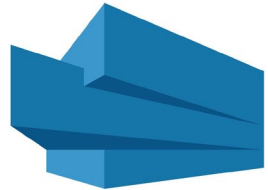


# Cultural Arts Funding Overview

Jesús Pantel  
Cultural Funding Supervisor  
Cultural Arts Division  
Economic Development Department  
June 12, 2023



**Economic  
Development**  
CITY OF AUSTIN

# 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.

May 23rd  
Launch!

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.*



**Largest Program \$6,250,000!**



# Pilot Program **Elevate** in Detail

	Elevate	
	Elevate (Non-501c)	Elevate+ (501c only)
Goal	Support established cultural producers	
Contract Term	1 year	1 year
Type of Funding	Flexible: Project/Operating	Flexible: Project/Operating
Who can apply?	Artists; Arts/Culture Groups w/ budgets <\$500k	Arts/Culture <b>501(c)</b> s only
Selection Process	Panel	Panel
Total Available Funds	\$1,250,000	\$5,000,000
Award Amounts	\$10,000 - \$25,000	\$30,000 - \$75,000
Number of Awardees	75	125

# Elevate Panel Details: Stage 1

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**60 Panelists (Reader stage)**

# Elevate Panel Details: Stage 2

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27 Panelists Reviewing 501cs

# Panel Training

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Paid Training (\$300)

Multi-lingual; PDF deck with videos

Three modules:

- Equity and Unconscious bias (including Austin context and guided discussion)
- Panel Expectations, Program Guidelines, Rubrics, Cultural Tourism requirements
- Technical Training for using the portal system to score applications

Application assignments after training

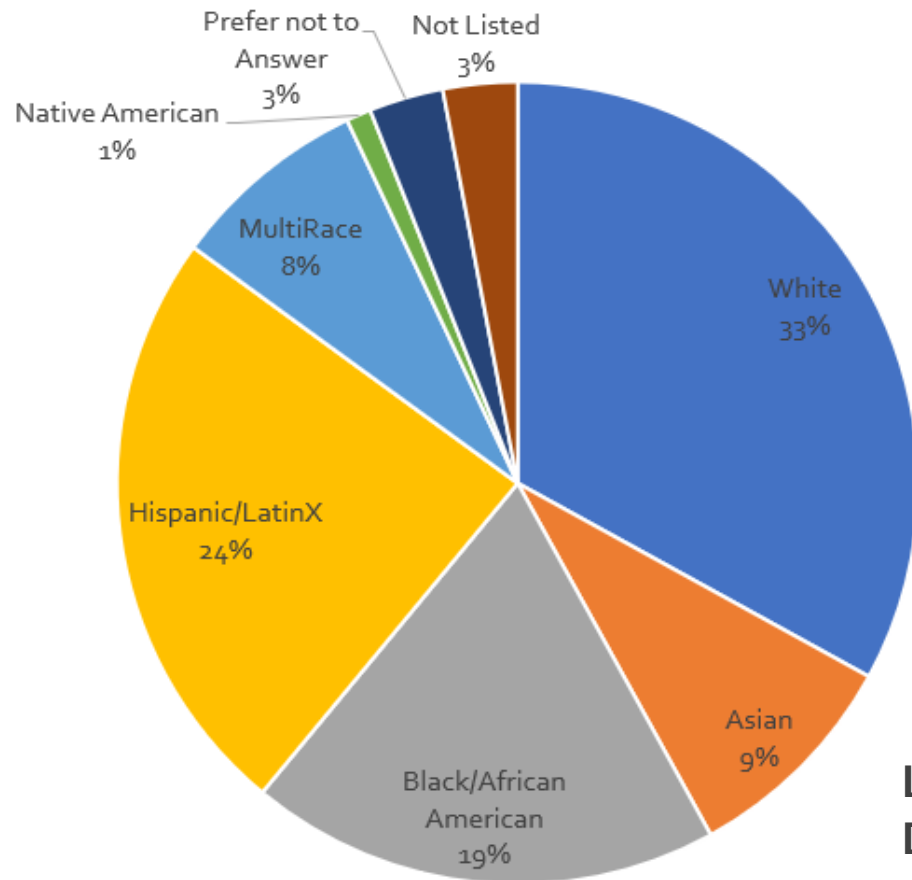
77% from Austin-MSA!

# Panel Selection Process

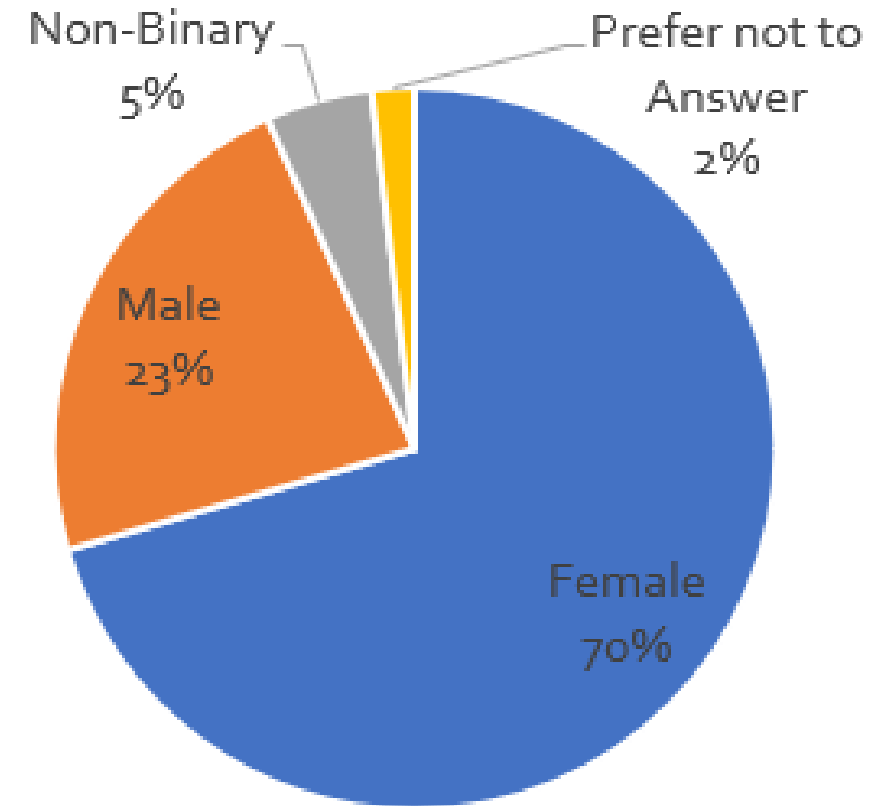
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- March 21 – April 27 Active Elevate Panel Recruitment
  - **315** Applications from Panel Intake Form
    - **182** Received indicated interest in Cultural Funding/ submitted Secondary Intake Form
    - **105 Panelists Selected**
- **Stage 1: 60 Panelists**
  - 1 Cleveland, 1 Los Angeles, 3 San Antonio, 4 Houston, 1 Dallas, **50 Austin-MSA**
- **Stage 2: 35 Panelists**
  - 1 Chicago, 1 Denver, 1 Los Angeles, 1 Memphis, 1 Pittsburgh, 1 Boston, 1 Dallas, 1 San Antonio, 3 Houston, **24 Austin-MSA**
- **Stage 2: 10 Alternates**
  - 1 Brownsville, 2 Houston, **7 Austin-MSA**

# 105 Selected Panel Demographics



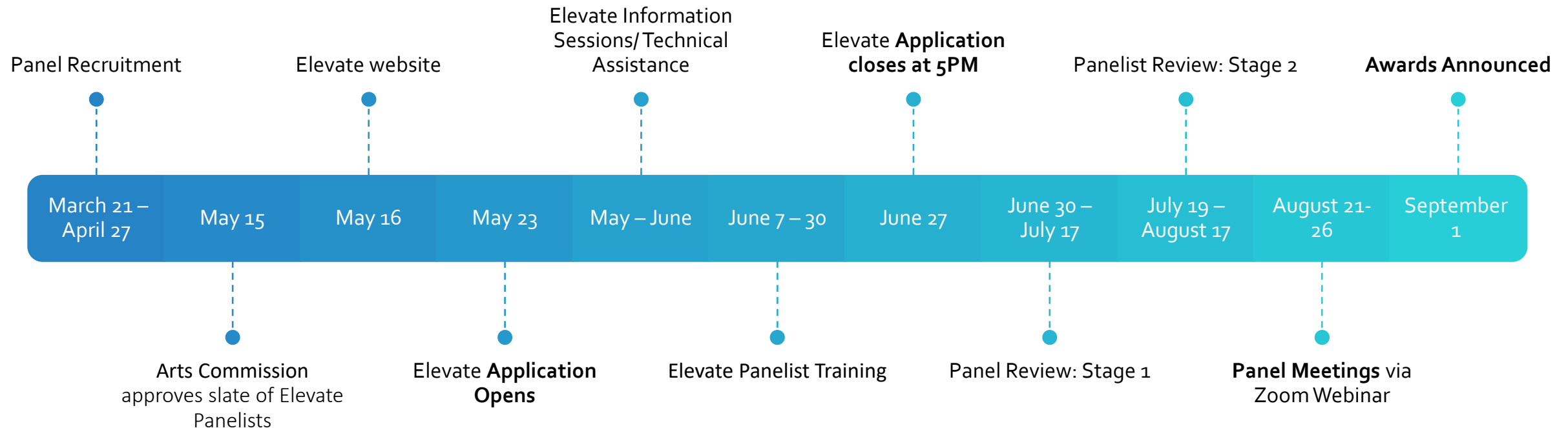
**LGBTQI+ Community: 35 (33%)**  
**Disability Community: 18 (17%)**





# Elevate Key Dates

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89 attendees total so far!

# Elevate Assistance Dates

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## ○ Open Office Hours

- Every Tuesday through June; 10:00 AM – Noon; virtual or in-person at CAD office

## Assistance so far:

- Tuesday, 5/23/23 at 2 PM, virtual
- Tuesday, 5/23/23 at 6 PM, virtual
- Wednesday, 5/24/23 at 6 PM, virtual
- Wednesday, 5/31/23 at 2 PM, virtual
- Thursday, 6/1/23 at 6 PM, CAD office
- Wednesday, 6/7/23 at 2 PM, virtual
- Thursday, 6/8/23 at 6 PM, Spicewood Springs Library
- Saturday, 6/10/23 at 11 AM, CAD office
- Saturday, 6/10/23 at 1 PM, CAD office
- Sunday, 6/12/23 at Noon, African American Cultural & Heritage Facility (AACHF)

## Assistance to come:

- Tuesday, June 20, 2023 at 6 PM
  - in-person at University Hills Library
- Sunday, June 25, 2023 at Noon
  - in-person at AACHF
- Monday, June 26, 2023, 10 AM – 4 PM
  - virtual or in-person at CAD Office
- Tuesday, June 27, 2023, Noon – 4 PM
  - virtual or in-person at CAD Office

295 Started Application so far  
17 Submitted Application so far

# Elevate Outreach

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- Press release
- Social media campaign
- Flyers at Cultural Centers and Libraries
- Spanish Language ads on KLZT-FM (through June 25)
- Tabling at events
  - Creative Mornings
  - The Front Market
  - African American Cultural & Heritage Facility Reopening
  - Hot Luck Fest

# Coming Soon!

