

Cultural Arts Funding Update

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Cultural Arts Division
Economic Development Department
December 11, 2023



**Economic
Development**
CITY OF AUSTIN

Status Reports

- **Contracts and Payments**
 - Elevate
 - Nexus
 - Thrive
 - Arts Education (ARPA)
- **Grant Funded activities this month**

Elevate Grant Status – 200 awardees

- 193 Contracts sent (TLC holds the contract)
- 185 Contracts signed/processed
- 196 test payments issued
- 191 test payments verified
- 187 First payments issued (50% of award) - 93% of awardees
- 91 Second payments issued (40% of award) - must complete Miles Partnership Marketing class (+take survey) or post to Visit Austin (+tell COA staff) to be eligible.
- \$4,164,252 Total Distribution to date (\$6,250,000 total)
- COA staff working with TLC re: outreach to non-responsive awardees.

Nexus Grant Status – 51 awardees

- 50 Contracts sent (COA holds the contract)
- 50 Contracts signed/processed
- 42 test payments issued
- 42 test payments verified
- 42 First payments issued (90% of total award = \$4,500)
- \$189,000 Total Distribution to date
- TLC invoiced 11/1; takes 2-3 business days to process; Nexus funds will be distributed when it hits TLC account to those who have signed an agreement/ submitted financial information/ verified a test payment.

Thrive Grant Status – 36 awardees

- 36 Contracts sent (COA holds the contract)
- 36 Contracts signed/processed
- 36 test payments issued; 36 test payments verified
- 36 First payments issued
- 36 Second payments issued
- \$3,447,500 Total Distribution to date (\$3,935,000 total in year 1)
- Grant Administrator has met with each organization individually to set their strategic growth goals for Year 1. Preparing the launch of capacity building workshops using the feedback from the Thrive Cohort. Next round of reporting and payments will be in January 2024

Arts Education Grant Status – 19 awardees

- ALL CONTRACTS AND PAYMENTS BEING PROCESSED BY COA
- 17 Contracts sent
- 17 Contracts signed and are in COA process for payment codes
- 1 First payment issued (90% of total award = \$22,500)
- 0 Final payments issued (10% of total award = \$2,500)
- \$22,500.00 Total Distribution to date
- The 2 contracts not yet sent are waiting on insurance certificates.

December Elevate Grantee Activities

- PJ Raval, District 9
 - *Who We Become* Netflix pre-release party, 12/1 @ MoHA
- Tapestry Dance Co, District 5
 - *The Precious Present*, 12/16 & 12/17 @ Austin Venture Studios at Ballet Austin
- Prizer Arts and Letters, District 3
 - *Fort Lonesome 10th Anniversary Show*, 12/16 & 12/17 @ Prizer Arts & Letters
- Beerthoven, District 10
 - *Hoppy Holidays*, 12/10 – 12/23 @ The Neil-Cochran House Museum
- ZACH Theatre, District 9
 - *A Christmas Carol*, Now – 12/31 @ ZACH Topfer Theatre

December Nexus Grantee Activities

- Bloodbath Studio, District 3
 - *Veneration Fashion Show*, 12/2 @ Suite 650
- Austin Sister Cities International, District 8
 - *Passport to the World Festival*, 12/9 @ Austin Central Library
- Flores Market, District 1
 - *Flores Market at Canopy: Holiday 2023*, 12/9 @ Canopy

December/January Thrive Grantee Activities

- The VORTEX, District 1
 - *Butterfly Bluegrass Jam*, 12/20 @ Butterfly Bar
- Mexic-Arte Museum, District 9
 - *Ofrenda de la Comunidad*, Now – 1/7 @ Mexic-Arte Museum
- Puerto Rican Folkloric Dance, District 3
 - *15th Annual Octavitas with Los Reyes Magos*, 1/21 @ PRFD

VisitAustin.org Update

MENU

VISIT
Austin



December 11, 20

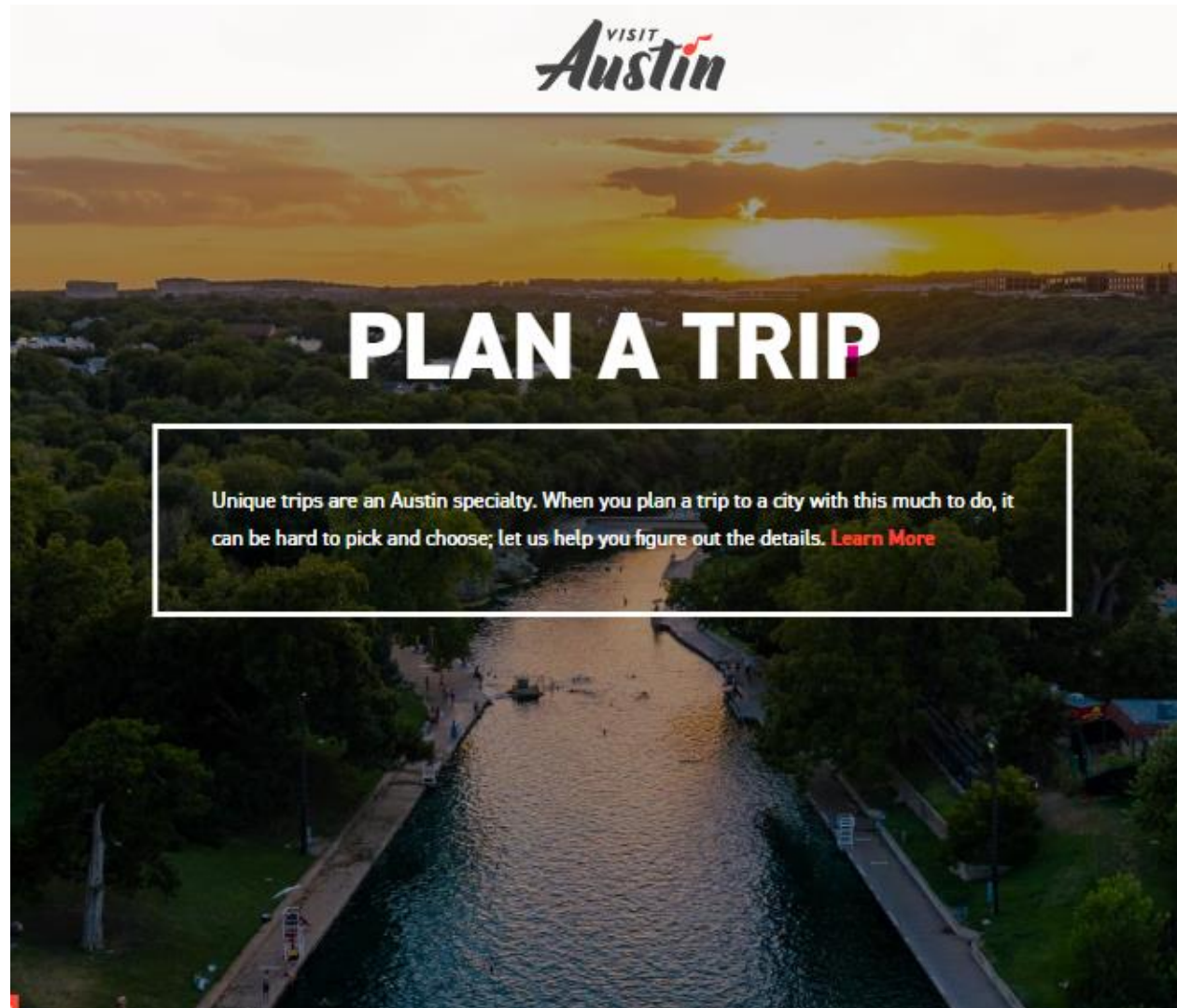
VisitAustin.org

- Helps grantees retain & grow tourism interested in the many cultural and creative activities in Austin.
- Is the top search site that drives traffic to cultural and creative grantees' events funded by Austin Economic Development Department.

Visit Austin website:

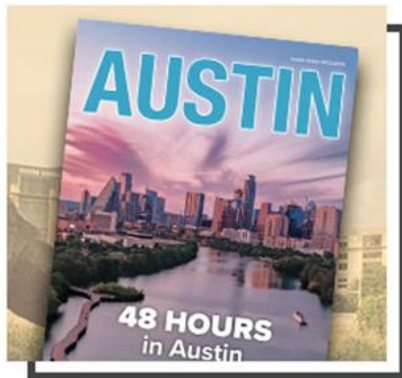
- 6.2M unique visitors*
 - 15.1M page views*
 - Available in 8 languages
 - Responsive website;
- desktop- & mobile-friendly

*FY 22/23



Advertising includes:

- **Print & digital ad in official Austin Visitor Guide**
- Custom article on VisitAustin.org
- 100% share of voice for CAD
- Banner ads on VisitAustin.org
- Custom email to Visit Austin's list of +125k monthly subscribers
- Formatted ad in leisure eNewsletter



Austin is ablaze with creativity and you'll find all genres of art expressed in venues, theatres, and galleries throughout the city. Seasonal festivals and exhibitions are happening year-round. Eclectic public art and colorful murals are on display from our airport to our public parks. By staying in Austin area hotels, tourists help to support Austin's arts, with a portion of the City's Hotel Occupancy Tax. Experience a variety of diverse arts & culture choices in Austin!

www.austintexas.org/things-to-do/arts



Advertising includes:

- **Custom article on VisitAustin.org, 100% share of voice for Cultural Arts**
- Banner ads on VisitAustin.org
- Custom email to Visit Austin's list of +125k monthly subscribers
- Featured content ad in leisure eNewsletter



EXPLORE AUSTIN'S CULTURAL ARTS

Austin is an epicenter of creativity, with a vibrant cultural arts scene. The City supports its creative community by providing funding for a variety of cultural attractions and public art projects. Starting at the Austin-Bergstrom International Airport, visitors are greeted by *Plume*—an artwork commissioned by the **Economic Development Department's Art in Public Places Program**, created by artists Clay Odom and Kory Bieg, inspired by moontowers, contrails and local fauna of Austin. The exhibit lights up the night and is a bold reminder that Austin is comprised of very unique and natural ecosystems.

By staying in Austin-area hotels, visitors help support Austin's arts through a dedicated portion of the City's Hotel Occupancy Tax. Explore a variety of eclectic art and cultural experiences in Austin all year-round!

[Jump to Events](#)



The Custom Content Page highlights Austin's cultural and creative artistic community and grantees and contains a searchable events section at the base.



Courtesy of Great Promise for American Indians. Photo by Adam Grumbo.

CULTURAL FESTIVALS

The Austin Powwow and American Indian Heritage Festival, held annually in early November, presents a fascinating look at the culture of Native American people and is the largest one-day powwow in the United States. The fest includes hundreds of champion dancers from across the country, live music, storytelling, and arts and crafts vendors. **Great Promise for American Indians**, an Austin 501c non-profit, is the producer of the Powwow.

Centroamericanto Fest takes place annually in early September. The event provides cultural activities from Guatemala, El Salvador, Panama, and more. The weekend includes film screenings, a community fair with food, dancing, vendors, and a music

AUSTIN'S TOP TEX-MEX RESTAURANTS

Get your fill of Austin's favorite cuisine, a delicious blend of Mexican- and Texas-style comfort food. Savor every bite of tacos, queso, guacamole, tamales and more in our many authentic restaurants. [READ MORE](#)



Hill Country Day Trips

We've rounded up 16 towns to visit in scenic Texas Hill Country. Go two-stepping at a dance hall, sip local craft brews and more. [READ MORE](#)



Explore South Congress Avenue

This Austin avenue was made for strolling. Check out the chic boutiques, see-and-be-seen patio dining and hip live music venues. [READ MORE](#)

FEATURED CONTENT



Arts & Culture

Austin Economic Development Department
Austin provides a variety of cultural attractions year-round. Explore our vibrant arts and culture scene!
[LEARN MORE](#)



Mueller's Newest Hotel

Origin Hotel Austin
Enjoy luxury room accommodations and breakfast for two before exploring the city with our new Balance with Breakfast offer. [BOOK NOW](#)


UPCOMING EVENTS


Advertising includes:

- **Dedicated custom email in February, 100% share of voice for Cultural Arts**
- **Featured content ad in August eNewsletter**

Our featured content ad goes out in the Visit Austin e-newsletter in August to keep cultural and creative grantees top of mind to travelers planning visits in the fall.

VisitAustin's Arts section features images of our grantees and public art commissions and the image gallery drives viewers to our Custom Content Site.






[Home](#) / [Things to Do](#) / [ARTS](#)

AUSTIN ARTS

Austin is known for its creativity. With good reason. Not only are we home to some world-class museums like the [Blanton](#), with the nation's largest University-owned collection on exhibit, and the Harry Ransom Center, featuring the First Photograph and Gutenberg Bible, we're also home to plenty of artists themselves. You can explore the work of designers, painters, sculptors, writers, photographers, filmmakers, dancers and musicians here, at any time of year, any day of the week, in a variety of venues.

Whether you're surrounded by art at [Big Medium's East](#) or [West Austin Studio Tours](#) or just taking it in as part of a festival or street fair, you'll surely note that our art scene is comprehensive. There are galleries, like the [Contemporary at the Jones Center](#), which feature new and established artists alike. Museums dedicated to our diverse [cultural heritage](#), such as the [Mexic-Arte Museum](#) and the [Carver Museum](#), which collect, preserve and exhibit our cultural treasures. [Ballet Austin](#) at the [Long Center](#), which so elegantly showcases our dancers and choreographers. We honor our Texas history, as well, at the [Bullock Museum](#). And celebrate our eccentricity with the [Cathedral of Junk](#), the [Fusebox Festival](#) and many more displays and events around town.


Art isn't just a tourist attraction here. It is part of Austin's soul and creative spirit. So, tour a gallery. Take in a local film. Marvel at some yard art that you just happened to pass. However you choose to do it, just make sure to experience as much art as you can during your stay.



KEEP AUSTIN WEIRD

Discover cool art & cultural events off the beaten path. Your guide to Keep Austin Weird

[CLICK HERE](#)



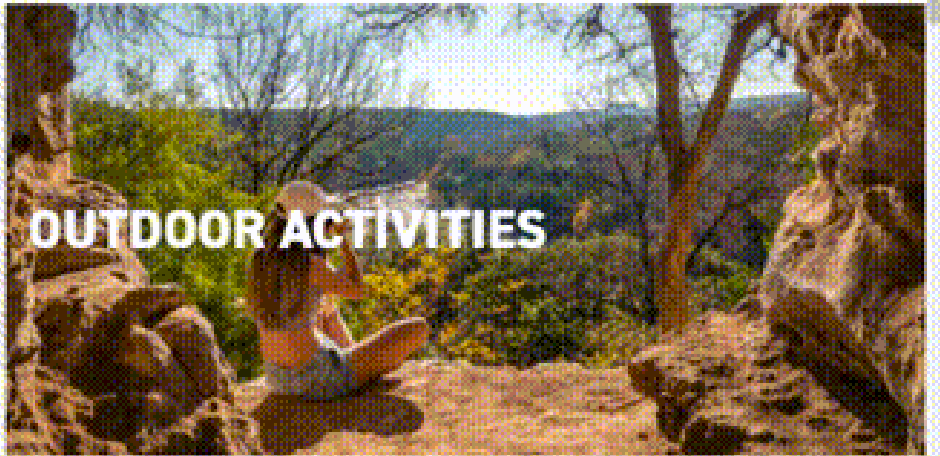
COTA PUTS ENTERTAINMENT IN OVERDRIVE

Austin's premier motorsports facility features superstar performers, year-round events, professional soccer w Austin Bold FC and plenty more.

[CLICK](#)

VISIT AUSTIN

What you hear is true. With vibrant entertainment, art and culture, inspiring cuisine and stunning outdoor experiences, Austin lets you create a soundtrack all your own. So take a look around, and put the Live Music Capital of the World® on your playlist.





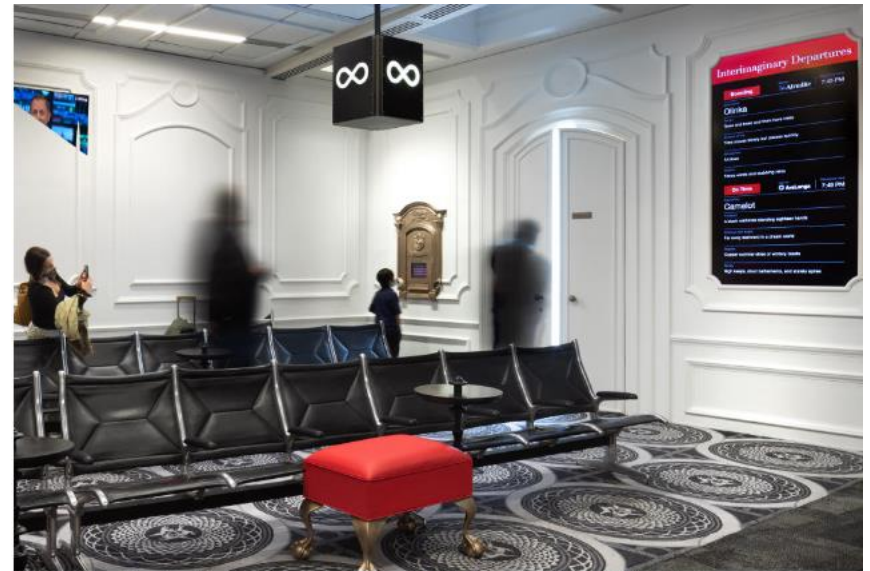
Courtesy of Austin Asian American Film Festival. Photographer: Ray Lloyd.

ICONIC AUSTIN FILM

The **Austin Film Society** (AFS) was founded in 1985 by esteemed filmmaker Richard Linklater, known for the hit film *Dazed and Confused* (starring Austin's own Matthew McConaughey), as well as *School of Rock* and *Boyhood*. AFS also hosts the annual **Texas Film Awards** and manages **AFS Cinema**, an ambitiously programmed repertory and first-run arthouse with broad community engagement. Austin hosts a wide range of film festivals throughout the year. Some fests to check out:

All Genders, Lifestyles, and Identities Film Festival (aGLIFF)

In August 2023, aGLIFF will host Prism 36—a film festival that screens features, documentaries and shorts. Additionally, aGLIFF curates a monthly series called **Queer Spectrum**, full of screenings and events, which celebrates LGBTQ+ stories year-round.



"Interimaginary Departures" by Janet Zweig. Commissioned by City of Austin Art in Public Places Program.

UNESCO CITY OF MEDIA ARTS

In 2015, Austin became the first (and only) city in the United States to receive a City of Media Arts designation from **UNESCO**. The honor underscores Austin's reputation as an innovative global city at the intersection of art, music, film, gaming and multidisciplinary digital experiences.

Festivals such as **South by Southwest (SXSW)**, **Austin City Limits Music Festival (ACL Fest)** and the **Fusebox Festival** have made Austin a premier cultural destination.

As a member of the **UNESCO Creative Cities Network (UCCN)**, Austin works individually and in partnership with other UNESCO

VisitAustin.org is the main hub for visitor information, inspiration, and trip planning resources. The website highlights things to do, places to stay, upcoming events and information about the city's arts and music scene. The platform has had a 13% increase in visitors year over year, with an 8% increase in pageviews.

Performance Metrics 2/1/23 – 11/16/23

Custom Content Site

- 1,125 pageviews by 6,279 unique visitors
- Average time spent on page was 1m 22s

Crowdriff Image Gallery

- 44k pageviews resulted in 2.2k interactions for a 5.1% engagement rate
- Reward Banners driving visitors to the content page-
- 537,276 impressions which resulted in 3,079 referrals to our site: **0.57% CTR**

Paid Run-of-Site Banner Ads

- 122,232 impressions which resulted in 266 referrals to our site: **0.22% CTR**

February Custom Email

- Delivered 127,346
- Opened 56,089
- Referrals to website 1,487
- **2.65% CTR**

August Featured Email

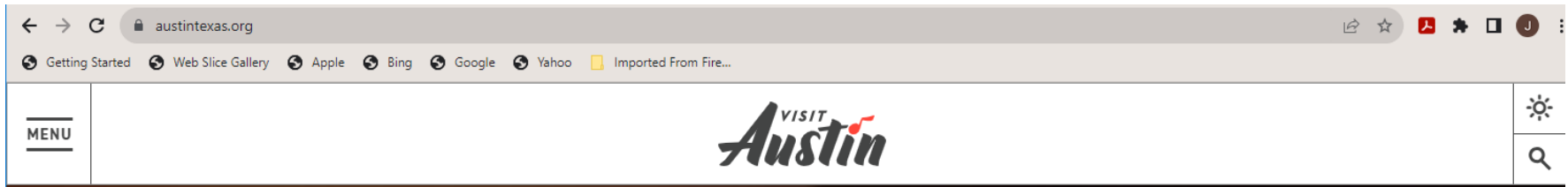
- Delivered 126,415
- Opened 56,885
- Referrals to website 103
- **0.18% CTR**

***national average Click-Through-Rate: .10%**

Data from Grantee-Submitted Events

| Name Box | Event Category | District Number/ETJ Value | City of Austin Funding |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------|
| Postponed: Congo Square ATX 2020 Festival: Bringing the African Diaspora to Austin | African American, Annual Events, Community, Family Friendly, Festivals, Free, Live Music | 1 | Cultural Arts Funding |
| Austin Chamber Ensemble presents: "On Wenlock Edge" | Live Music, Performing Arts | 10 | Cultural Arts Funding |
| UNITED Vol 5" A Black History Month Boogie | African American, Annual Events, Community, LGBTQ, Live Music, Under 21 | 3 | Cultural Arts Funding |
| Chill & Chat | African American, Annual Events, Arts Education, Community, LGBTQ, Under 21 | 9 | Cultural Arts Funding |
| Ori Lababo - Head are to be Worship Performance | Performing Arts | 1 | Cultural Arts Funding |
| Stirring Carnatic Music Duo Concert | Asian American, Live Music | 6 | Cultural Arts Funding |
| Oscar-Nominee Bombay Jayasri Concert | Live Music | 2 | Cultural Arts Funding |
| Postponed: Art City Austin 2020 | Annual Events, Arts Education, Community, Family Friendly, Festivals, Food & Drink, Live Music | 9 | Cultural Arts Funding |
| Postponed: Golden Horner's 5th Annual Young Composer Concert | Annual Events, Arts Education, Family Friendly, Live Music, Performing Arts, Under 21 | I don't know | Cultural Arts Funding |
| Vanguard II | Live Music | I don't know | Cultural Arts Funding |
| Contemporary & Classic | Live Music | I don't know | Cultural Arts Funding |
| Postponed: Earth Ritual | Live Music | I don't know | Cultural Arts Funding |
| Postponed: Nina McIntire - Ivory Fantasy | Live Music | 1 | Cultural Arts Funding |
| Good Friday | Theater | I don't know | Cultural Arts Funding |
| "Darkening Warmth" : Elizabeth Schwaiger | Free, Museums & Exhibits, Visual Arts | 3 | Cultural Arts Funding |
| Artisan Mercado 2020 Ribbon Cutting | Shopping | 2 | Cultural Arts Funding |
| Postponed: HONK!TX 2020 Day 1: A Free Festival of Community Street Bands | Annual Events, Community, Family Friendly, Festivals, Free, Live Music, Outdoors, Performing Arts | 9 | Cultural Arts Funding |
| Postponed: HONK!TX 2020 Day 2: A Free Festival of Community Street Bands | Annual Events, Community, Family Friendly, Festivals, Free, Live Music, Outdoors, Performing Arts | 9 | Cultural Arts Funding |
| Postponed: HONK!TX 2020 Day 3: A Free Festival of Community Street Bands | Annual Events, Community, Family Friendly, Festivals, Free, Live Music, Outdoors, Performing Arts | 3 | Cultural Arts Funding |
| Canceled: Alkinoos Ioannidis Live in Austin | Community, Live Music, Performing Arts, Poetry & Literature, Under 21 | 9 | Cultural Arts Funding |
| Postponed: A Moveable Feast | Annual Events, Food & Drink, Interactive/Media Arts, Latino, Live Music, Performing Arts | 3 | Cultural Arts Funding |
| ChingonX Fire | Latino, Visual Arts | 9 | Cultural Arts Funding |
| Carl Smith. Black and White paintings. | Visual Arts | 1 | Cultural Arts Funding |
| Postponed: SoireeATX Fine Art Event: Dinner and an Art Show | Visual Arts | 3 | Cultural Arts Funding |
| "Texas Music Pioneers Exhibit" and "Contributions of East Austin African Americans to Music" | African American, Museums & Exhibits | 1 | Cultural Arts Funding |
| 3rd Annual BRAVE Fest | African American, Annual Events, Asian American, Comedy & Improv, Community, Family Friendly, Festivals, Free, Live Music, Outdoors, Performing Arts | 9 | Cultural Arts Funding |
| Juiceland presents: the Exploded Drawing Sound Summit 2020 | Live Music | 1 | Cultural Arts Funding |
| Postponed: High Crimes | Comedy & Improv, Theater | 3 | Cultural Arts Funding |
| Postponed: Tapestry Dance Company's "Looking Forward/Looking Back" | Performing Arts | 9 | Cultural Arts Funding |
| Accordion Champions | Live Music | 6 | Cultural Arts Funding |
| Deadline extended: Apply for Thirsty Planet EAST Artist Series 2020 | Arts Education, Free, Public Arts, Visual Arts | 2 | None |
| ACMC Presents: Chamber Connect | Arts Education, Family Friendly, Free, Live Music, Performing Arts | 3 | Cultural Arts Funding |
| New Era Wednesdays | African American, Live Music | 1 | Cultural Arts Funding |
| (New) Skin in the Game: Panel discussion of up-and-coming leatherworkers, bootmakers, and artists | Arts Education, Fashion, Film & Video, Free, Interactive/Media Arts, Visual Arts | 7 | Cultural Arts Funding |
| Chamber Connect | Arts Education, Family Friendly, Free, Live Music, Performing Arts | 3 | Cultural Arts Funding |
| Elephant Keeper Documentary Digital Screening + Q&A w/ Director | Asian American, Film & Video, Under 21 | 1 | Cultural Arts Funding |
| Virtual Artist Consultations for Musicians and Music Industry | Arts Education, Community | 3 | Cultural Arts Funding |
| Time to Pivot 2: Adjusting Your Music Business Strategy (Webinar) | Arts Education, Community | 3 | Cultural Arts Funding |

Navigation to find events near you



www.VisitAustin.org



Things to Do / Arts

ECONOMIC DEVELOPMENT DEPARTMENT GRANTEE EVENTS

Submit Your Event

Would you like to list your City of Austin-funded event on VisitAustin.org? Please fill out the submission form below in order to submit your events to our [online calendar](#).

Please note: Your event will not automatically be added to the calendar once you click "Submit Event" at the bottom of the form. It will first go through an approval process, which may take up to 5 business days, to make sure it is appropriate for our calendar and that it contains all the information needed to be added. To best serve our visitors, the Calendar of Events [editor](#) will review each proposed listing. You will be notified if your event is not approved.

Tips and Requirements:

calendar and that it contains all the information needed to be added. To best serve our visitors, the Calendar of Events [editor](#) will review each proposed listing. You will be notified if your event is not approved.



Tips and Requirements:

- Please specify whether your event is funded, either in part or completely, by Economic Development Department or other City of Austin Departments.
- Find the City of Austin Council District/ETJ of the venue using [this map](#).
- Include a description of your event and what visitors can expect.
- Include a link to your website where visitors can find more information.
- Include a horizontal/landscape image or poster. Images with 3:2 ratio and at least 900x600 pixels are highly preferred.

SUBMIT MY EVENT

CONTACT INFO

[Does NOT appear on web site. For City of Austin reporting purposes only]

Name*:

Your Name

Email*:

Your Email Address

Phone:

(555) 555-5555

The event I am posting is funded (in part or completely) by the City of Austin as follows*:

--Choose One--

--Choose One--

Cultural Arts Grantee

Art in Public Places Commission

Music Grantee

Heritage Preservation Grantee

African American Cultural and Heritage Facility Residency

Other City of Austin Departments

Questions?