



Museums and Cultural Affairs Department Cultural Funding Program

Proposed Updates FY2022

May 11, 2021, Agenda Item 6





STRATEGIC GOAL: 4

Enhance El Paso's Quality of Life through Recreational, Cultural & Educational Environments

SUBGOAL: 4.2

Create innovative recreational, educational and cultural programs

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The Cultural Funding Program

- The Cultural Funding Program (CFP) provides seed funding, project, and operational support to the local creative community through a competitive granting process
 - Operating Support Program (OSP)
 - Project Support Program (PSP)
 - Community Arts Program (CAP)
 - Artist Incubator Program (AIP)
 - Local Filmmaker Program (LFP)
 - KickstArt Downtown
- The CFP has been recognized as a model of transparency by the Texas Commission on the Arts.
- Funds individual artists and non-profit arts and cultural organizations

Adaptations for FY20 and FY21

- Honored ALL FY20 contracts, when most major Texas cities canceled arts support
- Streamlined application process for OSP in FY21 due to pandemic
- Expedited award process
- Developed micro-funding opportunity for FY21 to help to stabilize the creative sector
 - Awarded: \$138,950
 - Artists: 106
 - Organizations: 12

Rationale for Temporary Changes

- Program is primarily funded by HOT, which has been impacted significantly by COVID-19
- Increased demands on funding
- Need to maximize budget while supporting local artists and non-profit cultural organizations
- Continue to incentivize innovation in programming and impact to local community
- Changes and efficiencies applied to 5 funding programs
- Voice of the customer: input from local creative sector derived from surveys and focus groups

User-Centered Research and Outreach Methods

- Artist and Organizational Focus Groups
- Review of historical funding data
- Survey of best practices
- Digital surveys

Operating Support Program (OSP)

- Changed from a 1-year contract to a 2-year contract
 - Allows organizations to plan ahead and mirrors state funding best practices
- Reduced maximum award request from \$25,000 to \$20,000
 - Allows MCAD to fund successful applicants increasing funding impact
- Organizations must maintain \$100,000 + budget during two-year award period
- Submit a mid-year and end-of-year report to ensure contract compliance to secure 2nd year funding

Artist Incubator Program

- Artists are eligible to receive a total 3 AIP awards
- No other changes have been made to AIP



New Pauses on Programs: CAP and PSP

- **The Community Arts Program (CAP)** provides funding for grassroots non-profit arts/cultural organizations and individual artists to provide activities, services, performances and demonstrations in community and neighborhood spaces. The program creates a roster of arts and culture providers available to provide free services throughout the city.
- **The Project Support Program (PSP)** supports non-profit organizations' high-quality arts experiences that are innovative, accessible and appealing to both El Pasoans and visitors. PSP funds can be used for all project-related expenses including administration, production costs, artistic fees, outreach and marketing.



Arts Activate

- Replaces CAP and PSP
- New for FY22
- Driven by voice of the customer
- Funding limits
 - \$10,000 for artists
 - \$20,000 for non-profit organizations
- Provides project-based support for the creation and presentation of innovative arts and cultural activities that are reflective of the El Paso region's rich and diverse art, culture and heritage.

Updates to Eligibility

Organizations:

- Organizations must be in-compliance with local, state, and federal laws prohibiting discrimination
- Activities and services must be open and accessible to the public and meet the requirements established by the Americans with Disabilities Act (ADA) and related City ordinances
- Organizations must be authorized to transact business in the State of Texas

Updates to Eligibility

Artists:

- Insurance may be required for AAP, AIP
- Artists must be ready to secure insurance for projects if required by Risk Management
 - A Certificate of Insurance (COI) must be submitted to the City covering the entire term of the contract.
 - Applicants are required to obtain and maintain all necessary licenses, permits, insurance, royalty permissions and other approvals required by law for the provision of services.

Programs on Continued Hiatus for FY22

- Local Filmmaker Program - continued hiatus from FY21
- KickstArt Downtown - continued hiatus from FY21

Questions and Seeking Approval on Updates