



CULTURAL ARTS FUNDING

ECONOMIC DEVELOPMENT DEPARTMENT

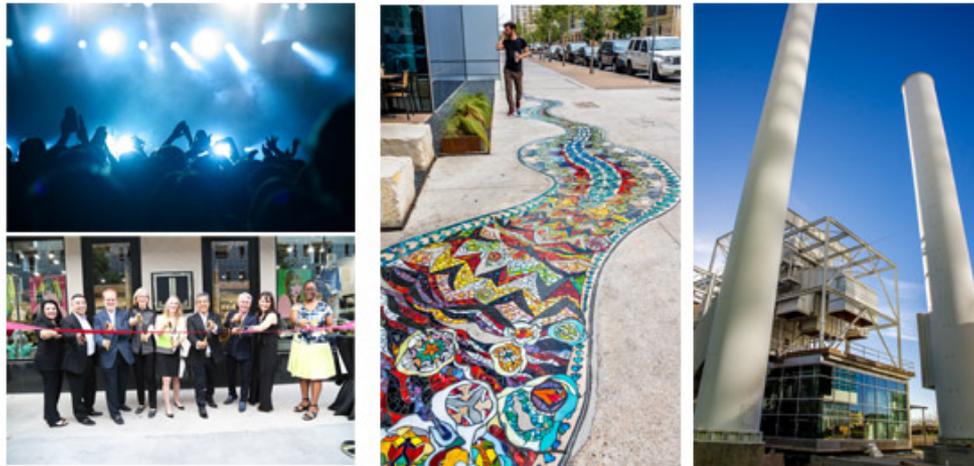
JANUARY 17, 2017



Economic Development Department

The Cultural Arts Division (CAD) supports the economic development, community development, and revitalization of the City by strengthening and promoting arts, culture, and creative industries for purposes of attraction and retention of businesses, preserving quality of life for residents, and cultivating tourism.

Cultural Diversity as an **Economic Strength**

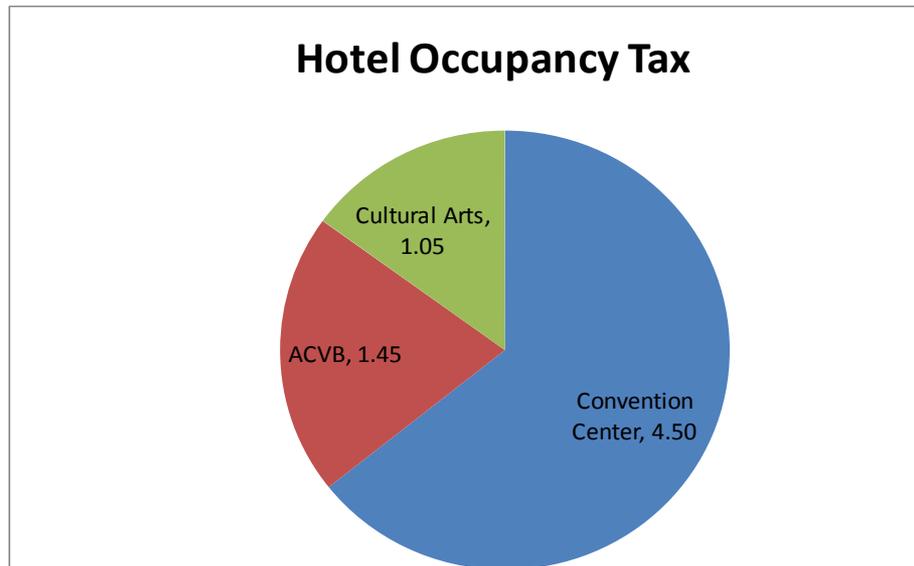


City of Austin Hotel Occupancy Tax

The City of Austin's Hotel Occupancy Tax rate is 9 cents. 2 of the 9 cents is voter approved specifically for the Convention Center and Waller Creek.

7 cents occupancy tax is allocated as follows:

- 4.50 - Austin Convention Center
- 1.45 - Austin Convention and Visitor's Bureau
- 1.05 – Cultural Arts Fund (1.05/7.00 = 15%)



Cultural Arts Funding Program

The City of Austin provides cultural arts programs for the Austin community by contracting with arts organizations for specific services. These contracts are referred to as Cultural Services Agreements, or Cultural Contracts.



Roles and Responsibilities

Austin City Council

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

Arts Commission

- Develops Funding Guidelines
- Approves Community Initiatives

Peer Panel

- Arts professionals, artists, arts administrators, educators and community representation with arts expertise that review applications.

Cultural Arts Division Staff

- Peer Panels – Selected by CAD staff, and approved by the Arts Commission, to evaluate all proposals except Community Initiatives and Culture Alive
- Makes sure applications comply with the law
- Monitors compliance of the cultural contractors



Cultural Funding Program

- The **Core Funding Programs** offer organizational and project support to local 501c3 arts and culture organizations, as well as qualifying individual artists and organizations.
- The **Community Initiatives Program** offers funding to support the marketing, production, and presentation of public performances and exhibitions by nonprofits arts and culture organizations, as well as qualifying individual artists and organizations.
- The **Cultural Expansion Program** provides funding to strengthen the marketing and audience development capacity of arts organizations serving primarily minority or traditionally underserved audiences.
- The **Cultural Heritage Festivals Program** provides funding to local 501c3 nonprofit organizations to strengthen the marketing, production, presentation, and funding of a culturally-specific festival.
- The **Cultural Alive Program** provides funding to ALANA communities (African American, Latino, Asian, and Native American) to support a variety of artistic expression and traditions practice within diverse communities and/or cultural groups.



Other Programs/Services

- **TEMPO Program**, part of Austin Art in Public Places, allows artists to propose and create temporary public artworks in a range of themes suitable for the outdoor environment. It provides the opportunity for innovative, thought-provoking artwork that impacts the way people experience their environment, and invites dialogue and interaction with others.
- **NowPlayingAustin** offers an online portal for arts, culture, music and fun and is part of a national network of arts and entertainment sites.
- **Zachary Scott Maintenance**, in place since 1986, provides funding to support maintenance of theater.
- **Cultural Tourism Plan** to promote arts and cultural activities to tourists with City and community partners.
- **Omnibus** - TBD



Common Program Requirements

- **Accountability and Transparency** – artist and arts groups are held to the highest standards of accountability and transparency.
- **Evaluation** – applicants are vetted by recognized professionals.
- **Public Performance** - artistic and administrative expenses that are directly related to a program of events, in Austin or its extraterritorial jurisdiction, marketed to the public, especially to tourists and convention delegates.
- **NowPlayingAustin** - Contractors are **REQUIRED** to list any and all events including but not limited to all programs, performances, workshops, screenings, book signings, etc.
- **Helpful Marketing Tips** – Planning for Cultural Tourism. Cultural tourism is a catalyst for new artists.
- **Final Report**- Allows for documentation revenue, expenses, match as required by guidelines.

<http://www.austintexas.gov/department/cultural-arts>

Capacity Building Program – Local and State Funding *(does NOT use Hotel Occupancy Tax)*

- The Capacity Building Program allows direct support of development activities for small and medium-sized organizations to achieve their artistic, programming and infrastructure goals.
- Applications are open to 501 c, State of Texas nonprofit organizations, and unincorporated groups and individual artists applying under the umbrella of a fiscal sponsor.
- Funds may be used to support the development of organizational infrastructure in areas including, but not limited to, management, governance, financial resources, and administrative systems.
- The total amount of funding allocated to the Capacity Building Program for FY17 is \$176,500. 20 groups/individual artists have been awarded in FY17. All Capacity Building applications were reviewed during public peer panel.
- The highest scoring applicants were awarded based on the following breakdown:
 - **A maximum of 4 awards will be made in Level I** – 501 (c) organizations with an annual budget of \$100,000 to \$250,000
 - **A maximum of 4 awards will be made in Level II** – 501 (c) Organizations and State of Texas Non-Profits with an annual budget below \$100,000
 - **5 awards will be made in Level III** - Unincorporated groups without 501c status or State of Texas nonprofit status
 - **5 awards will be made in Level IV** – Individual Artists.
 - Award priority for any unused funds will be given to Level III and IV applicants.
 - At least one culturally specific applicant in each award level will receive funding upon meeting the above eligibility requirements.

Capacity Building Funding History

Capacity Building Funding Requested vs Funding Awarded								
FY15			FY16			FY17 - All Funding Programs		
Total Requested	Total Awarded	% of funding need not met	Total Requested	Total Awarded	% of funding need not met	Total Requested	Total Awarded	% of funding need not met
\$ 256,480	\$ 55,000	79%	\$ 281,360	\$ 163,600	42%	\$ 329,384	\$ 176,500	46%
Capacity Building Funding Applications Received vs Applications Awarded								
FY15			FY16			FY17		
Total Applications	Total Awarded	% apps not funded	Total Applications	Total Awarded	% apps not funded	Total Applications	Total Awarded	% apps not funded
20	4	80%	28	17	39%	34	20	41%

All Funds - Cultural Funding History



Discipline	FY15 - all contracts			FY16 - all contracts			FY17 - all contracts*		
	Award	Award Percentage	Contracts	Award	Award Percentage	Contracts	Award	Award Percentage	Contracts
Dance	\$ 813,353.00	10%	33	\$ 935,067	10%	38	\$ 1,122,857.00	10%	43
Literature	\$ 150,962.00	2%	8	\$ 142,717	2%	10	\$ 185,504.00	2%	9
Media Arts	\$ 918,754.00	11%	28	\$ 869,157	9%	39	\$ 1,071,012.00	10%	52
Multidisciplinary	\$ 1,879,099.00	23%	63	\$ 2,108,376	23%	75	\$ 2,456,846.00	23%	99
Music	\$ 1,602,919.00	20%	76	\$ 2,110,995	23%	95	\$ 2,469,772.00	23%	91
Opera/Music Theater	\$ 1,743,764.00	21%	56	\$ 1,838,421	20%	62	\$ 2,146,787.00	20%	66
Visual Arts/Public Art	\$ 1,044,444.00	13%	42	\$ 1,152,797	13%	57	\$ 1,401,597.00	13%	57
Total	\$ 8,153,295.00		306	\$ 9,157,530		376	\$ 10,854,375.00		417
							*all contracts as of Jan. 10, 2017		

Core Cultural Funding History



Discipline	FY15 - CORE			FY16 - CORE			FY17 - CORE		
	Award	Award Percentage	Contracts	Award	Award Percentage	Contracts	Award	Award Percentage	Contracts
Dance	\$766,753	10%	26	\$ 836,807	10%	26	\$ 1,013,631.00	10%	31
Literature	\$150,962	2%	8	\$ 121,492	1%	7	\$ 175,504.00	2%	7
Media Arts	\$879,716	11%	21	\$ 710,526	9%	18	\$ 998,403.00	10%	41
Multidisciplinary	\$1,777,424	23%	45	\$1,902,827	23%	47	\$ 2,226,019.00	22%	71
Music	\$1,582,369	20%	70	\$1,887,933	23%	63	\$ 2,231,406.00	22%	70
Opera/Music Theater	\$1,705,764	22%	48	\$1,766,046	21%	45	\$ 2,104,012.00	21%	59
Visual Arts/Public Art	\$985,194	13%	31	\$1,018,914	12%	28	\$ 1,283,831.00	13%	38
Total	<u>\$7,848,182</u>		<u>249</u>	<u>\$8,244,545</u>		<u>234</u>	<u>\$ 10,032,806.00</u>		<u>317</u>

All Contracts – ALANA Communities Funding*

Total Funding by Race Code	FY15		FY16		FY17	
	# contracts	Award Amount	# contracts	Award Amount	# contracts	Award Amount
No Single Group Represented	58	\$ 1,382,680.00	71	\$ 1,492,491.00	74	\$ 2,680,665.00
Asian	17	\$ 173,134.00	21	\$ 219,894.00	18	\$ 268,036.00
Black/African American	19	\$ 166,665.00	34	\$ 352,948.00	36	\$ 375,118.00
Hispanic/Latino	40	\$ 704,888.00	40	\$ 831,250.00	45	\$ 1,031,216.00
Majority Minority	7	\$ 88,594.00	13	\$ 137,163.00	25	\$ 426,015.00
Native American	2	\$ 86,706.00	2	\$ 107,500.00	2	\$ 103,679.00
Native Hawaiian/Pacific Islander	0	\$ -	0	\$ -	1	\$ 8,800.00
White	163	\$ 5,550,628.00	196	\$ 6,016,284.00	216	\$ 5,960,846.00
TOTAL	306	\$ 8,153,295	377	\$ 9,157,530	417	\$ 10,854,375

*As reported by the applicant.

ALANA Breakdown by Funding Programs

	FY15		FY16		FY17	
Community Initiatives	# contracts	Award Amount	# contracts	Award Amount	# contracts*	Award Amount
No Single Group Represented	7	\$ 21,000	20	\$ 83,320	6	\$ 30,000
Asian	1	\$ 2,000	6	\$ 21,000	3	\$ 15,000
Black/African American	6	\$ 12,000	12	\$ 50,500	12	\$ 57,000
Hispanic/Latino	2	\$ 4,000	5	\$ 19,000	4	\$ 20,000
Majority Minority	0	\$ -	3	\$ 11,956	5	\$ 25,000
Native American	0	\$ -	0	\$ -	0	\$ -
Native Hawaiian/Pacific Islander	0	\$ -	0	\$ -	0	\$ -
White	18	\$ 52,500	49	\$ 197,382	24	\$ 116,907
<u>TOTAL</u>	<u>34</u>	<u>\$ 91,500</u>	<u>95</u>	<u>\$ 383,158</u>	<u>54</u>	<u>\$ 263,907</u>
					*as of Jan. 10, 2017	
CORE	# contracts	Award Amount	# contracts	Award Amount	# contracts	Award Amount
No Single Group Represented	50	\$ 1,346,680	49	\$ 1,395,121	62	\$ 2,601,115
Asian	15	\$ 162,034	12	\$ 173,650	11	\$ 192,201
Black/African American	7	\$ 103,002	7	\$ 112,818	12	\$ 122,516
Hispanic/Latino	29	\$ 635,088	23	\$ 681,982	28	\$ 870,675
Majority Minority	6	\$ 79,794	6	\$ 92,382	17	\$ 362,765
Native American	1	\$ 77,306	1	\$ 93,400	1	\$ 89,579
Native Hawaiian/Pacific Islander	0	\$ -	0	\$ -	1	\$ 8,800
White	141	\$ 5,444,278	136	\$ 5,695,192	185	\$ 5,785,155
<u>TOTAL</u>	<u>249</u>	<u>\$ 7,848,182</u>	<u>234</u>	<u>\$ 8,244,545</u>	<u>317</u>	<u>\$ 10,032,806</u>

ALANA Breakdown by Funding Programs

	FY15		FY16		FY17	
Cultural Expansion Program	# contracts	Award Amount	# contracts	Award Amount	# contracts	Award Amount
No Single Group Represented	0	\$ -	1	\$ 7,050	1	\$ 7,050
Asian	1	\$ 9,100	2	\$ 15,725	1	\$ 14,550
Black/African American	3	\$ 13,800	5	\$ 36,675	4	\$ 26,625
Hispanic/Latino	8	\$ 55,800	6	\$ 63,725	6	\$ 63,725
Majority Minority	1	\$ 8,800	2	\$ 20,475	2	\$ 23,250
Native American	1	\$ 9,400	1	\$ 14,100	1	\$ 14,100
Native Hawaiian/Pacific Islander	0	\$ -	0	\$ -	0	\$ -
White	1	\$ 7,600	1	\$ 15,000	1	\$ 15,000
TOTAL	15	\$ 104,500	18	\$ 172,750	16	\$ 164,300
Cultural Heritage Festivals Program	# contracts	Award Amount	# contracts	Award Amount	# contracts	Award Amount
No Single Group Represented	0	\$ -	0	\$ -	0	\$ -
Asian	0	\$ -	1	\$ 9,519	1	\$ 24,285
Black/African American	3	\$ 37,863	6	\$ 105,455	7	\$ 161,477
Hispanic/Latino	0	\$ -	3	\$ 29,043	2	\$ 31,100
Majority Minority	0	\$ -	1	\$ 4,850	0	\$ -
Native American	0	\$ -	0	\$ -	0	\$ -
Native Hawaiian/Pacific Islander	0	\$ -	0	\$ -	0	\$ -
White	1	\$ 16,250	2	\$ 44,610	0	\$ -
TOTAL	4	\$ 54,113	13	\$ 193,477	10	\$ 216,862

Requested vs Awarded

Funding Requested vs Funding Awarded									
	FY15 - All Funding Programs			FY16 - All Funding Programs			FY17 - All Funding Programs		
Cultural Arts Funding Program	Total Requested	Total Awarded	% of funding need not met	Total Requested	Total Awarded	% of funding need not met	Total Requested	Total Awarded	% of funding need not met
Core	\$ 10,073,690	\$ 7,848,182	22%	\$ 9,881,746	\$ 8,244,545	17%	\$ 15,318,288	\$ 10,032,806	35%
Cultural Expansion	\$ 133,800	\$ 104,500	22%	\$ 221,471	\$ 172,750	22%	\$ 179,375	\$ 164,300	8%
Cultural Heritage Festivals Program	\$ 65,780	\$ 54,113	18%	\$ 249,476	\$ 193,477	22%	\$ 246,541	\$ 216,862	12%
Capacity Building	\$ 256,480	\$ 55,000	79%	\$ 281,360	\$ 163,600	42%	\$ 329,384	\$ 176,500	46%
Community Initiatives	\$ 92,000	\$ 91,500	1%	\$ 390,658	\$ 383,158	2%	\$ 361,907	\$ 263,907	27%
Total	\$ 10,621,750	\$ 8,153,295	23%	\$ 11,024,711	\$ 9,157,530	17%	\$ 16,435,495	\$ 10,854,375	34%

Number of Applications vs Number of Applications Awarded									
	FY15 - All Funding Programs			FY16 - All Funding Programs			FY17 - All Funding Programs		
Cultural Arts Funding Program	Total Applications	Total Awarded	% apps not funded	Total Applications	Total Awarded	% apps not funded	Total Applications	Total Awarded	% apps not funded
Core	253	250	1%	236	234	1%	323	317	2%
Cultural Expansion	17	15	12%	21	17	19%	16	16	0%
Cultural Heritage Festivals Program	5	4	20%	18	14	22%	10	10	0%
Capacity Building	20	4	80%	28	17	39%	34	20	41%
Community Initiatives	33	33	0%	95	94	1%	73	54	26%
Total	328	306	7%	398	376	6%	456	417	9%

FY15 Return on Investment

- \$8,153,295 in contracted funds
- 306 total contracts
- 5,425,339 audience members reached
- \$1.47 per person
- 625,854 youth served
- 661,032 tourists served
- 513 full-time positions supported
- 1,242 part-time positions supported
- \$71,735,209 additional cash expenses leveraged to complete contracted activities
- 892.46% leveraged funds
- Or 8.93 times as much leveraged funds
- \$4,968,035 in In-kind contributions

QUESTIONS?