



Recommendation for Action

File #: 20-2921, **Agenda Item #:** 13.

9/17/2020

Posting Language

Approve a resolution authorizing the City Manager to award, negotiate and execute cultural arts services contracts for Fiscal Year 2020-2021 in an amount not to exceed \$3,582,971, and authorizing payment in the amount of \$60,000 for Zachary Scott Theatre Center maintenance required under a separate operations agreement.

Lead Department

Economic Development Department.

Fiscal Note

This item has no fiscal impact.

For More Information:

Sylnovia Holt-Rabb, Acting Director, Economic Development Department, 512-974-3131; Meghan Wells, Cultural Arts Division Manager 512-974-9314.

Council Committee, Boards and Commission Action:

June 26, 2020 - The Arts Commission recommended approval of the FY 2020 - 2021 Cultural Arts Fund.

Additional Backup Information:

This agenda item seeks City Council approval of the Fiscal Year 2020-2021 cultural arts services contracts in the amount of \$3,582,971 from the Cultural Arts Fund and payment of \$60,000 to the Zachary Scott Theatre Center for a portion of the Center's maintenance, as required under a separate operations agreement between the parties.

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 2020-2021 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.

Strategic Outcome(s):

Economic Opportunity and Affordability.