NEWS FROM TCA: AUGUST 2019

Texas Commission on the Arts
Investing in a Creative Texas

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The 2018 Texas Young Masters at ZACH Theatre. Applications are now open for the 2020 class of Young Masters. Photo by Chris Caselli courtesy of the Texas Cultural Trust.

Applications Open for 2020 Young Masters

The Texas Commission on the Arts and the Texas Cultural Trust are accepting applications for the 2020 class of Young Masters, a joint initiative that provides exemplary Texas-based arts students in grades 8-11 with the financial help they need to pursue advanced study in the areas of visual arts, literary arts, folk arts, music, theater, dance, musical theater, and media arts.

The state's most talented young artists will receive the title of "Young Master" and will be awarded grants of $5,000 per year to further their studies in their chosen arts disciplines. Students are eligible to receive the grant for two years, but they must submit a report and update application. The students selected for this program will represent the tenth class of Young Masters. To date, the Trust and TCA have named 154 Young Masters, awarding almost $1,000,000 to these aspiring artists since the program's inception in 2002.

Applications, information and guidelines are available online here. Not sure where to start? Check out this short video and our FAQ. Applications and required supporting materials must be submitted by **November 15, 2019**. In order to be considered for the grant, students must be legal U.S. residents living in Texas and participating in a school-based program, a summer institute, or a specialized course of study or receiving private lessons from a qualified professional instructor. They must also maintain passing grades in all academic areas. The

Young Masters will be selected by a citizen panel of experts from across the state based on artistic excellence, level of commitment and quality of their proposed plan of study. Disbursement for this class of Young Masters will begin in the spring of 2020. The 2020 Young Masters recipients will be honored at a star-studded event on Monday, April 20, 2020 at ZACH Theatre in Austin.

A Year in the Life of TCA

A new fiscal year will start for TCA on September 1. This means that much of TCA's summer is spent wrapping up the work of the fiscal year that's ending while simultaneously readying the agency-- and assisting applicants-- for the grants to come in the next fiscal year. Here is just some of what TCA did in fiscal year 2019:

- Designated four new cultural districts, the Canadian Cultural District, the Historic Downtown McKinney Cultural District, the Old Spanish Trail Cultural Corridor in San Antonio, and the Sherman Cultural District. This designation brings the total number of cultural districts in Texas to 40.
- Provided over 1,400 grants for arts activities to organizations across the state, totaling over $5.3 million.
- Successfully advocated in the Texas Legislature for the reinstatement of State funding for the Cultural District Project grant program ($10,000,000 for the biennium) and funding for the new program, Arts Healing Grants for Active Service Members and Veterans ($250,000 for the biennium).
- Managed the process of selecting the 2019 and 2020 Texas State Artists for the positions of Texas Poet Laureate, Texas State Musician, Texas State Visual Artist in 2D, and Texas State Visual Artist in 3D.
- Conducted the Poetry Out Loud recitation contest for the state of Texas, and saw Texas champ Ariel-Lynn Warren win honorable mention and $1,000 in the national competition.
- Provided six free professional development webinars and recorded them for the Texas arts field's free reference.
- Completed 44 fiscal site visits in Austin, Bastrop, Beaumont, College Station, Conroe, Corpus Christi, Dallas, Fort Worth, Fulshear, Houston, Midland, Nederland, Odessa, Orange, Port Aransas, Rockport, and Spring. By the end of August, TCA staff will have conducted additional site visits in El Paso, Galveston, Houston, Lubbock, San Angelo, Spring, and Wichita Falls, bringing the total fiscal site visits to over 60.

Wondering which deadlines are coming next? TCA's grant calendar is online here.

TCA Grant Updates

Grant Applications for Fiscal Year 2020
The TCA Commissioners will hold their quarterly meeting on **September 5, 2019**. At this meeting, they will make final funding decisions on applications for Arts Create funding, Cultural District Project funding, Arts Respond Project funding, and Arts Respond Performance Support funding. They will also consider recommendations for the Cultural Districts Designation program.
If your organization applied for the Arts Create grant program, the Cultural District Project program, or the Arts Respond Project program, panel comments, scores and recommended funding amounts will be posted in your online account by August 15. If your organization

applied for an Arts Respond Performance Support grant program, look for an email by August 15 that lets you know the amount you're recommended to receive.

Grant Reports for Fiscal Year 2019 due September 30, 2019
Reports are due for grant activities that end as TCA's prior fiscal year (September 1, 2018-August 31, 2019) concludes. All Arts Create and Arts Respond Project grant report forms for fiscal year 2019 should be completed and submitted online by **September 30, 2019**.

Grant reports must be submitted and complete before new grants will be paid. Please note that the data collected from these reports is provided to the State of Texas and the National Endowment for the Arts as TCA's main funders. Receiving your complete report on time with appropriate supporting documentation helps TCA make a case for the amount of dollars it receives for its grant budget.

If you have any questions, please contact our program staff for help (scroll to the bottom of this page to see artistic discipline assignments by staff member).

High Schools: Sign Up Now for Poetry Out Loud

The school year is upon us, which means that TCA is signing up high schools across the state to participate in the Poetry Out Loud program. Interested educators should contact TCA soon to sign up and to receive materials in the mail to help them conduct the program during the fall semester. The materials are currently being updated but will be available soon; in the meantime, last year's materials are online here.

The Poetry Out Loud recitation contest 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. Each participating high school will hold its competition to determine its school winner by **December 13, 2019**. The school winner will go on to compete at the state competition in Austin on Saturday, **February 22, 2020**.

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. More information on the state competition is here.

Free & Low-Cost Marketing Resources from Texas Tourism Partners

TCA's next live webinar, **Free & Low-Cost Marketing Resources from Texas Tourism Partners**, will be offered at **2 PM Central** on Wednesday, **August 21**. Are you doing all you can to attract tourists to your organization's festivals, events, and programs? Join representatives from the **Office of the Governor, Economic Development and Tourism division (Travel**

Lois Rodriguez and Cole Hubbard

Texas) and the **Texas Department of Transportation (TxDOT)**'s ***Texas Highways*** magazine to learn more about State tourism resources. Topics include the *Texas Highways* events calendar, making the most of TxDOT's travel information centers, co-op marketing opportunities for reduced rates on paid advertising, free community tourism assessments, and statistical analyses of tourism's impact on your community. Reserve your spot now for this webinar!

Cole Hubbard has served as a Research Coordinator within the Texas Office of the Governor, Economic Development and Tourism division (Travel Texas) since 2015. Cole jumped right into the tourism research industry after receiving his M.S. in Recreation, Park and Tourism Sciences from Texas A&M University with his studies focused on sustainable tourism and interpretation methods. It is through his current role that Cole provides research-related resources to Texas partners covering a wide array of topics ranging from community development initiatives, impact analyses, hotel and visitation metrics, and advertising and marketing effectiveness. On his agency's behalf, he also oversees a memorandum of understanding with four additional Texas State agencies designed to further stimulate in-state travel within Texas. Cole also oversees the Community Tourism Assessment program afforded through the Office of the Governor, which aims to assist communities with developing their tourism promotion strategies and marketing efforts.

Lois Rodriguez is TxDOT's Travel Information Division's Strategic Partnership Manager, serving as a liaison between Texas's tourism industry and the Division's programs such as *Texas Highways* magazine, *Don't Mess with Texas* and the Texas Travel Information Centers. Lois previously served as Web Editor and Social Media Manager for *Texas Highways*, as well as editor of assorted division publications such as the Texas State Travel Guide. Before TxDOT, Lois had an extensive career in newspapers and city-based online entertainment guides for Microsoft and Citysearch. Additionally, she is a Commissioner for the City of Austin's Tourism Commission, helps communities improve their tourism economy as part of the Office of the Governor's Tourism Assessment Team, and is an award-winning baker who has been guest chef at the Fredericksburg Food and Wine Fest for the past twelve years.

If you can't attend the live webinar, good news! Just like all of our other professional development webinars, it will be recorded and available online for free.

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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, the Texas Cultural Trust, and the Texas Women for the Arts.

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