

# Artspace Immersion: Austin

Helping turn big ideas into achievable plans

## Program Overview

Artspace Immersion: Austin is an 8-month, cohort-based program designed to support arts organizations in advancing their space initiatives through strategic development, financial planning, and community engagement.

The program equips organizations with the tools, knowledge, and connections needed to move space projects from concept to implementation.

## Program Focus Areas

The program builds organizational capacity across six key areas essential to successful space planning:



### Leadership

Strengthening organizational leadership to effectively support space initiatives



### Project Concept

Refining and clarifying a compelling vision for space use



### Cost Analysis

Understanding financial feasibility and long-term sustainability



### Location

Identifying and evaluating potential sites and spaces



### Funding

Exploring funding models and identifying financial resources



### Communication

Crafting clear, compelling messaging to engage stakeholders and build support



## Save the Date

### Applications Open: February 2, 2026

For organizations ready to take the next step toward sustainable, mission-aligned space.

[artspace.org/ImmersionAustin2026](https://artspace.org/ImmersionAustin2026)



## Program Benefits

Participants will receive:

### One-on-One Technical Assistance

Tailored support to refine strategies and advance space projects

### Stakeholder Engagement

Connections with city officials, brokers, construction professionals, and other key partners

### Peer Learning

Collaborative learning alongside a cohort of arts organizations facing similar challenges

### Key Outputs

Development of essential project materials, including Pitch Deck, Case Statement, and Capital and Operating Budget Template



Immersion Austin is proud to welcome ACA as our official Local Liaison.



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## Program Timeline

Cohort meetings take place on the third Wednesday of each month, 10:00 AM – 12:00 PM (CST).

May		Kickoff Session: Leadership		In-Person
June		Project Concept Workshop		Virtual
July		Location Workshop with Guest Speakers		In-Person
August		Cost Analysis Workshop		Virtual
September		Tour of Spaces & Lessons Learned Conversation		In-Person
October		Funding Workshop with Guest Speakers		Virtual
November		Communications Workshop		Virtual
December		Final Event & Pitch Presentations		In-Person



## Eligibility Criteria

Organizations must meet the following criteria to apply:

- Mission dedicated to art, culture, or other creative pursuits
- Incorporated as a 501(c)(3) nonprofit
- Based in the City of Austin, TX
- Identified space-related initiative
- Evidence of planning work completed or underway
- Three-person leadership team willing and able to actively participate



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