



Annual Program & Marketing Grant Guidelines

Funded Through
City of College Station
Hotel/Motel Tax Revenues



Annual Program & Marketing Grant Guidelines

Granting Process Schedule*

2025	June-July	Grants Review Panel established; applications released; training are scheduled as needed with affiliates.
2025	Friday, July 25th	Deadline to request Grant Administrator to review draft application for content. Affiliates must fill out a draft application in the grant portal and request a review by emailing hailey@acbv.org.
2025	Friday, August 15th	Applications for FY 2025-2026 are due by 11:59 pm. LATE APPLICATIONS WILL NOT BE CONSIDERED.
2025	Early-Mid August	Applications are reviewed for completeness and file compatibility only; applicants have the opportunity to respond to staff requests for clarification or additional information; applications are provided to the grant review panel by August 16th.
2025	TBD, late August to early September	Grant review panel presentations (may be done via Zoom/phone if necessary). Applicants will be notified of their time slot in late August.
2025	September - October	Arts Center Board reviews and approves grant panel's funding recommendations. City of College Station council reviews and approves Arts Center's recommendations.
2025	October - November	Notify grant applicants of panel results and begin contract procedures.
2025-2026	October 2025 - September 2026	Programs take place; possible site visits and interviews with grant applicants. Quarterly reports due to The Arts Center. Funded affiliates must attend 2 professional development workshops.
2026	July 2026	Applications for FY 2026-2027 due.

* Schedule is subject to change at the discretion of The Arts Center.



Annual Program & Marketing Grant Guidelines

1. What is an Annual Program & Marketing Grant?

The Arts Center's Annual Program & Marketing Grant program is funded through the City of College Station's Hotel Occupancy Tax revenue and 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 in College Station

All eligible groups requesting Arts Center Program & Marketing 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 in College Station

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 historical 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

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 2025-2026 (October 1, 2025 – September 30, 2026). Only events taking place and marketing paid for during this period are eligible for funding.

3. Application Due Date: Friday, August 15th, 2025

Application must be submitted through the online grant interface by 11:59 P.M. on August 15th, 2025. Late or incomplete applications will not be accepted. Applications



Annual Program & Marketing Grant Guidelines

may not be submitted outside of the online grant interface; any such applications will be returned unopened.

4. Submission Instructions

- 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 will be able to save and return to their applications as they please. They must ensure that they finalize the application and submit it online by the due date. Applications still in the draft phase will not be considered.

5. Eligibility

- **Organizations operating and programs presented in Brazos County.**
- Activities and programs which
 - o Are artistic, cultural, or heritage by nature
 - o Directly support or help tourism and the hotel industry
 - o Are open to the public and impact a large number of people through positive exposure to arts, culture, and history
 - o Take place within the fiscal year the grant was awarded and the funds were received
- Applicants must be Arts Center 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 which 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)

Note: Multi-Year grants have been suspended indefinitely. All grantees will be required to submit an application as a regular single-year applicant. We hope to resume the Multi-Year Grant Cycle in the future, and if so, will notify selected affiliates in the relative year.

7. Restrictions

a) General Restrictions

- All Annual Program & Marketing Grant funded programs must be completed within the current fiscal year as 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 Program & Marketing Grant Guidelines

- 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, 2025 – September 30, 2026). Funds are distributed in quarterly installments and are available to reimburse expenses incurred during the period of support.
- Arts Center membership dues.

8. Matching Funds

The proposed budget must indicate that at **least 50% of the total program expenses** be furnished by the applicant. 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.



Annual Program & Marketing Grant Guidelines

9. Grant Panel Review Criteria

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

1. Artistic/Cultural Quality and Excellence (0-20 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
5. The extent to which the projects deepen and extend the art's value

2. Artistic Merit (0-20 points)

1. The importance and appropriateness of the project to the organization's mission, artistic field, artists, audience, community, and/or constituency
2. The ability to carry out the project is based on such factors as the appropriateness of the budget, the quality and clarity of the project activities and goals, the resources involved, and the qualifications of the project's personnel
3. If appropriate, the potential to serve and/or reach individuals whose opportunities to experience arts are limited by geography, ethnicity, economics, or disability.
4. The appropriateness of proposed performance measurements. This includes, where relevant, measures to assess student and/or teacher learning in arts education.
5. If appropriate, plans for documentation and dissemination of the project results.
6. If appropriate, engagement with the following constituencies (as encouraged by White House Executive Orders)
 - i. Historically Black Colleges and Universities
 - ii. Tribal Colleges and Universities
 - iii. American Indian and Alaskan Native tribes
 - iv. African American Serving Institutions
 - v. Hispanic Serving Institutions
 - vi. Asian American and Pacific Islander communities, and
 - vii. Organizations that support the independence and lifelong inclusion of people with disabilities

3. Impact (0-40 points)

1. Attracts visitors from outside the Brazos Valley and has tangible hotel impact
2. Existence of a marketing plan supported by appropriate resources
3. Audience or participants
4. Economic Impact (including restaurant meals)

4. Capability & Fiscal Health (0-10 points)

1. Administrative and personnel capability



Annual Program & Marketing Grant Guidelines

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

5. Support of the Mission of The Arts Center (0-10 points)

1. Accessibility to residents and visitors
2. Positive representation of the arts in the community & The Arts Center
3. Partnerships/coordination with other artists, organizations, and businesses

Total points (0-100 points)

10. Grant Review Process

1. Arts Center staff receives and reviews Annual Grant applications to ensure each application is complete and all files are retrievable. Should the applicant wish Arts Center staff to review their application for content before submitting it, they must request a review from the grants administrator (hailey@acbv.org) no later than Friday, July 25th, 2024.
2. **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 (if required) on a date TBD between late August to early September.** Panels may 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. Applicants will be notified in late July or early August of their presentation time on the panel day.
3. Grant Panel reviews and scores all applications and presents specific funding recommendations to The Arts Center Board of Directors based on available Arts Center funds and the applicant's review scores.
4. Upon the Board of Directors' approval, Arts Center staff present the Annual Program & Marketing Grant budget to the City Council and the City of College Station for approval.
5. Upon the City's 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 Center promptly of any changes in status, including loss of 501(c)(3) status or disbanding, during the grant term.

12. Professional Development Workshops



Annual Program & Marketing Grant Guidelines

Affiliates receiving funding will be required to have a designee attend at least two professional development workshops hosted by The Arts Center during FY 2025-2026. Workshops feature a professional speaker addressing important arts or nonprofit-related topics.

13. Reporting Requirements

APMG grants require a grant report every quarter of the fiscal year for which the award is granted. These grants are due on the 21st of the month following the end of the associated quarter.

Quarter	Quarter Period	Report Due Date
Q1	October-December	January 21 st
Q2	January-March	April 21 st
Q3	April-June	July 21 st
Q4	July-September	October 21 st

Arts Center Annual Program & Marketing Grants measure impact through recording program attendance, as well as the hotel and restaurant visits associated with the program. Likewise, affiliates are expected to record the zip codes of the addresses of attendees to show attendance by individuals from out of town. Affiliates have been able to record these numbers through attendee surveys and ticket sales records and questionnaires.