> TBD	\$400.00	
		\$2,300.00
Line 16.) Artistic Non-Employee:		
<u>Professional Yoga Therapist:</u> \$100.00 per hour x 4 hours <i>Organic Process + Capoeira Angola: Patterns and Imprints Workshop</i> <u>Date:</u> September 20, 2015 <u>Fee:</u> 1 professional instructor fees for 1-four hour workshop in nature led by including movement analysis, lecture, movement composition, Q&A, and roda. <u>Description:</u> Patterns and Imprints: workshop on movement analysis and with 500 hour certified Yoga Therapist: LaCrystal Washington (www.lacystal7.com) and Capoeira Angola Professor: Dorian Layssard. <u>Place:</u> TBD	\$400.00	\$400.00
Line 18.) Equipment Rental		
Workshop Space: 8 hours x \$100.00 per hour	\$800.00	\$800.00

Attachment #2
Budget Itemization
Project Abundant Life
Sponsor: Women and Their Work

15 CI 31 SP 3

Line 20.) Supplies and Materials	\$200.00	\$200.00
Materials for workshops to assist with Instruments prep, repair, etc.		
Line 21.) Marketing and Promotion	\$200.00	\$200.00
Marketing (flyers design and distribution, web advertising management by Joel Dela Rosa)		
Line 23.) Other/Sponsor Fee	\$100.00	<u>\$100.00</u>
Insurance		
Line 24.) Total Expenses		\$4,000.00

- Attachment 5 Proof of State of Texas Exempt Status
- Attachment 6 Board List
- Attachment 7 IRS 990 (first page only)
- Attachment 8 DOCUMENTATION

PACKAGING - Submit one envelope with the application and all required attachments.

Mailing and Delivery Instructions

Applications whether hand delivered or mailed are due in our office on the first Monday of each month and that first Monday must be at least sixty days prior to the project start date.

Hand delivered applications must be in the CAD office by 4:00 P.M., the day of the deadline.

The Cultural Arts Division is not responsible for loss or damage of application materials. The City of Austin Cultural Arts Division reserves the right to retain a copy of application materials for archival purposes and its permanent record. All application materials are public records. Keep a complete copy of your application for your file.

Applications should be sent or delivered to the following address:

City of Austin Cultural Arts Division
201 E. 2nd Street
Austin, TX 78701

Section 7: Assurances

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

1. The activities and services for which financial assistance is sought will be administered by the applicant organization;
2. Any funds received as a result of this application will be used solely for the project described;
3. The applicant has read, understands, and will conform to the intent outlined in the Community Initiatives Funding Program Guidelines;
4. The applicant will comply with Title VI of the Civil Rights Act of 1964, with labor standards under Section 5(j) of the National Foundation of the Arts and Humanities Act of 1965, with Section 504 of the Rehabilitation Act Amendments of 1974, with Title IX of the Education Amendments of 1972, with the Americans with Disabilities Act of 1990, with the Age Discrimination Act of 1975, and with the Drug Free Workplace Act of 1988;
5. The applicant will comply with Section 10(7)(b) of the Texas Commission on the Arts' Enabling Legislation, which prohibits the TCA and its grantees from knowingly fostering, encouraging, promoting, or funding any project, production, workshop, and/or program which includes obscene material as defined in Section 43.21 Penal Code of Texas;
6. The applicant is a nonprofit entity as defined by the I.R.S.;
7. The application has been duly authorized by an authorized official for the applying organization, a principal of the organization with legal authority to certify the information contained in the application and sign contracts for the organization; he/she must read and guarantee the compliance of the organization with the requirements listed. Sponsored applications must be signed by the principal of the nonprofit umbrella organization with legal authority to certify the information contained in the application and a representative of the sponsored group/individual;

15 C13157

- 8. The applicant understands that the City of Austin actively reviews and evaluates all aspects of the programs and processes and incorporates changes which may occur at any time throughout the funding calendar. Cultural Arts Division staff will provide updates on changes as they are adopted;
- 9. The City of Austin reserves the right to make special stipulations on how specific cultural contract funds may be spent;
- 10. Neither the applicant nor any of its agents, representatives, subconsultants, nor I have undertaken or will undertake any activities or actions to promote or advertise any cultural arts funding proposal to any member of any City Commission reviewing the proposals, any member of the Austin City Council, or any City staff except in the course of City-sponsored inquiries, interviews or presentations;
- 11. The filing of this application by the undersigned, officially authorized to represent the applicant organization, has been duly approved by the governing board of the applicant organization.

- This application was approved by the applicant's board on _____
- This application is scheduled to be approved by the applicant's board on 8-7-15

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

Applicant Authorized Official

Sponsored Organization/Group/Individual (if applicable)

City of Austin

Executive Director
CHRIS COWDEN
 name (typed) title

Dorian Layssard- Project Abundant Life
 Founder/Director
 name (typed) title

Megan Crigger, Cultural Arts Program Mgr
 name (typed) title

Chris Cowden 6-17-15
 signature date

Dorian Layssard
 signature date

signature date

Project

1. PAL is seeking funding for the following projects:

Capoeira e Vida (Capoeira is Life) Workshop Series

Date: September 1-26, 2015

Description: on the movements, history, philosophy, 3 three hour Workshop, Performance Prep, classes on the movements, music, song, history, and philosophy of Capoeira, along with music from Ewuruku with Professor Dorian Layssard.

- Classes will be free for youth under 16 years old.
- Location - African American Heritage Center 902 East 11th street, Austin, 78702

Organic Process + Capoeira Angola

Date: September 20, 2015

Description: Patterns and Imprints: four hour workshop in nature led by including movement analysis, lecture, movement composition, Q&A, and roda with 500 hour certified Yoga Therapist: LaCrystal Washington (www.LaCrystal7.com), and Capoeira Angola Professor: Dorian Layssard. Workshop Facilitation

- 30 min. Intro
- 1 hour Yoga/ Sequences
- 1 hour Outdoor guided meditaion
- 30 min Lecture : Patterns, Prints, and Imprints
- 1 hour Guided Partnering and Capoeira Angola
- Location – African American Heritage Center 902 East 11th Street Austin, 78702

Capoeira e Vida (Capoiera is Life performance)

Date:September 26, 2015

Place: TBD

Decription: Performance Facilitation

- 30min. Presentation, Q&A on History, Philosophy, and Symbolism of Capoeira Angola
- 30 min. Berimbau instrument solo intro
- 2 hour Capoeira Angola "RODA" Performance.
- Location- African American Heritage Center 902 East 11th Street Austin, 78702

2. Often young people are forced to confront the uglier side of life by dealing with poverty, prejudice, crime, broken homes, low self-esteem and poor or non-existent role models. Dreams and talents can be eclipsed by a sense of ever-growing frustration and despair. Young men and women in our programs discover disciplines that allow them to express themselves artistically in a way that also allows them to channel pent-up emotions in a positive direction.

Artistic/Cultural Merit

3. Since 2005, PAL has consistently provided arts performances, workshops and arts-education activities of a high artistic caliber. We have created situations of cultural exchange and awareness for various cultural and art events at The John Warfield Center for African and African American Studies as well as The Department of Art and Art History at the University of Texas. PAL has also built successful relationships with Austin Independent School District, Central Market, George Washington Carver Museum and Library, etc.
4. PAL attracts diverse audiences specifically interested in introducing their children to African based art forms.
 - Programs encourage the development of positive peer culture.
 - Programs help develop intra and interpersonal skills through trust building and teamwork exercises, positive adult role models, and encouragement of self-analysis and discovery.

Administrative Capability

5. Grants from the City of Austin and other private support (Bread for the Journey, among others).
 - The budget is reasonable and includes diverse funding sources, the grant request, the required match, revenue, expenses and in-kind.
 - PAL has administrative assistance via member/volunteer with over 10 years of executive administrative experience. (resumé attached)
6. PAL uses the following evaluation methods to measure the effectiveness of its programs.
 - **Staff observations.** Instructor monitors participants to measure how and whether they are learning, and also if they are going beyond expectations.
 - **Surveying the participants.** Youth are regularly surveyed about the class experience.
 - Incorporate social response via social media (Facebook) posts of event, and analyze responses via likes and shares on Facebook.
 - **Long-term** strategies and plans to support programming after the grant period include improving administrative infrastructure to accommodate expansion to reach families, and more youth.
7. PAL will collect emails, and addresses from all attendees and participants.
 - Questionnaire forms will be handed out and collected from willing attendees and participants.

8. Nationally recognized, the Center for Women & Their Work is a 36- year old multidisciplinary art organization that presents over 50 events a year. CW&TW has served as a fiscal sponsor for artists and art organizations for over 25 years assisting more than 275 to date.

Economic, Cultural and Social Impact

9. PAL's programs are presented to build the audience for Afro-Brazilian based art forms. Specific ways of doing so include:

- PAL's website, <http://projectabundantlife.org> provides information on classes, workshops, events, and a public photo/video gallery of past workshops and programs for local residents, and out of town visitors.
- Recognition in 2010 of PAL's organization, *The Orun Center of Cultural Arts*, as the "Best New Positive Community Space" by the *Austin Chronicle*. This serves as a good indicator of public visibility and support.
- Programs presented in a **socio-economically under-served area of town** (the east side) to help youth learn about Afro-Brazilian arts in a fun, engaging format. Programs complement AISD academic curriculum and educational standards of the Texas Essential Knowledge and Skills (TEKS) by introducing vocabulary of the music, instruments, and dance. Further:
 - A TEKS standard suggests that *by reflecting on musical periods and styles, students understand music's role in history and are able to participate successfully in a diverse society*. Afro Brazilian percussion instruments including the **berimbau, shekere, and gourd** are introduced. Students analyze, and evaluate the instruments, and learn about their use, functions and sounds.
- In creative expression and performance, the TEKS standard requires that children create rhythmic/melodic phrases and simple accompaniments. **Project Capoeira Angolinha** teaches students easy-to-learn Afro-Brazilian rhythms and phrases.
- The TEKS standard proposes that students *sing songs from diverse cultures*. In call and response activities **Project Capoeira Angolinha** teaches students traditional Afro-Brazilian songs.

PAL programs encourage understanding, acceptance and unity between races, countries and socioeconomic groups, particularly among youth.

10. Pal will use Austin Chronicle, flyers, word of mouth and our connection to over 1000 Facebook friends to reach tourist and visitors. We will also use the help of the African American Heritage Center and all its marketing resources. Along with volunteers and members of our PAL, we will hold demos and market our event at neighborhood fairs and festival.

Attachment #1
Narrative (Evaluation Criteria)
Project Abundant Life
Sponsor: Women and Their Work

11. Pal uses space that is already equipped and adjusted for the disabled and the elderly. Students with disabilities are invited and encouraged to participate in class and other activities (i.e. volunteer time, music, movement, and lecture).

12. Programs presented in a **socio-economically under-served area of town** (the east side) to help youth learn about Afro-Brazilian arts in a fun, engaging format. Programs complement AISD academic curriculum and educational standards of the Texas Essential Knowledge and Skills (TEKS) by introducing vocabulary of the music, instruments, and dance.

- Offers classes to youth under 16 years of age to attend programs at no cost.
- If surface cannot be offered for free then sliding scale discounts are offered

13. PAL will utilize the Chronicle to reach Hotel visitors interested in Local entertainment as well as flyer some downtown hotels with their permission.

Sponsored Organization

Project Abundant Life (PAL) was founded in Austin, Texas, by community organizer Dorian Layssard in 2005. Our **mission** is to help inner city youth achieve health and success in life through the use of arts and the environment. Through the use of Capoeira Angola's dance-like movements, music, songs, rhythms and improvisation, PAL combines alternative education methods to teach the values of **self-respect, discipline, self-worth**, and community service. Capoeira is a multidisciplinary African-Brazilian art form.

PAL started presenting Capoeira Angola classes in 2005 to Austin Independent School District youth, and to adults at a YMCA in northeast Austin. PAL provides an innovative approach to long-standing inner city problems, while teaching the value of art for art's sake. The organization offers programs that combine innovative social change, education, and outside the box solutions to long-standing inner-city problems. Two main programs are our capoeira classes, and Health is Wealth. PAL is comprised predominantly of African-American and Latino artists who work in the east Austin community and are committed to addressing serious and life-threatening problems of obesity.

Through-out its history PAL's programming budget has been intensely lean, with more than half of program expenses either donated or waived. PAL programs are imbued with the vibrancy of grass roots energy. Selected PAL accomplishments include:

- Annual presentation of educational workshops and capoeira performances to introduce diverse audiences to the artistry, discipline and history of capoeira.
- Presentation of internationally renowned master teachers ("mestres") brought in to teach intensives attended by local and out of town attendees, and community workshops. Includes Mestre Carlao (Kabula) and Joa Grande among others.
- Established a chapter of "Free Angola Society," a Capoeira club that still exists in San Ignacio, Belize. Presently, two of our students are continuing to work with the youth in their village, and at the University of Belize.
- Recognition in 2010 of PAL's parent organization, The Orun Center of Cultural Arts, as the "Best New Positive Community Space" by the *Austin Chronicle*.
- Introduced Yoga to the Austin's Capoeira Community in 2014 through professional Yoga Instructor LaCrystal Washington with Capoeira + Yoga workshop and lecture.

15 C1 32 SP

AUSTIN FILM SOCIETY / JUANITA BUTLER

RECEIVED
 JUL 06 2015
 BY:

FY 2015 Community Initiatives
APPLICATION & AGREEMENT 15 CI 32 SP

Section 1: Summary Information

Applicant Name Austin Film Society	<input checked="" type="checkbox"/> Sponsored Project	Sponsored Project Name Juanita Butler
Project/Activity Title The Juani Begood Show	Start Date 9/22/2015	End Date 9/22/2015

Type of Sponsored Project - Select one only

- Texas State Incorporated Organization/Group
 Individual/Unincorporated Organization/Group

Primary Artistic Discipline - Select one only

<input type="checkbox"/> Dance	<input type="checkbox"/> Literature	<input checked="" type="checkbox"/> Film/Media Arts	<input type="checkbox"/> Multidisciplinary
<input type="checkbox"/> Music	<input type="checkbox"/> Opera/Musical Theatre	<input type="checkbox"/> Theatre/Performance Art	<input type="checkbox"/> Visual Arts/Public Art

Project Summary: Please describe the project for which you are requesting funds in the space provided.
 Applicant(s) is/are requesting \$2,000 in Community Initiatives program funding to/for...

What: The Juani Begood Show live viewing followed by Q & A with the directors, producers, and writer
 Where: Twin Oaks Branch, Austin Public Library
 When: September 22, 2015
 Who: Free and open to the public

For CAD staff use only	<input checked="" type="checkbox"/> App Forms	<input type="checkbox"/> State Exempt	ADA Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Arts Commission Review <u>July 20, 2015</u>	<input checked="" type="checkbox"/> Evaluation Criteria	<input checked="" type="checkbox"/> Board List	Insurance Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Award Amount \$	<input checked="" type="checkbox"/> Itemization	<input checked="" type="checkbox"/> 990	<input type="checkbox"/> General Liability
Control Number -	<input checked="" type="checkbox"/> Org History	<input checked="" type="checkbox"/> Documentation	<input type="checkbox"/> Auto <input type="checkbox"/> Liquor
	<input checked="" type="checkbox"/> Tax Exempt		

15 301328P

Section 2: Applicant/Sponsored Project Information					
Applicant					
Applicant's Legal Name Austin Film Society		Federal Tax I.D. 74-2433823		Other Common Name AFS	
Official Mailing Address 1901 East 51st Street			City Austin	State TX	Zip 78723
Physical Mailing Address same			City	State	Zip
Telephone (512)322-0145		Fax 512-322-5192		Website (URL) austinfilm.org	
Applicant Contact/Project Director Iliana Sosa			Title Artist Services Manager		
Address 1901 East 51st Street			City Austin	State TX	Zip 78723
Telephone (512)322-0145 x 3224		Fax 512-322-5192		Email illiana@austinfilm.org	
Sponsored Contact/Project Director Juanita Butler			Title Writer/Director		
Address 911 Redd St.			City Austin	State TX	Zip 78745
Telephone 512-803-5200		Website (URL) www.juanibegood.com		Email juanitambutler@gmail.com	
Board Chair Mike Blizzard			Title President		
Address 2100 Southern Oaks Dr.			City Austin	State TX	Zip 78745
Telephone (512) 656-3805		Fax		Email bliz@flash.net	
Project					
Applicant Race Code		Sponsored Race Code		Project Race Code	City District Number
Total Number of Artists Participating 27			Total Amount Paid to Artists \$2,500		
Total Number of Austin/ETJ Artists Participating 27			Total Amount Paid to Austin/ETJ Artists \$2,500		
Total Number of Individuals Benefiting 5,000<			Total Number of Youth Benefiting 10<		
Section 3: Operating Budget History - (Arts organization or sponsored project)					
	FY 10-11 Actual	FY 11-12 Actual	FY 12-13 Actual	FY 13-14 Projected/Actual	FY 14-15 Proposed
Revenue			0	0	500
Expenses			1,500	2,000	5,841.75
Section 4: COA Funding History - (Arts organization or sponsored project)					
	2011-2012		2012-2013		2013-2014
COA Funding	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Was this project funded previously under a different organization name or sponsor? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
If yes,	Year: 12-13		Name: KCWX		

15 C132SP

Section 5: Proposed Budget			
The budget must balance. Total income (line 12) must equal total expenses (line 24). Round all budget figures to the nearest whole dollar.			
PROJECT INCOME	CASH	IN-KIND	TOTAL
EARNED INCOME			
1. Total Admissions			
2. Total Other Earned Income			
3. TOTAL EARNED INCOME (Add Lines 1 and 2)	\$0.00		
UNEARNED INCOME			
4. Total Private Support (Corp, Foundation, Individual)	\$1,524.00		
5. Total Public Support (Government Grants)			
6. Total Other Unearned Income			
7. Applicant Cash	\$0.00		
8. TOTAL UNEARNED INCOME (Add Lines 4 - 7)	\$1,524.00		
9. COA Request Amount	\$2,000.00		
10. TOTAL CASH INCOME (Add Lines 3, 8, and 9)	\$3,524.00		
11. Total In-Kind Support (must equal In-Kind line 24)		\$5,850.00	
12. TOTAL INCOME (Add Lines 10 and 11)	\$3,524.00	\$5,850.00	\$9,374.00
PROJECT EXPENSES			
PROJECT EXPENSES	CASH	IN-KIND	TOTAL
13. Administrative Employee Costs			
14. Artistic Employee Costs			
15. Administrative Non-Employee Costs		\$500.00	
16. Artistic Non-Employee Costs	\$2,500.00	\$5,150.00	
17. Travel			
18. Space Rental		\$200.00	
19. Equipment Rental			
20. Supplies and Materials	\$460.00		
21. Marketing and Promotion	\$220.00		
22. Production/Exhibit Costs	\$344.00		
23. Other			
24. TOTAL EXPENSES (Add Lines 13-23, must equal Line 12)	\$3,524.00	\$5,850.00	\$9,374.00

15013258

Juanita Butler Itemized Budget

	Cash	In kind
Man Friends		
Editing	300	300
Braces		
Food	100	
Props	60	
Co-director/cinematographer	250	250
Producer	150	150
Editing	250	200
Actors		600
Locations		200
Guy Jacking Off at You		
Director	300	700
Producer	150	450
Director of Photography	400	600
Sound	400	600
Food	200	
Props	100	
Actors	100	1000
Editing	200	300
Insurance (www.theeventhelper.com)	194	
Distribution		
Film / Web festivals		
Austin Film Festival	35	
Austin Web Fest	25	
LA Comedy Festival	60	
Facebook Ads	100	
Social Media Marketing		500
AFS	150	
Total	3,524	5,850

Section 6: Application Checklist

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

Application Form

- Section 1 Summary Information
- Section 2 Applicant Information
- Section 3 Organizational Budget History
- Section 4 COA Funding History
- Section 5 Proposed Budget Information
- Section 6 Application Checklist
- Section 7 Assurances (signed by Authorized Official)

Attachments:

Please indicate which attachments are enclosed with the application by checking the corresponding box. Each page of attachments must be labeled with the attachment number and name of the organization.

Required Attachments

- Attachment 1 Narrative (Evaluation Criteria)
- Attachment 2 Budget Itemization
- Attachment 3 Organizational History
- Attachment 4 Proof of Tax Exempt Status
- Attachment 5 Proof of State of Texas Exempt Status
- Attachment 6 Board List
- Attachment 7 IRS 990 (first page only)
- Attachment 8 DOCUMENTATION

PACKAGING - Submit one envelope with the application and all required attachments.

Mailing and Delivery Instructions

Applications whether hand delivered or mailed are due in our office on the first Monday of each month and that first Monday must be at least sixty days prior to the project start date.

Hand delivered applications must be in the CAD office by 4:00 P.M., the day of the deadline.

The Cultural Arts Division is not responsible for loss or damage of application materials. The City of Austin Cultural Arts Division reserves the right to retain a copy of application materials for archival purposes and its permanent record. All application materials are public records. Keep a complete copy of your application for your file.

Applications should be sent or delivered to the following address:

City of Austin Cultural Arts Division
201 E. 2nd Street
Austin, TX 78701

The Juani Begood Show

Project

What are the specifics of the project for which funding is sought? i.e. list specific date(s), time(s), activity(ies), participant(s), location(s).

"The Juani Begood Show" is a comedy web series based in Austin, TX airing on Youtube, and at www.juanibegood.com. It's about those everyday rejections and uncomfortable situations we all face. It has been described as "a fine menu of sexual and gender commentary (Austin Chronicle)" and a "unique collection of weirdness" with "deliciously awkward vibes to share with its viewers (Tubefilter)."

My name is Juanita Butler and I started the web series because I was tired of the way women are portrayed in the media. Women are still largely passive love interests to the main character in most movies, television, and books. This creates a vicious cycle in which women grow up seeing themselves as passive onlookers in life.

A study by the University of Indiana found that, "If you are a white girl, a black girl or a black boy, exposure to today's electronic media in the long run tends to make you feel worse about yourself. If you're a white boy, you'll feel better, according to a new study. The study also found that black children in their study spent, on average, an extra 10 hours a week watching television (Science Daily)." If we are to break this cycle of disempowerment, it is absolutely necessary that women and people of color create their own media.

The Show is also extremely fun to make. Each episode features a wide array of local artists who often meet on set and end up collaborating with each other afterwards. Here are a few of those diverse local artists:

Errich Peterson has been filming video projects for over seven years. He brings a creative, positive energy to the set, as well as professional-grade sound and video equipment. You can see the very funny and polished Austin-based web series "Did You Meet Any Boys," which Errich filmed and directed at:
https://www.youtube.com/watch?v=_h7fHlINhOM

Sydney Huddleston, at 20 years old, has a promising future in film. Hailing from San Marcos, Texas, Sydney is the Executive Producer of "The Other Side Drive" at radio station KTSW. She was Assistant Director for the summer blockbuster live sketch show "(Bleep) It's Hot" at the Institution Theater, and just finished an internship at CORE Media. As a producer and actor, Sydney brings a youthful exuberance and energy to the project. She is also the next generation of Austin creative, learning through on the job training.

Josh Verduzco is an Austin-based photographer and cinematographer. His work for national brands such as Yeti coolers and Tarnex, as well as more local brands like Whole Foods Market and Paramour Bicycles, has made Josh a rising star on the Central Texas

film scene. I predict many more good things are to follow for him. You can see some of his excellent camera and lighting work at Moon Pie Media: <http://moonpiemedia.com>

Stephanie Circhirillo learned to do makeup for film in her home city of Los Angeles. Since then, she has worked for Benefit Cosmetics, the W Hotel Away Spa, The Four Seasons Spa, and milk+honey. She brings an extensive knowledge of hair and makeup for film to the project. Her tips and tricks elevate the production value to the next level. Check out some of her work at: <http://www.stephanieaesthetics.com>

Manuel Duran began performing improv in 2011. Since then he's been in several main stage improv shows, produced his own hybrid sketch/improv revue, taught introductory improv and is currently working on a sitcom pilot based on his unconventional marriage. As an actor, the talented Manuel brings vulnerability, realness, and great joke toppers to the project.

Anthony McNeal studied acting at the Austin State Theatre School. "I got interested in acting after my mom passed away when I was 9 years old because acting was a way for me to express my feelings and it kept me smiling." As an actor, Anthony brings an open mind and a willingness to

① The episodes will be available for viewing any time online, and we will have one public showing on September 22nd, 2015, at a public library.

How does the project contribute to and fill a need in Austin's artistic and cultural community?

"The Juani Begood Show" is a collaborative effort, involving several local artists, from actors to cinematographers to producers. It prominently features local artists and businesses. It has also already garnered attention from national news outlets such as Tubefilter and Backstage Magazine, drawing more positive attention to Austin's film scene. As a native Austinite, I have a unique perspective based in being raised here.

Artistic/Cultural Merit

How does the applicant (or sponsored project if applicable) produce/present quality work that contributes to the unique artistic/cultural landscape in Austin?

③ Countless hours of time and thought go into the production of each episode. Finding no writing group specifically dedicated to screenwriting in Austin, I created one so that I could continue to grow as a writer. This group now focuses solely on short form comedy, and it is a resource for other Austin filmmakers to get feedback before filming. This group includes comedians Joseph Tran and Funniest Person in Austin semifinalist Ali Safar.

Securing funding is extremely important to creating quality film work. A painter's main expense is materials, whereas a filmmaker pays for materials and labor. It's like building

a house; you can ask your inexperienced friends to help you build it with you, but the quality will be lower than if you hired an experienced builder.

To what degree does the project incorporate artists or artistic works from historically underserved communities in their programming or provide programs/services to historically underserved artists and/or communities?

The mission of the Juani Begood Show is to empower underserved and disenfranchised people to create their own narratives. By embracing what the wider society views as our flaws, we create a radical self identity and encourage others to do the same.

4

I practice color blind casting, choosing non-white actors when possible, mostly because I find the whiteness of TV to be boring and unrealistic. I also seek out female crew members, and mentor anyone from said populations who will let me!

Women are a historically underserved group in all areas of media, and our depiction on screens has reflected our lack of presence in the creation of our own stories. As the writer and director of the web series, I show women in a new light.

Administrative Capability

How does the applicant (or sponsored project if applicable) demonstrate production and business skills needed to complete the proposed programming/project?

As a producer for Roadside Media, a local production company, I handle all aspects of production for network shows and nationwide media campaigns. This includes budgets, line production, and cost reports.

5

In 2014, I managed two projects- a pilot and a documentary presentation- for Country Music Television (CMT), a Viacom Network. Each project had around a \$50,000 budget. I kept track of expenses, both projected and completed; created cost reports and invoices; and handled all associated Business and Legal, Financial, and Safety deliverables to the network.

I am currently producing a nation wide documentary commercial for Yeti Coolers, starring Texas Rodeos, with a budget of over \$25,000.

How will the project be evaluated to measure project effectiveness? Describe methods.

Acceptance into major film and web festivals will be used to measure effectiveness, as well as Youtube view counts.

6

My goal is to have 50+ people attend the live event in September, and have over 5,000 Youtube views by the end of the year.

How will the applicant collect data regarding audience demographics, audience involvement, and tourists in attendance from in state, out of state, or outside the USA? Describe methods.

7 I will have a sign in sheet at the event with which I will collect emails for my mailing list, track zip codes and demographic information.

If applicable, is the fiscal sponsor capable of managing the administrative and financial aspects of the project?

8 I will be managing the financial aspects of the project.

Economic, Cultural, and Social Impact

Does the proposed programming/project meet any identified community social or cultural needs?

9 Yes. As this event is free and open to the public, I am serving economically disadvantaged groups. I have selected a public library to hold the event. The library is on major bus lines, and is wheelchair accessible. I will focus outreach to women filmmakers, disabled people, and bus riders, through a targeted social media outreach, with a Facebook Event invite.

How do you plan to market your project to a broad constituency (including residents, visitors and tourists)? What is your marketing plan?

The three tiered marketing strategy I have devised involves:

1). Contacting several Austin-centered and feminist blogs, offering to write guest posts or do interviews in order to get my work out to as many people as possible. Some of these blogs include:

Love Science
Culturemap
Bitch Beer
Do512
Austin Eavesdropper
Hipstercrite
Slackerwood
Writes Like a Girl
Mad Betty
Angeliska Gazette

2). Social media marketing using Facebook and Google Ads. I also have an email list powered by Mail Chimp, with over 60 subscribers. I have over 800 friends and Likes on my Facebook pages, and 298 followers on Twitter. One of my goals is to get at least 1,000 email subscribers through my website, and over 5,000 views on Youtube.

3). A targeted film festival strategy whereby I get the most bang for my buck with audience attendance and expanding my network of collaborators and contacts. Some of the film festivals to which I will be applying include:

SXSW
Austin Web Fest
LA Comedy Festival

How is the proposed programming/project accessible to audiences with disabilities?

11

The viewing will be in a public library, which is accessible. And the shows are posted for free on Youtube, for anyone to watch at home or their closest accessible location with internet.

How is the proposed programming/project accessible to economically disadvantaged audiences?

12

The showing will be free, and each episode of "The Juani Begood Show" is available for free on Youtube. The event will be held at a public library, on a major city bus line.

Will the applicant attempt to partner or otherwise work with the convention or hotel/motel industries to attract audiences? If so, how?

13

Partnerships are always welcome. I believe that by showing Austin in a positive light, and by portraying a unique and regional identity, I am already partnering with the tourism industry.

I will also send social media shout outs about the event and personally contact nearby hotel concierges to advertise my event. I will also look into leaving brochures and cards at the Austin Convention Center.

INFORMATION ABOUT AUSTIN FILM SOCIETY

A. Contact Information

Austin Film Society
1901 East 51st Street
Austin, TX 78723
(512) 322-0145
Contact: Ann Welch, Director of Development (x3222)
www.austinfilm.org

B. Brief History of the Austin Film Society

The Austin Film Society (AFS) began in 1985 as a group of cinephiles interested in classic and independent films who organized midnight screenings at a local independent theater. Filmmaker Richard Linklater spearheaded AFS's early efforts, and in May of 1986, AFS was incorporated as a 501(c)(3) nonprofit organization. By 1998, AFS had become a full-fledged arts institution with significant programs for artists and the community. In 1999, the Directors Guild of America bestowed the first-ever DGA Honors Award on AFS, in recognition of its support of the arts in the Austin community. AFS seized an opportunity in 2000, when Austin's central airport closed and, in partnership with the City of Austin, created Austin Studios, a 20-acre working production facility that has generated 7,000 jobs and \$1.2 billion in economic impact. Three years ago, AFS made \$6 million of improvements to the production facilities, soundproofing and air-conditioning two of the stages and upgrading the facility throughout. Today, under the leadership of Rebecca Campbell and the artistic direction of Richard Linklater, AFS is the leading nonprofit organization in Texas supporting filmmakers and media artists.

C. Purpose and Goals of Austin Film Society

The mission of the Austin Film Society is to promote the appreciation of film and support creative media production. Austin Film Society promotes the appreciation of film and supports creative media production through its programs and services, including exhibition; artist services; community education; and Austin Studios. Annually we touch the lives of over 26,000 people.

D. Types of Programs Offered by Austin Film Society

Exhibition: AFS screens over 60 significant, rarely-seen films, all of them free or discounted for our members. Our programming includes the Essential Cinema series, Documentary series, Avant Cinema, advance screenings, co-sponsored films, Best of the Fests, and gala film premieres. Filmmakers are invited to host a Q&A session when possible.

Artist Services: The Texas Filmmakers' Production Fund provides cash grants to emerging film and video artists whose work demonstrates promise, creativity and skill. Since 1996, AFS has awarded 451 grants to 310 artists and 351 projects, totaling over \$1.2 million in cash and \$85,000 in goods and services. The cash grants have funded production, post-production, and distribution, as well as \$21,000 in stipends to Texas filmmakers traveling to prestigious film

**Austin Film Society
Brief Overview**

15 C132 SF

festivals through our Texas Filmmakers' Travel Grant program. Additional support and resources include fiscal sponsorship; individual consultations; Moviemaker Dialogues; works-in-progress screenings; and networking events. The AFS online publication Persistence of Vision, partner blog Slackerwood, web site, and weekly e-announcements provide information and contacts within the film community.

Community Education: AFS engages community members of all ages. We provide outreach and education to over 250 area youths annually through summer film camps (Summer @ Austin Studios), independent study, and after-school AFS Film Club at 14 underserved AISD schools. In addition, the film society trains 24 interns each year, who, upon completion of their internship and apprenticeship, enter our unique Film Referral Program. This program has facilitated 575 job placements on feature films, commercials, television series and other media-arts projects.

Austin Studios: AFS attracts film development and production to Texas through Austin Studios, which it founded in 2000 and operates on land leased from the City of Austin. Austin Studios features 100,000 square feet of production space as well as a screening room, industry vendors and production offices. Austin Studios has brought \$1.2 billion in economic impact to Texas from 175 feature films, commercials, music videos, industrials and still shoots. Currently the ABC Family television show THE LYING GAME is in production in our studios.

2012 Texas Film Hall of Fame

The Texas Film Hall of Fame (TFHOF) will be held March 8, 2012, downtown at the ACL Moody Theater, a new venue for the event. The annual event, now in its twelfth year, honors films made by and in Texas as well as outstanding Texans in film, television and music. In doing so, AFS increases awareness of the important role Texas plays in creative media production, which in turn strengthens the engagement of the community statewide in the work we do year-round. The elegant red carpet event raises funds for two of AFS's core programs to benefit the community, as described in Part III of this proposal: (1) Community Education and (2) the Texas Filmmakers' Production Fund.

15 C1 33 SP BIG medium / BRIAN DAVID JOHNSON

RECEIVED
 JUL 06 2015
 BY: *[Signature]*

FY 2015 Community Initiatives		
Section 1: Summary Information		
Applicant Name Brian David Johnson/ Big Medium	<input checked="" type="checkbox"/> Sponsored Project	Sponsored Project Name Vessel
Project/Activity Title Group Art Show	Start Date 6/15/15	End Date 9/15/15

15 CI 33 SP

Type of Sponsored Project - Select <u>one</u> only			
<input type="checkbox"/> Texas State Incorporated Organization/Group			
<input checked="" type="checkbox"/> Individual/Unincorporated Organization/Group			
Primary Artistic Discipline - Select <u>one</u> only			
<input type="checkbox"/> Dance	<input type="checkbox"/> Literature	<input type="checkbox"/> Film/Media Arts	<input checked="" type="checkbox"/> Multidisciplinary
<input type="checkbox"/> Music	<input type="checkbox"/> Opera/Musical Theatre	<input type="checkbox"/> Theatre/Performance Art	<input type="checkbox"/> Visual Arts/Public Art

Project Summary: Please describe the project for which you are requesting funds in the space provided.
 Applicant(s) is/are requesting \$2,000 in Community Initiatives program funding to/for...

A group art show to be held at the green houses and beautifully landscaped grounds of Utility Research Garden on September 12th, 2015. The name and theme of the opening is Vessel. Over 25 Austin based artists are doing one piece each for this special event being held to show case their work as well as foster a sense of community in the arts and make connections between this diverse group. Many artists will be showing literal vessels but the theme is also open to work that is the individuals own interpretation of the idea of a vessel. The artists will represent a range of disciplines including:

- wood work
- ceramics
- metal work
- glass
- sculpture
- 2d painting and illustration
- photography

For CAD staff use only	<input checked="" type="checkbox"/> App Forms	<input type="checkbox"/> State Exempt	ADA Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Arts Commission Review <i>July 20, 2015</i>	<input checked="" type="checkbox"/> Evaluation Criteria	<input checked="" type="checkbox"/> Board List	Insurance Required? <input type="checkbox"/> Y <input type="checkbox"/> N
Award Amount \$ _____	<input checked="" type="checkbox"/> Itemization	<input checked="" type="checkbox"/> 990	<input type="checkbox"/> General Liability
Control Number - _____	<input checked="" type="checkbox"/> Org History	<input type="checkbox"/> Documentation	<input type="checkbox"/> Auto <input type="checkbox"/> Liquor
	<input checked="" type="checkbox"/> Tax Exempt		

15 CI 33 SP

Section 2: Applicant/Sponsored Project Information

Applicant					
Applicant's Legal Name Big Medium		Federal Tax I.D. 26-1347501		Other Common Name	
Official Mailing Address 916 Springdale Road, Bldg 2 #101			City Austin	State TX	Zip 78702
Physical Mailing Address 916 Springdale Road, Bldg 2 #101			City Austin	State TX	Zip 78702
Telephone 512 939 6665		Fax		Website (URL) www.bigmedium.org	
Applicant Contact/Project Director Shea Little			Title Director		
Address same as above			City	State	Zip
Telephone same as above		Fax		Email little@bigmedium.org	
Sponsored Contact/Project Director Brian David Johnson			Title Curator		
Address 604 Elmwood Place #1			City Austin	State TX	Zip 78705
Telephone 512 797 8852		Website (URL) bdjcraftworks.com		Email brian@bdjcraftworks.com	
Board Chair Jana Swec			Title President		
Address 1121 Tillery St			City Austin	State TX	Zip 78702
Telephone 512-468-2104		Fax		Email littleredswec@gmail.com	

Project					
Applicant Race Code w	Sponsored Race Code w	Project Race Code 99	City District Number 3		
Total Number of Artists Participating 29		Total Amount Paid to Artists \$0			
Total Number of Austin/ETJ Artists Participating		Total Amount Paid to Austin/ETJ Artists \$			
Total Number of Individuals Benefiting		Total Number of Youth Benefiting			
Please see next page for BRIAN JOHNSON'S Budget History					

Section 3: Operating Budget History - (Arts organization or sponsored project)

	FY 10-11 Actual	FY 11-12 Actual	FY 12-13 Actual	FY 13-14 Projected/Actual	FY 14-15 Proposed
Revenue	\$235,720 (Big Medium)	\$258,843 (Big Medium)	\$397,760 (Big Medium)	\$490,175 (Big Medium)	\$537,000 (Big Medium)
Expenses	\$240,736 (Big Medium)	\$271,124 (Big Medium)	\$378,655 (Big Medium)	\$508,176 (Big Medium)	\$537,000 (Big Medium)

Section 4: COA Funding History - (Arts organization or sponsored project)

	2011-2012	2012-2013	2013-2014
COA Funding	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Was this project funded previously under a different organization name or sponsor?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, Year:	Name:		



Code	Code	
Total Number of Artists Participating		Total Amount Paid to Artists \$
Total Number of Austin/ETJ Artists Participating		Total Amount Paid to Austin/ETJ Artists \$
Total Number of Individuals Benefiting		Total Number of Youth Benefiting

Section 3: Operating Budget History - (Arts organization or sponsored project)

	FY 10-11 Actual	FY 11-12 Actual	FY 12-13 Actual	FY 13-14 Projected/ Actual	FY 14-15 Proposed
Revenue	85,760	93,420	85,460	96,730	110,000
Expenses	63,480	73,140	69,750	79,520	85,000

Section 4: COA Funding History - (Arts organization or sponsored project)

	2011-2012		2012-2013		2013-2014	
COA Funding	Yes	No	Yes	No	Yes	No
Was this project funded previously under a different organization name or sponsor? Yes No						
If yes,	Year:	Name:				

15 CI 33 SP

Section 5: Proposed Budget
 The budget must balance. Total income (line 12) must equal total expenses (line 24). Round all budget figures to the nearest whole dollar.

Section 5: Proposed Budget

The budget must balance. Total income (line 12) must equal total expenses (line 24). Round all budget figures to the nearest whole dollar.

PROJECT INCOME	CASH	IN-KIND	TOTAL
EARNED INCOME			
1. Total Admissions	0	0	0
2. Total Other Earned Income	0	0	0
3. TOTAL EARNED INCOME (Add Lines 1 and 2)	0	0	0
UNEARNED INCOME			
4. Total Private Support (Corp, Foundation, Individual)	\$1,000.00	0	\$1,000.00
5. Total Public Support (Government Grants)	0	0	0
6. Total Other Unearned Income	0	0	\$0.00
7. Applicant Cash	0	0	0
8. TOTAL UNEARNED INCOME (Add Lines 4 - 7)	\$1,000.00	0	\$1,000.00
9. COA Request Amount	\$2,000.00	0	\$2,000.00
10. TOTAL CASH INCOME (Add Lines 3, 8, and 9)	\$3,000.00	0	\$3,000.00
11. Total In-Kind Support (must equal In-Kind line 24)	0	\$1,000.00	0
12. TOTAL INCOME (Add Lines 10 and 11)	\$3,000.00	\$1,000.00	\$4,000.00
PROJECT EXPENSES			
13. Administrative Employee Costs	\$500.00		
14. Artistic Employee Costs			
15. Administrative Non-Employee Cost		\$300.00	
16. Artistic Non-Employee Costs	\$525.00		
17. Travel			
18. Space Rental		\$700.00	
19. Equipment Rental	\$1,075.00		
20. Supplies and Materials	\$250.00		
21. Marketing and Promotion	\$400.00		
22. Production/Exhibit Costs	\$250.00		
23. Other			
24. TOTAL EXPENSES (Add Lines 13-23, must equal Line 12)	\$3,000.00	\$1,000.00	\$4,000.00

150133 SP

Income	Amount	Subtotal	Total
Line 4. Private Support			
Corporate Contributions	\$ 600 p		
Individual Contributions	\$ 400 p		
Line 8. Total Unearned Income		\$ 1,000	
Line 9. COA Request Amount		\$ 2,000	
Line 10. Total Cash Income:			\$ 3,000
Line 11. In-kind support			
Event coordinator	\$ 300		
Space Rental	\$ 700		
		\$ 1,000	
Line 12. Total Income:			\$ 4,000
Expenses	Amount	Subtotal	Total
Line 13. Administrative Employee Costs			
Project Coordination - Brian David Johnson	\$ 500		
		\$ 500	
Line 15. Administrative Fees - Non Employee			
Event coordination (in-kind)	\$ 300		
		\$ 300	
Line 16. Artistic Non - Employee			
Poster design and printing - Satch Grimley	\$ 150		
Musicians:			
Ethan Azarian, Jef Johnston, Davey Kitching	\$ 375		
		\$ 525	
Line 18. Space Rental			
Utility Research Garden (in-kind)	\$ 700		
		\$ 700	
Line 19. Equipment Rental			
PA for music	\$ 200		
Port-a-Cool	\$ 875		
		\$ 1,075	
Line 20. Supplies and Materials			
Wood for signage	\$ 30		
Electrical	\$ 60		
Exhibition lighting	\$ 85		
Display hardware	\$ 75		
		\$ 250	

15 01 33 88

Line 21. Marketing and Promotion

Poster distribution	\$50		
Print media advertising	\$350		
		\$	400

Line 22. Production/Exhibit Costs

Laser etching for exhibition cards and signage	\$	150	
Pedestals	\$	100	
		\$	250

Total Cash Expenses: \$ 4,000

Section 6: Application Checklist

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

Application Form

- Section 1 Summary Information
- Section 2 Applicant Information
- Section 3 Organizational Budget History
- Section 4 COA Funding History
- Section 5 Proposed Budget Information
- Section 6 Application Checklist
- Section 7 Assurances (signed by Authorized Official)

Attachments:

Please indicate which attachments are enclosed with the application by checking the corresponding box. Each page of attachments must be labeled with the attachment number and name of the organization.

Required Attachments

- Attachment 1 Narrative (Evaluation Criteria)
- Attachment 2 Budget Itemization
- Attachment 3 Organizational History
- Attachment 4 Proof of Tax Exempt Status
- Attachment 5 Proof of State of Texas Exempt Status
- Attachment 6 Board List
- Attachment 7 IRS 990 (first page only)
- Attachment 8 DOCUMENTATION

PACKAGING - Submit one envelope with the application and all required attachments.

Mailing and Delivery Instructions

Applications whether hand delivered or mailed are due in our office on the first Monday of each month and that first Monday must be at least sixty days prior to the project start date.

Hand delivered applications must be in the CAD office by 4:00 P.M., the day of the deadline.

The Cultural Arts Division is not responsible for loss or damage of application materials. The City of Austin Cultural Arts Division reserves the right to retain a copy of application materials for archival purposes and its permanent record. All application materials are public records. Keep a complete copy of your application for your file.

Applications should be sent or delivered to the following address:

City of Austin Cultural Arts Division
201 E. 2nd Street
Austin, TX 78701

15 CI 33 88

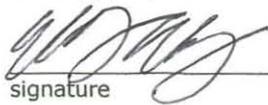
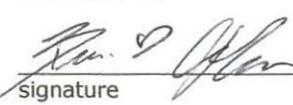
Section 7: Assurances

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

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

- This application was approved by the applicant's board on
- This application is scheduled to be approved by the applicant's board on 7/15/15

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

Applicant Authorized Official	Individual (if applicable)	City of Austin
Shea Little name (typed)	Brian David Johnson name (typed)	Cultural Arts Program Mgr. name (typed)
Director title	Curator title	title
 signature	 signature	_____ signature
7/6/15 date	7/6/15 date	_____ date

15 C1 33 SP

Project Narrative - Vessel Group Art Show

Project.

1. Vessel will be a group art show held on September 12, 2015 at the green houses and beautifully landscaped grounds of Utility Research Garden located at 638 Tillery Street in Austin from 6pm till 10 pm. Vessel is both the name and theme of the opening. Over 25 Austin based artists working in various mediums will be showing one piece each. Many artists will be showing literal vessels but the theme is also open to work that is the individuals own interpretation of the idea of a vessel. The mediums represented will include:

- wood work
- ceramics
- metal work
- glass
- sculpture
- painting and illustration

The artists currently confirmed are Aaron Micalovich, David Clark, Ryan McKerly, Alejandra Almuelle, Josh Dosett, Kollin Baker, Jennifer Hill, Melanie Schopper, Ruth Waddy, Jonathan Beall, Chris Levack, Michael O'Brien, Hawk Eye Glenn, Patty Cater, Mimi Bardagjy, Ethan Azarian, Satch Grimley, Victoria Corbett, Valerie Fowler, Jennifer Balkan, Carly White, Andy Rihn and Brian David Johnson.

At the midpoint of the opening there will be a musical performance by participating artist Ethan Azarian, Jeff Johnston and Davey Kitching of Austin.

2. The opening will showcase a broad range of work, foster a sense of community in the arts and create connections within this diverse group by exploring the theme of a vessel.

Artistic/Cultural Merit

3. All of the artists participating have been invited due to the quality and dedication to their respective mediums or crafts and have a substantial body of work.

4. Short of the annual People's Gallery at City Hall, few art exhibitions show works that are thought of more as craft alongside fine art works of painting and sculpture. This show is attempting to connect these two arenas around its theme.

15 CI 33 SP

Administrative Capability

- ✓ 5. Big Medium as a non-profit has produced a wide range of openings and events successfully since its founding in 2007 including the East and West Austin Studio Tours in addition to the Texas Biennial. Brian David Johnson has been an established furniture maker, designer and artist since opening his own studio in 2002. For the past 13 years he has successfully overseen a wide array of architectural and design projects to completion. Since 2009 he has been managing his involvement in multiple art fairs in both Texas and other cities while at the same time developing a strong online presence and e-commerce business. In addition to the above he has been self-producing an arts/craft based podcast Craft Works Dialogue since 2012 which can be found on iTunes.
- ✓ 6. Participating artist will be sent a written survey after the show to evaluate their experience with the attending public, other artists at the opening and potentials buyers.
- ✓ 7. In addition to a sign up mailing list for the show that will be available at the event there will be staff at the opening to count the number of people attending the event upon entry.
- ✓ 8. Big Medium being the fiscal sponsor is a well managed, capable arts non-profit and founders of both the East Austin Studio Tour and the West Austin Studio Tour, and has proven to be capable of managing the administrative and financial aspects of these large projects for the past 13 years.

Economic, Social and Cultural Impact

9. As mentioned above there is a lack of exposure to the great work being done in artisanal craft in Austin and this opening will allow it to be shown alongside interpretive works of painting and sculpture. Additionally a large group show will hopefully create a sense of connection and community between the participating artists and be beneficial to the arts culture of Austin.
✓ The opportunity for all participating artists to show their work to a greater public will hopefully result in sales and support of the work they are doing currently as well as in the future. It should be noted that there will be no commission taken on work sold and any resulting sales will go directly to the artists.
- ✓ 10. Depending on the amount of funding raised for the shows, planned marketing will include all forms of social media as well as distribution of a show poster created especially for Vessel by Austin poster artist Satch Grimley. Artists participating will be encouraged to reach out their respective patrons and considering the large, diverse group this will have a significant impact on turn out. Big Medium will market the event to its sizable mailing list and other art and design groups such as Pecha Kucha will be reached out to as well and informed of the opening. There will be an attempt at marketing the show on local radio station KOOP as well as a mention on KUT's Art's Eclectic spotlight.
- ✓ 11. The vast majority of the site is on level ground and wood ramps will be installed at any areas that might potentially be hazardous to those with disabilities.

✓ 12. The show is free and open to the public.

15 C13358

✓ 13. There will be out reach where possible with various Austin hotels such as the Heywood, San Jose, St. Cecelia, Austin Motel and other locations where tourists congregate via the show poster as well as social media.



15 C1338P

Organizational History

Big Medium was officially formed as a non-profit in 2007, evolving from five years of programmatic development under the auspices of Bolm Studios. Austin artists Shea Little, Jana Swec, and Joseph Phillips created Bolm Studios in 2002 with an initial studio focus. Soon after establishing Bolm Studios, the trio found themselves in creative dialogue with fellow artists in the surrounding community. They saw an opportunity in the community to engage a wide spectrum of people with artists on many different levels. This need motivated the founders of Bolm Studios to establish an organization dedicated to supporting artists. One by one, programs and new creative partnerships were formed. Additional studios were added, and a gallery space was created to present contemporary, innovative, and experimental exhibitions. After incorporating as a non-profit in 2007 under the name Big Medium, the existing programs were strengthened and expanded. In February 2013, Big Medium moved both gallery and office into a new art complex called Canopy, the creation of which Big Medium was closely involved with since 2011.

Currently, Big Medium oversees the creative direction of Canopy and continues to embrace the many exciting new opportunities from program expansion to shared resources and community involvement. The development of Canopy is aimed at broad community engagement with a sustainable impact that is reflective of the historic values of the community while embracing the growing creative class. Canopy continues to be a springboard to enhance Big Medium's ability to drive and support the city's current and future artistic communities, and work on statewide programming. At the end of 2014, Big Medium began working with a professional consultant to create a proposal for strategic planning to start in 2015. Infrastructure continues to be a focus, including board diversification and development. Over the past decade, Big Medium has come to serve the art community as a creative producer of dynamic public programming, committed to providing opportunities for a diverse and growing audience to engage and experience contemporary art.

Programming includes the East Austin Studio Tour, the Texas Biennial, and the West Austin Studio Tour. Big Medium presents exhibitions throughout the year in the Big Medium Gallery, provides affordable studio space to artists, and partners with various other arts organizations to help foster the arts in Texas and facilitate an inclusive cultural dialogue between artists and their communities.