

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

DEPARTMENT: Museums and Cultural Affairs

AGENDA DATE: August 31, 2010

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

DISTRICT(S) AFFECTED: All

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.

A Resolution to approve the revisions to the Cultural Funding Guidelines.

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?

The El Paso Museums and Cultural Affairs Department (MCAD) will no longer solicit for Alfresco Fridays. Effective September 1, 2010 and moving forward, the Convention and Visitors Bureau (CVB) will handle all matters related to the Alfresco Fridays concert series. Attached are the recommended revisions to the Cultural Funding Guidelines (Exhibit "A").

PRIOR COUNCIL ACTION:

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

Strategic Plan developed for Museums and Cultural Affairs Department was reviewed and approved by Council on July 19, 2005; MCAD Ordinance #016196 restructuring department on November 2, 2005; Resolution to fund the FY07 Cultural Funding Programs on October 3, 2006; Resolution to provide management and technical assistance to artists and organization on November 14, 2006; Resolution approving changes to language on January 9, 2007; Resolution to streamline competitive application process on January 27, 2009; and Resolution to amend Cultural Funding Guidelines to include Capacity Building Program (CBP) and Artist Incubator Program (AIP), replacing the Artist Development and Enrichment Program (ADEP) adopted on February 16, 2010.

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?

\$94,900 HOT 55010303/15707/55000

\$5,100 Grant: TCA Core 55150003/07093/G551101/55000

\$2,500 Grant: Mid-America Arts Alliance 5515003/07344/G551007/55000

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

Approved for recommendation by the Cultural Affairs Advisory Board (CAAB) on May 4, 2010.

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

DEPARTMENT HEAD:

RESOLUTION

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

That the City of El Paso Museums and Cultural Affairs Department's Cultural Funding Guidelines, which were approved on February 16, 2010, be amended as attached (see Exhibit "A"), as recommended by the Cultural Affairs Advisory Board and Museums and the Museums and Cultural Affairs Staff.

ADOPTED this _____ day of _____, 2010.

CITY OF EL PASO

John F. Cook
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



Kristen L. Choi
Assistant City Attorney

APPROVED AS TO CONTENT:



Sean P. McGlynn, Director
Museums and Cultural Affairs Department

City of El Paso Museums and Cultural Affairs Department
MUSIC UNDER THE STARS MUSIC FESTIVAL APPLICATION
2011 Season

INTRODUCTION

Since 1983, the City of El Paso has provided an outdoor summer concert program known as **Music Under The Stars**, which is held at the Chamizal National Memorial Park.

PURPOSE

To provide a complement of local and guest performers that represent a variety of musical genres with the intent of presenting El Paso residents and visitors with the best possible free summer concert programs. Along with local musicians and musical groups, the programs feature professional musicians of regional, national and international recognition.

The MCAD is committed to assisting in the development of El Paso's creative sector and to support access to arts and cultural activities for El Paso residents and visitors alike. Through the summer concert programs the MCAD provides free family-friendly entertainment to approximately 110,000 residents and visitors annually. **Music Under The Stars** presents music from a wide variety of cultures and artistic styles.

PROCESS

The MCAD is currently seeking musical performers for the 2011 season. The line-up will include a diverse mix of performers that "bring the world's music to El Paso." The season will include a variety of rhythms, styles and musical influences.

The MCAD identifies performers by aggressively seeking out and recruiting professional regional, national, and international performers. The MCAD staff also participates in booking conferences, contact agents, and researches all recommendations made to the MCAD. **NOTE: At the time of contract execution, all international applicants must have appropriate visas for travel and work in the U.S.**

HOW TO APPLY

Applicants interested in being considered for the 2011 Summer Concert Programs, must submit all of the following items:

1. Completed Participant Interest Form (**incomplete applications will not be considered**)
2. Summary of professional history and biographical information
3. Photographs (color and/or digital format preferred)
4. Demo CD; submit the best 90-second representation of your work
5. Schedule of upcoming performances
6. Booking fees and related costs
7. **Do not assume that the Review Panel will already be familiar with your organization 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
8. For applicants submitting CD/DVD, submit the best 90-second representation of your work; **No VHS, audiotapes or slides will be accepted**

REVIEW PROCESS

All applications and all support materials will be reviewed by a selection panel of community stakeholders who will make recommendations to the MCAD for the 2010 Summer Concert Programs. All applications are evaluated according to the following criteria:

- Quality of support materials
- History and professional experience
- Ability to provide 90 minute music-set and access to instruments
- Evidence of professional reviews and critiques or recommendations
- Reasonable booking fees and related costs

APPLICATION TIMEFRAME

Applications will be accepted by the MCAD beginning on September 6, 2010. **Incomplete applications will not be considered.** All applications and support materials due by 6:00 PM on **October 29, 2010**, or must be postmarked by the deadline date. **Hand-written forms will not be accepted.** The form is included in this booklet, and may also be downloaded from our website at www.elpasotexas.gov/mcad.

SEND INFORMATION PACKETS TO:

City of El Paso Museums and Cultural Affairs Department (MCAD)
Two Civic Center Plaza, 1st Floor
El Paso, TX 79901
Attn: Summer Concert Programs

NOTIFICATION TO APPLICANTS

All applicants will be notified in December 2010 of the status of their request. Whether or not you are selected for the 2010 season, the MCAD will keep all submitted support materials for documentation and promotional purposes.

In addition, upon selection minor applicants or children's groups (under 18 years of age at time of contracting) must each submit a Minor Release Form. The form is included in this booklet, and may also be downloaded from our website at www.elpasotexas.gov/mcad.

For additional information, please contact Victor Guerrero, Marketing and Cultural Tourism Coordinator, at 915-541-4942 or via email: GuerreroV@elpasotexas.gov.

City of El Paso Museums and Cultural Affairs Department
SUMMER CONCERT PROGRAMS PARTICIPANT INTEREST FORM
 2011 Season

Answer all questions. Use a clear, easy to read font of at least 12-points. **Attach all requested support materials. Hand-written forms will not be accepted. Incomplete applications will not be accepted.** Download form at www.elpasotexas.gov/mcad.

Name of Band:		
Type of Music/Genre:		
# of Band Members:	Artist Fee:	
Manager/Primary Contact:	Telephone (include area code):	
Email:	Website:	
Mailing Address:		
City:	State:	Zip Code:

DEADLINE FOR ALL APPLICATIONS IS OCTOBER 29, 2010 BY 6:00 P.M.
 Submit all of the following by the deadline **(incomplete applications will not be considered)**:

- Participant Interest Form
- Summary of professional history and biographical information
- Photographs (color and/or digital 300 dpi preferred)
- Demo CD; submit the best 90-second representation of your work
- Schedule of upcoming performances
- Booking fees and related costs
- Samples of promotional materials, including news clippings, media coverage, professional reviews and/or critiques, letters of recommendation, etc.

Do you have sufficient material to play/perform for 90 minutes?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Have you participated in the Summer Concert Programs in the past? If yes, indicate which program and date.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Are any of the band members/performers under 18 years of age?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If yes, is a Minor Release Form attached to this application?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

MCAD will keep all submitted materials for documentation and promotional purposes.

FOR MCAD USE ONLY – PLEASE DO NOT WRITE BELOW THIS LINE

Check if received:	Qty/Each	Staff Review Completed by (print name):
<input type="checkbox"/> History/Bio		Date Stamp:
<input type="checkbox"/> Photographs		
<input type="checkbox"/> Demo CD		
<input type="checkbox"/> Promo material		
<input type="checkbox"/> Event schedule		
<input type="checkbox"/> Booking fees/costs		