



Sue Young gives a free rural tour performance for young patrons at the Palacios Library in Matagorda County as part of the library's 2018 summer reading program. Photo courtesy of Palacios Library.

Serving Rural Communities: TCA Rural Tours

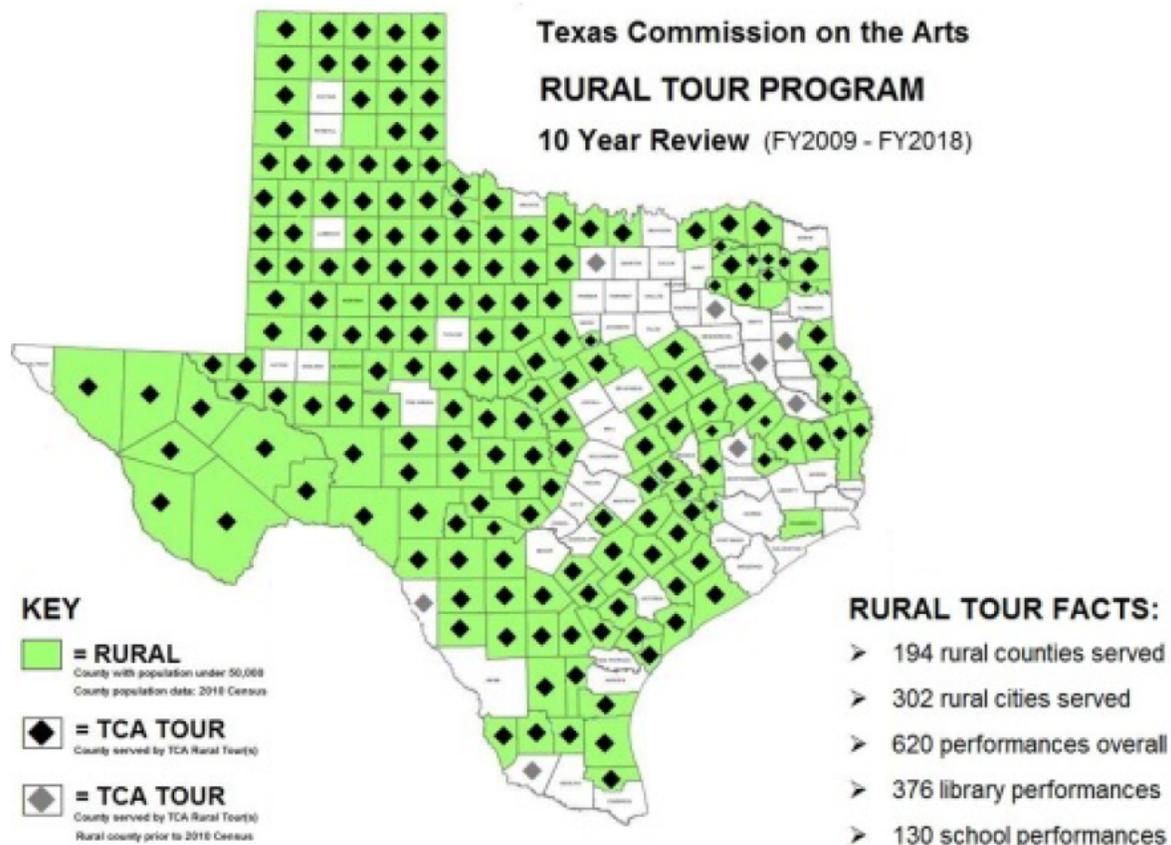
TCA is dedicated to serving the whole state of Texas, including the 75% of Texas' 254 counties that are defined as rural. One of our tools for reaching rural populations has been funding tours by Texas Touring Roster artists to rural counties. While the artists are paid by TCA, the performances are free to the host sites and help introduce communities to TCA and the programs the agency offers. Each year, TCA identifies different areas to target for the tours. Typically, TCA funds four spring tours and four summer tours, all in different parts of the state. We look for a county we have not served recently to use as the anchor county for each tour to ensure that different constituents will be reached. We communicate with all [Texas Touring Roster](#) artists to see who is interested in which tours, again making selections so that a wide variety of artists participate over the years. Spring tours are focused on serving general community audiences; the summer tours serve youth and focus on summer reading programs at libraries.

Over the past ten years, TCA's rural tours have served 194 rural counties. 302 rural cities were served within those counties. The tours provided a total of 620 performances. Of those, 376 occurred in libraries and 130 were in schools. As a result, we have seen several Texas Touring Roster artists return to rural venues after their tours, and expand their general touring ranges

to include more rural audiences. Since the start of the rural tours, there has also been an increase in the number of grants going to rural applicants (from 102 in 2009 to 137 in 2018, a 34% increase), and an even larger increase in the number of grant dollars going to those applicants (from \$167,000 in 2009 to \$357,000 in 2018, a 120% increase).

Tulia High School in Swisher County reported that the free performance they hosted in 2015 "brought a set of skills to our students and community that cannot be matched and that they would not normally have the ability to see anywhere else."

The 2019 spring and summer tour artists have been assigned to their tours and are ready to continue reaching new audiences on behalf of TCA. We'll share the details of those tours in future newsletters.



Legislative Session Starts Soon, Will Determine TCA's Next Budget

The 86th Session of the Texas Legislature will begin on Tuesday, **January 8**. Since the Texas Legislature meets biennially, it will make decisions on two years' worth of State budgeting, including TCA's budget for fiscal year 2020 (September 1, 2019-August 31, 2020) and fiscal year 2021 (September 1, 2020-August 31, 2021). As part of the budget process, TCA filed a Strategic Plan and Legislative Appropriations Request (LAR). The format of the LAR allows TCA to request the amount of its current two-year budget as the Base Appropriations Request, and to ask for additional Exceptional Items as additions to the budget for the coming two years.

TCA's Legislative Appropriations Request is available in full [here](#).

Base Appropriations Request: \$12,636,076 over the biennium
Exceptional Items: \$5,550,000 over the biennium (detailed below)

- **Exceptional Item #1 - Restore Cultural Districts Project (CDP) Grants Base-Level Funding**
TOTAL: \$5,000,000 over the biennium. In 2017, the 85th legislature cut funding for this grant program entirely for fiscal years 2018 and 2019, despite the Office of the Governor's and the Legislative Budget Board's joint determination that this money was in fact part of the agency's base level appropriations. Current and future cultural districts are in need of staffing support, infrastructure (signage and capital improvements), marketing budgets, and event underwriting. Adequate funding for this program is critical to ensure Texas' competitiveness with respect to similar programs in neighboring states such as Louisiana, New Mexico, and Oklahoma.

- **Exceptional Item #2 - Arts Healing Grants for Active Service Members and Veterans**
TOTAL: \$500,000 over the biennium. Texas is home to a significant and increasing number of active-duty service members and veterans, and their families, who experience severe physical and/or psychological hardships related to their military deployment. A wealth of research confirms the therapeutic benefits of arts-based programs for these constituents. Building on its experiences at the 2018 Texas Creative Forces Arts and Military Conference at Fort Hood, which included Karen Pence, Second Lady of the United States, and Cecilia Abbott, First Lady of Texas, as participants, the agency is requesting grant funding for organizations to provide arts-based programming to serve these populations on active military bases and in their surrounding communities across the state.

- **Exceptional Item #3 - CAPPs Financials Implementation**
TOTAL: \$50,000 over the biennium. The Comptroller of Public Accounts has selected the agency for transition to the CAPPs Financials module during the 2021 fiscal year. Based upon the Comptroller's guidance, the agency has determined it is likely to incur significant out-of-pocket costs relating to the computer programming services necessary to ensure that its Grants Management System interfaces properly with the new CAPPs system. The agency also expects to incur a number of significant soft costs during this transition, but will absorb these costs within its current base-level funding and staffing levels.

The [Texas Association of Business](#) has endorsed TCA as part of their [legislative priorities](#) for economic development "to foster the growth of arts and culture industries throughout the state, resulting in job creation and increased cultural tourism. Restore funding to the TCA's Cultural & Fine Arts District Program, which catalyzes economic development and community revitalization, leveraging additional public and private resources, enhancing the quality of life for residents and attracting tourists."

TCA's Legislative Appropriations Request will be considered as part of **House Bill 1**. After the Legislature convenes on January 8, committee appointments will be made. The Senate Finance Committee and the House Appropriations Committee will review TCA's LAR and discuss all requested amounts. The Legislative Session will end on May 27, 2019.

New National Endowment for the Arts Logos



Last month, the National Endowment for the Arts released a [new set of logos](#) (see the image at left for an example) to replace the "Art Works" set of logos featuring three triangles. If your organization receives funding from the National Endowment for the Arts, it should start using the new logos in the design of print and online materials (It is not necessary to destroy and replace materials that have already been printed.). Some Arts Create grants from TCA include funds from the National Endowment for the Arts; the recipients of those current grants

were notified of those funds and the need to credit the National Endowment for the Arts via an email sent in September 2018. More information about the National Endowment for the Arts' new logos is [here](#).

Cultural Districts to Begin Annual Reporting in 2019

Since 2009, TCA has designated official cultural districts on behalf of the State. The intent of these districts is to harness the power of cultural resources to stimulate economic development, tourism, and community revitalization.

Following a vote by Commissioners on December 7, 2016, TCA's guidelines for [Cultural District Designation](#) now require all designated cultural districts to report annually on activities in order to maintain designation status. TCA's Cultural District Annual Report form for activities that occurred during 2018 will have a deadline of **June 17, 2019** (Those districts designated in 2018 will not be required to complete the annual report until June 2020.). Cultural district managers can find the report form [here](#). **Please download and save the form to your computer and then fill it out to make sure that your work is saved.**

The guidelines for the Cultural District Designation program also require each cultural district to be recertified every ten years. Recertification forms for cultural districts designated in 2009 will become available on June 18, 2019 and will be due on June 15, 2020. Questions can be addressed to districts@arts.texas.gov.

Next Free Professional Development Webinar: Community Foundations



MariBen Ramsey

Join us for our next free professional development webinar, **A Community Foundation Insider Tells All**. At 2 PM (Central) on **February 20**, **MariBen Ramsey** will discuss community foundations. These locality-focused philanthropic organizations provide funding opportunities for a variety of nonprofit organizations. MariBen Ramsey, nonprofit consultant and lawyer, served as the Chief Philanthropy Officer and General Counsel for the Austin Community Foundation for 20 years. A question and answer session will follow MariBen's presentation. Registration is on a first come, first served basis, so [reserve your spot](#) now!

MariBen Ramsey is a native Austinite and a graduate of the University of Texas at Austin where she received her undergraduate and law degrees. A former shareholder with the Graves, Dougherty, Hearon & Moody law firm, she saw the light, so to speak, and launched a new career with the Austin Community Foundation that married her passion for Austin and nonprofit service. For 20 years she served as the foundation's Chief Philanthropy Officer and General Counsel, led its grantmaking program and worked closely with families on realizing their philanthropic goals. During her tenure the Foundation made grants of over \$200 million. MariBen is now the principal of Ramsey Philanthropy, which provides nonprofit consulting for organizations and their boards and philanthropy advising for individuals and families. She is also the principal of MariBen Ramsey Law, PLLC. Her legal practice primarily focuses on public charities and private foundations. MariBen has served on more than 30 boards of nonprofit organizations at the local, state, national and international levels with expertise in board governance and nonprofit management.

TCA broke attendance records with our most recent live webinar, **Strategic Planning: A Roadmap to Your Success**. Strategic Planning is key to running a successful nonprofit arts organization. Strategic plans are a tool that provides direction for an organization to fulfill its mission with a focus on effectiveness, efficiency, and impact. **Dr. Froswa' Booker-Drew**, consultant and Director of Community Affairs for the State Fair of Texas, presented the components of a strong plan, the role of stakeholders, and how to monitor your progress. If you weren't able to attend the live webinar, or if you'd like to see what else we've offered over the years, we have good news! All of our professional development webinars are recorded and available [online](#) for free.



*Froswa' Booker-Drew,
Ph.D.*

Upcoming TCA Application Deadlines

TCA has several upcoming application deadlines. As always, the TCA staff is happy to discuss your 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, these requests would be made at least two weeks before the application deadline. For your assistance, TCA has recently recorded a **Grant Writing Basics** webinar with Humanities Texas, available [here](#).

Grant Program: Arts Respond Project

Arts Respond Project grants provide project assistance grants to nonprofit arts organizations on a short-term basis and may include administrative costs directly related to the project. Projects must address one of the following priority areas: economic development, education, health & human services, public safety & criminal justice, or natural resources & agriculture.

Activity dates must be: Between April 1, 2019 and August 31, 2019

Application deadline: Midnight on January 15, 2019

Application form: [Online](#)

Application limit: Organizations may submit one application for this deadline. Organizations should not submit more than one application addressing the same priority area per fiscal year.

Resources: [Grant guidelines](#), [contact TCA staff](#), [webinar](#)

Designation Program: Cultural District Designation

This program designates special zones in cities and Texas communities that harness the power of cultural resources to stimulate economic development and community revitalization.

Application deadline: Letter of Intent to apply due January 30; application due June 15

Application form: On [Cultural Districts Program page](#)

Resources: [Program guidelines](#), [contact TCA staff](#)

Grant Program: Arts Respond Performance Support

This program provides professional artist fees to Texas nonprofits, schools, colleges, and units of government for hiring an artist from the [Texas Touring Roster](#) to do a performance. These applications are funded based on a percentage of contracted fees.

Activity dates must start: Between March 15, 2019 and June 14, 2019

Application deadline: Midnight on February 1, 2019

Application form: [Online](#)

Resources: [Grant guidelines](#), [contact TCA staff](#)

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, 2019 and August 31, 2020

Application deadline: Midnight on March 1 or March 15. 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](#), links to recorded webinars about the application process will be sent to eligible account holders.

Creative Forces Oral History Project Survey

[Texas Folklife](#) will be conducting a Creative Forces oral history project in Temple this summer. If you're a veteran or a member of the military who is transitioning from active service and are interested in participating, please fill out this [survey](#) by January 31, 2019. The survey is designed to estimate interest in participating in Texas Folklife's Stories for Creative Forces Project, a planned series of workshops in storytelling, oral history, and audio documentary production for veterans and military personnel transitioning from active service.



Participants will take part in a multi-day training workshop where they will make a professional audio documentary on an important story of their choosing. Finished stories will be shared at an open community event, radio and online broadcasts. All workshops and community events are planned occur at the Cultural Activities Center in Temple in August or September.

Catching Up with Young Master William Chiang (Music, 2014)

Since its inception in 2002, the [Young Masters](#) grant program has supported 328 Texas high school students' studies in the arts. We're using this month's newsletter to share an update from one of our recent Young Master alumni.

William Chiang, 21, is currently pursuing a Bachelor of Music degree under the tutelage of Evelyne Brancart at the Indiana University Jacobs School of Music (IU). He began studying piano at age four with Olga Radosavljevich at the Cleveland Institute of Music, and was an honored recipient of the Olga Radosavljevich Scholarship from 2005-2007. Further studies were with Pamela Mia Paul at the University of North Texas from 2011 to 2015. William's awards include Grand Prize in the 2012 Plano Symphony Orchestra's Collin County Young Artists Competition, Grand Prize at the 2013 Vernell Gregg Young Artists Competition, First Prize at the 2013 International Chopin Youth Competition in Houston, and top prizes at the Juanita Miller, Blount-Slawson, International Keyboard Odysiad, and Hellam Young Artists' Competitions.



William Chiang

In 2014, he was designated a Young Master by the Texas Commission on the Arts and the Texas Cultural Trust, which assisted him with attending the Brevard Music Center's 2014 & 2015 Summer Institutes in Brevard, NC. "The Young Masters Award allowed me to attend the Brevard

Music Center, the first summer festival I had ever attended. With the generous support of this award, I had the opportunity for the first time to become acquainted with great high school and college aged musicians throughout the country as well as renowned faculty from major conservatories in the US. This experience significantly helped me in the audition process to apply for a piano performance degree in college, and I am forever thankful to the Texas Commission on the Arts and the Young Masters Award for helping make this eye-opening experience possible."

A 2015 graduate of Plano West Senior High School, William has taken lessons from and participated in master classes with Norman Krieger, Julian Martin, Andrey Ponochevny, Menahem Pressler, and Andre Watts. He is currently attending IU as a recipient of the Music Faculty Award and the Gyorgy Sebok Undergraduate Scholarship.

TCA is proud to have been a part of William's early development as an artist, along with our partners at the [Texas Cultural Trust](#).



Texas Commission on the Arts

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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.