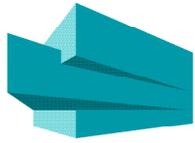


CULTURAL ARTS

City of Austin 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 Arts
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

CAPITAL INVESTMENT & CULTURAL PLANNING

- The **Art in Public Places Program** (AIPP) commissions artworks, ranging from murals and sculptures to functional architectural elements, for new and remodeled public facilities. By City ordinance, 2% of all eligible capital improvement project budgets are allocated to commission or purchase public art for that site.
- The **TEMPO** program 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.
- The **CreateAustin Cultural Master Plan** is a set of action-based strategies to be implemented in partnership with the community to sustain the city as a magnet for arts, culture, and creativity. These strategies are also integrated into the Imagine Austin comprehensive plan and implemented through the Creative Economy Priority Program.
- The **Civic Arts** program conducts economic impact studies, reports, research projects, and long-range planning initiatives such as mixed-use regeneration projects, cultural asset mapping, and creative space development.

CREATIVE INDUSTRY PROGRAM

- **Creative Industries Development** assistance is provided to filmmakers, gaming companies, and other for-profit creative industry professionals.
- **Creative Content Incentive Program** offers incentives to qualifying film, television, video game, and visual effects projects.
- The **Media Production and Development Zone** incentive, nominated by the City of Austin and administered by the Texas Film Commission, is a two-year exemption on sales and use taxes charged on select equipping of a media production facility.
- Austin's United Nations Educational, Scientific and Cultural Organization (UNESCO) Designation as the only new '**City of Media Arts**' will strengthen opportunities for joint creative industry development within the UNESCO Creative Cities Network.

City of Austin Cultural Arts Division www.AustinCreates.com 201 E. 2nd Street 512-974-7700



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AustinAIPP



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CULTURAL FUNDING PROGRAMS

- 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 Heritage Festivals Program** provides funding to local 501c3 nonprofit organizations to strengthen the marketing, production, presentation, and funding of a culturally-specific festival.
 - The **Capacity Building Program** provides funding to individual artists, unincorporated groups, and 501 (c) arts organizations with an annual budget less than \$200,000 to support conferences, workshops, classes, travel, professional organization memberships, consulting and software.
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PUBLIC PROGRAMS & OUTREACH

- The **People's Gallery Exhibition** showcases the work of Austin-area visual artists in a year-long exhibition at City Hall. Self-guided cell phone tours of the presentation are available at austincityhall.oncell.com
 - **Austin's New Year** (ANY) is an annual free event on Vic Mathias Shores where Austin families can come together to welcome in the New Year and celebrate Austin's diverse creative community through art, films, and music.
 - **Faces of Austin** is a short film program showcasing works by Austin filmmakers which reflect the many diverse faces, voices, & experiences of Austin. The films can be seen on AXTN, the City's government access channel; online; and at special screenings.
 - The **City of Austin Public Service Employee Memorial** honors civil and non-civil employees who lost their lives in the line of duty.
 - The **City of Austin Artwork Donation and Loan Policy** allows the community to propose privately funded artworks for consideration of City acquisition.
 - Monthly Cultural Arts Division newsletters, a quarterly CreateAustin newsletter, and other **e-mail communications** keep the community informed of CAD activities and arts & culture news.
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PARTNERSHIP PROGRAMS

- **Artist-in-Residence Program** embeds artists within City departments to develop imaginative approaches for community engagement and creative expression, and so they may engage civically.
- **Creative Learning Initiative** is a partnership among the City of Austin, Austin Independent School District, MINDPOP and over 40 arts and cultural organizations dedicated to student success through an arts-rich education.
- **The African American Cultural and Heritage Facility**, part of the Cultural Arts Division's portfolio, fosters development of cultural activities, business opportunities, and creative collaboration within the African American community.