



Cultural Arts Funding Update

Economic Development Department

August 19, 2024



**Economic
Development**
CITY OF AUSTIN

Agenda

1. Contracts & Payments
2. Upcoming Opportunities
3. FY25 Thrive/FY24 Elevate Updates
4. FY23-FY24 Thrive Interim Summary
5. Spanish Language Support
6. Grant Funded Activities



Contracts & Payments (As of 8/16/24)

	FY23 Elevate	FY23 Nexus <small>(Fall/Winter)</small>	FY24 Nexus <small>(Spring/ Summer)</small>	FY23-24 Thrive <small>(Year 1)</small>	FY23-24 Thrive <small>(Year 2)</small>	Arts Ed Relief
Total Contracts	199	51	51	36	See year 1	19
Signed & Processed Contracts	199 <small>(100%)</small>	51 <small>(100%)</small>	51 <small>(100%)</small>	36 <small>(100%)</small>	N/A	19 <small>(100%)</small>
Test payments issued & verified	199 <small>(100%)</small>	51 <small>(100%)</small>	51 <small>(100%)</small>	36 <small>(100%)</small>	N/A	19 <small>(100%)</small>
Payment 1 Issued	199 <small>(100%)</small>	51 <small>(100%)</small>	50 <small>(98%)</small>	36 <small>(100%)</small>	36 <small>(100%)</small>	19 <small>(100%)</small>
Payment 2 Issued	185 <small>(93%)</small>	47 <small>(92%)</small>	3 <small>(6%)</small>	36 <small>(100%)</small>	- <small>(0%)</small>	13 <small>(26%)</small>
Payment 3 Issued	54 <small>(27%)</small>	n/a	n/a	n/a	n/a	n/a
Total Dist. to date	\$5,575,000 <small>(89%)</small>	\$253,000 <small>(99%)</small>	\$226,500 <small>(89%)</small>	\$3,901,500 <small>(100%)</small>	\$3,345,000 <small>(86%)</small>	\$460,000 <small>(97%)</small>
Total Allocation	\$6,250,000	\$255,000	\$255,000	\$3,901,500	\$3,901,500	\$475,000

**Each grant has a different reporting deadline. Final Payments are issued upon successful close out of Final Report.*

Upcoming Opportunities

Our Future 35 Artist in Residence

- Application window: July 24, 2024 – **August 20**, 2024
- Info/To Apply: www.publicartist.org/call.cfm?id=6819

FY24 Nexus (Fall/Winter)

- Application Window: July 30, 2024 - **August 27**, 2024
- Info/ To Apply: <https://www.austintexas.gov/nexus>
- Remaining Application Assistance:
 - Cultural Arts **Virtual Open Office Hours**: **Tuesdays** from 10 a.m. to noon
 - In-Person: 1-on-1 Application Assistance, **Saturday, August 24** from 11 a.m. to 2 p.m. | [Sign up here](#)
 - Virtual: Drop-In Assistance on **Tuesday, August 27** from 10 a.m. to 6 p.m. | [Join Here](#)

NOTE:

Opening—Tuesdays at **10:00 AM**
Closing— Tuesdays at **7:00 PM**

Heritage Preservation Grant

- September 10, 2024 – October 8, 2024
- Info/ To Apply: www.austintexas.gov/heritage-preservation-grant

Art in Public Places – 6 Opportunities (\$2M)

- Application Window: September 24, 2024 – October 22, 2024
- Info/ To Apply: www.austintexas.gov/aipp



FY24 Nexus (Fall/Winter) Application Prep- Materials

Nexus | Applications Now Open

The Fall/Winter Nexus application **opens on July 30th at 10 a.m.** and will **close August 27 at 7 p.m.** Eligible activities must occur between October 1, 2024 and March 31, 2025. For other cultural funding opportunities, visit the [Cultural Funding page](#).

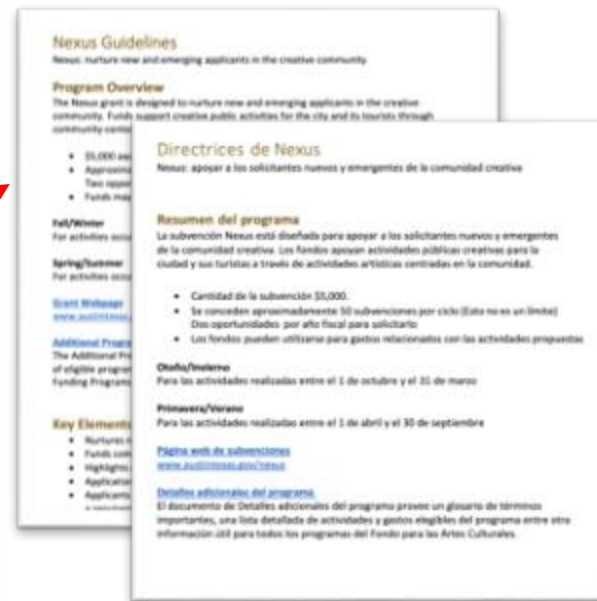
Apply Now

About Nexus

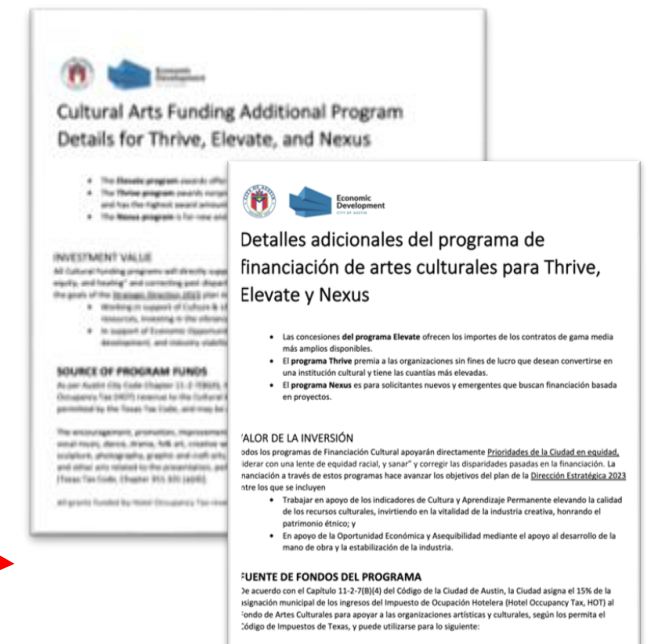
The Nexus Grant offers \$5,000 grants for new and emerging local small organizations, individual artists, and small arts businesses to produce creative public projects. Applications are open July 30 through August 27

- **About the Nexus Grant** - Eligibility, application, and scoring
 - [Guidelines \(English\)](#)
 - [Guidelines \(en Español\)](#)
- **View Additional Program Details** - Timeline, expenses, etc.
 - [Appendix \(English\)](#)
 - [Appendix \(en Español\)](#)

Guidelines in English/Spanish



Appendix in English/Spanish



<https://www.austintexas.gov/nexus>



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FY24 Nexus (Fall/Winter) Application Prep- Materials

Application Assistance

The Economic Development Department offers various ways to learn about the Nexus Grant application process and eligibility. Spanish language assistance is available for each event.

Information Sessions

- Videos
 - [English \(with ASL interpretation\)](#)
 - [Spanish](#)

Application Assistance

- Cultural Arts [Virtual Open Office Hours](#): Tuesdays from 10 a.m. to noon.
- In-Person: Application Walk-Thru and Grant Writing Workshop, **Saturday, August 17** from 11 a.m. to 1 p.m. | [Sign up here](#)
- In-Person: 1-on-1 Application Assistance, **Saturday, August 24** from 11 a.m. to 2 p.m. | [Sign up here](#)
- Virtual: Drop-In Assistance on **Tuesday, August 27** from 10 a.m. to 6 p.m. | [Join here](#) on August 27. Password (if asked): **ATXarts23**

Resources

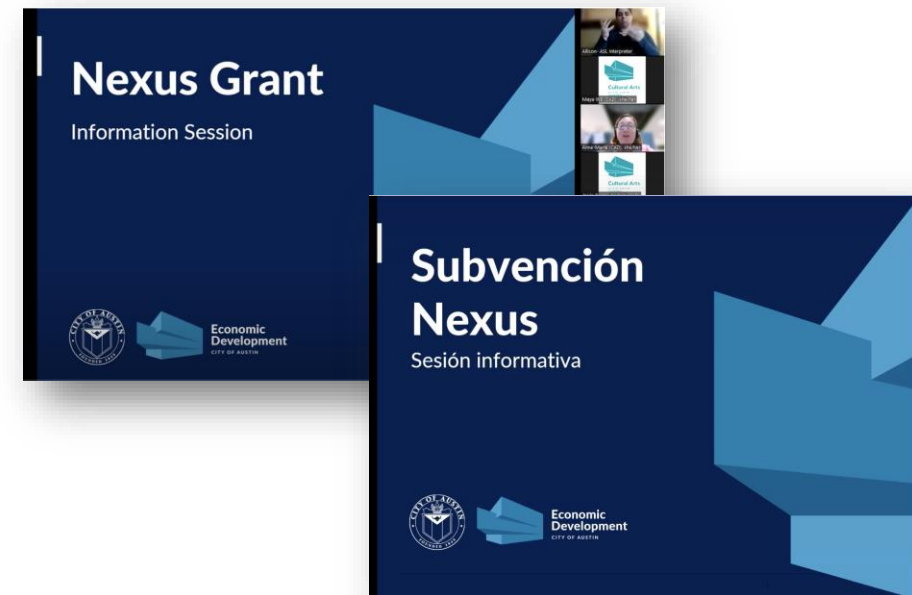
- Nexus Grant Information Session Slides
 - [English](#)
 - [en Español](#)
- Fillable Application Worksheet (Please note the worksheet template is not a substitute for the Submittable application)
 - [English](#)
 - [Spanish](#)
- Review the [Submittable Applicant and Technical Support Guide](#).

Additional Assistance

- Community Navigator**: Austin Revitalization Authority - Email Brandy Davidson at bdavidson@austintexas.org or call (512) 469-1705.
- Third-Party Administrator** - Create Austin at the Long Center: for Spanish and English application support Email ApplicationHelp@thelongcenter.org or call 512-457-5161, Monday - Friday, from 9 a.m. to 11 a.m.

For technical assistance or additional resources, please contact [Create Austin](#) at The Long Center or email cityofaustingrants@thelongcenter.org.

Application Videos in English (with ASL Interpretation) and Spanish



<https://www.austintexas.gov/nexus>



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FY24 Nexus (Fall/Winter) Application Prep- Materials

Application Questions and Points

Application Materials

Upload the following required documents to the Nexus application:

- Up to 3 Work Samples (templates below)
 - 3 Work Samples (PowerPoint, 54 KB) or 3 Work Samples (PDF, 148 KB)
 - Plantilla de Muestra de Trabajo (PowerPoint, 96 KB o Plantilla de Muestra de Trabajo (PDF, 78 KB)
- Most recently completed 990 (for nonprofit organizations and fiscal sponsors only)
- IRS Determination Letter (for nonprofit organizations and fiscal sponsors only)
- Sponsorship Agreement (for fiscally sponsored projects only)
[Sponsorship Agreement in Spanish](#)

Glossary of Important Terms

Application Scoring

Applications will be reviewed and scored by an internal panel of City Staff. Panels will not be available for public viewing, however applicants may request reviewer comments after awards have been announced. Applicants will only receive points that apply to their proposal based on the scoring rubric; we anticipate that most applications will not receive the maximum number of points available. The number of awards that are approved is subject to the availability of funds. We expect to award approximately 30 grants per cycle.

- [Detailed Scoring Rubric in English](#)
- [Detailed Scoring Rubric in Spanish](#)

Detailed Scoring Rubrics in English/Spanish with examples

Principales grupos de interés y misión creativa

Hasta 20 puntos

Identifique a sus principales grupos de interés. ¿Cómo les sirve a través de sus objetivos artísticos, su misión creativa y su experiencia en la producción de eventos públicos?

La respuesta debe incluir:

- Identifique a sus principales grupos de interés (consulte la definición en [Datos adicionales del aplicativo](#))
- Misión creativa y/o objetivos artísticos.
- La solicitud completa, incluso muestras de trabajo, debería reflejar cómo les presta servicio a sus principales grupos de interés

20 puntos Su visión y misión artísticas se basan en servir a las comunidades que corren un riesgo inmediato de expresión y desplazamiento cultural en Austin y/o que han sido marginadas institucionalmente y financiadas insuficientemente por la División de Artes Culturales de la Ciudad de Austin. Y la documentación provee evidencia que llega a las comunidades marginadas en fundamental para la misión del solicitante.	14 puntos Su visión/misión artística se basa en servir a comunidades que han sufrido otras formas de marginación institucional y que no han recibido suficiente financiación de la División de Artes Culturales de la Ciudad de Austin. Y la documentación provee evidencia que llega por de bajo de comunidades marginadas atendidas en fundamental para la misión del solicitante.	8 puntos El solicitante provee una descripción clara de su principal grupo de interés y cómo su misión/visión artística le presta servicio, pero no plantea un argumento convincente respecto de por qué el principal grupo de interés se alinea con las Prioridades de Inversión de la Ciudad. Y la muestra documental y la narrativa proveen evidencia que llega a las comunidades de interés en fundamental para la misión del solicitante.	1 punto Su visión/misión artística presta un servicio general a todos o el solicitante no define un principal grupo de interés al que le presta servicio. O las muestras de trabajo y la narrativa proveen evidencia que llega pero no.
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Rúbrica de puntuación de Nexus

Historia de la subvención	10 puntos
Principales grupos de interés y misión creativa	20 puntos
Liderazgo cultural	20 puntos
Actividades culturales	20 puntos
Accesibilidad	5 puntos
Accesibilidad lingüística	5 puntos
Marketing	10 puntos
Presupuesto	10 puntos
Total	100 puntos

Principales grupos de interés y misión creativa - 20 puntos

Su visión y misión artísticas se basan en servir a las comunidades que corren un riesgo inmediato de expresión y desplazamiento cultural en Austin y/o que han sido marginadas institucionalmente y financiadas insuficientemente por la División de Artes Culturales de la Ciudad de Austin.
Y la documentación provee evidencia que llega a las comunidades marginadas en fundamental para la misión del solicitante.

Misión: Hot Red Studios es un espacio donde los artistas pueden eliminar barreras y establecer diálogos abiertos sobre la historia, identidad y temas importantes de nuestro tiempo.

Historia de la producción: Nuestros principales integrantes son en su mayoría artistas BPOC y miembros de la comunidad. Hot Red Studios cuenta con un amplio historial de exposiciones y programación en el que destaca una vasta colección de obras de comunidades latinas, afro-latinas, del Caribe y de la diáspora.

Su muestra de trabajo en video muestra que llega a las comunidades marginadas en fundamental para su misión.

<https://www.austintexas.gov/nexus>



Nexus Application

Application in English/Spanish
(direct not auto translations)

Nexus | Applications Now Open

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<https://www.austintexas.gov/nexus>



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Thrive/Elevate Application Updates



FY25 Thrive/ FY24 Elevate Updates

Awarding:
260 Grants
\$13.1 Million

514 Total Applications (7 Spanish, 507 English)

–**488 Eligible Applications** (95% eligible)

–**26 Ineligible Applications** by type:

- 13 Individual/Creative Businesses Ineligible
- 12 Non-Profit Organizations Ineligible
- 1 Duplicate application

–**Primary Reasons** for Ineligibility:

- Based outside of the Austin MSA
- Not an arts/culture based non-profit organization
- Did not have a history of activities in Austin



FY25 Thrive/ FY24 Elevate Updates

- **155 eligible Non-Profit applications in Thrive for 35 Grants**
 - **23%** acceptance rate
 - Investment: **\$3,850,000** for two years (\$7,700,000 total)
 - Activities: January 1, 2025 – December 31, 2026
 - *Note: The 120 non-profits not awarded in Thrive will then compete for Elevate funds along with the 54 Elevate only non-profit applications.*
- **174 eligible Non-Profit applications in Elevate for 125 Grants**
 - **72%** acceptance rate
 - Investment: **\$7,000,000**
 - *Note: The National Endowment for the Arts acceptance rate for Arts Projects is 48%*
- **279 eligible Individual/Creative Business applications in Elevate for 100 Grants**
 - **36%** acceptance rate
 - Investment: **\$2,250,000**
 - *Note: All 7 Spanish language applications fell into this category*



FY25 Thrive/ FY24 Elevate Updates

- **112 Panelists** are assigned to **19 Panel Groups**
 - Each Panel group will have roughly 25 applications each
 - Each application will be reviewed/scored by 5-6 panelists
- All Panelists have completed training and are currently reviewing applications
- **Panel meetings** begin on **August 26th**
- Award notifications to all Thrive/Elevate recipients will go out in late September
- **Universal Grant Acceptance Date: September 27, 2024**



Spanish Language Comparison in Cultural/Arts Grants

	Can apply in Spanish?	Website translated to Spanish?	Application Materials to Spanish?	"Grant" Translated to:
Austin	Yes	Human Translation	Human Translation	Subvenciones
Dallas	No	Google Translation	No	n/a
Houston*	No	Human Translation	Human Translation	Beca ("scholarship")
El Paso	No	English Only	English Only	n/a
Fort Worth*	No	English Only	Human Translation	Subvenciones
Corpus Christi	No	English Only	No	n/a
New York City	No	Google Translate	No	n/a
Los Angeles	No	English Only	No	n/a
Chicago	No	Google Translate	Google Translation	n/a
Phoenix	No	Google Translate	Google Translation	n/a
San Antonio	No	Google Translate	No	n/a
San Diego	No	Google Translate	No	n/a
San Francisco	No	Google Translate	Available upon Request	n/a
San Jose	No	Google Translate	No	n/a
Miami	No	English Only	No	n/a
Las Vegas	No	Google Translate	Google Translation	n/a

**Non-Profit organizations managing cultural/arts grants on behalf of local City government*

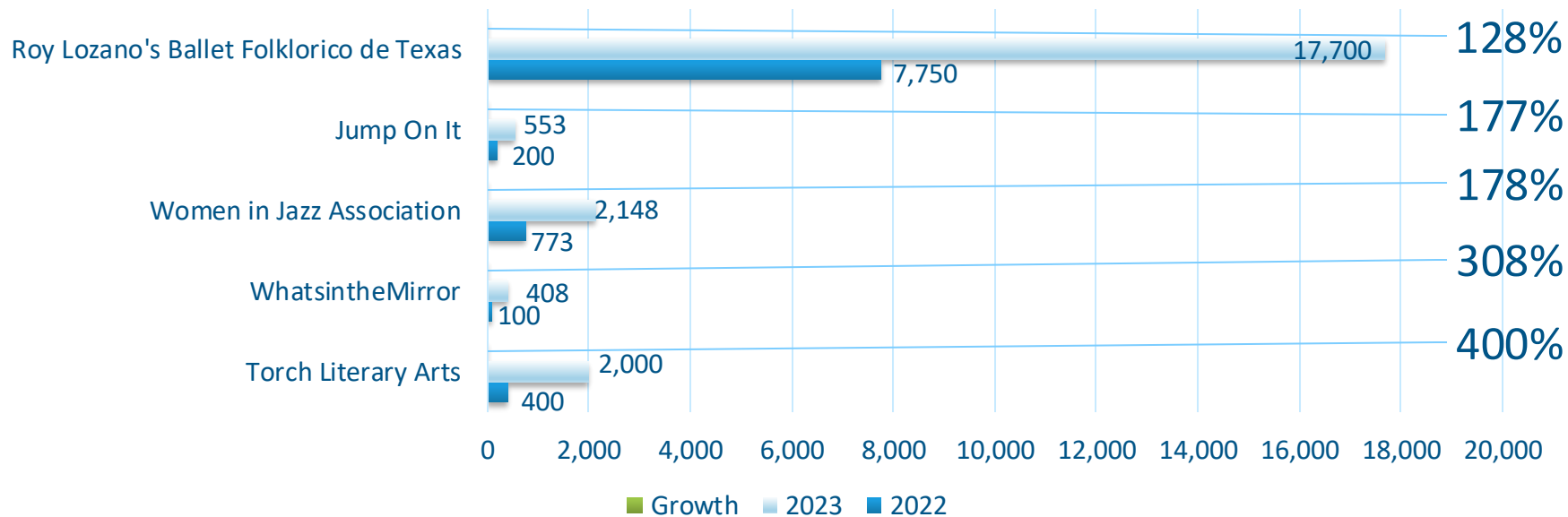




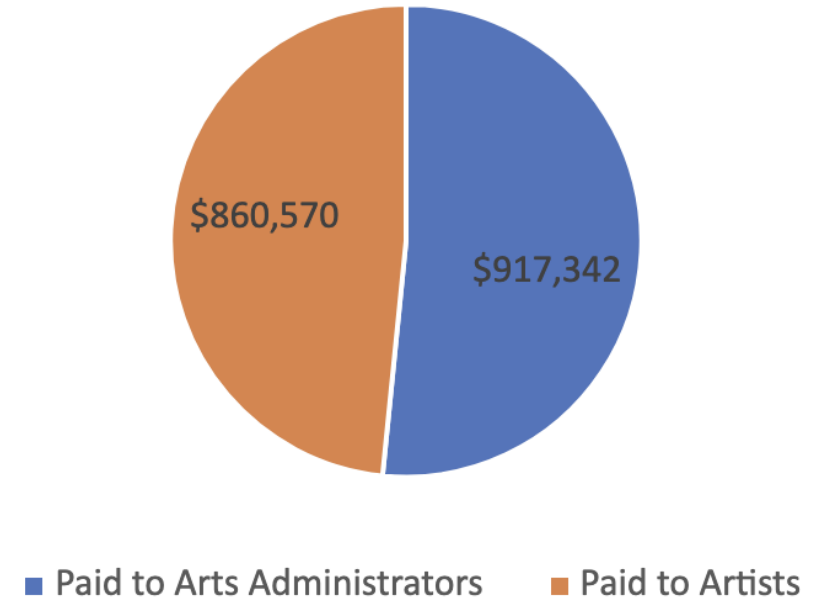
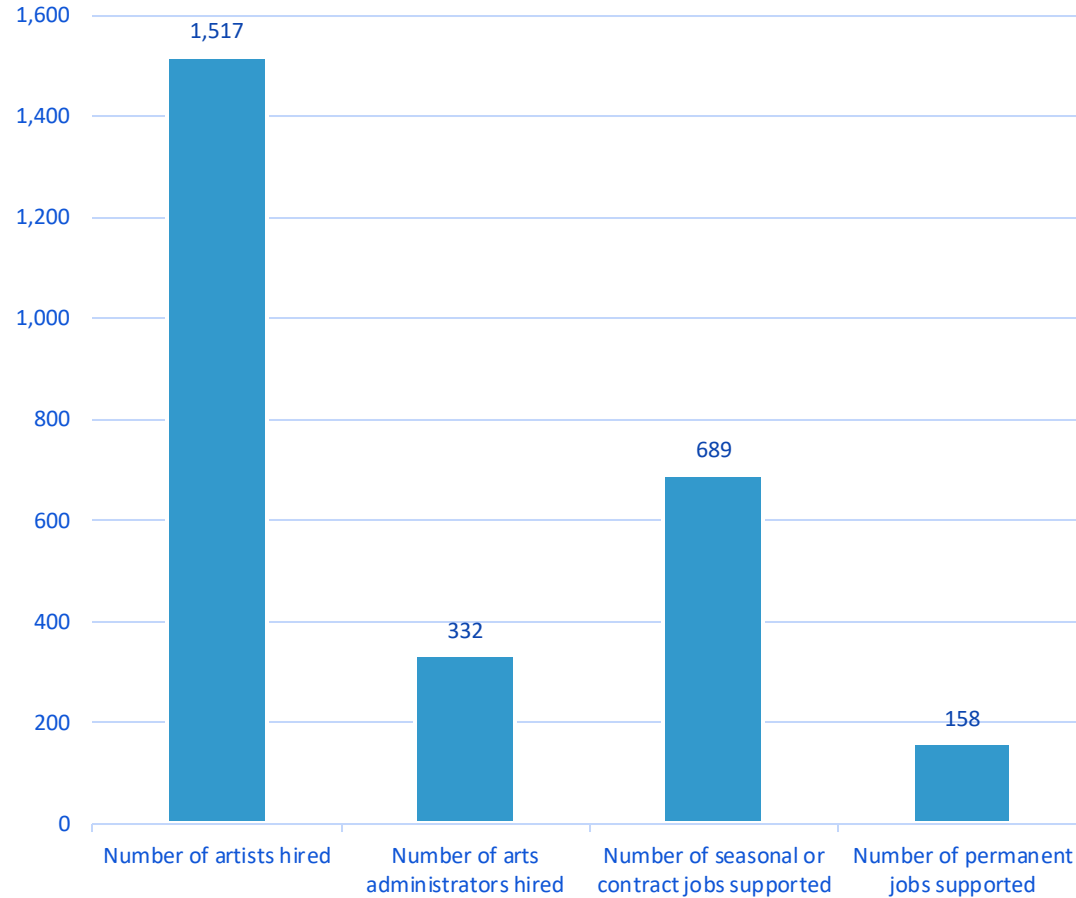
FY23 – FY24 Thrive Interim Summary

FY23-24 Thrive Cohort – Interim Reports

- Interim Reports required of all 36 Grantees
- 100% answered that they "experienced growth as a result of the Thrive grant."
- 20 organizations **increased audiences served**
 - Average growth of 289%
 - Some examples:



FY23-24 Thrive Cohort – Personnel Hired/Paid



FY23-24 Thrive Cohort – Interim Reports

- **16 organizations said the Thrive grant helped with access to administrative space**
 - “This grant has made coverage of rent a lot easier.”
 - “We moved into a shared office with another Thrive recipient (Cine Las Americas) into the Motion Media Arts Center“
 - “With our new lease space, we have both studio and office space for the coordination of our creative, programming, & administrative work.”
 - “Thrive funding allowed us to invest in leasing a physical space”
 - “We are located in the same building but doubled our office space by moving to a new space.”
 - “We added 2 offices spaces for our fine arts studio this year.”
- **25 organizations said the Thrive grant helped with access to performance space**
 - “We have been able to think about options for larger spaces to host our events with money in the budget for rentals. This provides more opportunities for collaboration and creating spaces all over the city.”
 - “With more financial flexibility, we were able to access AISD’s Performing Art Center for our Mid-Autumn Asian Performing Art Festival which attracted >800 audiences.”
 - “We created DAWA HQ - an essential 'third space' for community programming/events.”
 - “Thanks to THRIVE we were able to keep our cultural center facility from folding.”
 - “Access to performance space has improved. Thrive funding made performance space rentals more accessible. “
 - “our biggest challenge was restructuring from the devastating facility displacement that resulted from the 2020-22 pandemic/E.A. hyper-gentrification. As such, our Year 1 specific goals were to secure and reestablish dance studio space [...] With space secured we now move toward Year 2 focusing squarely on artist training and performance programming”



FY23-24 Thrive Cohort – Interim Reports

- **19 organizations** said the Thrive grant helped **expand or add new programming**
 - “We were able to revitalize some programs we have done in the past as well as introduce a for the culture series.”
 - “We revived and expanded on the AAAFF archives at Austin History Center”
 - “We organized a [new] Mid-Autumn Asian Performing Art festival”
 - “We started a monthly drag competition at Valhalla Tavern on Red River called Hot Topix”
 - “We started a Cuban dance program, bringing instructors, DJ, musicians and special event”
 - “We've introduced two new cornerstone programs. Indie Meme Lit and Indie Meme Archival Project”
 - “The Cinco de Mayo Luncheon was designed and executed for the first time in May 2023.”
 - “We formed a partnership with Pease Park which includes Juneteenth Programming.”
 - “Thrive made the addition of staff possible, expanded our capacity for educational programming, increased our outreach and cross-sector partnering, and strengthened our marketing, as well as expanded the artistic leadership of The VORTEX.”
 - “We extended our Art Heals Festival to three days.”
- **2 organizations** said the Thrive grant helped **offer healthcare to their employees**
 - Esquina Tango
 - Indie Meme



FY23-24 Thrive Cohort – Coursework

- Launched Training classes for non-profits with Small Business Division
 - Wed., Feb 7, 6 -9 p.m.: [Learn How to Create Better Marketing Content](#) (this is an evening virtual class)
 - Thurs, Feb 8, 1 -4 p.m.: [Increase Awareness with Search Marketing and Media](#)
 - Fri, Feb 16, 9 a.m. – 12 p.m.: [Marketing 101: Building a Strong Brand](#)
 - Fri, Feb 16, 1 – 4 p.m.: [Marketing 102: Social Media Essentials](#)
 - Tues, Feb 27, 1 – 4 p.m.: [Starting \(or Rebuilding\) a Non-profit in Texas](#)
 - Wed, Feb 28, 6 – 9 p.m.: [Simple Fundraising Strategies for Non-profits](#) (this is an evening virtual class)
 - Thurs, Mar 7, 1 – 4 p.m.: [Workshop: Write an Effective Business Plan](#)
 - Wed, Mar 20, 6 – 9 p.m.: [Your Website Made Easy](#) (this is an evening virtual class)
 - Thurs, Mar 21, 1 – 4 p.m.: [Increase Awareness with Search Marketing and Media](#)
 - Tues, Apr 16, 9 a.m. – 12 p.m.: [Marketing 101: Building a Strong Brand](#)
 - Tues, Apr 16, 1 – 4 p.m.: [Marketing 102: Social Media Essentials](#)
 - Wed, Apr 17, 6 – 9 p.m.: [The Basics of Human Resources](#) (this is an evening virtual class)
 - Tues, Jun 4, 9 a.m. – 12 p.m.: [The Practice of Leadership](#)
 - Tues, Jun 4, 1 – 4 p.m.: [Efficient Entrepreneur: Work Less, Make More](#)
 - Wed, Jun 12, 6 – 9 p.m.: [Starting \(or Rebuilding\) a Non-profit in Texas](#) (this is an evening virtual class)
 - Thurs, Jun 13, 1 – 4 p.m.: [Simple Fundraising Strategies for Non-profits](#)



Grant Funded Activities



FY23-FY24 Thrive Grantee Activities



Creating Encuentros: changarrito

- Through August 25
- **Mexic-Arte Museum** – Mexic-Arte Museum (Dist 9)



Indie Meme presents Priya Guns

- August 25
- **Indie Meme** – Central Library (Dist 6)



Mi Sangre

- September 7
- **La Peña** – La Peña (Dist 9)

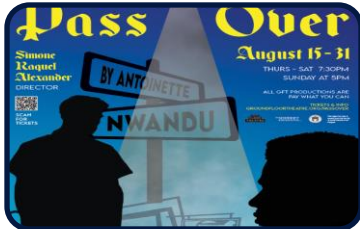


FY23 Elevate Grantee Activities



aGLIFF 37: PRISM Festival

- August 21 – 25
- **aGLIFF** – Galaxy Theatre (Dist 5)



Pass Over

- August 15 – 31
- **Ground Floor Theatre** – Ground Floor Theatre (Dist 3)







24 Hours of khattieQ!

- August 27
- **jkjk** – YouTube (Dist 9)



FY23 Elevate Grantee Activities

-  Austin is a Poem
 - September 7
 - **KB Brookins** – Central Library (Dist 2)
-  Our Rhythms, Our Voices
 - September 8
 - **Javier Jara** – The Long Center (Dist 9)
-  LOCAL LOVE, feat. Mike Servito & Brett Johnson
 - September 12
 - **Might Be Magic** – Cheer Up Charlie's (Dist 9)
-  Use Your Voice, Use Your Vote
 - September 14
 - **American Artists Project** – Austin ISD Performing Arts Center (Dist 8)

FY24 Nexus (Spring/Summer) Grantee Activities



Trash Planet

- August 23 – 25
- **Bottle Alley Theatre** – CRASHBOX (Dist 4)



Anything Goes!: A Live Audio Drama

- August 31 – September 1, September 21 – 22
- **Hayato DeSouza** – Fallout Theater (Dist 4)



Another Side: Art of Borders and Displacement

- September 5 – 29
- **Meena Matai** – Link & Pin Art Gallery (Dist 8)



Bike Story Night

- September 10
- **Bike Story Night** – Radio Coffee & Beer (Dist 3)



Questions?

