



Coalition for Austin's Arts and Spanish- Language Theatre

From Access to Incubation

Strengthening LAAP to Support Emerging Artists

A partnership between the ESB-MACC and CAAST



Coalition for Austin's Arts & Spanish-language Theatre

Who We Are

- **Coalition of Spanish-language performing artists and companies**
- **Active in Austin for 20+ years, with local and national recognition**
- **Focused on aligning existing City infrastructure to better support artists**



Why LAAP Must Evolve

Current reality

- LAAP has expanded access to MACC facilities for Latino artists
- The program has been intentionally designed as a space-access model, supported by technical assistance, professional development, and staff support.
- LAAP artists have gone on to contracts, funding opportunities, rentals, and City partnerships.

Core insight

LAAP has laid a strong foundation; but evolving into an incubator requires sustained capacity to deliver consistent, repeatable outcomes for artists.

The Gap We're Addressing

- The level of hands-on support can vary by project and timing due to limited staffing capacity.
- Outcomes vary across cohorts based on artist readiness and available staff support.
- Sustained progress is not experienced consistently from project to project.



What It Takes to Do This Right

To move LAAP from access to true incubation, investment must address three things simultaneously:

1. People
2. Infrastructure
3. Program capacity.

Funding only one or two elements would perpetuate the current gap rather than resolve it.

Our proposal calls for an additional annual \$515,000 investment, which represents the minimum level required to deliver consistent production readiness, artist empowerment, and language equity as a cohesive system.

Design Principles for a True Incubator

1. Production Readiness
2. Artist Empowerment and Sustainability
3. Language and Cultural Equity

What Production Readiness Requires

A. Dedicated Technical Support (FTE)

- Removes technical burden from artists
- Ensures consistent quality across productions
- Builds in-house expertise rather than outsourcing

B. Lighting & Sound Infrastructure Upgrades

- Enables artists to work at professional standards
- Reduces technical barriers for future cohorts
- Positions MACC for scalable programming without Phase 3 construction

Investment:

\$87K + \$300K + \$78K = **\$465K**

C. Centralized Marketing & Audience Development Support (FTE)

- Builds artists' long-term audience capacity
- Reduces burnout and inequity
- Strengthens ESB-MACC's relationship with Spanish-speaking communities

PRODUCTION READINESS

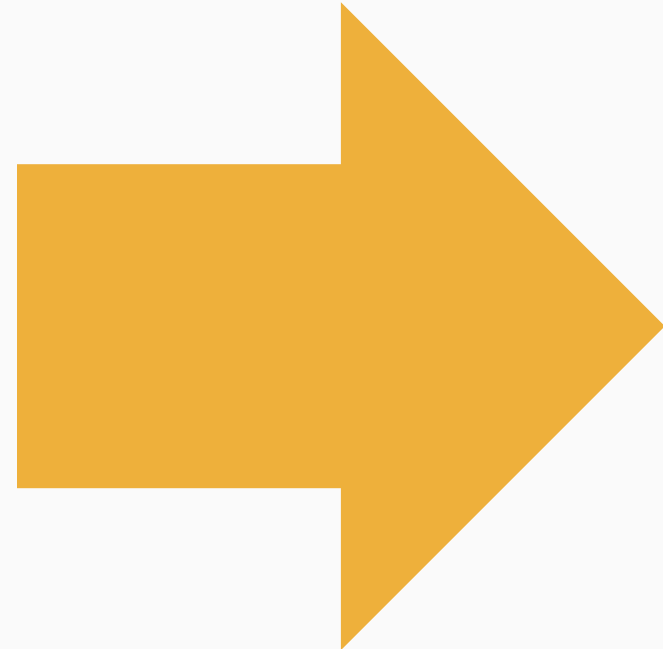
From Access to Incubation

Current LAAP:

- ~\$90K annually
- 11–15 artists/groups
- Access to space
- Limited project-based support
- Artists operate largely independently

Total investment:

\$465K + \$50K = **\$515K**



Proposed Expansion:

- +\$50K annual investment
- ~20 artists/groups
- Infrastructure + technical staff
- Integrated production and promotion
- Practical skill-building
- Artists exit with tools to sustain their practice

PRODUCTION READINESS

Capacity-Building Beyond the Stage of ESB-MACC

Building on existing efforts, LAAP would deepen and formalize capacity-building supports such as:

- Grant readiness and navigation of City funding processes
- Creative business and organizational development
- Artistic documentation and portfolio development
- Visibility and ecosystem navigation opportunities

These supports build on work MACC already does; additional capacity would allow them to be delivered more consistently and intentionally.

Making Language Equity Structural

Policy proposal

- Allocate a minimum percentage (e.g., 40–50%) of LAAP resources to Spanish-language performing arts
- Ensure dedicated Spanish-language outreach and promotion
- Apply evaluation criteria that recognize linguistic and cultural context

Why this matters

- Language is culture
- Spanish-language artists have been historically underinvested
- This is corrective, not exclusionary

CAAST's Role in Supporting LAAP

CAAST would support the expanded LAAP by:

- Coordinating artist outreach and communication
- Providing feedback loops from participating artists
- Supporting evaluation and documentation
- Assisting with advocacy and public storytelling

CAAST is not seeking to operate the program. It is seeking strengthening it in partnership with ESB-MACC.



What We're Asking of the MACC Advisory Board

We are requesting that the MACC Advisory Board recommend a \$515,000 increase to the FY2027 LAAP budget to support:

- Dedicated technical and marketing staff capacity
- Essential lighting and sound infrastructure upgrades
- Expanded cohort size and capacity-building support

This recommendation would position MACC to deliver on its incubator vision and advocate for a sustainable, equity-centered LAAP model at the City level.

