

# Cultural Arts Funding Review Process

---


ECONOMIC DEVELOPMENT DEPARTMENT

AUGUST 24, 2021



# City of Austin Equity Statement

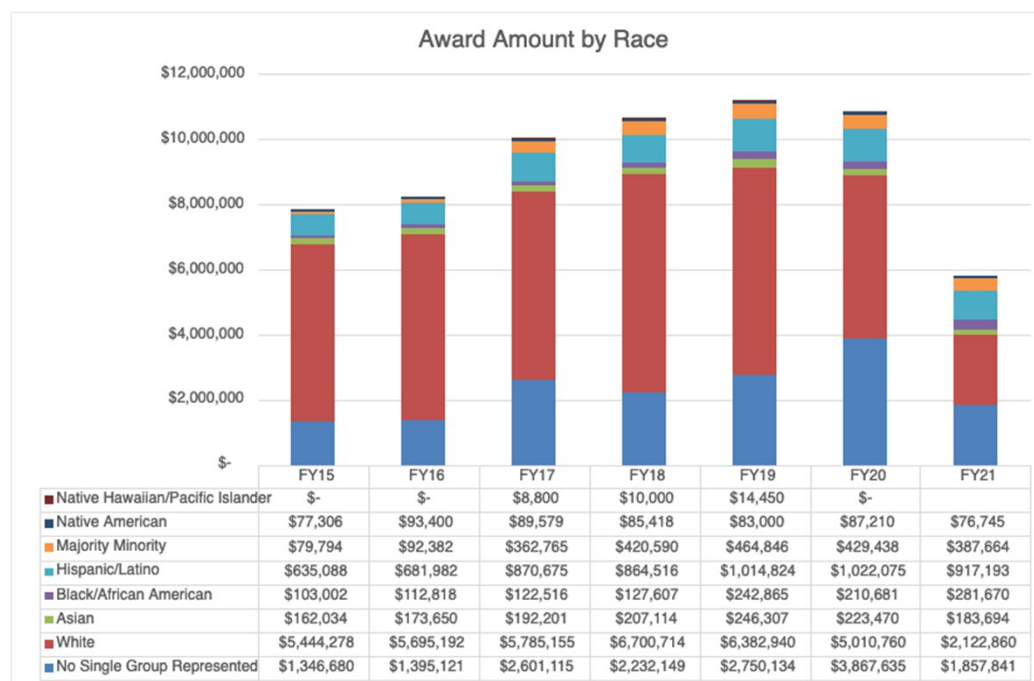
---

- Strategic Direction 2023
  - Racial equity is the condition when race no longer predicts a person's quality of life outcomes in our community.
  - The City recognizes that race is the primary determinant of social equity and therefore we begin the journey toward social equity with this definition.
  - The City of Austin recognizes historical and structural disparities and a need for alleviation of these wrongs by critically transforming its institutions and creating a culture of equity.
- 
- A solid blue horizontal bar spanning the width of the slide, located at the bottom.

# Historical Systemic Inequities

## FY15 – FY21 Cultural Funding Investment

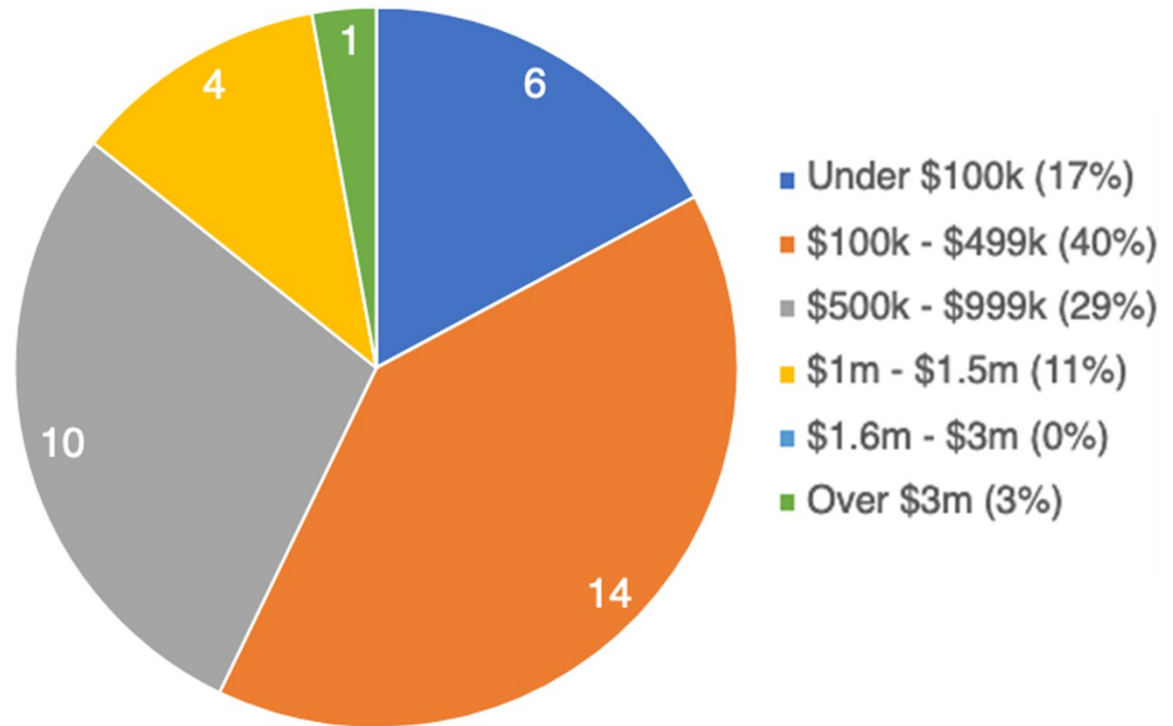
- \$37 million: White (57%)
- \$16million: No Single Group (25%)
- \$1.4 million: Asian (2%)
- \$1.2 million: Black (2%)
- \$6 million: LatinX (9%)
- \$2.2 million: Multi-Racial (3%)
- \$590k: Native American (1%)
- \$33k: Hawaiian/Pacific Islander (0.1%)



# BIPOC Legacy Orgs (10 years+)

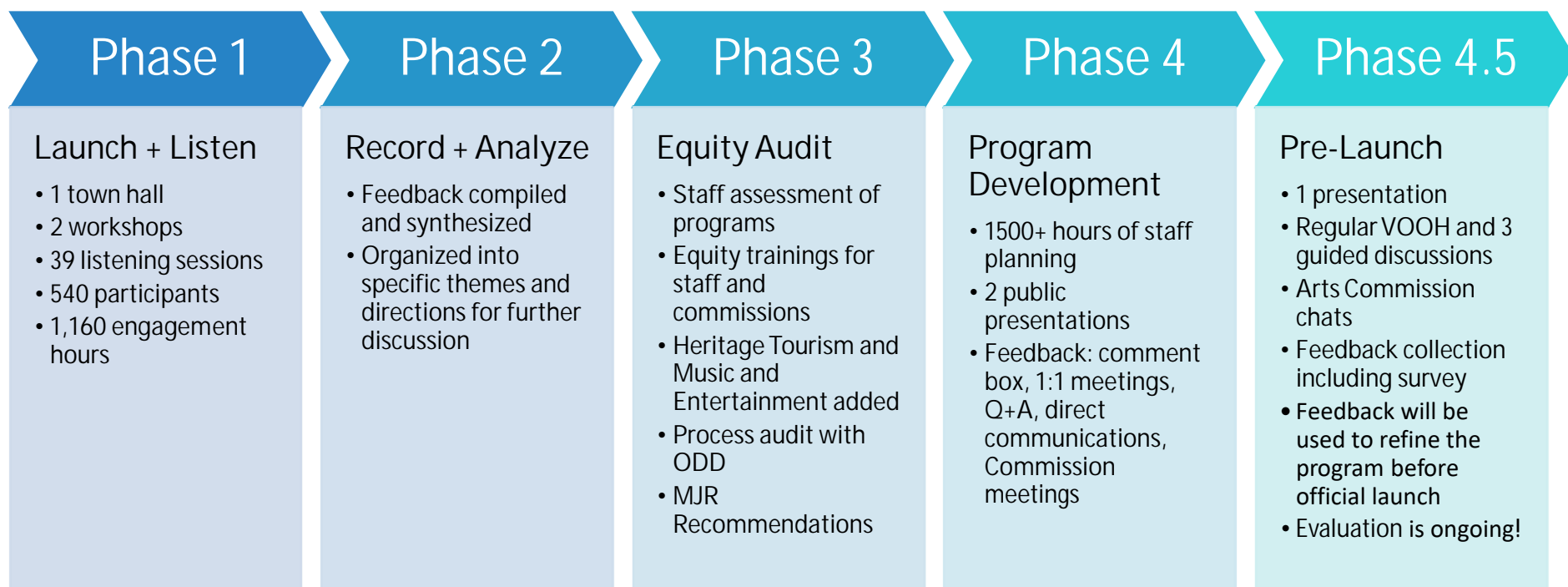
35 BIPOC orgs have received cultural funding for 10+ years (HOT)

- 1 org has received a total investment of over \$3m
- 4 orgs have received a total investment of \$1-1.5m each
- 30 orgs have received a total investment of under \$1m each



# Cultural Funding Review Summary

2019



Feedback informed every aspect of program development including program priorities, application scoring, rubrics, and process improvements.

# Who did we hear from?

---

- Large Events
  - 175 attendees Town Hall “Equity, Access, and Investment in Arts and Culture”
  - 114 attendees “Normalizing Equity, Shaping a Vision”
  - 110 attendees “Organizing Equity, Shaping the Mission”
- Medium-Sized Facilitated Conversations
  - 10 community members/contractors “Culture, Arts, and a Changing Austin”
  - 15 contractors “Toward Cultural Equity & Inclusion in Austin”
- Small Group Listening Sessions
  - 54 EDs/staff from major organizations who received \$100k+ in OS or PSI
  - 24 contractors PS I under \$100k
  - 28 PS2 contractors
  - 11 Fiscal Sponsors
  - 80 contractors PS3, CI, CB, CHF



# Some findings that stood out...

---

Traditional and white-led institutions struggle to accept that historic inequities exist in the city.

A critical review of grant making/contracting systems could reveal efficiencies and identify EDD's zones of flexibility.

Well-intended initiatives may create more marginalization by "targeting" specific populations.

Creative space for production and events is scarce and expensive.

Protecting neighborhoods with distinct cultural and historic resources should be a priority.

An equity statement should be developed and made highly visible to the public.

Attention is needed to build capacity for Austin's current and next generation of cultural leaders in the arts, music, and heritage sectors.

Intentionally work to strengthen culturally specific organizations to achieve institution status – i.e. Growth of operating budget, access to permanent facilities

# Informed by Local and National Data

---

- Equitable Economic Resiliency Framework (released summer 2020), contains national and local disaggregated data on economic conditions for BIPOC community members
- Cultural Funding Program historical data (including how many contractors are funded and at what budget and award levels, demographics, award requests compared to contract awards, funding matrix variables, numbers and demographics of new applicants)
- City Equity Office and City Office of Design and Delivery studies
- National Funders: Grantmakers in the Arts/Americans for the Arts/Bloomberg Philanthropies/Wallace Foundation - equitable cultural programming/funding/grantmaking
- Peer cities: Within Texas and around the US
- Contractor feedback to MJR (Interim Report)
- Contractor feedback to staff contract administrators over the years
- Arts Commission Funding Working Group historical dialogue
- Lessons learned from past programs and pilots

# FY22 Proposed Programs: Overview

---

## Nexus: Creative Collaboration

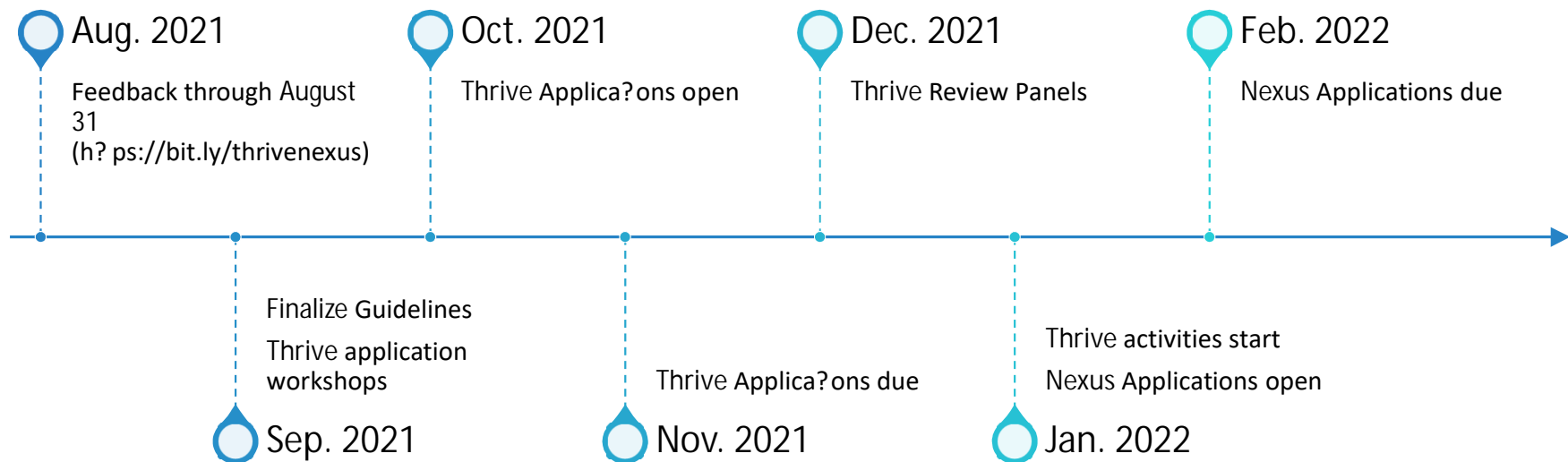
- \$5k Awards
- 1 year contract
- Budget under \$250k
- Individuals/ Orgs/ Groups
- Scoring Rubric
- Top 100 funded

## Thrive: Cultural Growth Fund

- \$30k –80k Awards
- 2 Year contract (cohort)
- 5 year Austin operating history
- 501(c)3 Orgs only
- Rubric + Panel Review
- 25 – 45 Non-Profits funded

# FY22 Tentative Timeline

---



# Next Steps/ Hard Choices

---



\$3 MILLION



DECREASED 75%



WHO IS PRIORITIZED?

# Other Available Resources

---

## EDD Funding Programs

- Art in Public Places
- TEMPO
- Live Music Fund
- Heritage Tourism – four programs
- Small Biz Family Business Loan Program
- Creative Entrepreneur Grant
- Creative Space Assistance Program

## Relief Programs Through EDD

- Creative worker relief grant
- Austin Civilian Conservation Corps
- Arts & Culture Non-Profit Relief Grant

## EDD Trainings

- Small BIZ business training, educational events, and coaching
- Capacity building trainings from CAD

## Non-City Options

- National Endowment for the Arts
- Texas Commission on the Arts
- Private Foundations
- Private Donors

# Cultural Arts Fund Summary

	2018-19	2019-20	2020-21	2020-21	2021-22
	Actual	Actual	Estimated	Amended	Proposed
<b>Beginning Balance</b>	<b>3,215,422</b>	<b>2,960,636</b>	<b>(649,639)</b>	<b>(1,081,241)</b>	<b>(3,489,408)</b>
<b>Revenue</b>					
Interest	70,152	42,770	2,000	30,000	5,000
Other Revenue	0	9,514	0	0	0
<b>Total Revenue</b>	<b>70,152</b>	<b>52,284</b>	<b>2,000</b>	<b>30,000</b>	<b>5,000</b>
<b>Transfers In</b>					
Other Funds	12,639,480	9,003,228	4,296,896	7,790,403	6,660,189
Budget Stabilization Reserve	0	0	0	0	4,800,000
<b>Total Transfers In</b>	<b>12,639,480</b>	<b>9,003,228</b>	<b>4,296,896</b>	<b>7,790,403</b>	<b>11,460,189</b>
<b>Total Available Funds</b>	<b>12,709,631</b>	<b>9,055,512</b>	<b>4,298,896</b>	<b>7,820,403</b>	<b>11,465,189</b>
<b>Program Requirements</b>					
Cultural Arts and Contracts	13,001,908	12,676,572	7,138,665	7,234,262	3,683,038
<b>Total Program Requirements</b>	<b>13,001,908</b>	<b>12,676,572</b>	<b>7,138,665</b>	<b>7,234,262</b>	<b>3,683,038</b>
<b>Total Requirements</b>	<b>13,001,908</b>	<b>12,676,572</b>	<b>7,138,665</b>	<b>7,234,262</b>	<b>3,683,038</b>
<b>Excess (Deficiency) of Total Available Funds Over Total Requirements</b>	<b>(292,277)</b>	<b>(3,621,060)</b>	<b>(2,839,769)</b>	<b>586,141</b>	<b>7,782,151</b>
<b>Adjustment to GAAP</b>	<b>37,491</b>	<b>10,785</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Ending Balance</b>	<b>2,960,636</b>	<b>(649,639)</b>	<b>(3,489,408)</b>	<b>(495,100)</b>	<b>4,292,743</b>

# Conclusions

---

---

Available Funds

---

Leading with Racial Equity

---

Future-Looking

---

Estimate to Actuals

---

Hotel Occupancy Tax Rules Apply

---

Refining Program Design

---

Cannot Serve Everyone

---