

LAURA ESPARZA
EXECUTIVE DIRECTOR

A large, 3D, stylized logo consisting of the letters 'AAB'. The letters are primarily yellow with a green-to-blue gradient on the sides, giving them a three-dimensional appearance. They are set against a background of repeating orange and pink geometric patterns.

Art Alliance Austin

The logo consists of the letters 'AA3' in a bold, 3D font. The letters are primarily yellow with a green-to-blue gradient on the sides and bottom, giving them a three-dimensional appearance. They are set against a background of a white rounded square with a yellow border, which is itself on a larger background with a pink-to-orange gradient and a repeating pattern of small, stylized geometric shapes.

Art Alliance Austin

WHAT IS A3?

A non-profit Local Arts Agency devoted to supporting artists, musicians, performers and arts contractors who make Austin a vibrant city.

An all-volunteer organization of business and arts professionals who believe that the arts are integral to our quality of life.

A catalyst for community change in collaboration with others who are committed to the value of the arts.

WHAT IS A LOCAL ARTS AGENCY?

- The nation's 4,500 Local Arts Agencies (LAAs) promote, support, and develop the arts at the local level ensuring a vital presence for the arts throughout America's communities. LAAs are diverse in their makeup—they have many different names and embrace a spectrum of artistic disciplines. But each LAA, in its own way, works to sustain the health and vitality of the arts and artists locally, while also striving to make the arts accessible to all members of a community.
- The Cultural Arts Division is a Local Arts Agency but cities can have more than one thus diversifying the funding pool.
- A Business Council for the Arts is another piece of civic infrastructure that Austin is lacking to support its arts.

WHY SUPPORT THE ARTS?

- Arts strengthen the economy. In Texas, \$59.3 billion industry supporting 383,066 jobs.
 - Arts drive revenue to local businesses at an average of \$38.46 per person.
 - Arts unify communities: 72% of Americans said it provided a shared experience
 - Arts are tourism drivers with 70% agreeing “the arts improve the image of my community.”
 - Arts strengthen mental health, wellbeing and improves healthcare in hospitals.
- **The arts provide a sense of connection to family, loved ones and the community leading to greater civic engagement.**

WHO IS A3?

PAST

- The Texas Fine Arts Association started in 1911 at the Elisabet Ney Museum.
- In 1950 it fundraised for Laguna Gloria Museum with an Arts and Crafts Festival.
- In 1956 they renamed their festival FIESTA, in an inappropriate act of cultural appropriation.
- In 1989 the organization became Art Alliance Austin and produced Art City Austin.
- It went dormant in 2020 due to COVID-19 pandemic.

PRESENT

- Board Chair Eric Hiduke, Attorney-at-Law
- David Goujon, Architect
- Jade Walker, Curator
- Andrea Hyland, Event Producer
- Kevin Ivester, Gallery Owner
- Imani Aanu, Director Austin Samba School
- Kayo Asazu, Restaurant owner/operator
- Nick Stillman, Executive Director Prospect New Orleans.
- Advisors: Constance White (Airport Arts & Music) Lourdes Rodriguez (ED David Rockefeller Fund) Lydia Galvan (Teacher) Dana Friis-Hansen (Retired Museum Director)

CAN A3 FUND CITY FACILITIES?



- City staff and Commissioners cannot solicit funds from individuals, businesses or the COA Cultural Arts Division.
- They can write grants but this requires two acts of City Council and the timelines do not always match the funders' deadlines.
- Gifts of money directly to cultural centers cannot be used in the same fiscal year. Funds are available in January of the following fiscal year.
- Services and materials can be donated to City facilities.

WHAT CAN A3 FUND?

ARTISTS/MUSICIANS/PERFORMERS' FEES, CONTRACTOR FEES, MATERIALS.

FUND FOR FREE ART

- Musicians for Tones music series at the AARC*
- Artists and musicians sharing their work at the Ney
- Fusebox
- Austin Shakespeare Theater *
- Summer Musical*
- Musicians for the Pun-off*
- **Endangered*

PROFESSIONAL DEVELOPMENT

- Speakers for the Dougherty's Professional Development Program*
- Artists' fees for the Carver's Small Black Museum Residency Program*
- Artist mentors for the ESB-MACC's Caminos program.
- **VISUAL ARTS FUND** provides stipends for exhibit installation costs.

WHERE WILL THE MONEY COME FROM?

- **THE USUAL SOURCES**

- Grants
- CAD funding
- Fundraising Events
- Direct appeal for major gifts
- Corporate sponsorship
- Business direct appeal
- I live here/I give here
- Go Fund Me

FUNDRAISING IN AUSTIN IS DIFFICULT

- The vast majority of non-profit arts organizations are struggling, with closure in site.
- We're losing our iconic events like the Summer Musical
- There are few foundations giving to the arts. There is no safety net for the arts.
- There is only one source of government funding and government cannot do it all.
- There is no business council for the arts.
- The business and tech community has not stepped up to the plate, with some notable exceptions.
- Hotel Occupancy Tax has been limited in the breadth of what it could help fund.
- **BUILDING PUBLIC WILL TO VALUE THE ARTS IS NEEDED TO CHANGE THE FUTURE OF THE ARTS IN AUSTIN.**

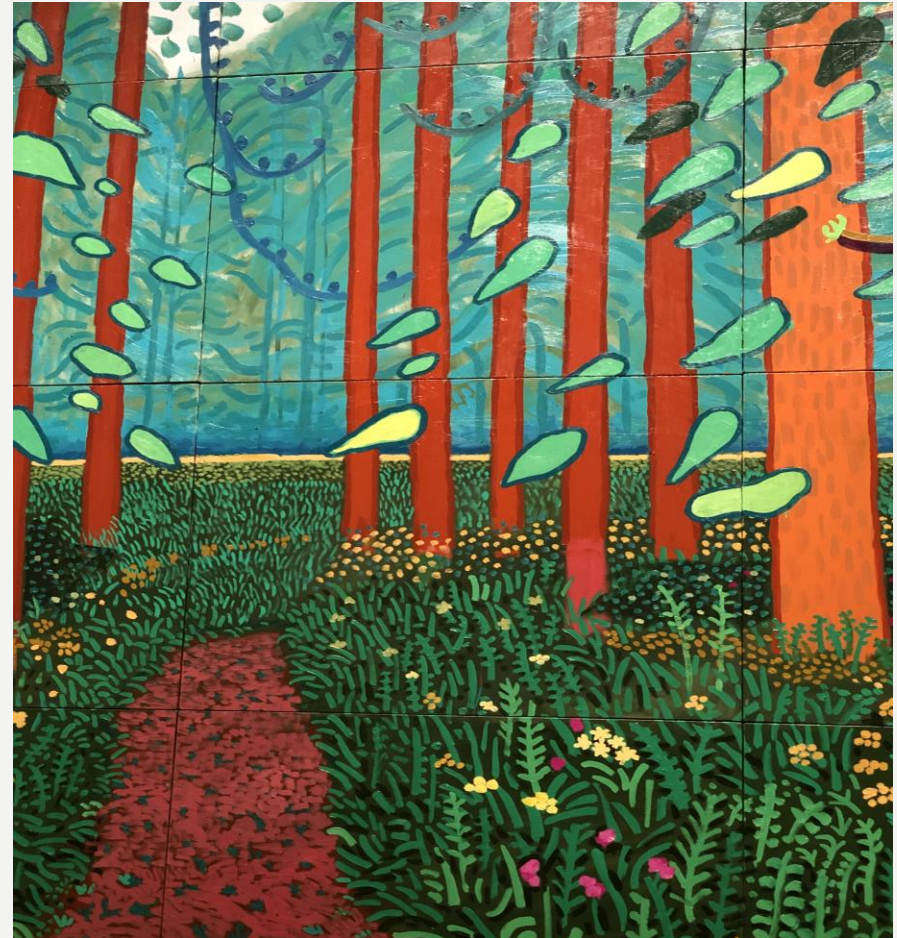
GW CARVER MUSEUM & CULTURAL CENTER ARTST RESIDENCY PROGRAM

- Fundraising Goal:
\$15,000
- Co-produced with
Imani Aanu from RE-CLAIM!
- TICKETS:
EVENTBRITE



HOW CAN YOU HELP?

- Consider us for a gift to benefit Carver.
- Send me leads for potential givers such as individuals, businesses or corporations
- Give generously at A3Austin.org
- Consider giving a party for A3 to solicit donations.
- Tell your friends. Word of mouth is everything in changing Public Will.
- Send names of potential board members.





**COME TO OUR
NEXT
FUNDRAISING
PARTY!**

November 21, 2024 7pm-9pm

Carver Museum and Cultural Ctr

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A3Austin.org