This document is an optional template. Each page in this document describes one of the narrative questions in the Nexus Application and provides a box to draft your answers. Whether using this template or another document, we encourage applicants to draft their answers separately and paste them into the Submittable form once completed.

The first question of the scored portion of the application is not included in this template because it is a multiple choice.

[2: Key Constituencies & Creative Mission – Up to 20 Points 2](#_Toc173156543)

[3: Cultural Leadership - Up to 20 Points 3](#_Toc173156544)

[4: Cultural Activities - Up to 20 points 4](#_Toc173156545)

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## 2: Key Constituencies & Creative Mission – Up to 20 Points

**Identify your key constituencies. How do you serve them through your artistic goals, creative mission, and experience producing public events?**

For the purposes of this program, key constituencies that will be prioritized are community groups that are at immediate risk of cultural erasure and displacement within Austin and/or have been institutionally marginalized and under-funded by the City of Austin Cultural Arts Division.

Key constituencies are those who are deeply impacted by your work, like participating artists, staff, creative advisors and/or community groups, some avid audience members etc. Key constituencies are not necessarily just your audience.

Answer must include:

* Your key constituencies (see [Additional Program Details](https://www.austintexas.gov/sites/default/files/files/EDD/CulturalArts/Nexus_HOT/Nexus%202024/UpdatedProgramDetail_Appendix.pdf) for definition)
* Your creative mission and/or artistic goals

*Write your answer here …*

## 3: Cultural Leadership - Up to 20 Points

**Who holds decision-making power in your creative practice and how do you/they represent your key constituencies?**

Your answer could include:

* You, the individual artist applicant
* Executive and Creative Leadership
* Advisory Board
* Creative Advisors

*Write your answer here …*

## 4: Cultural Activities - Up to 20 points

**Part 1 - Up to 10 Points: What are your proposed public activities?**

Your answer should address:

* Description of proposed activities (who, what, when, where)
* Desired outcome or impact of your proposed activities, including how equity is centered.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Name of Proposed Activity** | **Proposed event dates** | **Proposed event location** | **Event Description** |
| Activity 1 |  |  |  |  |
| Activity 2 |  |  |  |  |
| Activity 3 |  |  |  |  |
| Activity 4 |  |  |  |  |
| Activity 5 |  |  |  |  |
| Activity 6 |  |  |  |  |
| Activity 7 |  |  |  |  |
| Activity 8 |  |  |  |  |
| Activity 9 |  |  |  |  |

**Part 2- Up to 10 Points: What is the desired outcome or impact of your proposed activities, including how equity is centered?**

Your answer should address:

* How key constituencies are involved in the development of the activities

To see list of eligible and ineligible expenses please look at pages 3 & 4 for the [Nexus Grant Guidelines](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.austintexas.gov%2Fsites%2Fdefault%2Ffiles%2Ffiles%2FEDD%2FCulturalArts%2FNexus_HOT%2FNexus%25202024%2FUpdated_24_25_Nexus%2520Guidelines-English.pdf&data=05%7C02%7Cmcontreras%40thelongcenter.org%7C5d9815106e03427ab1b308dcaffc2d18%7Ce9a4ffc1ba0a488c8d85ccabc12d4c7d%7C0%7C0%7C638578744984618230%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=j6jGWQZEcHI5kTZ2udQfzFrlUC13zudf3wuy1%2BheArM%3D&reserved=0).

*Write your answer here …*

## 5: Accessibility - Up to 5 points

**What is your plan to provide specialized accommodations and/or programming for individuals within the disability community at your proposed activities?**

Your answer should address:

* Name at least one community you are trying to serve and the specific services or adaptations you will provide
* Plan for implementation of services
* Name(s) of service provider and/or participation of a trained professional in administering services or adaptations

Accessibility accommodations that are “upon-request only” are not considered to be specialized.

Hosting activities in an ADA accessible facility, by itself, is also not considered to be specialized.

See [Additional Program Details](https://www.austintexas.gov/sites/default/files/files/EDD/CulturalArts/Nexus_HOT/Nexus%202024/UpdatedProgramDetail_Appendix.pdf) for more information on accessibility resource.

*Write your answer here …*

## 6: Language Accessibility - Up to 5 points

**What is your plan to provide specialized language access accommodations or programming for non-English speaking communities at your proposed activities?**

Your answer should address:

* Name at least one community you are trying to serve and specific services or adaptations you will provide
* Plan for implementation of services
* Name(s) of service providers and/or participation of a trained professional in administering services or adaptations. Applicants may name a qualified native speaker as a service provider if applicable.

Accessibility accommodations that are “upon-request only” are not considered to be specialized.

*Write your answer here …*

## 7: Marketing - Up to 10 points

**Describe how you will market your proposed activities.**

Your answer should include your **marketing platforms** (ex: social media, web, newsletter, print, radio/tv, etc.) and specialized marketing efforts to reach:

1. Audiences within **your** key constituencies
2. **New** audiences within the City of Austin’s Priority Key Constituencies
3. Audience members with disabilities and/or audience members whose primary language is not English
4. Tourists

An applicant’s key constituencies are **NOT** required to align with the City’s priority key constituencies (as defined in the [Additional Program Details](https://www.austintexas.gov/sites/default/files/files/EDD/CulturalArts/Nexus_HOT/Nexus%202024/UpdatedProgramDetail_Appendix.pdf)) to receive points for Item 1. HOWEVER, Item 2 requires the applicant to reach **NEW** audiences within the City’s priority key constituencies that are **not reached through Item 1.**

Utilizing two or more forms of social media (ex: Facebook and Instagram) will only count as **ONE** marketing platform.

|  |  |  |
| --- | --- | --- |
| **Audience Type** | **Marketing Platform(s) - Can list more than one platform per audience type** | **Description of plan to reach audience type - Can include outreach timeline, number of touchpoints, promotion method, etc.**  |
| YOUR Key Constituencies |  |  |
| NEW Audience from City’s Priority Key Constituencies |  |  |
| Community Members with Disabilities and/or Community Members whose primary language is not English |  |  |
| Tourists |  |  |

## 8: Budget - Up to 10 points.

**Complete the budget table with ways you will use this grant to produce your proposed activities.**

Your answer should address **payment to artists and/or administrators** and:

1. Estimated expenses related to providing specialized accessibility and/or language access services
2. Estimated expenses related to marketing to current or new audiences
3. Explanation of expenses to produce your activities
4. Budget should be reflective of this application

The table below is where you will state your predicted budget details. It is important to match your numbers to the descriptions you gave in earlier questions. For example: if you told us in Question 4 that you would spend most of your money on production, but the budget shows most of the money going to marketing, it will confuse the reviewers. **Your total expenses should equal (and not be greater than) $5000.** Please use the description column of the budget table to explain how personal funds/in-kind donations will be used in the proposed activities.

|  |  |  |
| --- | --- | --- |
| **Expense Categories** | **Grant Amount Allocation** | **Detailed Description of proposed expenses (how many people/items will be paid for and at what rate)** |
| Payments to Artists |  |  |
| Payments to Admin Support |  |  |
| Marketing |  |  |
| Venue/Office Rental |  |  |
| Production Fees |  |  |
| Supplies/Materials |  |  |
| Accessibility Services |  |  |
| Equipment Rental |  |  |
| Fiscal Sponsor Fees |  |  |
| **Grant Total** | **$5000** |  |