

City of San Antonio  
Department of Arts &  
Culture

## Arts Agency Funding Guidelines

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Presented by  
Debbie Racca-Sittre,  
Director

February 15, 2018

City Council  
Agenda Item #18



**CulTÚArt**

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The Future of San Antonio Arts  
& Culture is in **YOUR** hands!

# Cul-TÚ-Art Plan



- A coordinated planning document that identifies strategies for 6 focus areas:



2016 – Film

2017 – Centro de Artes



February 2018 – Agency Guidelines

March 2018 – Public Art



Summer 2018 – Music  
& Cultural Districts Framework



# Planning Structure

San Antonio Arts Commission  
(Oversight Committee)

Community & Stakeholders

Arts Agencies

Artists

District  
Meetings

# Cul-TÚ-Art Process



The Future of San Antonio Arts & Culture is in YOUR Hands!

SAAC

- **Vision & Guiding Principles** (3 meetings)
- **Statement on Cultural Equity** (3 meetings)

Data  
Collection

- **Cultural Asset Mapping** (Agencies, Venues etc.)
- **Benchmarking** (Austin, Phoenix, Chicago, San Diego)
- **Survey** (3,002 residents, visitors & arts patrons)

Work  
Sessions

- **Community Meetings** (Hosted 7 & attended in all Districts)
- **Stakeholder Meetings** (Arts Agencies, Westside Arts Coalition & Performing Arts Collective)

# Vision Statement



San Antonio will be internationally celebrated as a confluence of living arts & authentic cultures.

Our City will inspire local participation, inclusion & pride in all of its arts, and create economic conditions where artists & the arts thrive.

- Developed by the San Antonio Arts Commission (Steering Committee for the Cul-TÚ-Art Plan)

# Survey Results

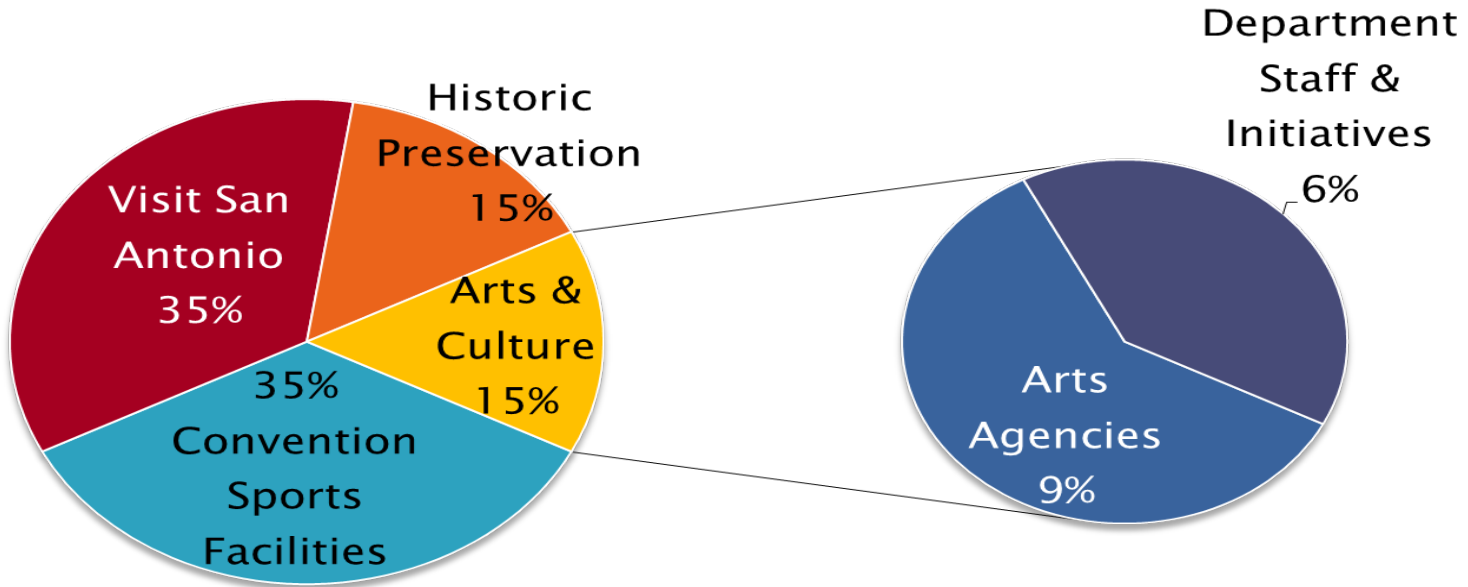
- ▶ Conducted October 16 thru November 4, 2017

## Three Market Segments Surveyed

<b>San Antonio Residents</b>	<b>Visitors to San Antonio in Past 12 Months</b>	<b>Arts Patrons</b>
		
Research Now Survey Panelists	Research Now Survey Panelists	Online and Paper Surveys through Arts Agencies
1,000 Survey Respondents (100 per District)	423 Survey Respondents	1,579 Survey Respondents (1,160 Online; 419 Paper)

**Total of 3,002 Survey Respondents!**

# HOT Funding Allocation



Note: In 2012, City Council voted to fund Convention Center Expansion debt service prior to making allocations. This was effective for FY 2013.

# Arts Agency Funding Policy Changes

Current Policy	New Policy
	Cultural Specific Support
Operational Support	Base Operational Support
Technical Assistance	Capacity Building
Festivals	Festivals
Artist Re-Granting	Artist Re-Granting



# Arts Agency Funding Policy Changes

- Require agencies to be headquartered in San Antonio with majority of services in the area
- Require minimum experience of 3 years
- Funding Cycle increasing from 2 year to 3 years
- Board Diversity –
  - Request classification of board members
  - Require a 3 year board diversity plan

# Accountability

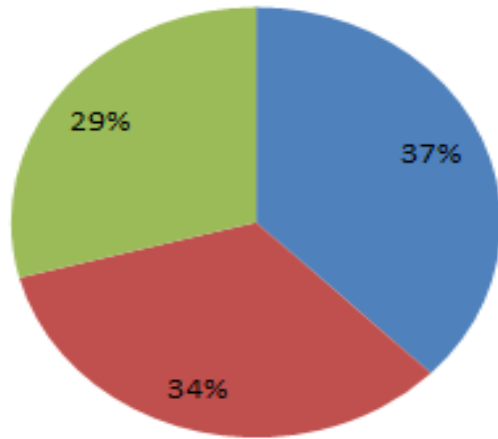
- High Profile Contract
- Online Application Process
- Data Profile Tool
  - Uses National Standards for Arts Grants
  - Financial accountability data
  - Programmatic measurements

# Equity: Cultural Specific

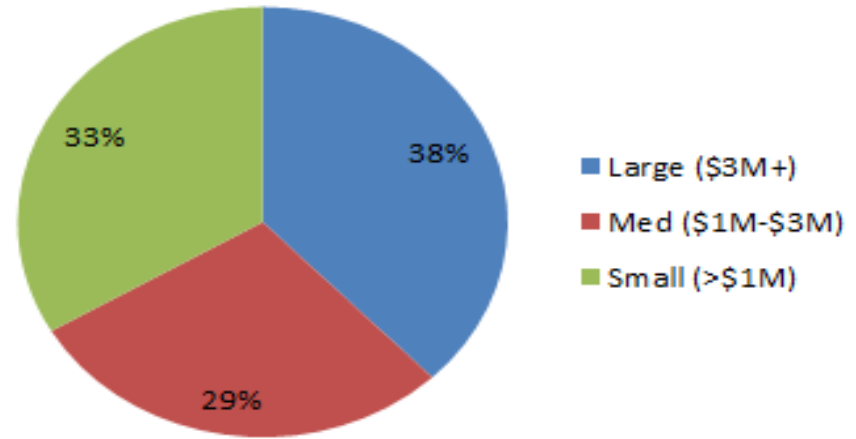
- Mission driven - to preserve and promote women and minority cultures
  - ▶ African American
  - ▶ Hispanic American
  - ▶ Asian American
  - ▶ Native American
- Additional phase-in funding as follows:
  - FY19 = 15% of operations up to \$125,000
  - FY20 = 17.5% of operations up to \$137,500
  - FY21 = 20% of operations up to \$150,000

# Comparison of Arts Agency Operational Funding

**2008 Total Funds Awarded**



**2018 Total Funds Awarded**



- In 2008 there were 28 total agencies.
- In 2018, there were 39 total agencies – 10 of the new agencies were small and 1 large

# Base Operational

- ▶ Includes safeguard for decreases (max 25%).
- ▶ Increases (max 25%) prioritized as follows:
  - Cultural Specific Agencies
  - Small Organizations < \$1M
  - New Small
  - Mid-Size Organizations \$1M - \$3M
  - New Mid-Size
  - Large Organizations >\$3M
  - New Large

# Base Operational Scale

Total Agency Operating Budget	Current City Max Award	New City Award
< \$0.5	50%	30%
\$0.5 M – \$1 M	20%–50%	25%
\$1M–\$2M	20%	20%
\$2M – \$4M	10%	15%
\$4M – \$6M	10%	10%
\$6M– \$10M	10%	5%
\$10M – \$15 M	10%	3%
> \$15 M	10%	0%

# Requirements

- ▶ Thorough description of artistic programming and measurement
- ▶ Policy on payment of Professional Artists
- ▶ Accessibility
  - Locations/ADA
  - Financial/Cost
- ▶ Audience engagement plan
- ▶ Requires Collaboration

(All criteria are required, not scored)

# Capacity Building

## Provide funding for:

- ▶ Leadership training, coaching, professional development
- ▶ Strategic
- ▶ Marketing
- ▶ Development





# Major Policy Changes to Arts Agency Funding

- Creates **Certainty** and **Reduces Risk** by:
  - Funding Cycle increasing from 2 year to 3 years
  - Removing competition from Operational Grants
  - 25% max increase or decrease from prior year
  - Phase-in for new agencies
- **Cultural Equity**
  - Creates special funding category for Cultural Specific Agencies

# Arts Agency Funding Agency Process Timeline



February 26 – Request for Applications  
opens (Blackout period begins)

April 20 – Applications Due  
May – Evaluation Process

June– Approval by Arts Funding Committee  
& SA Arts Commission

September –FY19 Budget Adoption  
October – New contracts begin

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