



Austin Arts, Culture, Music and Entertainment

The Creative Reset: Phase One

September 2025

File ID: 25-1876

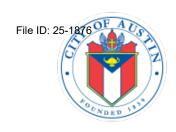
The Creative Reset: Phase One What We Did At-A-Glance

- Answered the Call
- Listened to the Community
- Led with Trust & Transparency
- Learned the Art of the Pivot
- Enhanced the Funding Programs based on Community Feedback



"We painted the mural while the gallery was already open."

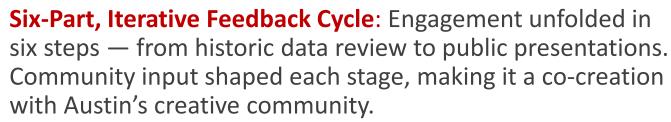




The Power of Engagement

AACMEs Engagement Approach & Analysis





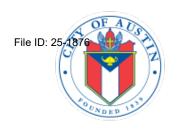
Multiple Engagement Channels: 1:1 meetings, surveys, citywide sessions, focus groups, and community-hosted events where ACME listened.

Community-Led Contributions: Draft guidelines were cowritten with community members, and their ideas were directly incorporated.

Extended Timelines: Engagement periods were lengthened based on community requests.

Al + Human Analysis: Advanced tools identified themes and provided an analysis of all data collected; staff ensured context and nuance were preserved. Scan QR Code or click this limbeto view community feedback analysis.





Enhanced Funding Programs



Funding Guideline & Applications:

- Community Engagement Process
- Feedback loop with Commissions
- Feedback loop with all-staff
- Public Input, share-out of progress along the way
- Updated application process to enhance User Experience



Major department-wide enhancements:

- Strengthened SOP's to prevent issues such as double-dipping in funds
- Universal appeals process for all grant programs
- Updated Panel process for programs that use that



City of Austin AACME Funding Programs: Eligibility At-A-Glance Economic Opportunity Committee Meeting Backup: September 19, 2025

File ID: 2



FUND SOURCE	Cultural Arts Fund (HOT)		Live Music Fund (HOT)	General & Incentive Funds	Historic Preservation Fund (HOT)		
APPLICANT CATEGORY	Thrive	Elevate	Nexus	Austin Live Music Fund	Creative Space Assistance Program	Capital Projects (Historic designation with activities highlighting site's local history)	Heritage Events (History- informed activities highlighting site's local history)
501 (c)(3) Arts Nonprofit	>	>	-	-	-	~	✓
501 (c)(3) Arts Nonprofit w/ Creative Space	>	>	-	-	~	~	✓
501 (c)(3) Nonprofit (non-arts)	-	-	-	-	-	~	✓
State of Texas Designated Arts Nonprofit	•	>	•	•	-	-	-
For-Profit Arts Group	ı	~	>	-	-	-	-
For-Profit Individual Artist	-	~	>	-	-	-	-
For-Profit Professional Musician	-	~	>	~	-	-	-
For-Profit Independent Promoter	-	~	~	~	-	-	-
Organization w/ Eligible Creative Space	-	-	-	>	~	~	501 (c)(3)
For-Profit Business	-	~	>	>	~	>	~
Fiscal Sponsor Allowed	-	~	~		- 7 of 15	-	-

^{*}See <u>program guidelines</u> for restrictions and eligibility definitions; see <u>Eligibility Categories & Award Amounts Breakdown</u> in expanded detail

Nexus Grant



Grant Agreements are for a 12-month term and awarded in two categories:

Applicant	Award Amount
Individual Artist / Arts Group (one year experience)	\$5,000 OR \$10,000 based on score



- Focus on individual artists/arts groups
- Award amount options (\$5K or \$10K)
- Now eligible for appeals process





Grant Agreements are for a 12-month term and awarded in four categories:

Applicant	Award Amount
501(c)(3) Arts Nonprofit	
operating budget greater than \$300,000	Award up to \$80,000
operating budget of \$100,001 to \$299,999	Award up to \$60,000
operating budget of \$50,001 to \$100,000	Award up to \$50,000
operating budget under \$50,000	Award up to \$30,000
State of Texas Nonprofits/Arts Group	
operating budget \$50,001 to \$500,000	Award up to \$40,000
operating budget under \$50,000	Award up to \$30,000
Individual Artist	
Minimum two-year production history in Austin operating budget \$500,000 or less	Award up to \$30,000

- Similar applicants competing together (budget size)
- Larger award size range for individual artist
- Updated panel process



Thrive Grant

Grant Agreements are for a 24-month term and awarded in two categories:

Applicant	Maximum Total Award	Annual Award Cap
501 (c)(3) Arts Nonprofit with Creative Space	Up to \$250,000 total over 2 years	Up to \$125,000 per year
501 (c)(3) Arts Nonprofit without Creative Space	Up to \$170,000 total over 2 years	Up to \$85,000 per year



- Similar applicants competing together (budget size and creative space)
- Awardees from previous cycles are eligible for an award, no restrictions
- Updated panel process

File ID: 25-1876

Creative Space Assistance Program

Grant Agreements are for a 12-month term:

Applicant Organization w/ Eligible Creative Space	Award Amount
All Applicants must have at least a \$60,000 operating budget:	
Live Music Venue	
Performance Venue / Theatre	\$60,000
Museum / Art Gallery	
Multi-Use	

- Flat award amount, based on feedback
- Updated creative space definition/use



Austin Live Music Fund



Grants are awarded in three categories:

For-Profit Applicant	Award Amount
Professional Musician & Independent Promoter	\$20,000 with 24-month Grant Agreement term
Professional Musician & Independent Promoter	\$5,000 with 12-month Grant Agreement term
Live Music Venue with at least a \$60,000 operating budget	\$70,000 with 12-month Grant Agreement term



- Updated award amounts based on feedback
- Updated scoring criteria based on feedback
- Updated panel process

Economic Opportunity Committee Meeting Backup: September 19, 2025



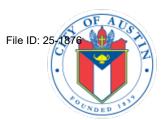
Heritage Preservation Grant

Grants are awarded in two categories:

Project Types		Award Amounts & Term	
Heritage Events (Local, State, or National Designated Historic Location)		Up to \$150,000 with 12-month Grant Agreement term	
Heritage Events (Eligible Properties Pursuing a Designation; or Historic Location with No Designation)		Up to \$50,000 with 12-month Grant Agreement term	
Capital Improvement Projects		Up to \$250,000 with a 24-month Grant Agreement term	



- Expanded funding categories, to include events
- Historic interior flooring repairs and mechanical/electrical upgrades are now eligible



Planned Launch Calendar

2025

Oct 21, 2025

Elevate

Austin Live Music Fund

CSAP

Heritage Preservation Grant

2026

March	July	September
Nexus	Elevate Thrive Austin LMF Historic Preservation Grant	Nexus

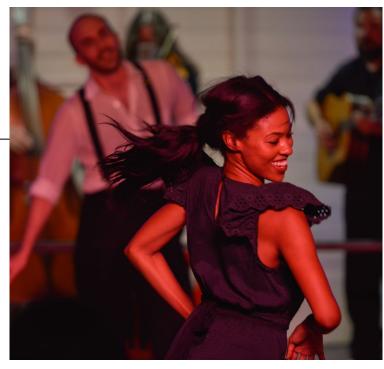
2027

March	July	September
Nexus	Elevate Austin LMF CSAP Historic Preservation Grant	Nexus









Austin Arts, Culture, Music and Entertainment Amplifying Austin's Creative Spirit

ACME@austintexas.gov 512-974-1624