

City of San Antonio  
**Department of Arts  
& Culture**

**Arts Agency  
Funding Guidelines**

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Presented by  
Debbie Racca-Sittre, **Director**  
February 2, 2018



# Cul-TÚ-Art Plan



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



October 2016 - Film  
February 2017 - Centro de Artes



January 2018 – Public Art  
February 2018 – Arts Funding Guidelines



September 2018 – Music  
& Cultural Districts Framework



# Cul-TÚ-Art Process



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

SAAC  
Oversight

- **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 Dist.)
- **Stakeholder Meetings** (Arts Agencies, Westside Arts Coalition & Performing Arts Collective)

# Cul-TÚ-Art Plan Objectives

**Cultural  
Equity**

**Economic  
Development**

**Accessibility**

**Innovation  
and  
Collaboration**

# Major Policy Changes to Arts Agency Funding

- Moves from 2 year to 3 year Funding Cycle
- Creates a new **Equity** funding category for Cultural Specific Agencies
- Creates **Certainty** for Agencies - Removes competition from Operational Grants

# Eligibility

- Must be SA headquartered Arts or Cultural Non-Profit up to date w/ IRS
- Agency must have 3 year history /operations
- Phase-in funding for new agencies to ensure capacity to handle City funds

# Requirements

- Policy on payment of Professional Artists
- Board Diversity Plan
- Accessibility
  - Locations
  - Financial / cost
- Audience engagement plan
- Collaboration
- Thorough description of artistic programming and measurement

(All criteria are required, not scored)

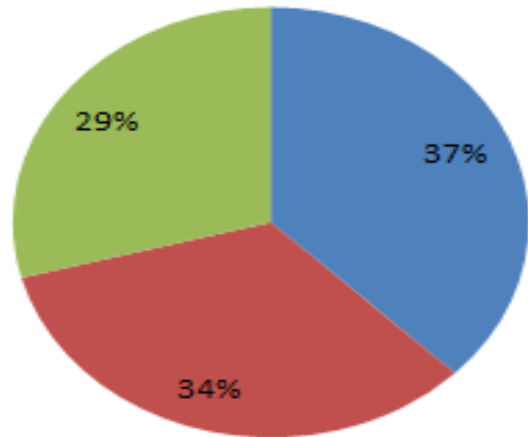
# Accountability

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

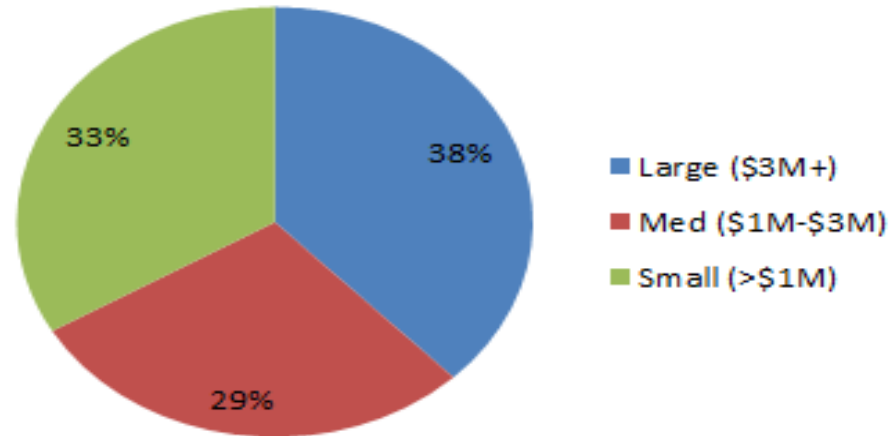


# Comparison of Arts Agency Operational Funding

**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 Scale

Total Agency Operating Budget	Current City Max Award	New City Award
< \$0.5 M	50%	30%
\$0.5 M - \$1M	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%

# Base Operational

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

# Equity: Cultural Specific

- 2/3 of surveyed respondents indicate that they would be interested in Latino, Native American and Women's culturally specific programs.
- Additional funding for agencies with mission to preserve/promote women/minority culture 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

# Proposed Policy

## FESTIVALS

- ▶ *Arts festivals/fairs/ parades is the offering rated highest in terms of interest to survey participants.*
- ▶ Fund up to 20% of the cost of the festival
- ▶ Funding based on score using quality-based criteria



# Proposed Policy



**2016 NALAC award to Composer Federico Chavez Blanco for a high school musical score: Cenicienta, a Quinceañera with a taste of Cinderella**

## ARTIST REGRANTING

- ▶ Agency Mission must include re-granting
  - NALAC
  - SA Artist Foundation
- ▶ Up to \$40,000/agency (up from \$30,000)
- ▶ Will include training & technical assistance

# Capacity Building

## Provide funding for:

- ▶ Leadership training, coaching, professional/staff development
- ▶ Strategic planning, consulting services, technology resources
- ▶ Marketing plans/marketing
- ▶ Development/fundraising strategies

# Proposed Policy Funding Priority

1. Festivals
2. Artist Re-Granting
3. Cultural Specific Support
4. Base Operational
5. Capacity Building
6. Rental of city facilities for performances (no funding – department will seek waivers and fee reductions)



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