

## **Artist Access Program FY FACT SHEET**

*March 20, 2018*  
*[Signature]*

### **History**

In September 2017, Council passed a budget rider (C-29) to explore the possibility of funding expanded hours at Parks and Recreation Department's Cultural Centers using Hotel Occupancy Tax Revenue from the Economic Development Department's budget. The intention of the funding is to provide temporary staffing necessary to keep cultural centers open during the week until 11pm until September 30, 2019 in order to accommodate rehearsals and performances by Austin's artists. Council's action was based on the Music and Creative Ecosystem Stabilization Recommendations, submitted in June 2016, in response to City Council Resolution 20160303-019, the Creative Ecosystem Omnibus Resolution.

### **The Artist Access Program Development History**

Staff from Parks and Recreation Department, Economic Development Department, and the City Attorney's Office met to determine an appropriate course of action to move forward with the expenditure of a \$240,000 allocation of Hotel Occupancy Tax over Fiscal Years 2018 and 2019. The stewards of the funding, the Economic Development Department stipulated that the residencies should be made available to current Cultural Contractors of the Cultural Arts Division in order to comply with the requirements of Hotel Occupancy Tax.

It was determined that the funds can support current artist residency programs already in place at the Emma S. Barrientos Mexican American Cultural Center (the Latino Arts Residency Program) and the Dougherty Arts Center, as well as providing opportunities for new artist access programs at the Asian American Resource Center and the George Washington Carver Museum and Cultural Center. By utilizing the funding provided by the Cultural Arts Division of the Economic Development Department to support existing and new residency programs, it will allow the Parks and Recreation Department to provide an expanded level of support without an increased cost to the individual Cultural Centers.

The Latino Arts Residency Program (LARP) was founded in 2011 by Council Action and the Dougherty Arts Center Arts Residency Program followed in 2016. The program's operational protocols planned for the Artists Access Program are currently in place for the existing residency programs.

The expanded Artists Access Program will feature some new benefits and requirements:

- The expansion of the residency program has the potential of impacting an additional 12 artist and arts organizations (on average 144 artists total) by providing low-cost rental space in parks and recreation facilities;
- Each artist and arts organization must be an approved Cultural Contractor, or must have completed an application to be a Cultural Contractor to comply with Hotel Occupancy Tax requirements;
- Artists will receive the benefit of two temporary staff members to open and close the facility; these staff will also provide technical support and marketing support to attract tourists and convention delegates to the performances;

- Artists will be chosen by an impartial community panel, as recommended by the Economic Development Department, overseen by the Parks and Recreation Department, in one aggregate process to rank the top candidates;
- Selection criteria includes alignment with the mission of each of the Cultural Centers and the ability of the program to attract tourists and convention delegates;
- Artists and arts organizations may rehearse at one facility and perform at another facility pending space availability and suitability;
- All current artists would be “grandfathered” into the new program but they must commit to a public performance that is marketed to tourists and convention delegates;

### **Program Re-launch**

The Artist Access Program opened applications online on October 12, 2017 after the Cultural Arts Division commenced its required meetings for Cultural Contractors. A total of 331 artists received information about the program and PARD followed up with approximately 50 letters to interested parties. The application process closed on 1/31/2018 with 15 applications, the majority of which were from artists of color.

PARD paused the initiation of the program at the end of the application process in order to conduct a Community Engagement process to vet the program’s operations, contract and marketing with the public. The 15 new artists that have recently applied to the Artist Access Program, will remain candidates, and any updates to the application process will be communicated directly to each of them. **When the program reopens they will not need to reapply.** However, if they would like an opportunity to update their application, they will be afforded the opportunity to do so.

PARD will begin the process of creating a working group that consists of one member from each of the following commissions/advisory groups:

- African American Resource Advisory Commission
- Asian American Quality of Life Advisory Commission
- Hispanic/Latino Quality of Life Resource Advisory Commission
- Mexican American Cultural Center Advisory Board
- Arts Commission
- Parks and Recreation Board
- LGBTQ Commission
- Music Commission

In addition to the working group, City staff from the following Departments will assist in informing the working group regarding associated regulations, policies, standard practices, procedures, etc.

- Cultural Arts Division, EDD
- City of Austin Equity Office
- PARD
- Law Department
- City Clerk’s Office
- CPIO, Community Engagement Office

There are currently 10 artists in residency contract holders. There are five groups currently operating at the Emma S Barrientos Mexican American Cultural Center, and five groups at the Dougherty Arts Center. **The current artists will continue to participate in the existing Artist in Residency Program, subject to their existing contracts, with no changes being made.** In other words, all existing Artist in Residency will remain in place.

The estimated timeline is as follows:

February-	Appoint working group members
March-	Conduct Community Engagement
April-	Relaunch the program and begin collecting applications
May-	Complete Application Process and begin Review
June-	Working Group reconvenes and participates in the selection process/Artist Advised of status and sign contract
July-	Artist Access Program begins

