

“Briefing by community members on  
their experience with  
Cultural Arts funding.”

Luis Ordaz Gutierrez,

Executive Director of ProyectoTEATRO

Dr. Roen Salinas,

Executive Director of Aztlan Dance Company

Raquel Rivera,

Executive Director of Roy Lozano’s Ballet Folklórico de

TX.

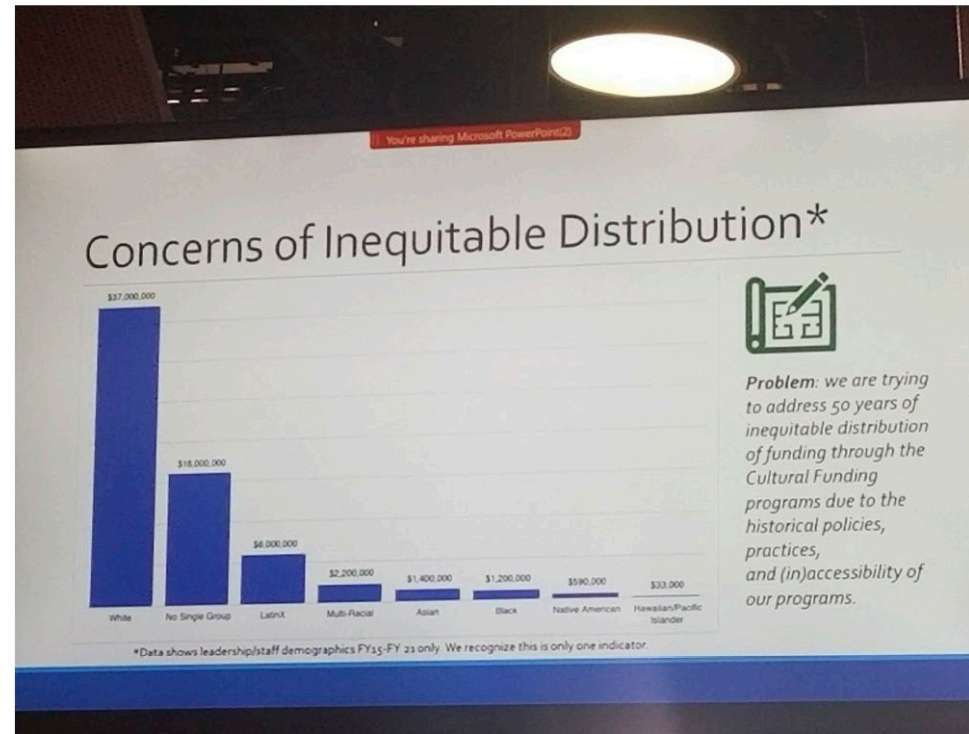
# Brief History of Austin's Cultural Funding Programs

2020: Pause and Redesign

## Cultural Arts Funding Snapshot of Austin

**“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 the programs.”**

Arts Commission Meeting ; April 2023 • Cultural Arts Division & Economic Development



**From 2015 - 2021:** Out of 65 million dollars were allocated to the arts ecosystem in Austin, Hispanic/Latino/Latinx artists got 6 million.


**White:** 37 Million (57%)  
**No Single Group:** 16 Million  
**Latinx:** 6 Million (9%)  
**Multi-Racial:** 2.2 Million

**Asian:** 1.4 Million (1%)  
**Black:** 1.2 Million (1%)  
**Native American:** 590,000 Thousand (.5%)  
**Hawaiian-Pacific Islander:** 33,000 Thousand

2020: Pause and Redesign

**New priority statement in EDD's guidelines:** "[Priority will be given to] Applicants that are representative of, serve, and are accountable to communities that are at immediate risk of cultural erasure and displacement within Austin and/or have been institutionally marginalized and under-funded by the City of Austin Cultural Arts Division. This may include applicants that directly serve Black/African American, Native American, Asian, Hispanic/Latino, Middle Eastern, and Pacific Islander communities or LGBTQIA+ and/or disability communities.

**2023 Reset**



**June 2023:** ProyectoTEATRO successfully pushes Economic Development to extend **ELEVATE** deadline due to the extensive number of language translation discrepancies and technical glitches that were only found in the Spanish-language application.

**July 2023:** ProyectoTEATRO meets with ED leadership and staff to go over specific issues with the program and application. ED commits to implementing changes.

**August 2023:** ED rolls out **NEXUS** with no improvements. Denies our request to extend the deadline to support artists of color and / or fix issues.

**June 2024:** ED rolls out the 2nd year of all funding programs, with the Long Center as the support team for the community.

# Elevate Grant For Individual Artists and Creative Businesses

In-Person  
Application Info Session



Economic  
Development  
CITY OF AUSTIN



## Elevate for Individual Artists & Creative Business Info Session (IN-PERSON)

Wed, Jul 17 • 6:00 PM

various venues in Austin

Free



## Thrive Grant + Elevate for Nonprofits Grant Info Session (IN-PERSON)

Tomorrow • 6:00 PM

various venues in Austin

**Free**

# Thrive /Elevate

## In-Person Application Assistance

Sunday, July 20, noon-3:00 PM  
African American Cultural and Heritage Facility



## Thrive + Elevate Application Assistance (IN-PERSON) for all applicants

Sat, Jul 20 • 12:00 PM

African American Cultural and Heritage Facility, East 11th...

**Free**



**BOARD/COMMISSION RECOMMENDATION**  
**Hispanic/Latino Quality of Life Resource Advisory Committee**

**Recommendation Number: (20240423-005)**

**Resolution of the Hispanic/Latino Quality of Life Resource Advisory Commission Budget  
for Increase Funding for Community Navigators in the Economic Development  
Department's Arts Funding Programs.**

## **Recommendation:**

Due to the upcoming deadline, the Hispanic/Latino Quality of Life Resource Advisory Commission recommends extending the application deadline to allow ample opportunity for applicants to complete.

Additionally, we recommend reevaluating contracts with community navigators in that they meet the criteria and capacity below.

The City should immediately onboard / contract a BIPOC community organization (or a team of orgs) to offer more promotion of the city's cultural funding programs in Spanish, offer substantial in-person resources that are language-accessible and culturally relevant for Austin's Latino/Latinx & Spanish-speaking arts community. Contract should match the amount of other community navigator contracts. Organization / team should, in comparison the current list of community navigators:

1. Have a mission **directly serving Latino / Latinx / Spanish-speaking artists.**
2. Have a **documented history of deep engagement with the following communities in Austin:**
  - Spanish-language artists
  - Immigrant collectives
  - Latino-Latinx cultural workers
  - Chicano activists
  - Latin-American folkloristas
3. Have the capacity to outreach and market the City's cultural funding opportunities **IN-SPANISH** to a vast network of Latino/Latinx artists & spanish-language cultural workers.
4. **Have a culturally sensitive team** that can provide adequate in-person program and application assistance.
5. **Have native spanish-speaking personnel** that can guide and assist Latino/Latinx artists & spanish-language cultural workers throughout the entire application process, not just stand-alone general info sessions.
6. Have the capacity to develop **pro-active and robust outreach campaigns** that connect city funding opportunities to Latino / Latinx artists. Beyond one social media post like what is currently being done by the **one** community navigator.

**FY2025-2026**

# Cultural Funding – Pilot Program Investment Outcomes

	Total Investment	Marjority Diverse %	Majority Diverse Investment	Equally Led %	Equally Led Investment	Majority White or Prefer not to Answer %	Majority White or Prefer not to answer Investment
FY23-24 Thrive	\$7,870,000	97%	\$7,633,900	3%	\$236,100	0%	\$0
FY23 Elevate	\$6,000,000	60%	\$3,600,000	10%	\$600,000	31%	\$1,860,000
FY23 Nexus	\$260,000	74%	\$192,400.00	8%	\$20,800.00	17%	\$44,200.00
FY24 Elevate	\$9,265,000	67%	\$6,207,550.00	4%	\$370,600.00	29%	\$2,686,850.00
FY24 Nexus	\$510,000	78%	\$397,800.00	1%	\$5,100.00	21%	\$107,100.00
FY25-26 Thrive	\$7,700,000	89%	\$6,853,000.00	0%	\$0.00	11%	\$847,000.00
<b>Total</b>	<b>\$31,605,000</b>	<b>79%</b>	<b>\$24,884,650</b>	<b>4%</b>	<b>\$1,232,600</b>	<b>18%</b>	<b>\$5,545,150</b>

**Note:** 2015-2021 Investment was 18% Majority Diverse; 25% Equally Led; 57% Majority White/Prefer not to answer.



Closing