

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Museums and Cultural Affairs

AGENDA DATE: January 25, 2011

CONTACT PERSON NAME AND PHONE NUMBER: Sean McGlynn, MCAD Director, 541-4898

DISTRICT(S) AFFECTED: 8

SUBJECT:

APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.

Discussion and Action regarding the proposed redistribution of \$200,000 in HOT funds originally allocated for "Texas vs. the Nation" to cultural activities downtown.

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

MCAD has created proposed scenarios for use of \$200,000 in HOT funds that would be directed at sustaining signature downtown cultural events and activating increased cultural tourism. Proposed activities will increase opportunities for local artists and opportunities for citizens' and visitors' leisure downtown.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

During LRC session on 11/04/10, Council asked MCAD to come back with a proposal on how funds could be used.

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

\$200,000 HOT Funds

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:

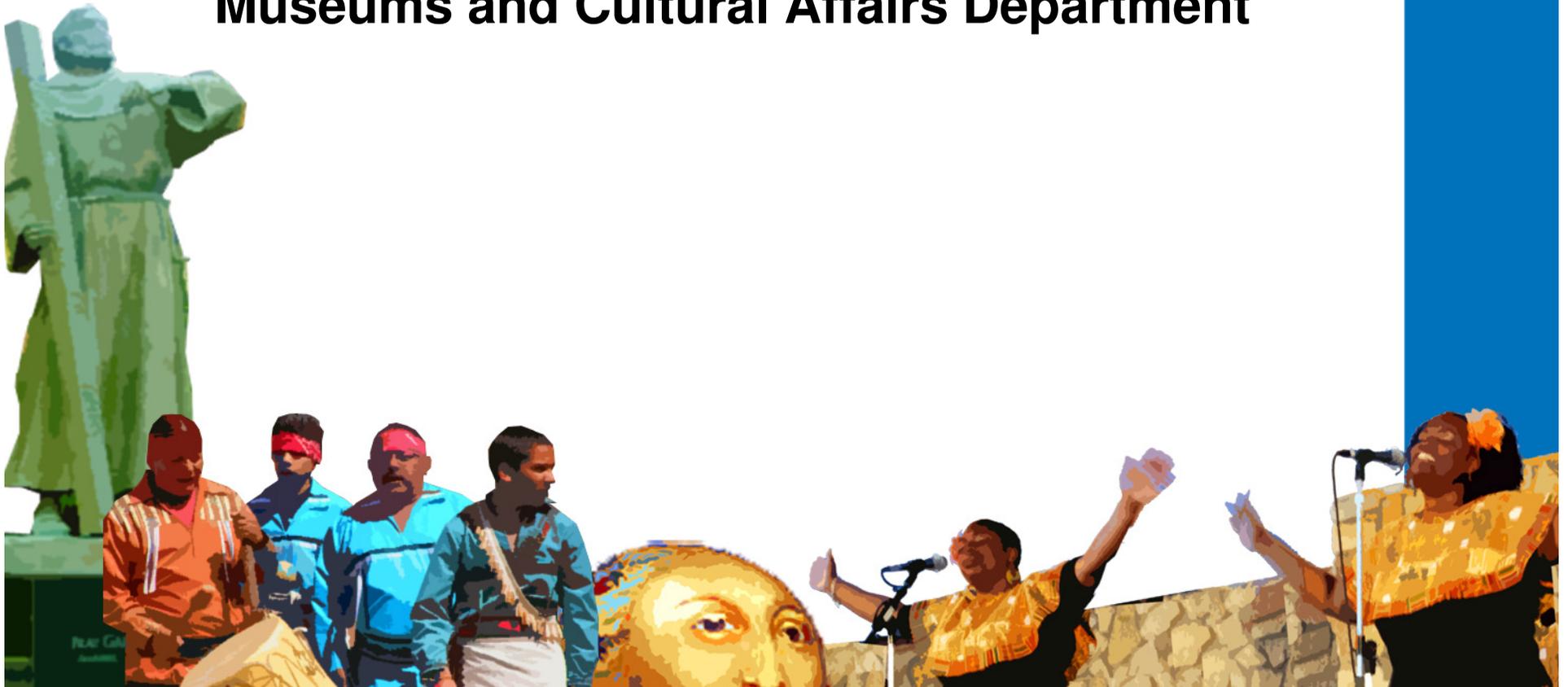
(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

Information copy to appropriate Deputy City Manager



\$200,000 Reprogrammed HOT Funds

Museums and Cultural Affairs Department



MCAD's Cultural Funding Program

- **In FY11, MCAD granted \$331,180**
- **Awardees are comprised of 51 organizations and 15 local artists**
- **Range in size from the El Paso Symphony Orchestra to Trenzadas Chicana Artist Collective**
- **20% of funding supports festivals**

Currently:

MCAD provides significant festival support

Distributing an average of \$60,000/year through Project Support Program

- 16 de Septiembre Festival
- 20 de Noviembre (Mexican Revolution Festival)
- Ballet Folklórico Festival
- Binational Independent Film Festival
- Cesar Chavez Festival
- Chicano Heritage Festival
- Contemporary Mexican Literature Conference
- Día de los Muertos Festival (Downtown)
- Día de los Muertos Festival (La Fe Cultural Center)
- El Paso Summer Music Festival
- Fiesta de las Flores
- Mariachi Festival
- Jazz Festival
- Juntos Arts Festival
- Ysleta Mission Festival

Cultivating Signature Arts and Culture Events/Festivals

- Signature Events/Festivals are an essential component in:
 - Promoting cultural tourism
 - Attracting and retaining businesses and talent
 - Urban redevelopment
- Our fledging events/festivals grapple with sustainable growth and increasing demand
- 2010 NEA Study on Arts Festivals shows:
 - Signature festivals require a decade of operations to achieve sustainability and success
 - Local government is critical source of support; Municipalities manage these relationships over long-term periods
- Local government funding is the leverage for greater private funding and donations

Three Proposed Scenarios

- 1. Public/Private Partnership**
- 2. Market Driven (Downtown Restricted)**
- 3. Market Driven (Downtown Emphasis)**

All Scenarios Include a Competitive Process

- Require a 1:1 cash match
- Require a 5-year Business Plan
- 100 point system, graded as follows
 - **50% Artistic Excellence**
 - **25% Capacity**
 - **25% Impact to Cultural Tourism**
 - **Bonus points**
 - 5 points for new events
 - 5 points for events sited in the downtown cultural district

3-Year Granting Term*

- **1st Year = 100% Funding**
- **2nd Year = 75% Funding**
- **3rd Year = 50% Funding**
- **After that, events cycle off**

***based on availability of HOT Funding**

Example of 3-Year Granting Term

An applicant successfully proposes a downtown theatre festival and has a \$5,000 match.

In the proposed competitive funding timeline, they would receive:

- Year 1: \$5,000 (100% of request)**
- Year 2: \$3,750 (75% of request)**
- Year 3: \$2,500 (50% of request)**
- Year 4: Cycle off**

Successful Event Planning Requires 12 months of preparation

- Allowing for diverse sponsor cultivation, proper permit protocol & proper planning

As a result, MCAD would not release all competitive funds in current fiscal year

- \$20,000 Neon Desert Music Festival
- \$25,000 Mission Trail (County Challenge)
- \$30,000 Comprehensive Cultural District Website for Tourists

Scenario 1: Public/Private Partnership

- 50% for Competitive Process to Support Downtown Recurring Events/Festivals
- 50% for MCAD Downtown Programming
 - Artist Marketplace (investigating inclusion of Farmer's Market Component)
 - Dancing in the City
 - Chalk the Block

Scenario 2: Market Driven (Downtown Restricted)

- 85% Competitive Process to Support Downtown Recurring Events/Festivals
- 15% MCAD Signature Downtown Programming
 - Dancing in the City
 - Chalk The Block

Scenario 3: Market Driven (Downtown Emphasis)

- 85% Competitive Process to Support Recurring Events/Festivals
 - 80% for downtown projects
 - 20% for projects outside downtown
- 15% MCAD Signature Downtown Programming
 - Dancing in the City
 - Chalk the Block

Questions?