

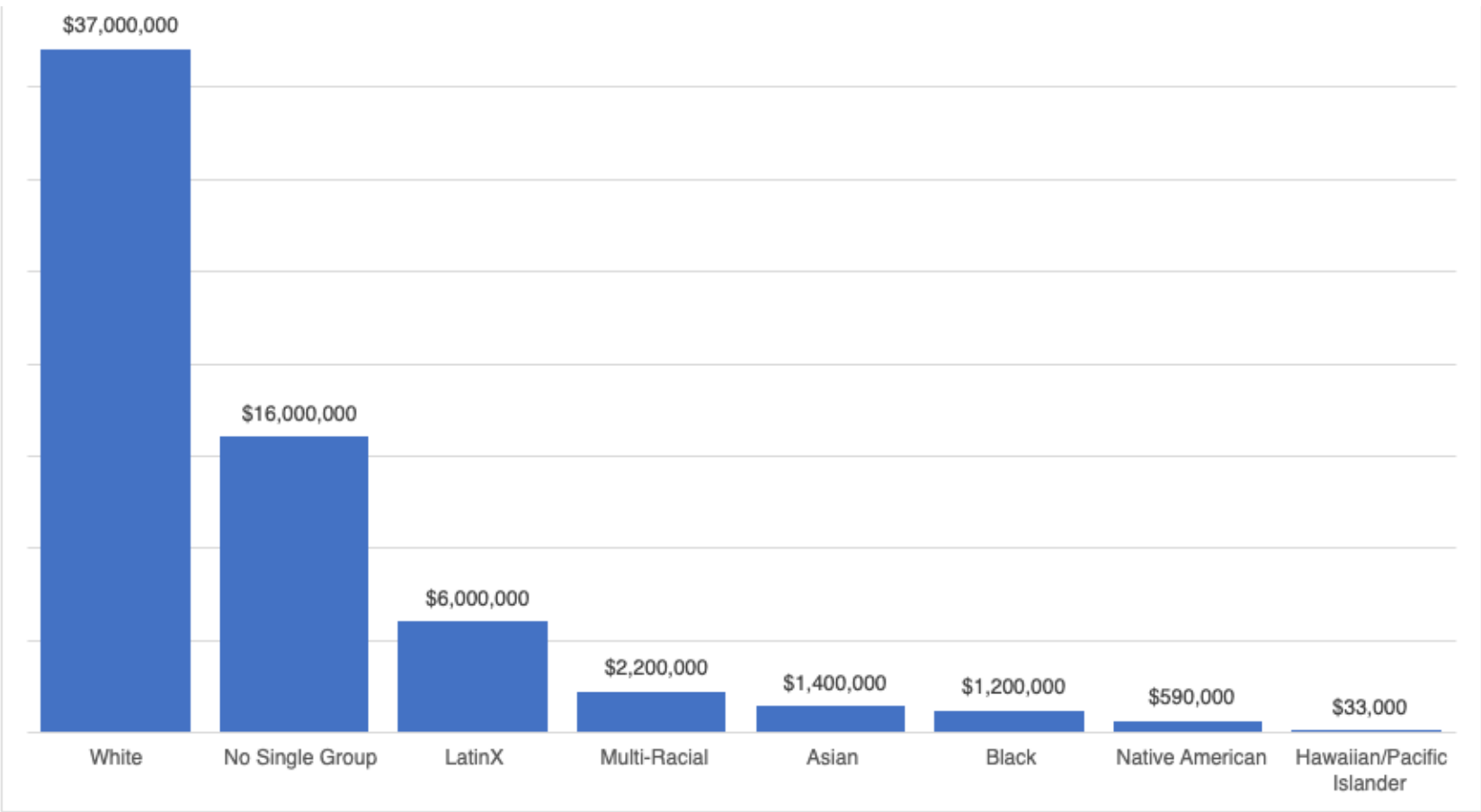
# FY23 Cultural Funding Programs Update

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CITY OF AUSTIN ECONOMIC DEVELOPMENT DEPARTMENT

JULY 11, 2022

# Concerns of Inequitable Distribution\*



***Problem:** we are trying to address 50 years of inequitable distribution of funding through the Cultural Funding programs due to the historical policies, practices, and (in)accessibility of our programs.*

\*Data shows leadership/staff demographics FY15-FY 21 only. We recognize this is only one indicator.

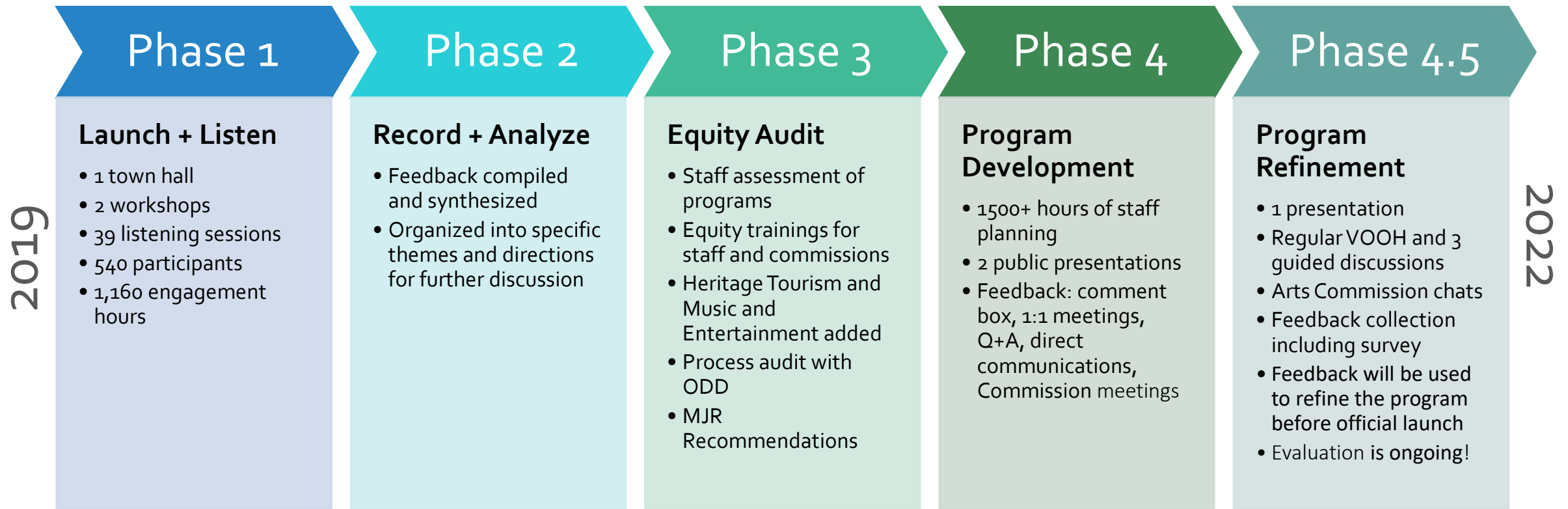
# Equitable Funding Review Goal

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The desired goal is to **sustain** and **grow** Austin's **cultural infrastructure** so that all may share in the **economic** and **employment** benefits of the heritage preservation and creative sectors, as well as upholding the City's **commitment** to racial **equity** per the City of Austin's Equity Office standards and goals.

# Cultural Funding Review Process



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

# Holistic Funding Ecosystem

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Nexus

Nurture new and emerging applicants by funding creative public projects developed through community activation and/or collaboration.

Elevate

Creative and administrative expenses of cultural producers that amplify equity and prioritize inclusive programming.

Thrive

Focused investment to sustain and grow arts organizations that are deeply rooted in, and reflective of Austin's diverse cultures.

# Pilot Program **Nexus** in Detail

	<b>Nexus</b>
<b>Goal</b>	<b>Encourage</b> new talent
<b>Contract Term</b>	6 Months
<b>Type of Funding</b>	<b>Project</b> Funding Only
<b>Who can apply?</b>	Individuals/ Groups* <small>(*cooperatives, non-profit organizations, businesses, partnerships, etc.)</small>
<b>Selection Process</b>	3 COA Staff + Rubric
<b>Draft Total Available Funds</b>	~\$500,000
<b>Draft Award Amounts</b>	<b>\$5,000</b>
<b>Draft Number of Awardees</b>	<b>100</b> <i>(50 per cycle; 2 cycles/year)</i>

# Pilot Program **Elevate** in Detail

	Elevate	
	Elevate (Non-501c)	Elevate+ (501c only)
<b>Goal</b>	<b>Support</b> established cultural producers	
<b>Contract Term</b>	1 year	1 year
<b>Type of Funding</b>	<b>Flexible:</b> Project/Operating	<b>Flexible:</b> Project/Operating
<b>Who can apply?</b>	Artists; Arts/Culture Groups* w/ budgets <\$500k	Arts/Culture <b>501(c)</b> s only
<b>Selection Process</b>	Panel	Panel
<b>Draft Total Available Funds</b>	~\$1,000,000	~\$3,000,000
<b>Draft Award Amounts</b>	<b>\$10,000 - \$30,000</b>	<b>\$10,000 - \$75,000</b>
<b>Draft Number of Awardees</b>	35	65

# Pilot Program **Thrive** in Detail

	<b>Thrive</b>
<b>Goal</b>	<b>Invest</b> in diverse cultural institutions
<b>Contract Term</b>	2 years
<b>Type of Funding</b>	<b>Flexible:</b> Project/Operating (+Optional Networking/ Coaching/ Classes)
<b>Who can apply?</b>	<b>501(c) only</b> with 5-year operating history in Austin
<b>Selection Process</b>	Panel
<b>Draft Total Available Funds</b>	~\$3,000,000
<b>Draft Award Amounts</b>	<b>\$80,000 - \$150,000</b>
<b>Draft Number of Awardees</b>	<b>35</b>



# Revisions to the Heritage Preservation Grant Guidelines

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**2017:** Interagency Visitor Impact Task Force & (2018) Heritage Grant Working Group



**People-centered preservation** that honors the full diversity of the ever-evolving American story – *National Trust for Historic Preservation*

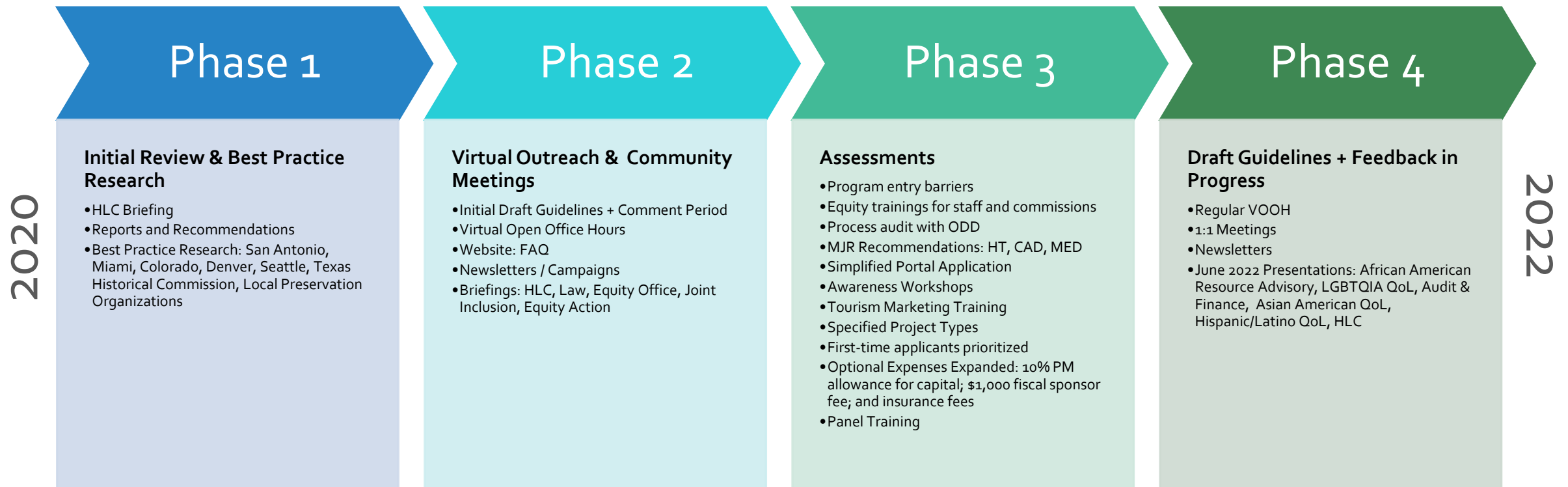


**COA Equity Statement:** Strategic Direction 2023



**2023:** Historic Preservation Plan Update

# Heritage Preservation Grant Review Process



# Heritage Preservation Grant

	Funding for Historic Place-Based Projects		
	Capital	Planning	Educational
<b>Goal</b>	<b>Preservation</b> of historic sites and diverse history-informing projects that encourage heritage tourism		
<b>Contract Term</b>	2 years	2 years	2 years
<b>Type of Funding</b>	Project	Project	Project
<b>Who can apply?</b>	Non-Profit / For Profit	Non-Profit / For Profit	Non-Profit / For Profit
<b>Historic Designation</b>	Designation Required	Designation Required	Designation Required
<b>Project Bids</b>	Two Project Bids Required		
<b>Selection Process</b>	Interdepartmental / Panel	Interdepartmental / Panel	Interdepartmental / Panel
<b>Draft Award Amounts</b>	<b>\$15,000 - \$250,000</b>	<b>\$15,000 - \$30,000</b>	<b>&gt; \$10,000</b>

# Heritage Preservation Grant

	Marketing of <i>Historic</i> Culturally Significant Projects
<b>Goal</b>	<b>Promote and Explore Austin</b> heritage, history, and heritage tourism
<b>Contract Term</b>	2 years
<b>Type of Funding</b>	Project
<b>Who can apply?</b>	Non-Profit / For Profit
<b>Historic Designation</b>	Designation Not Required
<b>Project Bids</b>	Two Project Bids Required
<b>Selection Process</b>	Staff Review / Panel
<b>Draft Award Amounts</b>	<b>\$30,000</b>

# Heritage Preservation Grant Proposed Scoring Criteria

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Preservation Impact

Heritage Tourism Impact

Access & Impact

Project Budget and Bids

# Live Music Fund Event Program – *Inaugural Pilot Program*

## Program Purpose

- Encourages, promotes, improves, and showcases Austin’s diverse live music industry through supporting live and online music events, recording studio production, music video production, replication (vinyl, CD, cassette printing), and broadcasting (radio, tv, podcasts).
- Supports Austin’s professional musicians, bands & independent promoters who produce the above activities that can be marketed to local audiences, visiting and potential tourists, and conventions delegates.
- To support the principles of Preservation, Innovation, and Elevation & Collaboration (PIE) as described in Music Commission [Recommendation 20201019-2bii](#).

# Live Music Fund Event Program

	Pilot Program Details
<b>Goal</b>	Encourages, promotes, improves, and showcases Austin's diverse live music industry
<b>Contract Term</b>	1 year
<b>Type of Funding</b>	Project Expenses
<b>Who can apply?</b>	<b>Professional Musicians &amp; Independent Promoters</b>
<b>Selection Process</b>	Highest scored Applicants until funding is expended
<b>Est. Total Available Funds</b>	~\$3,000,000
<b>Award Amounts</b>	\$5,000 - \$10,000
<b>Est. Number of Awardees</b>	300-600

# Live Music Fund Event Program – *Scoring Criteria*

## **Access To Services** – 30 POINTS

- Applicant demonstrates greatest level of urgent need and lack of access to health services and financial capacity & support
- Applicant and/or Project located in Qualified Census Tract (QCT)

## **Preservation** – 20 POINTS

- Project celebrates or showcases diverse cultural heritage and music history
- Project is presented or produced in the African American Cultural and Heritage District

## **Innovation** – 20 POINTS

- Project highlights accessible tools and technologies ensuring the project is revenue generating and can be accessed by a wide range of residents and visitors
- Marketing plan for new audience development & cultural tourism for reaching new audiences, conference attendees, and potential visitors

## **Elevation & Collaboration** – Up To 20 POINTS

- Applicant demonstrates a critical need for professional and technical assistance
- Project highlights emerging professional musicians and/or new collaborators and partners

## **Event Budget Template** – 10 POINTS



# Live Music Fund Event Program – *Contract Commitments*

## **Musician & Creative Worker Compensation**

- Professional Musicians (\$200 / Hour Per Artist Minimum)
- Project Creative Workers (\$22 / Hour City of Austin Minimum)

## **Business Training & Professional Development:** *No-cost options provided by The City of Austin*

- **Technical Assistance:** Agree to participate in technical assistance or other capacity building support provided by the City of Austin (workshops related to business development, financial planning, etc.)
- **Professional Development:** Agree to participate in or host professional development opportunities for the community (speaker, workshop, webinar, panel, etc.)

## **Diversity, Equity & Inclusion Training:** *No-cost options provided through the City of Austin*

The City of Austin is focusing on undoing the policies and practices that have led to historic systemic inequities with special attention paid to business ownership, employment, artist of color and genre development, and audience outreach and development:

- **Undoing Systemic Racism Training**
- **Austin Music Equity Strategic Plan**

# EDD Process Timeframe

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**May 25th / June 15th** – Council Audit & Finance Committee Meeting

**May 31st** – Arts Commission meeting

**June 6th** – Music Commission meeting

**June 7th** – African American Resource Advisory Commission presentation

**June 13th** – LGBTQIA+ QOL Commission presentation

**June 21st** – Asian American QOL Commission presentation

**June 28th** – Hispanic/Latino QOL Commission presentation

**June 29th** – Arts Commission meeting (vote)

**July 2022** – Panel Recruitment begins

**September 8th** – Launch **Heritage Preservation Grant**

**October 12th** – Cultural Arts Funding Pilot Program: **Thrive** launches

**February 2023** – Tentative **Nexus** launch

**March 2023** – Tentative **Elevate** launch

**Summer 2023** – Tentative **Live Music Fund Event Program** launch