This document is an optional template. Each page in this document describes one of the narrative questions in the Elevate and Thrive 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.

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[2: History of Service - Up to 10 Points in Elevate/15 Points in Thrive 3](#_Toc1392940921)

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[5: Intersectionality and Inclusion – Up to 10 points 6](#_Toc1428747587)

[6: Accessibility - Up to 10 points 7](#_Toc1657855709)

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[8: Marketing - Up to 10 points 9](#_Toc1818351561)

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## 1: Key Constituencies & Creative Mission – Up to 15 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 not necessarily just your audience. They may also include others who are deeply impacted by your work, like participating artists, staff, creative advisors and/or community groups, etc.

Answer must include:

* Identify 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)
* Artistic goals and/or creative mission
* [Operationalized equity](https://drive.google.com/drive/folders/1vPUJKgJlNt3jE9RBb4XY8Kx6gSB1-Zy7?usp=drive_link) work within your creative practice/organization

*Write your answer here …*

## 2: History of Service - Up to 10 Points in Elevate/15 Points in Thrive

**How have you met the needs of your key constituencies?**

Your answer should include:

* Your specific history in service to key constituencies
* Your founding history and community service goals
* Description of how you have directly improved access to opportunities for your key constituencies

Examples of opportunity creation:

* Leadership roles
* Jobs
* Social services
* Career development
* Networking
* Education
* Mentoring or partnerships
* Providing free or low-cost spaces

*Write your answer here …*

## 3: Cultural Leadership – Up to 10 Points in Elevate/15 Points in Thrive

**Who holds decision-making power in your creative practice and how do they represent your key constituencies through their lived experience?**

Your answer could include:

* You, the individual artist applicant
* Executive and Creative Leadership
* Board of Directors and/or Advisory Board
* Creative Advisors

*Write your answer here …*

## 4: Cultural Activities - Up to 10 points

**What is your proposed public activity?**

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

*Write your answer here …*

## 5: Intersectionality and Inclusion – Up to 10 points

**Describe how intersectionality is incorporated into your activities.**

The City values intersectionality and inclusion.

The term intersectionality was coined by Kimberlé Williams Crenshaw. Intersectionality is where different parts of an individual’s identity, like their race, class, and gender, can overlap and result in that person experiencing special challenges or discrimination that's unique to their lived experience.

Your answer should include:

* Identify the intersectional identities participating in your activities
* How those identities are included in the creation and presentation of your activities

*Write your answer here …*

## 6: Accessibility - Up to 10 points

**Describe the specialized accommodations and/or programming for individuals with disabilities that you intend to provide at your proposed activities, if any.**

Your answer should address:

* Specific services or adaptations you will provide
* 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 resources.

*Write your answer here …*

## 7: Language Accessibility - Up to 10 points

**Describe the specialized language access accommodations or programming for limited or non-English speaking communities that you intend to provide at your proposed activities, if any.**

Your answer should address:

* Specific services or adaptations you will provide (including the language(s) they will be provided in)
* Name(s) of service providers 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.

*Write your answer here …*

## 8: 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.

*Write your answer here …*

## 9: 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**.** Please use the description column of the budget table to explain how personal funds/in-kind donations will be used in the proposed activities.

**Your total expenses should equal your highest possible award amount. Award amounts are determined by your application score.**

**Budget Amounts**

* The budget for Independent Artists and Creative Businesses should be: $30,000
	+ Independent Artists and Creative Businesses ***should not*** include Capacity Building Expenses or Capital Expenses in their budget
* The budget for Non-profits applying only for Elevate should be: $80,000
* The budget for Non-profits applying for both Elevate and Thrive should be the year one max: $150,000

|  |  |  |
| --- | --- | --- |
| **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** |  |  |

## 10: THRIVE APPLICANTS ONLY: Cultural Institution Status – Up to 10 Points

**What steps will you take over the two-year grant cycle that will move your organization closer to becoming a cultural institution in Austin?**

**You must provide 2 to 3 goals for each funding year and describe how these goals move you closer to becoming a cultural institution.**

Your answer could include:

Bringing back operations and activities reduced during the pandemic:

* Mission revision
* Re-launching programming from before the pandemic
* Stabilizing and/or expanding administrative resources and staff

Improving and sustaining **existing** operations by developing systems to diversify revenue streams:

* Cash donations/grants
* Paid services
* Ticket sales
* Donations of goods
* Capacity building/training/certification

Developing **new** initiatives:

* Hiring new staff
* Developing new programming
* Creating a strategic plan

Asset acquisition:

* Acquiring or maintaining a long-term lease
* Purchase of equipment valued under $2,000

Deepening relationship-oriented contributions from your community:

* Board development
* Volunteers
* Mentorships or partnerships
* Collaborations with community members/leaders
* Audience participation

*Write your answer here …*