

Quality of Life Budget Recommendation Worksheet

Submitted by Valerie Menard, president

Center for Mexican American Cultural Arts, Inc.

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1. 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

2. 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:

a. Quality, accessibility, and diversity of civic and cultural venues, events, programs, and resources

b. Vibrancy and sustainability of creative industry ecosystem

3. 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

- Percentage of residents who report being satisfied or very satisfied with the quality of cultural and learning services and programs
- Percentage of creatives who report that they do not have access to creative space they require.
- Percentage of residents who report being satisfied or very satisfied with the quality of the City's cultural and learning facilities
- Percentage of residents who report that they have attended a cultural event or program organized by the City in the past six months
- Percentage of recreation program participants reporting an improvement to their quality of life as a result of the program
- Percentage of available reservations filled at City-owned cultural spaces

B: Vibrancy and sustainability of creative industry ecosystem

- Median earnings of metro-area creative sector occupations (as defined by

specific

- Bureau of Labor Statistics Standard Occupational Classifications System [SOC] codes

• Number of people employed in the creative sector (as defined by specific North American Industry Classification System [NAICS] codes) in the Austin Metropolitan Statistical Area

- Austin's "score" on the Creative Vitality Suite Index
- Number and percentage of creative-sector professionals who indicated they benefited from a City-sponsored professional development opportunity
- Number of community members who attended performances/events arranged through cultural and music contracts
- Number and percentage of creatives who report having access to affordable creative space

4. 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. Regularly inventory and evaluate culture and lifelong learning programs and facilities provided by the City and our community partners, with a focus on identifying gaps, shortcomings, and opportunities that may have an impact on equity and quality.

b. Assist artists and creatives in all disciplines in developing a roadmap to secure capital, patronage, and build capacity to ensure their long-term prosperity.

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

X "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

X Alignment of founding mission with the community proposed to be served (creation of mission was historically based in serving communities experiencing racism) and alignment with the outcomes desired by the program

X Intimate knowledge of lived experience to the community

X Multiple formal and informal channels for meaningful community engagement, participation and feedback exists at all levels of the organization (from service complaints to community participation at the leadership and board level)

X Commitment to a diverse and highly skilled workforce by employing robust recruitment, hiring and leadership development practices

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

Secure capacity building funds to grow the Center for Mexican American Cultural Arts, Inc., the non-profit organization that built the Emma S. Barrientos Mexican American Cultural Center, into an arts advocacy organization with greater capacity to improve the prospects of Austin's Latino arts community through research, education, advocacy, and programming.

7. 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."

While the audience for Latino arts programming is vast—Latinos make up nearly 40 percent of Austin's population, with Latino children comprising more than 60 percent of the student population—funding for arts programming has not kept up with this growth—Latino-owned and managed groups garnered less than 10 percent of bed tax funding for the arts distributed by the COA Economic Development Department Cultural Contracts program.

8. How much money is necessary to support your recommendation? \$50,000
9. Is this one-time funding or ongoing funding? ongoing
10. Now, using this worksheet as a guide, enter your recommendations in the link provided in your email (only one submission per Commission)!