

NEWS FROM TCA

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Dancing about the conference with closing speaker Allison Orr
Photo: Katherine Staat, White Horse Photography

State of the Arts: Engaging New Audiences Conference a Success

We learned, we shared, we animated, we questioned, we danced, we learned some more, and we engaged! TCA's State of the Arts: Engaging New Audiences conference was held January 29-30 and brought together over 500 of the most engaging and engaged artists and arts administrators we've ever seen. The conference helped share insights on marketing, fundraising, arts education, festivals, social media, websites, board development, adventurous programming, creative placemaking, and much more. Presentations and handouts from the conference are [here](#).

Attendees danced to the music of Brave Combo, Rattletree, and the Jones Family Singers; laughed with the Wonder Bread Years; and listened raptly to Sarah Cortez's poetry. New partnerships and ideas were formed at the conference as attendees gamely made stop-motion [animations](#) with Johnny Villarreal and created a dance about the conference with closing speaker Allison Orr (see some of it [here](#).) Photos from the conference are available [here](#), with the password **tca2015** (It is not case sensitive).

TCA thanks all of our speakers, presenters, artists, and attendees for their contributions to the conference's content and quality. Special thanks to our Commissioners, the Texas Cultural Trust, and Texans for the Arts. The next conference will be held in early 2017, and we look forward to seeing you there!

Legislative Session Update

Texas' 84th Legislative Session is underway, and committee



assignments have been made in both the [Senate](#) and [House](#). The House Appropriations Committee and the Senate Finance Committee will review TCA's Legislative Appropriations Request and discuss all requested amounts. TCA's Legislative Appropriations Request includes the Base Appropriations Request of \$13,329,144 over the biennium, and Exceptional Items totaling \$28,024,000 over the biennium. Exceptional Items include requests for additional dollars to support programs for veterans and their families, senior citizens, and rural populations; arts education grants for busing costs for school trips to art museums and performances; and funding for designated cultural district marketing, infrastructure, and events.



The Texas Association of Business has adopted TCA's legislative agenda as part of its 2015 legislative priorities. TAB's *Jobs for Texas* document includes support for "increased funding for the Texas Commission on the Arts to foster the growth of the arts and culture industries throughout the state, resulting in job creation and increased cultural tourism" as a part of economic development. Additionally, as part of its legislative priorities for education and the workforce, the Texas Association of Business includes support for "high-quality fine arts education instruction and learning in all schools through the employment of certified arts education teachers and partnerships with community arts organizations" and the maintenance of current fine arts requirements.

The Senate Finance Committee Chair is Jane Nelson (Flower Mound) and the Vice Chair is Juan "Chuy" Hinojosa (McAllen). The Committee's additional members are: Paul Bettencourt (Houston); Kevin Eltife (Tyler); Kelly Hancock (North Richland Hills); Joan Huffman (Houston); Lois Kolkhorst (Brenham); Robert Nichols (Jacksonville); Charles Schwertner (Georgetown); Kel Seliger (Amarillo); Larry Taylor (Friendswood); Carlos Uresti (San Antonio); Kirk Watson (Austin); Royce West (Dallas); and John Whitmire (Houston).

The House Appropriations Committee has John Otto (Dayton) as its Chair and Sylvester Turner (Houston) as Vice Chair. The other members of the Committee are: Trent Ashby (Lufkin); Cecil Bell, Jr. (Magnolia); Greg Bonnen (Friendswood); Cindy Burkett (Sunnyvale); Giovanni Capriglione (Southlake); Sarah Davis (West University Place); Dawnna Dukes (Austin); Helen Giddings (DeSoto); Larry Gonzales (Round Rock); Donna Howard (Austin); Bryan Hughes (Mineola); Linda Koop (Dallas); Oscar Longoria (Mission); Marisa Márquez (El Paso); Ruth Jones McClendon (San Antonio); Borris L. Miles (Houston); Rick Miller (Sugar Land); Sergio Muñoz, Jr. (Palmview); Dade Phelan (Beaumont); Four Price (Amarillo); John Raney (College Station); Justin Rodriguez (San Antonio); J.D. Sheffield (Gatesville); Gary VanDeaver (Clarksville); and Armando Walle (Houston).

TCA's Legislative Appropriations Request will be considered as part of House Bill 1 and Senate Bill 2. As filed, both bills recommend that TCA receive the Base Appropriations Request amount. The House Appropriations Committee and the Senate Finance Committee may make recommendations that TCA receive less than TCA's Base Appropriations Request, and all, part, or none of any of the Exceptional Item Requests. The Legislative Session will end on June 1, 2015.

Texas Cultural Trust Releases New State of the Arts Report, Names Medal of Arts Honorees

In late January, the Texas Cultural Trust released data and resources to help provide information on the arts' impact on education and the economy in Texas. The new report finds that the arts and culture industry generates \$5.1 billion for the state's economy, and contributes nearly \$320 million in state sales tax revenue annually, and that 80% of Texas voters support increased funding for the arts in schools. Besides the report, the free resources include graphics such as web banners and Facebook banners, posters, and push cards that can be downloaded and shared. The report and resources are available at <http://www.txculturaltrust.org/investinthearts/>.

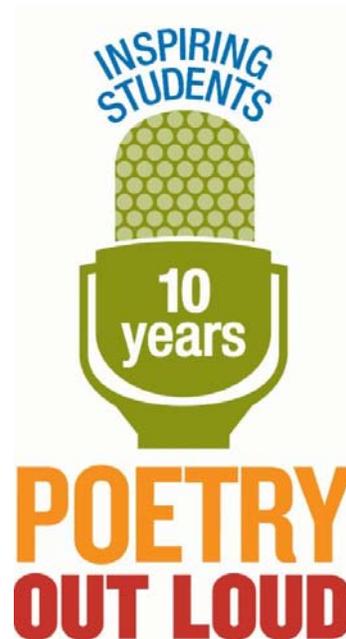


On February 24-25, the Texas Cultural Trust will celebrate the 2015 Medal of Arts Awards (TMAA) in Austin. This year's honorees include Jamie Foxx, T Bone Burnett, Lawrence Wright, Chandra Wilson, the Kilgore College Rangerettes, the Booker T. Washington High School for the Performing & Visual Arts, and Project Row Houses' Rick Lowe. This biennial event, co-chaired by 2013 TMAA Honorees Gene Jones and Charlotte Jones Anderson, celebrates the state's legendary artists, entertainers, and art patrons with a series of events, including a gala dinner, star-studded awards show, and concert. Click [here](#) to keep up with announcements or purchase event tickets.

Texas Poetry Out Loud Finals

TCA will present the Texas Poetry Out Loud recitation contest for high school students at 1:00 pm on Saturday, February 28, in Austin. The finals, graciously hosted by the [Bullock Texas State History Museum](#), will be open to the public and free to attend.

The [Poetry Out Loud](#) recitation contest, celebrating its 10th year, is a national project of the National Endowment for the Arts and the Poetry Foundation. This exciting program helps students master public speaking skills, build self-confidence, and learn about their literary heritage. High school students memorize poems and perform them in competition. At the state level, the winner and runner up receive cash awards and their school libraries receive money to help them buy poetry books. State winners compete in Washington, DC for a pool of \$50,000 in scholarships for students and cash awards for schools. Texas' 2014 winner, Kristina Watkins, was one of the nine national finalists, winning \$1,000 for herself and \$500 for her school.



TCA Grant Opportunity

TCA has an upcoming grant opportunity that your organization may be eligible for. As always, the TCA staff is happy to discuss your organization's goals and eligibility to determine which programs are right for you. You may also request that a TCA staff member review your application and provide feedback. Ideally, this request would be made at least two weeks before the application deadline.

Grant Program: Arts Create

This program provides multi-year operational support to arts organizations with established cash budgets over \$50,000. Applicants write their grant for a one-year period, and if funded, will provide an update for the second year. Depending on the availability of funds, the organization's award amount will be the same for two fiscal years.

Support dates must be: Between September 1, 2015 and August 31, 2016

Application deadline: Midnight on March 2 or March 16. **Note: deadline varies depending on organization classification. Your specific deadline will be shown in your online account with TCA.**

Application form: Online

Resources: [grant guidelines](#), [contact TCA staff](#), [recorded webinar](#) about the application process.



Texas Commission on the Arts



<http://www.arts.texas.gov>

The Texas Commission on the Arts receives funding from the Texas State Legislature, the National Endowment for the Arts, The Texas: State of the Arts license plate, Target, the Texas Cultural Trust, and Texas Women for the Arts.

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