

**CITY OF SAN ANTONIO
INTERDEPARTMENTAL MEMORANDUM
OFFICE OF CULTURAL AFFAIRS**

TO: Mayor and City Council

FROM: Felix Padrón, Director

THROUGH: Terry M. Brechtel, City Manager

COPIES TO: Roland Lozano, Assistant to the City Manager; City Attorney's Office; File

SUBJECT: Authorizing policy changes to the Arts in the Community program

DATE: April 17, 2003

SUMMARY AND RECOMMENDATIONS

This ordinance approves changes to the Arts in the Community (AIC) program to support arts and cultural activities within San Antonio's diverse communities. The changes establish that the program will be implemented every two years to all ten Council Districts, funded projects will be required to have a publicly accessible culminating product or activity, matching funds will not be required for first time applicants, and the review criteria will be based on a 100-point scale and now include "Partnership, Impact & Sustainability" and "Audience Development & Promotion".

The Cultural Arts Board and Staff recommend approval.

BACKGROUND INFORMATION

In response to the Community Revitalization Action Group's (CRAG) recommendation, the Office of Cultural Affairs established the Arts in the Community Program on July 27, 1999. The objectives of the program are to broaden access to quality arts programming in underserved areas and support partnerships among arts organizations and non-arts organizations in all sectors of the community. The AIC program currently has an annual allocation of \$100,081 derived from Hotel Occupancy Tax (HOT) funds to support projects. Funding rounds alternate between even and odd council districts, with \$20,000 set aside per council district. (However, the program is currently operating on a two-year cycle with an accumulative budget of \$200,000.) Since the program's inception, a total of forty-five projects have been funded.

During the first and second rounds of funding in FY 98-99 and 99-00, City Council approved \$139,200 for twenty-one projects in May 2001. All council districts were served except Council District 8, leaving a carry over of \$60,800 to the third funding round.

In the third round of funding consisting of FY 00-01 and 01-02, City Council approved \$228,800 for twenty-four projects in May 2002, serving all ten Council Districts. \$59,500 was carried over to the next funding cycle.

On January 23 and February 13, 2003, Staff and the Neighborhood Arts Subcommittee of the Cultural Arts Board met to review the AIC program. A summary of the recommended policy changes is as follows:

- The program was originally created to be implemented each fiscal year to five Council Districts, alternating between even and odd districts. The proposed policy allows the program to be implemented every two years to all ten Council Districts, distributing the combined \$200,000 allocation at one time.
- Previously, all applicants were required to provide a 1:1 match in any combination (cash or in-kind) of non-City dollars. The proposed policy removes the match requirement for first-time applicants only, making the process more accessible to new and/or younger organizations wherein additional fund raising is a hardship.
- The proposed policy establishes that all AIC projects be required to have a publicly accessible culminating product or activity that can be marketed citywide, further emphasizing the existing tourism requirement of the HOT Tax while also promoting a stronger community constituent base.
- Previously, the review process was based on a 75-point scale with the following criteria:

Artistic Merit/Cultural Relevance	(25)
Artist/Community Involvement	(15)
Impact & Sustainability	(15)
Access, Management, & Responsiveness	(10)
Budget & Schedule	(10)
City Plan, Programs & Initiatives	(Possible extra 5-10)

The proposed policy establishes a 100-point scale to simplify scoring methods. The following changes to the review criteria are tailored to emphasize the HOT Tax tourism requirement and to clarify evaluation measures.

Artistic Merit & Cultural Relevance	(40)
Partnership, Impact & Sustainability	(30)
Budget & Schedule	(20)
Audience Development & Promotion	(10)
City Plans, Programs & Initiatives	(Possible extra 5-10)

The Cultural Arts Board approved the changes on March 25, 2003.

POLICY ANALYSIS

This ordinance is consistent with the CRAG recommendation to support "community partnering" projects that foster partnering opportunities with homeowner associations, business alliances, neighborhood associations and community groups, and the arts community. It also continues to support the Hotel Occupancy Tax tourism requirement.

FINANCIAL IMPACT

The AIC program has an allocation of \$ 159,581 to support a fourth round of applications that will be initiated this fiscal year. These funds are itemized as follows: \$100,081 (FY 02-03) and \$59,500 carried over from the last funding round.

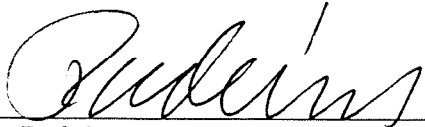
Approval of this request will not affect the City's General Fund.

COORDINATION

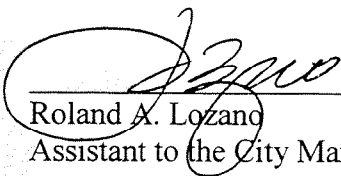
This item has been coordinated with Cultural Arts Board, City Manager's Office, and the City Attorney's Office.

SUPPLEMENTARY COMMENTS

Provisions of the Ethics Ordinance do not apply.

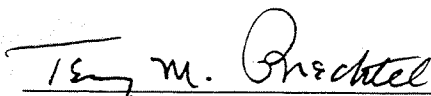


Felix Padrón
Director of the Office of Cultural Affairs



Roland A. Lozano
Assistant to the City Manager

APPROVED:



Terry Brechtel
City Manager