

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: October 4, 2018

Item Number: **060**

Economic Development Department

Approve a resolution authorizing the City Manager to award, negotiate and execute cultural arts services contracts for Fiscal Year 2018-2019 in an amount not to exceed \$8,742,114, authorizing payment in the amount of \$60,000 for Zachary Scott Theatre maintenance required under a separate operations agreement, and authorizing payment of \$25,000 to Austin Fine Arts Alliance for marketing the Art City Austin Festival through the Austin Convention Center Department's operating budget.

Lead Department	Economic Development Department
Fiscal Note	Funding in the amount of \$8,802,114 is available in the Fiscal Year 2018-2019 approved budget for the Cultural Arts Fund for cultural arts contracts and for Zachary Scott Theatre Center maintenance. Funding in the amount of \$25,000 is available in the Fiscal Year 2018-2019 Austin Convention Center Department approved operating budget for marketing the Art City Austin Festival.
Prior Council Action	September 11, 2018 - Council approved the FY 2018-2019 Cultural Arts Fund during adoption of the FY 2018-2019 Budget
For More Information	Rebecca Giello, Interim Director, Economic Development Dept (EDD), 512-974-3045; Sylvania Holt-Rabb, Interim Deputy Director, EDD, 512-974-3131; Meghan Wells, Cultural Arts Division Manager, EDD, 512-974-9314
Council Committee, Boards and Commission Action	September 24, 2018 - The Arts Commission recommended approval of the FY 2018 - 2019 Cultural Arts Fund

Additional Backup Information:

This agenda item seeks City Council approval of the Fiscal Year 2018-2019 cultural arts services contracts in the amount of \$8,742,114 from the Cultural Arts Fund, payment of \$60,000 to the Zachary Scott Theatre for a portion of the Theatre's maintenance as required under a separate operations agreement between the parties, and payment of \$25,000 to Austin Fine Arts Alliance for marketing the Art City Austin Festival through the Austin Convention Center Department's operating budget.

The Cultural Arts Division of the Economic Development Department manages funding for programs to provide financial support to organizations and individuals through a competitive application and review process. The majority of the funds for cultural arts services contracts are derived from a portion of the revenues from the City's Hotel Occupancy Tax. Because the funds must be used to promote tourism as well as the convention and hotel industry, the application process must ensure that the activities being funded meet one of the specific uses authorized by state law. Applicants must use the funds to provide activities related to programming and projects that will attract visitors and tourists to the City. The programming and projects must be consistent with the promotion and enhancement of the City as a cultural destination for tourists and people attending conventions in Austin.

The FY 2018-2019 Funding working group of the Arts Commission worked with Cultural Arts Division staff in the development of a funding plan based on a model adopted by Council in Resolution No. 20050818-007. Deliberations by the Arts Commission working group on the funding plan and related matrix parameters were conducted in a blind process for the Core Funding and Cultural Heritage Festivals Programs. Names of the individual applicants were not revealed during the competitive selection process.

Recommended contracts above the City Manager's authority are shown on "Exhibit A" attached to the proposed resolution. Exhibit A also includes a list of organizations that may serve as fiscal sponsors under the Community Initiatives Program but their collective sponsored contracts cannot exceed \$100,000 in that particular program. Contracts below the City Manager's authority are being approved by the City Manager under Article VII, Section 15 of the City Charter and are shown for informational purposes only. No Council action is required on the contracts under the City Manager's authority.