



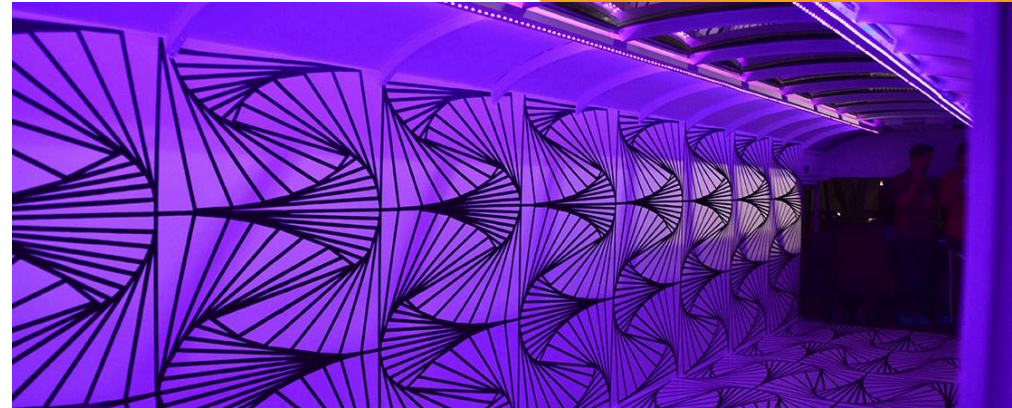
March 29, 2022 | Agenda Item 5

# FY23 Cultural Funding Program Updates

*Goal 4 - Enhance El Paso's Quality of Life through Recreational,  
Cultural and Educational Environments*

# Cultural Funding Program

- Annually grants out  $\frac{1}{4}$  of budget
  - 90% Hotel Occupancy Tax Fund (HOT)
  - 10% General Fund



# Cultural Funding Program Milestones

- Has awarded over \$5 million to local artists and non-profit organizations since 2007
- Has been cited as a model of transparency by the Texas Commission on the Arts
- Pivoted in 2020 to support the local creative sector by providing relief funding to 111 individual artists and small non-profit organizations

# National Endowment for the Arts – American Rescue Plan

- The NEA awarded MCAD \$250,000 in support of the Arts Activate Program
- Will support recovery for local artists and non-profit organizations due to impact of COVID-19



# MCAD 2022 Artist Survey Results

- Artists were polled on what their priorities were for funding opportunities
- Pushed through Social Media and Constant Contact
- 70 respondents by discipline
  - Painting - 47%
  - Drawing - 23%
  - Multi-media/Interdisciplinary - 19%
- Artforms Needing More Investment
  - Painting – 43%
  - Multi-media/Interdisciplinary – 36%
  - Drawing – 23%



# Arts Activate Program

*Funded through the American Rescue Plan for FY23*

**Arts Activate Program** encourages creative interaction and collaboration among artists, non-profits, residents, neighborhoods and community-based organizations that support community arts development.

- **Funding Level:** Awards range from \$1,000 to \$20,000
- **Maximum funding request for Individual Artists:** \$10,000
- **Maximum funding request for Organizations:** \$20,000



# NEA Required Updates for FY2023

In order to comply with NEA funding requirements the following updates have been made to the FY2023 guidelines.

- Applicants must verify that the organization is not excluded or disqualified from doing business with the federal or local government due to delinquent fines, taxes, etc.
- Organizations with fiscal sponsors are ineligible to receive funding per the NEA American Rescue Plan guidelines.
- Applicant organizations must have a federal DUNS or UEI number to apply for AAP funding.



# NEA Required - Guidelines Updates

- **For Organizations - Allowable administrative costs are limited to any or all of the following:**
  - Salary support, full or partial, for one or more staff positions.
  - Fees/stipends for contractual personnel to support the services they provide for specific activities. Jobs or positions supported through AAP may be existing or new.
  - Facilities costs such as rent and utilities, e.g., electric, phone, gas bills.
    - *Note:* Costs related to home offices or home studios, upgrades to HVAC/ventilation systems, and other capital improvements are unallowable.



# NEA Required - Guidelines Updates

- Costs associated with health and safety supplies for staff and/or visitors/audiences (e.g., personal protective equipment, cleaning supplies, hand sanitizer, etc.).
- Costs associated with marketing, promotion.



# NEA Required - Guidelines Updates

- **For Individuals - Allowable Costs**
  - Artist fees/stipends to carry out specific projects and activities consistent with the programmatic objectives of MCAD.



# QUESTIONS

