

# Recommendation #3 Marion

## Quality of Life Budget Recommendation Worksheet

May 15, 2018

Which Strategic Outcome Area will your recommendation primarily impact? (Choose only one)

Economic Opportunity and Affordability

Mobility

Safety

Health and Environment

- Culture and Lifelong Learning

Government that Works for All

Unanimous 10

July 20

Unanimous 7-0.

Refer to the Strategic Direction document. Identify your Outcome Area's Indicators, and select one primary and one secondary Council Indicator your recommendation will address:

Primary: Cultural and Lifelong Learning

Secondary: Health and Environment

Now, refer again to the document and identify the Metrics for your selected Indicators. Which of these Metrics are applicable to your recommendation?

- A. Quality accessibility, and diversity of civic and cultural venues events, programs and resources.
- B. Appreciation, respect, and welcoming of all people and cultures
- C. Honoring and preservation of historical and ethnic heritage

Ballet East Dance Company has used the metrics used by the National Endowment for the Arts, the Texas Commission on the Arts and the City of Austin Cultural Arts Division for the last 30 years. They do not require organizations to maintain certain statistics such as per this instrument. Ballet East maintains an audience survey that predominately asks for zip codes, audience numbers, email addresses and any suggestions. All of our classes are provided free of charge to the community at large. We provide quality instructors/artists. We make available workshops and master classes with visiting national and local artists. The following is a 3 years overview using the metric from those funding entities mentioned.

Performance	Year	Creative Artists, Dancers, Technical	Audience Membership			
			Adults	Seniors	Students	Children
Fall Production - Dougherty Arts Center (3 nights & 1 matinee)	2015	35	640	75	25	10
Fall Production - Dougherty Arts Center (3 nights & 1 matinee)	2016	45	700	75	30	10
Fall Production - Dougherty Arts Center (3 nights & 1 matinee)	2017	50	705	65	37	12
Spring Production - Pan American Hillside Stage	2016	52	225	15	20	50
Spring Production - Pan American Hillside Stage (2 nights)	2017	57	240	10	30	75
Spring Production - Pan American Hillside Stage	2018	60	350	10	20	80
Outreach Events - Yearly						
Dia de Los Muertos - Mexican American Cultural Center			600	200	400	300
Diez Y Seis de Septiembre - Fiesta Gardens			1500	300	800	400
Christmas Performance - Metz Recreation Center			130	70	300	200
Thanksgiving Dinner at Metz Recreation Center			250	150	400	400
Black History Month - Bastrop Texas			1500	200	150	150
March - Cesar Chavez Celebration - Pan American Hillside State			150	50	50	50
Cinco de Mayo - Middle & High School Tours (5 schools)			200		1700	1000
Summer Citywide Workshop (10 yrs - adults)			25		30	15

**Notes:**

1. The following artists/arts organizations that do not have creative space for rehearsal and performance venues that present through Ballet East:

Lotus Contemporary Performing Arts  
 Andrea Ariel Dance Company  
 Aurelio Planes Rodriguez  
 Blitz Hip-Hop Group  
 Sharon Marroquin  
 Ellen Barlett  
 Adrea Beckman  
 JP Flores  
 Dixon Mena  
 Inna Gradctina

**Continuing through the Strategic Direction document, identify the Strategies the Council has identified to address your selected Outcome Area. Which one or two strategies align with your recommendation?**

- A. Quality accessibility and diversity of civic and cultural venues events, programs and resources
- B. Honoring and preservation of historical and ethnic heritage.

**Which characteristics should apply to the department, community-based organization, and/or vendor that would put your recommendation to work?**

a "Cultural responsiveness," e.g. being respectful of, and relevant to, the beliefs, practices, culture and linguistic needs of diverse consumer/client populations and communities whose members identify as having particular cultural or linguistic affiliations

a Intimate knowledge of lived experience to the community

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**Rodolfo Mendez, Artistic Director for 40 years in the community.**

**What is your recommendation? Make sure it is specific, see the examples below.**

**Examples:** "Create and execute an outreach strategy for the Human Resources Department to improve diversity of City staff at all levels."

"Team with the United Way to create new or support available job training programs to address the underemployment in the African-American community."

*S — a dance company performing arts organization, with an emphasis on dance,*

**Ballet East Dance Company** seeks to build a structured and exciting cultural program at Metz Recreation Center by using dance/theater as a median toward community development. We are anticipating that 50 students will participate in the Cultural Program in the first year. By the end of the funding period, we expect to see significant improvement in the attitudes of participating

students toward school, as well as better grades and attendance and fewer disciplinary problems. In addition to the academic goals indicated in the previous sentence, we also expect to see them acquire greater movement and dance skills, stage etiquette, team work and joy in performance.

Ballet East has long felt that young people on Austin's East Side need cultural programs of structured activity in a safe environment. Both parents and older siblings work in most East Side families, leaving younger members without guidance and protection. Young people who find themselves at loose ends during non-school hours can lose motivation, gravitate toward group mischief or attach themselves to gangs from a simple desire not to be alone, to belong, and to have something to do. With stretched-thin budgets, schools have cut the cultural programs that are thought to be "extra" and many will close their doors to any cultural programming to save money. The experience of Ballet East suggests that cultural programs, far from being accessories, can be vital to academic success and individual growth.

A program that gives students opportunities to perform and shine as they acquire discipline helps them learn that they can succeed. When they are taken to museums and attend stage shows, students begin to see that arts and culture are not foreign and distant, but accessible.

**Provide evidence to support your recommendation. Include relevant data and sources regarding the Council Indicator you seek to "move the needle on" and evidence supporting the recommended approach. See the example below.**

**Example: "Although Asian Americans make up X% of staff for the City of Austin, they only represent X% of executive level staff."**

Students in the cultural programs of Ballet East Dance Company are 80% Hispanic and 92% economically disadvantaged. The cultural program concentrates on elementary and middle school students, where the decision is often made to drop out and incorporates elements known to work with at-risk students. The dropout rate for East Austin schools hovered at nearly 50% for several years, but has been improving in recent years, due to concerted effort by the schools and community. Ballet East is part of this effort, with nearly all its middle and high schools students graduate from high school and continue on the university.

Minority families, 84% of whom are Hispanic/Latino (the Census Bureau's classification), occupy Austin East Side. Nearly a quarter (24%) was born in a foreign country, and 67% speak a language other than English at home. The mean household income is half that of Austin and United States in general. About 40% of this neighborhood is considered "working poor" and 27% of households fall below the poverty level. Austin has the greatest racial inequality in household income among comparable cities in the United States. School-age children (kindergarten through 12<sup>th</sup> grade) make up 27% of the population (the Austin average is 16%). The limited economic means of these students and families, continuous displacement and their limited proficiency in English are risk factors for dropping out of school and community.

<b>Student characteristics*:</b>			
<b>School</b>	<b>% Hispanic</b>	<b>% Economically Disadvantaged</b>	<b>% Limited English Proficiency</b>
Eastside Memorial High School	83	80	24
<b>State high school averages</b>	<b>47</b>	<b>55</b>	<b>17</b>
Martin Middle School	89	91	25
Brooke Elementary School	83	94	35
Metz Elementary School	96	91	39
Sánchez Elementary School	94	87	42
Zavala Elementary School	87	93	35
<b>State averages*</b>	<b>45</b>	<b>55</b>	<b>16</b>
*As defined and measured by the Texas Department of Education			
**Same for elementary and middle schools			

Another issue prevalent to minority communities is the ever increasing problem of obesity. According to the Centers for Disease Control and Prevention, the prevalence of obesity between 2014- 2016 was higher among Hispanics (21.9 percent and non-Hispanic blacks (19.5 percent) than among non-Hispanic whites (14.7 percent). Obesity persists into adulthood for 70 percent of obese adolescents. This incurs the risk of serious medical problems, including high blood pressure, Type 2 diabetes, coronary heart disease, colorectal cancer, and other lifespan reducing chronic illnesses.

Austin schools and community centers in traditionally underserved communities see the same trend of obese and overweight youth, including Latinos. This goal of this project is to utilize dance instruction as a means of encouraging good exercise habits, with warm ups, core strengthening, and cool downs. Additionally, the project will expose participants (40-50) to information from a nutritional and dietician/chef to inform them about good nutrition and healthy diets for long-term benefits.

From September to May, Ballet East will bring in four specialists to communicate information to the students about exercise, nutrition, and general health, and encourage students to set health goals for themselves, and identify the means to achieve them.

This will occur in the context of learning new dances to perform in May. Students in the Ballet East pilot program last year exploring health consciousness identified strength and stamina as their principal concerns.

**How much money is necessary to support your recommendation?**

\$25,000.00

## **Preliminary Budget**

### **Artist Fees**

Program Instructor - Miguel Marroquin	
\$50/hr. @ 6 hrs./wk @ 40 wks.	\$12,000.00
Assistant Instructor	
\$25/hr. @ 6 hrs./wk @ 40 wks.	\$ 6,000.00
Mentorships Student Stipends	
4 students @ \$50/mo. @9 mos.	\$ 1,800.00

Evaluation Instrument Preparation/submission	\$ 500.00
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### **Supplies & Materials**

Costuming	\$ 3,000.00
Music/ Equipment	\$ 700.00

### **Other Expenses**

Performance Admissions	
Palmer Auditorium, Bass Concert Hall	\$ 1,000.00

<b>TOTAL</b>	<b>\$25,000.00</b>
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## **Is this one-time funding or ongoing funding?**

We seek ongoing funding - our project is extremely important for our students, parents and our community.

Now, using this worksheet as a guide, enter your recommendations in the link provided in your email (only one submission per Commission)!

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