

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

DEPARTMENT: Museums & Cultural Affairs

AGENDA DATE: May 21, 2013

CONTACT PERSON NAME AND PHONE NUMBER: Sean McGlynn, MCAD Director. 915-541-4898

DISTRICT(S) AFFECTED: All

SUBJECT:

That the KickstART Downtown Funding Guidelines (attached as Exhibit A) be approved as recommended by the Museums and Cultural Affairs Advisory Board and Museums and Cultural Affairs Staff

BACKGROUND / DISCUSSION:

Previously approved guidelines are being amended to allow current awardees whose events have a clear demonstration of tourism draw for downtown and positive regional media to re-apply once their period of support has expired. Current guidelines stipulate awardees are eligible only for one cycle of three-year support.

PRIOR COUNCIL ACTION:

Council approved prior guidelines March 22, 2011.

AMOUNT AND SOURCE OF FUNDING:

HOT Fund: 454/54260/2321/522150

BOARD / COMMISSION ACTION:

Revised guidelines approved by Museums & Cultural Affairs Advisory Board on March 28, 2013

*****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

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the KickstArt Downtown Funding Guidelines (attached hereto as Exhibit "A") be approved, as recommended by the Museums and Cultural Affairs Advisory Board and Museums and Cultural Affairs Staff.

ADOPTED this _____ day of _____, 2013.

CITY OF EL PASO

John F. Cook, Mayor

ATTEST:

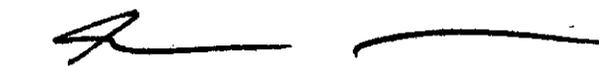
Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:



Kristen L. Hamilton
Assistant City Attorney

APPROVED AS TO CONTENT:



Sean P. McGlynn, Director
Museums and Cultural Affairs Department

CITY CLERK DEPT.
2013 MAY 14 AM 9:40

EXHIBIT "A"



FUNDING GUIDELINES **Fiscal Years 2014-2016**

PURPOSE

To provide support to El Paso recurring arts, cultural and sporting events that activate and enrich downtown El Paso, in particular the Downtown Arts District, with high quality public experiences that are innovative, accessible and promote both tourism and local interest in downtown El Paso.

WHAT WILL BE FUNDED

KickstArt Downtown funds can be used for project related expenses such as production costs, permits, artistic/talent fees, coordination (including non-permanent event staffing), audience development, and marketing for recurring arts events and recurring sporting events that promote tourism.

PREVIOUSLY SUPPORTED KICKSTART DOWNTOWN EVENTS

- Plaza Classic Film Festival
- Neon Desert Music Festival
- Sun City Pride
- El Paso Marathon
- Kidspalooza family festival by the El Paso Symphony Orchestra
- Street Fest
- Taste of El Paso
- Mexican Food World Cook-Off

PROGRAM ELIGIBILITY CRITERIA

Applicants must meet all of the following criteria:

- Have a demonstrated capacity of at least three (3) years of successful public programming
- Have qualified artistic/administrative leadership capable of completing the proposed project with a commitment to funding artists and artistic products and promoting tourism
- Proposed activities must start no earlier than September 1, 2013, and end no later than August 31, 2014, of the applicable City of El Paso fiscal year
- Proposed project must be conducted within the boundaries of Downtown El Paso, with an added incentive for events within the Downtown Arts District (see enclosed map for accurate Arts District and Downtown El Paso boundaries). In the event a funded project moves outside of the Downtown El Paso boundaries at any point during the contract period, the project will be deemed noncompliant and the contract will be considered null and void, and no longer eligible to receive any remaining funding, without exception

- Must be a recurring annual event
- Proposed project must be able to demonstrate a draw to tourists
- Awardees must submit a final report following each event and include a budget summary
- Awardees must not be the recipient of another MCAD cultural funding award for the same project in the current fiscal year
- MCAD Employees and family members in the same household can not apply
- One time events/programs or events that are primarily operated as fundraisers are ineligible

AWARD, FUNDING LIMITS AND MATCHING FUNDS

Successful applications will result in a 3-year, tiered award (funding each year is dependent on available funding allocations). **A 1:1 match is required for all awards.** In-kind contributions will not be considered for match. The maximum initial award for this program is \$20,000. The total award will not exceed more than 50% of the proposed project's budget.

For non-profit organizations, the maximum request may not exceed 50% of the organization's previous year's cash revenues as determined by the IRS 990/990EZ FORM for the two most recently completed fiscal years.

For businesses, the maximum request may not exceed 50% of the previous year's cash revenues as determined by the most recent year-end balance sheet.

For individuals, the maximum request may not exceed 50% of funds currently deposited as determined by the submitted personal financial statement.

For successful applications, the 3-year award cycle will be released as follows:

- 100% Award Amount for Year 1
- 75% of Initial Award Amount for Year 2
- 50% of Initial award Amount for Year 3

Once a project has completed and cycled through three (3) years of KickstArt Downtown funding, it is only eligible to reapply for funding if the project satisfactorily meets the following criteria over the course of the three (3) years of funding:

For Renewing Art Events:

- 1). Event has demonstrated a unique artistic and cultural experience. How in both the past and in the future will the event continue to provide an arts or cultural experience in downtown El Paso that is not offered by another local event?
- 2). Presented diverse programming, mixing more familiar genres and performers with those that are less well known to a degree that is uncommon in many arts venues. How do event organizers plan to offer programming that is both new and unique to the community in conjunction with more familiar, but not repetitive programming?

- 3.) Functioned as a gateway to new arts and culture activities by creating an informal atmosphere that encourages audiences to experience new art forms and styles. Does your event develop partnerships with other arts organizations downtown and extend audience outreach with collaborative event programming?
- 4.) Promoted professional development and a sense of community for artists. How does your event programming engage local artist or provide local artists with a unique opportunity?
- 5.) Contributed to the community's identity, local economy, increased hotel occupancy, and civic engagement. How has your event directly made an economic impact on downtown? Please provide an economic impact report and description.

For Renewing Sporting Events:

- 1). Secured additional sources of funding and title sponsorship for the event. How do the event organizers secure both title and local sponsorships? In the past three years, who have been the main sponsors for the event?
- 2). Successfully drawn a majority (over 50%) of participants from outside of El Paso. What percentage of participants in the sporting event were from out-of-town? Additionally, did this percentage increase annually? Please provide the final percentage figures for all three years.
- 3). Reached a wide geographic spectrum for event participation. How far was the geographic reach for out-of-town participants?

Additionally, renewing applicants for BOTH ARTS and SPORTING events who wish to reapply for funding must provide the following information with their application for review and consideration:

- 1). Can you estimate the impact of your event on downtown hotel occupancy over the course of the three (3) years the project has received KickstArt Downtown funding? Provide supporting documentation from three downtown hotels that explain the impact of your event on hotel occupancy by answering the following question:
Over the last three years, has the percentage of hotel occupancy coinciding with the dates of the event (a) increased (b) decreased (c) remained the same (d) don't know
- 2). Provide evidence and examples of national press garnered in favor of the event's success during the course of the three (3) funded years.
- 3). Provide collected data on out-of-town attendance and answer the following:
By what means or method was out-of-town attendance tracked (for example billing zip codes)?
Provide numbers and percentages for both overall attendance and out-of-town attendance for each year the event was funded.

Application Review

MCAD will convene a review panel of downtown stakeholders and local arts partners who will review and rank applications on July 11, 2013. Applicants are required to be present to address questions from the panel. Failure to appear before the panel will result in an automatic 20 point deduction from total score.

As funds disbursed are generated through the local Hotel Occupancy Tax (HOT), applicants will be reviewed with the following in mind per allowed use of these funds

per the **Texas Tax Code 351.101(a)** that allows the **revenue to “be used only to promote tourism and the convention and hotel industry:”**

Arts Events:

That promote the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Texas Tax Code Section 351.101(a)(4).

Sporting Events:

For a municipality located in a county with a population of one million or less, expenses, including promotion expenses, directly related to a sporting event in which the majority of participants (over 50%) are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity.

Texas Tax Code Section 351.101(a)(6).

The following criteria constitute the basis for scoring during the review of all applications:

Excellence and Innovation (50 points)

- What is the scope of service?
- Does the proposed programming demonstrate programmatic excellence?
- Does the proposed programming capitalize on previous programming or prior success?
- Do the presenters/producers present professional quality work?
- Do the presenters/producers maintain high standards in programming and services?
- Does the organization exemplify the excellence and uniqueness of the El Paso region’s diverse community?

Capacity (25 Points)

- Based on submitted financial statements, is the organization fiscally sound?
- Is the budget and/or funding request appropriate to the overall budget?
- Does the organization have diverse funding sources?
- How has the proposed project grown or been enhanced since its inception?
- Does the 5-Year plan demonstrate sustainability and plans for growth?

Impact on Downtown Tourism (25 points)

- Is the proposed project located in Downtown El Paso or in the Downtown Arts District (map of Downtown boundaries is enclosed)?
- How does the applicant offer, market, and promote its programs and services to the widest possible constituency, including residents, visitors, commuters and other cities?
- Are programs and services easily accessible to tourists and other visitors?
- Does the organization advertise in town and out of town? If so, does it address tourism promotion?
- Does the applicant have a marketing plan? If so, does it address advertising/promotion within cities within a 300-mile radius of El Paso?
- How does the applicant track out of town attendees?

Bonus Points

- New projects (5 points)
- Projects sited within the El Paso Downtown Arts District (5 Points)

CULTURAL SERVICES CONTRACT (ORGANIZATIONAL)

A letter of notification will be sent to the organization and a cultural services contract will be executed for successful applicants. The contract document includes the following requirements:

Scope of Services

Services must be recurring events or programs with long-term sustainability. Services that are to be provided to the City will be fairly specific in number and type to be provided. When the award letter is received you will have 5 working days to review the scope of work and the funding level of the award. The revised scope of work will be included in the contract.

NOTE: Should it become necessary to alter the contracted services during the contract term, a written request must be submitted and approved by the MCAD Director before the changes are implemented.

Proof of Liability Insurance

A Certificate of Liability Insurance must be returned with the contract that includes the City of El Paso as an additional insured. Whenever a policy expires and is renewed, a new copy must be submitted to the Museums and Cultural Affairs Department. Funds cannot be disbursed without proof of insurance.

Schedule of Payments

Arts/Cultural Events

Once the contract is executed, a certificate of insurance has been submitted, and a purchase order generated by MCAD, grantees are required to submit an invoice for 80% of the first year's contract amount, listing the actual services performed. If the organization's program has not begun, list the producing or coordinating activities related to the program on the invoice. The remaining 20%

balance can only be invoiced after the successful conclusion of the event in full compliance with guidelines, which includes submission of a final report.

Sporting Events

At the conclusion of the event (and after the contract is executed, certificate of insurance and purchase order generated), grantees are required to submit an invoice for 100% of the first year's contract amount along with a final report, listing the actual services performed and proof of 50% of participants' travel from out of town. Per Texas Tax Code 351.101(a), if more than 50% of participants in a sporting event were local, use of HOT funds is not permissible and award will be rescinded.

NOTE: For both arts and sporting events, the invoice must be numbered and make reference to the purchase order number. The City of El Paso has a 30 business day window to process invoices.

Payments may be delayed or withheld at the discretion of the City if determined that the organization is not in full compliance with the terms of the contract document. All financial obligations of the City shall be subject to appropriation of funds by City Council. Contractors agree and understand that the full scope of services and/or amounts payable under the contract terms is subject to amendment and revision. Any such revision must comply with pertinent sections of the El Paso City Code.

Analysis Guidelines

To determine that participants under this program support the City in achieving the public purpose of providing arts and culture to the El Paso community, controls are outlined below:

- **Final Report:** A final evaluation report (including expenditures, a summary of activities for the contract period, scope of service for remaining funded years of project and analysis of any changes necessary to 5-year plan) must be submitted no later than 15 days after the completion of the project, or by **September 10, 2014**, whichever comes first, on the form provided by MCAD, along with an invoice for the remaining contract amount. The form may be downloaded from the www.epdowntownarts.com or www.elpasoartsandculture.org
- **NOTE:** Failure to submit the report in a timely manner or submission of an incomplete report will result in delayed payment of the final contract installment, as well as affect eligibility on payment for future contracts.

Complimentary Tickets

All funded organizations must inform MCAD staff of all programs and activities during the funding period. Each year it is required of the awardees to provide **eight (8) complimentary tickets** to be made available for the MCAD staff for each program, production, exhibition, or other activities sponsored by the organization, where tickets are required. Complimentary tickets must be delivered to the MCAD office no later than

five business days before the date of the event. This requirement applies to the funded project only and not to other events.

MCAD encourages each organization to keep its elected and appointed City Representatives (e.g., Museums and Cultural Affairs Advisory Board) informed of its activities, and how its services are impacting the different communities within each District and city-wide.

Cultural Diversity/Outreach

It is the intent of the City's cultural policy to contract with cultural organizations that demonstrate a commitment to diverse community representation on their boards and staff. In addition, the organizations are expected to demonstrate a commitment to cultural diversity in all aspects of their operations and programming.

NOTE: If the mission of the organization is to provide programming specific to a particular ethnic group or groups, the organization is not expected to diversify programming beyond that mission.

NON-COMPLIANCE

Cancellation of Contract

Organizations that either move a funded event outside of the Downtown boundaries, fail to provide contractual services or meet program eligibility and reporting requirements may be considered to be in breach of contract. Failure of an organization to satisfactorily address the City's concerns within the contract notice period may result in a termination of the current contract or a recommendation of no funding or a reduction in funding for the next fiscal year. The City will maintain a list of all organizations that have breached the contract requirements.

The City Reserves the Right

The Contractor shall keep complete and accurate books and records indicating when, how, by whom, and for what purposes the funds received under the Contract are spent by the Contractor, and the Contractor shall make such books and records available to the City for examination upon request. All Funds disbursed under this Contract shall be handled by the Contractor in accordance with the standards of the American Institute of Certified Public Accountants, which include provisions for sound fiscal practices and fiscal reporting. In addition, the Contractor shall furnish the City at its request with balance sheets and statements of operation, which accurately account for expenditure of Contract funds, and a written narrative report reflecting same. The City reserves the right to audit the books and records of the Contractor, upon reasonable notice to the Contractor and during regular working hours, in order to ensure fiscal and programmatic compliance with the assurances in this contract.

If any serious discrepancy should appear in such reports or statements, the City shall notify the Contractor. If such discrepancy is not rectified to the satisfaction of the City within 30 days, the City may withhold all or part of the funds from the contractor. "Serious discrepancy" shall mean violation of an existing statute or ordinance or an expenditure of Contract funds for a purpose which is not authorized by this Contract. Should the City determine that any provision of this Contract has been violated; the City

may terminate this Contract immediately. Written notice of termination will be sent to the Contractor.

Revisions

Once the contract document has been executed, any changes in the project scope (either programmatic or financial) must be approved in advance by the MCAD Director. All requests for revisions must be submitted for approval **in writing and at least two (2) weeks prior** to implementation of proposed changes.

Americans with Disabilities Act (ADA)

At the time of contract execution, successful grant applicants will be required to submit specific ADA-related documents to confirm compliance with all local ordinances and state and federal statutes/regulations.

APPLICATION DEADLINE

Applications must be postmarked or submitted to the MCAD office no later than 5:00 p.m. on **Monday, June 24, 2013**.

MCAD Address:

400 W. San Antonio Ave.

Suite A

El Paso, TX 79901

FIRST-TIME APPLICANTS TO MCAD FUNDING PROGRAM

Throughout these guidelines, the term “first-time applicant” refers to applicants submitting proposals to the KickstArt Downtown Program for the first time, as well as to applicants that have applied in the past, but are not currently funded through the program. First-time applicants to KickstArt Downtown must attend the New Applicant Orientation on Wednesday June 12, 2013, from 6:00 – 7:00 p.m. at the MCAD office. If the applicant is unable to make it to the orientation, it is required for the applicant to schedule a meeting with the MCAD staff at least ten (10) days prior to the application deadline to go over the application process and ensure that funding requirements are fulfilled effectively before submitting an application.

HELPFUL DATES:

Wednesday, June 12, 2013 – New Applicant Orientation, which includes a run through of eligibility and application requirements, as well as informational session on the process for application to the Downtown Management District for a Special Privileges Permit. This orientation session will be held at the MCAD office from 6:00 – 7:00 p.m.

Monday, June 24, 2013 – Application Due Date. No late applications will be accepted.

Thursday, July 11, 2013 - Panel Review

Thursday, July 25, 2013 – Award and Decline Letters sent out

September 1, 2013 - Start of Fiscal Year and KickstArt Downtown funds become available

APPLICATION PACKAGE

All applicants must submit **one signed original and five (5) copies** of the application. All application forms must be formatted to 12-point font size using Arial or Times New Roman only.

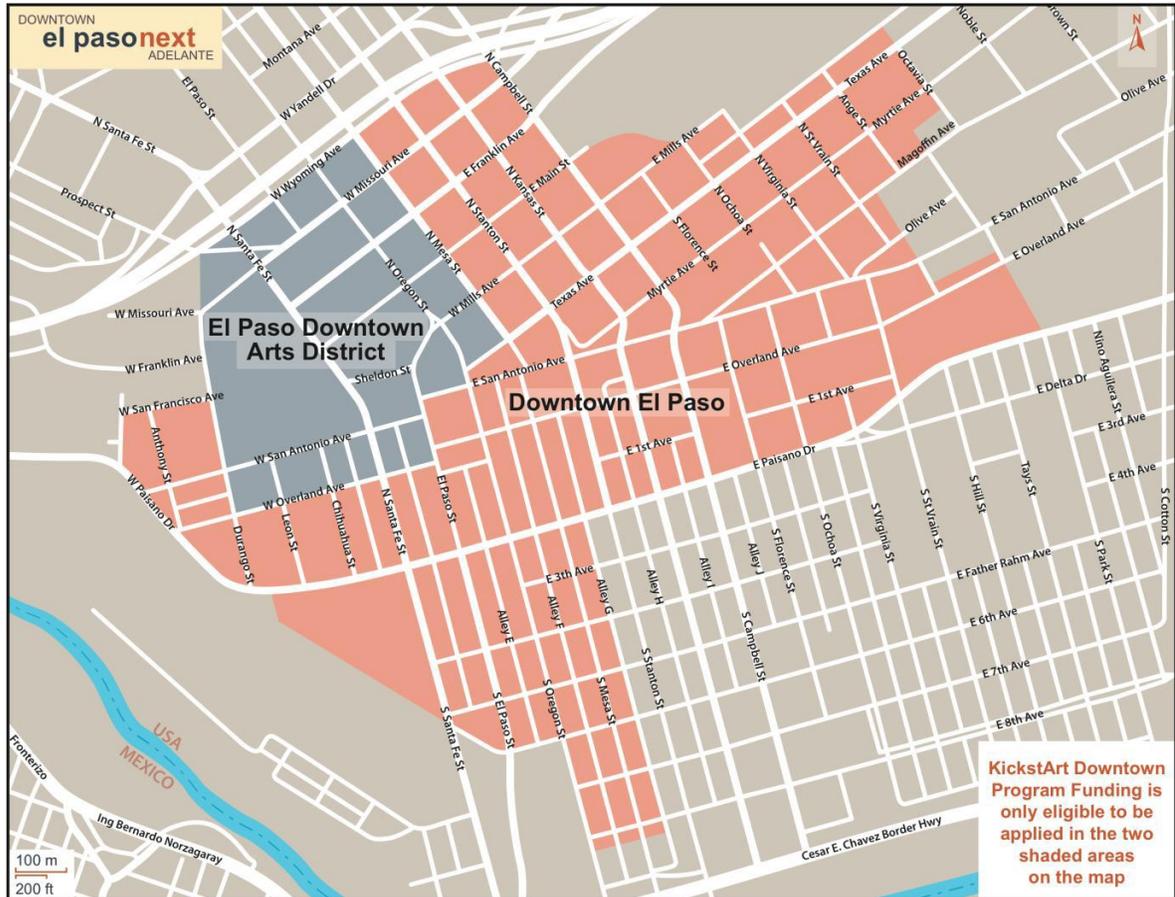
NOTE: The application forms and all copies **must not** be stapled or bound, and must be assembled in the following order:

1. Signed checklist form (to ensure you have every document needed)
2. Assurance and Signatures – The proposal must be reviewed and signed as follows:
 - a. For Non-Profit Organizations, signature of the organization’s Board Chair/Authorizing Official and the Executive/Project Director
 - b. For Businesses, signature of owner
3. Narrative – Please observe and adhere to the word-count limits indicated on the forms. Ensure that the scope of work is specific and clear. The scope of work will become part of the contract.
4. Form A – Budget Income
5. Form B – Budget Expenses
6. Form C – Operational Budget
7. Attachments – Submit **only one (1) set** of attachments and assemble in the following order:
 - For non-profit organizations, an IRS 501(c)(3) Letter of Determination and a IRS Form 990 for the most recently completed fiscal year
or
 - For businesses, a copy of formation documents and a copy of year-end balance sheets for the last three years
or
 - For individuals, a copy of a personal financial statement (dated within 90 days of submission to MCAD)
 - Copy of a 5-year plan for project, with emphasis placed on how event will grow and how decreasing City funding will be replaced (2-page limit)
 - For existing projects only, a brief history of project including locations, attendance, highlights and revenue (1 page limit)
 - List of names and titles of key staff, along with brief bios demonstrating staff’s ability to execute proposed project (2-page limit), and an organizational chart
 - For non-profit organizations, a board roster with contact information for all board members and a schedule of board meetings
 - **Do not assume that the Review Panel will already be familiar with your project or work.** Submit any additional materials that will help the review panel better understand the services provided by the organization; including news clippings, CD/DVD, or any printed promotional material. **No VHS, audiotapes or slides will be accepted**
 - For applicants submitting CD/DVD, submit the **best 90-second representation** of your work. Please note the minute and second mark that you would like the panel to view or hear. Without this notation, MCAD

staff will play the first 90 seconds. Due to time constraints of panel sessions, no more than 90 seconds will be reviewed.

- **MCAD will not accept late attachments. Applications without attachments will be considered incomplete and will not advance to panel review.**
- **Please review and ensure that your financial reporting is accurate. Submission of inaccurate or incomplete financial reporting will automatically disqualify the applicant from advancing to panel review.**

KickstArt Downtown Boundaries are within Downtown El Paso and the Downtown Arts District





City of El Paso Museums and Cultural Affairs Department
KICKSTART DOWNTOWN APPLICATION
 Fiscal Year 2014-2016

Legal Name of Applicant (organization or person):			
Primary Contact Person:		Email:	
Mailing Address:			
City:	State:	Zip Code:	
Phone Number:	Website:		
Event Title:			
Indicate primary nature of event: arts/cultural: sporting:			
Projected attendance:	Total budget for event:		
Indicate where downtown the event will be sited (please refer to program map for eligibility):			
Venue(s):			
Address:			
Within the El Paso Downtown Arts District? YES NO			
Is this a new event? YES NO			
If no, what year was the event started?			
If no, how many times has the event taken place?			
Requested amount for year one of funding (any award requires a 1:1 cash match)			
ELECTED CITY OFFICIAL OF APPLICANT'S ADMINISTRATIVE OFFICES			
(Available from Municipal Clerk 541-4127 or www.elpasotexas.gov/government .)			
If applicant is applying from outside the City of El Paso, please indicate n/a)			
City Council Representative:			
District #:			
Are you applying as an incorporated not-for-profit organization?		YES	NO
Are you applying as an incorporated for profit business?		YES	NO
Are you applying as an individual		YES	NO

NARRATIVE

Briefly provide a general overview of the proposed event, including duration, types of programming featured and if applicable partners and/or artists involved. (150 words max)

Describe how the proposed activities address the evaluation criteria (located in the KickstArt Downtown Guidelines). Please use only the space provided.

Excellence and Innovation (400 Words)

Capacity (300 words)

Impact to Downtown Tourism (300 words)

Describe how programs and facilities are accessible to individuals with disabilities. (150 words)

For applications structured around a sporting event, how will you document 50% out of town participant attendance? (150 words)

Applicant Name: _____

FORM A – BUDGET: INCOME

Round off all figures to the nearest dollar.

Do not show in-kind contributions or revenue in this form. Figures should reflect event’s fiscal year.

Event’s Fiscal Year	From:		To:
Please check only one (Anticipated or Confirmed) for each item:			
	ANTICIPATED	CONFIRMED	CASH INCOME
A. EARNED INCOME			
Ticket/Box Office Receipts	\$	\$	\$
Tuition/Class/Workshop Fees	\$	\$	\$
Contracted Service Revenue	\$	\$	\$
Concessions	\$	\$	\$
Other (specify)	\$	\$	\$
TOTAL EARNED INCOME	\$	\$	\$
B. CONTRIBUTED INCOME			
Fundraising/Special Events	\$	\$	\$
Individual Contributions	\$	\$	\$
Membership Fees	\$	\$	\$
Other (specify):	\$	\$	\$
Grants/Sponsorships			\$
State Government	\$	\$	\$
Federal Government	\$	\$	\$
Corporate & Business	\$	\$	\$
Foundations	\$	\$	\$
Other (specify):	\$	\$	\$

TOTAL CONTRIBUTED INCOME	\$	\$	\$
C. OTHER ORGANIZATIONAL FUNDS	\$	\$	\$
D. AMOUNT REQUESTED FROM MCAD (for this project only)	\$	\$	\$
TOTAL INCOME (A + B + C + D)*	\$	\$	\$

* Total Income must equal Total Expenses

**MCAD funding from other applications may not be applied to this budget

Applicant Name: _____

FORM B – BUDGET: EXPENSES

Round off all figures to the nearest dollar.

Include in-kind expenses on this form. Figures should reflect the event’s fiscal year.

Event’s Fiscal Year	From:	To:
EXPENSES (for this project only):	COLUMN A	COLUMN B
	MCAD REQUEST	CASH EXPENSES
ORGANIZATIONAL PERSONNEL		
Administrative	\$	\$
Artistic	\$	\$
Technical/Production	\$	\$
FRINGE BENEFITS	\$	\$
OUTSIDE/OTHER SERVICES		
Administrative	\$	\$
Artistic	\$	\$
Technical/Production	\$	\$
LOCAL TRAVEL	\$	\$
PRINTING/COPYING	\$	\$
POSTAGE		
PERMITS	\$	\$
EQUIPMENT RENTAL	\$	\$
FACILITY RENTAL	\$	\$
OTHER RENTAL	\$	\$
PUBLICITY/PROMOTION	\$	\$
SUPPLIES/MATERIALS	\$	\$
INSURANCE	\$	\$
OTHER (ITEMIZE)		
	\$	\$
	\$	\$
	\$	\$
TOTAL EXPENSES*	\$	\$
TOTAL PROJECT EXPENSES (Add Columns A + B)		

* Total expenses must equal total income. **Do not include in-kind services.**

Applicant Name: _____

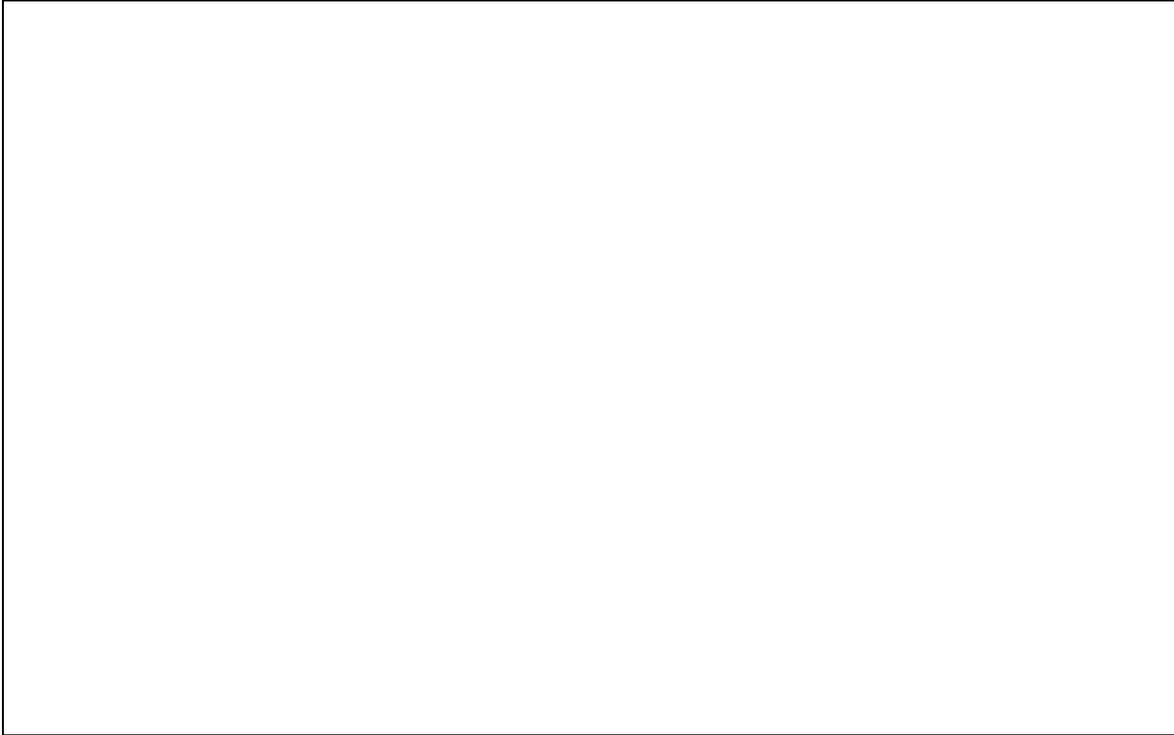
FORM C – OPERATIONAL FINANCIAL STATEMENT

Please itemize operating financials as indicated below. Round off all figures to the nearest dollar.

Organization's Fiscal Year		From:		To:
			xx/xx/xxxx	xx/xx/xxxx
	2 YRS PRIOR FY ACTUAL**	PREVIOUS FY ACTUAL**	CURRENT FY ESTIMATE	NEXT FY PROJECTION
PERSONNEL				
SALARIES/BENEFITS *				
Administrative/General	\$	\$	\$	\$
Artistic	\$	\$	\$	\$
Technical/Production	\$	\$	\$	\$
Program Services	\$	\$	\$	\$
OUTSIDE/PROFESSIONAL				
Administrative/General	\$	\$	\$	\$
Artistic	\$	\$	\$	\$
Technical/Production	\$	\$	\$	\$
Program Services	\$	\$	\$	\$
TRAVEL	\$	\$	\$	\$
SHIPPING	\$	\$	\$	\$
TELEPHONE	\$	\$	\$	\$
EQUIPMENT RENTAL	\$	\$	\$	\$
SPACE RENTAL*	\$	\$	\$	\$
UTILITIES				
Electric	\$	\$	\$	\$
Natural Gas	\$	\$	\$	\$
Water and Sewer	\$	\$	\$	\$
OTHER RENTALS	\$	\$	\$	\$
MARKETING/PROMOTION/PRINT	\$	\$	\$	\$
POSTAGE	\$	\$	\$	\$
SUPPLIES/MATERIALS	\$	\$	\$	\$
INSURANCE	\$	\$	\$	\$
OTHER (ITEMIZE)				
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
TOTAL	\$	\$	\$	\$

If applicable, estimate the number of artists to be employed by this project:

Please briefly describe future plans for the event in its next 2 occurrences (150 words—a more detailed 5-year plan must be included in attachments).

A large, empty rectangular box with a thin black border, intended for the user to write their response to the prompt above. The box is currently blank.

ASSURANCES AND SIGNATURES

If funding is awarded, the applicant hereby assures the MCAD that:

1. Any funds received as a result of this application will be used solely for the purposes described.
2. The activities and services for which financial assistance is sought will be administered by or under the same supervision of the applicant organization.
3. The applicant organization will comply with the following: Title VI of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Age Discrimination Act of 1975; Section 504 of the Rehabilitation Act of 1973; Americans with Disabilities Act of 1990 and City of El Paso Ordinance No. 9779 C.1. regarding accessibility; Drug Free Workplace Act of 1988; Texas Assumed Business or Professional Name Act; Section 5(j) of National Foundation of the Arts and Humanities Act of 1985 regarding labor standards and City of El Paso Ordinance No. 8790 regarding soliciting money or property.
4. The applicant organization officials have read, understand and will conform to the intent outlined in the current KickstArt Downtown Program Guidelines for the City of El Paso.
5. The undersigned have been duly authorized by the applicant organization to submit this application and support material.
6. In addition to the assurances listed above, the applicant organization hereby assures the City of El Paso that the applicant will comply with the following:
 - a. Equity Mandate regarding equitable procedures for the distribution of resources to recipients who reflect the geographical, cultural, and ethnic diversity of the state's population.
 - b. Obscenity Clause Section 10(7)(b) of the Texas Commission on the Arts Enabling Legislation, which prohibits the Texas Commission on the Arts and its grantees from knowingly fostering, encouraging, promoting, or funding any project, production, workshop, and/or program that includes obscene material as defined in Section 43.21 Penal Code of Texas.

CERTIFICATION

I certify that all information contained in this application, including all support material, is true and correct to the best of my knowledge.

Signature of Authorized Official/Board Chair (if applicable)	Complete Legal Name (print)	Date
--	-----------------------------	------

Signature of Project/Executive Director	Complete Legal Name (print)	Date
---	-----------------------------	------

Please use BLUE INK for signatures and PRINT your complete legal name.

NOTE: For proposals being submitted by two organizations, the authorized official/board chair and project/ executive director of each organization certifies that the materials are true and correct to the best of our knowledge. It is understood and agreed that each organization must sign above (make additional copies of this page for each organization's signatures).

DEFINITION: Authorized Official. A principal of the organization with legal authority to certify the information contained in the application and sign contracts for the organization. He/She must read and guarantee the organization's compliance with all requirements listed above.

City of El Paso 
— Museums and Cultural Affairs Department —


KICKSTART
DOWNTOWN EVENT FUNDING



- Since the inception of KickstART Downtown, 2 ½ years ago, there has been a **66% increase** in events downtown.
- 2012 marked the first year Downtown El Paso hosted 22 events with over 123,000 people in attendance and producing over \$1.5 million in ticket sales alone.
- According to a study conducted by the National Endowment for the Arts, **10 years of support from local government agencies is crucial for securing long-term success and sustainability for community festivals.**

Sources:

National Endowment for the Arts: Live from Your Neighborhood – A National Study of Outdoor Arts Festivals (Executive Summary) (NEA page 8)

El Paso Downtown Management District: 2012 Annual Report (DMD page 12)



Current KickstART Downtown guidelines stipulate:

“Once a project has cycled off funding, it will be ineligible for funding through this program.”

Proposed Changes to the KickstART Downtown 2014-2016 guidelines would allow for successful events to reapply for funding with a supplemental application that provides evidence of the following:

- **Contribution to the community’s identity, local economy, increased hotel occupancy, & civic engagement.**
- **Promoted professional development and sense of community for artists.**
- **Functioned as a gateway to new arts and culture activities by creating an informal atmosphere that encourages audiences to experience new art forms and styles.**



KICKSTART DOWNTOWN EVENTS

Plaza Classic Film Festival *

Neon Desert Music Festival

Sun City Pride

El Paso Marathon

Kidspalooza family festival by the El Paso Symphony Orchestra

Street Fest *

Taste of El Paso

Mexican Food World Cook-Off

* Events that are currently in the final year of support funding *