



# Annual Program & Marketing Grant Guidelines

FY 2023-2024 Part B

Funded Through  
The City of College Station  
Hotel/Motel Tax Revenues



## Annual Program & Marketing Grant Guidelines FY 2023-2024 Part B

### Granting Process Schedule\*

2024	March	Grants Review Panel established; applications released; trainings are scheduled as needed with affiliates.
2024	Friday, March 29th	Deadline to request the Grant Administrator to review a draft application for content. Affiliates must fill out a draft application in the grant portal and request a review by emailing <a href="mailto:megan@acbv.org">megan@acbv.org</a> .
2024	<b>Wednesday, April 17th</b>	<b>Applications for FY 2023-2024 Part B are due by 11:59pm. LATE APPLICATIONS WILL NOT BE CONSIDERED.</b>
2024	Late April	Applications are reviewed for completeness and file compatibility only; the applicant has the opportunity to respond to staff requests for clarification or additional information; applications are provided to the grant review panel by April 25 <sup>th</sup> .
2024	<b>TBD, early May</b>	<b>Grant review panel presentations (may be done via Zoom/phone if necessary). Applicants will be notified of their time slot in early May.</b>
2024	May	The Arts Council Board reviews and approves the grant panel's funding recommendations. City of College Station councils review and approve the Arts Council's recommendations.
2024	May	Notify grant applicants of panel results and begin contract procedures.
2023-2024	October 2023-September 2024	Programs take place; possible site visits and interviews with grant applicants. Quarterly reports due to the Arts Council. Funded affiliates must attend 2 professional development workshops.
2024	July 2024	Applications for FY 2024-2025 are due.

\* Schedule is subject to change at the discretion of the Arts Council.



## Annual Program & Marketing Grant Guidelines FY 2023-2024 Part B

### 1. What is an annual program & marketing grant?

The Arts Council's 2024 annual program & marketing grant program is funded through the Cities of College Station hotel occupancy tax revenue. It is designed to provide affiliate organizations with financial support for programs making a significant contribution toward:

- The promotion of the arts, culture, and heritage in the Brazos Valley
- Tourism and the convention and hotel industry

All eligible groups requesting Arts Council Marketing & Program Grant funds are required to comply with the following two-part test:

A. **Criteria I:** Every expenditure must directly enhance and promote tourism and the hotel and convention industry.

B. **Criteria II:** Expenditures must fall into one of the following categories:

1. Paying the establishment, improvement, maintenance, or administrative costs for facilitating a convention or registrations
2. Paying for advertising, solicitation, and promotional programs that attract tourists and convention delegates to the city or its vicinity
3. Expenditures that promote the arts
4. Funding historical restoration and preservation programs or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums
5. Funding costs to hold sporting events that substantially increase hotel activity
6. The enhancement or upgrading of existing sports facilities or sports fields
7. Funding transportation systems for tourists
8. Tourism related signage

1. **annual program & marketing grant funds are available for a wide range of programs. In general, they should serve to increase community understanding and participation in arts, culture, or heritage programs, be of an educational or instructional function, and directly support or promote the hotel/motel/tourist industries.**

### 2. annual program & marketing grant Funding Period

The annual program & marketing grant funding is made for the support of programs and marketing for the fiscal year 2023-2024 (October 1, 2023 – September 30, 2024). Only events taking place and marketing paid for during this period are eligible for funding.



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### 3. Application Due Date: Wednesday, April 17th, 2024

The application must be submitted through the online grant interface by 11:59pm on April 17th, 2024. Late or incomplete applications will not be accepted. Applications, including application attachments, may not be submitted outside the online grant interface; any such applications will be returned unopened.

### 4. Submission Instructions

- New applicants, or those who have not used the online grant portal, are required to schedule a meeting with the Grant Administrator to discuss the grant program before applying.
- Applicants will need to create a profile for themselves in the online grant interface if they do not already have one.
- Only one application will be accepted from each organization.
- Applicants can save their progress and return to their applications at their convenience. Applicants are required to complete and submit their applications online by the specified deadline. Applications that are still in draft form will not be considered.

### 5. Eligibility

- **Organizations operating and programs presented in Brazos County.**
- Activities and programs which
  - Are artistic, cultural, or heritage by nature
  - Directly support or help tourism and the hotel industry
  - Are open to the public and impact a large number of people through positive exposure to arts, culture, and history
  - Are conducted during the fiscal year in which the grant was awarded and funds were received
- Applicants must be Arts Council affiliate organizations in good standing for at least one year.
- Applicants must be not-for-profit organizations, chartered in the State of Texas, and operating or delivering programs in the arts, culture, or heritage fields.
- Organizations that are not tax-exempt may apply for an annual program & marketing grant under the umbrella of an exempt non-profit organization chartered in the State of Texas and operating in Brazos County. Umbrella applications require a signed agreement between the applicant and the sponsoring umbrella group.

### 6. Multi-Year Grant Cycle (SUSPENDED FOR FY2023 -2024)

*NOTE: Multi-Year Grants have been suspended for FY2023-2024. All grantees will be required to submit an application as a regular single-year applicant. We hope to resume the Multi-Year Grant Cycle for FY2025, and if so, will notify selected affiliates at later dates.*



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### 7. Restrictions

#### a) General Restrictions

- All annual program & marketing grant-funded programs must be completed within the current fiscal year outlined above.
- Only one application will be accepted per organization in any fiscal year. Should more than one annual program & marketing grant application be submitted, all will be rejected for that fiscal year. However, one application may cover multiple programs, events, and dates.
- Annual Grant funds cannot be used for the elimination of accumulated or existing debt.
- There must be no program participation restrictions based on organizational membership, age, race, sex, creed, religion, disability, sexual orientation, national/ethnic origin, or social condition.

#### b) Annual Grant Funds are not available to or for:

- Activities that do not have an artistic, cultural, or heritage focus or whose primary focus is religious or political.
- **Activities taking place outside Brazos County.**
- **Organizations that have headquarters outside Brazos County.**
- **Programs not consistent with appropriate use of HOT fund expenditures.**
- Government agencies or public authorities.
- Cash services or endowments of any kind.
- Programs planned solely for fundraising purposes. Funds may be used for programs of a fundraising nature, but preference will be given to artistic/cultural events and programs.
- Marketing of a primarily local nature. All marketing paid for through the program must reach audiences more than 75 miles distant from College Station.
- Travel, lodging, per diem (or other food or alcohol-related expense), registration, or fees related to an individual's attendance to conferences, trade shows, or other events outside Brazos County.
- Loans, fines, penalties, cost of litigation, or associated interest payments.
- Political contributions or activity of any political nature (i.e. lobbying).
- Re-granting programs.
- Scholarships, awards, cash prizes, tuition expenses, or fellowships/grants to individuals.
- Activities restricted to members or which do not benefit the general public.
- College/university or school programs that are part of a course or curriculum or which do not benefit the general public.
- Previously completed activities that have occurred prior to the fiscal year mentioned above (October 1, 2023 – September 30, 2024). Funds are distributed in quarterly installments and are available to reimburse expenses incurred during the period of support.
- Arts Council membership dues.



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### 8. Matching Funds

The proposed budget must indicate that the applicant furnishes at least 50% of the total program expenses. Matching funds may be cash or in-kind contributions. **The in-kind match must not exceed 25% of the total project expenses.** Diversity of funding is encouraged.

**HOT funds for marketing expenses outside of a 75-mile radius of College Station are not required to have matching funds.**

### 9. Grant Panel Review Criteria

To ensure all Marketing & Program Grant funds are awarded to viable activities that are in compliance with the State of Texas Hotel/Motel Revenue expenditures, panelists will use the guidelines below to score all grant applications.

- 1. Artistic/Cultural Quality (0-40 points)**
    1. Quality of artistic & cultural experiences provided to participants
    2. Quality of artists and services involved
    3. Innovation and creativity in programming and artistic/cultural content
    4. Evidence that the program is not a duplication of other efforts
  - 2. Impact (0-40 points)**
    1. Attracts visitors from outside the Brazos Valley and has a tangible hotel impact
    2. The existence of a marketing plan supported by appropriate resources
    3. Audience or participants
    4. Economic Impact (including restaurant meals)
  - 3. Capability & Fiscal Health (0-10 points)**
    1. Administrative and personnel capability
    2. Evidence of ability to deliver services on time and effectively present programs
    3. Evidence of the organization's continuing history of growth, stability, and vision
    4. A diverse base of financial support through earned income, private giving, and public funding
    5. History of proper use and handling of funds in past grant cycles
    6. Accuracy and completeness of financial reporting
  - 4. Support of the Mission of the Arts Council (0-10 points)**
    1. Accessibility to residents and visitors
    2. Positive representation of the arts in the community & The Arts Council
    3. Partnerships/coordination with other artists, organizations, and businesses
- Total points (0-100 points)**

### 10. Grant Review Process

2. Arts Council staff receives and reviews Annual Grant applications to ensure each application is complete and all files are retrievable. Should the applicant wish Arts Council staff to review their application for content before submitting, they must request a review from the Grants Administrator ([megan@acbv.org](mailto:megan@acbv.org)) no later than Friday, March 29th, 2024.



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3. **All applicants are *required* to present a 5-minute program overview to the Grant Review Panel and participate in a 10-minute question and answer session relating to the application on a date TBD in May.**

Panels will happen remotely via conference call or Zoom video call at the discretion of the panel. Applicants should request a conference call/Zoom chat at the time of application submission if they will be unable to attend in person (virtually). Applicants will be notified in May of their presentation time on the panel day.

4. Grant Panel reviews and scores all applications and presents specific funding recommendations to the Arts Council Board of Directors based on available Arts Council funds and the applicant's review scores.
5. Upon the Board of Directors' approval, Arts Council staff presents the annual program & marketing grant budget to the City of College Station City Council, for approval.
6. Upon City approval, a contract will be issued to the applicant specifying the amount awarded and reporting guidelines.

### **11. Notification Requirements**

It is the responsibility of the applicant to notify the Arts Council promptly of any changes in status, including loss of 501(c)(3) status or disbanding, during the grant term.

### **12. Professional Development Workshops**

Affiliates receiving funding will be required to have a designee attend at least two professional development workshops hosted by the Arts Council during FY 2023-2024. Workshops feature a professional speaker addressing important arts or nonprofit-related topics. Dates for these workshops will be announced soon.