



Annual Marketing & Program Grant Guidelines FY 2022-2023

Funded Through
City of College Station and City of Bryan
Hotel/Motel Tax Revenues



Annual Marketing & Program Grant Guidelines FY 2022-2023

Granting Process Schedule*

2022	May-June	Grants Review Panel established; applications released; trainings are scheduled as needed with affiliates.
2022	Thursday, June 30th	Deadline to request Grant Administrator to review draft application for content. Affiliate must fill out a draft application in the grant portal and request a review by emailing deputy@acbv.org.
2022	Tuesday, July 23th	Applications for FY 2022-2023 are due by 11:59pm. LATE APPLICATIONS WILL NOT BE CONSIDERED.
2022	Late July	Applications reviewed for completeness and file compatibility only; applicant has the opportunity to respond to staff requests for clarification or additional information; applications provided to grant review panel by August 10 th .
2022	TBD, late August	Grant review panel presentations (may be done via Zoom/phone if necessary). Applicants will be notified of their time slot in late July.
2022	September - October	Arts Council Board reviews and approves grant panel's funding recommendations. City of Bryan and City of College Station councils review and approve Arts Council's recommendations.
2022	October - November	Notify grant applicants of panel results and begin contract procedures.
2022-2023	October 2022 - September 2023	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.
2023	July 2023	Applications for FY 2023-2024 due.

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



Annual Marketing & Program Grant Guidelines FY 2022-2023

1. What is an Annual Marketing & Program Grant?

The Arts Council's Annual Marketing & Program Grant program is funded through the Cities of College Station and Bryan 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

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

Annual Marketing & Program 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 Marketing & Program Grant Funding Period

The Annual Marketing & Program Grant funding is made for the support of programs and marketing for the fiscal year 2022-2023 (October 1, 2022 – September 30, 2023). Only events taking place and marketing paid for during this period are eligible for funding.

3. Application Due Date: Saturday, July 23, 2022

Application must be submitted through the on-line grant interface by 11:59pm on July 23, 2022. Late or incomplete applications will not be accepted. Applications may not be



Annual Marketing & Program Grant Guidelines FY 2022-2023

submitted outside of the on-line 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 on-line 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
 - 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
 - Take place within the fiscal year the grant was awarded and the 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 which are not tax exempt may apply for an Annual Marketing & Program 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 FY 2022-2023**)

Note: Multi-Year grants have been suspended for FY2022-2023. 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 FY2024, and if so, will notify selected affiliates in May 2023.

7. Restrictions

a) General Restrictions

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



Annual Marketing & Program Grant Guidelines FY 2022-2023

- Only one application will be accepted per organization in any fiscal year. Should more than one Annual Marketing & Program 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 upon 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 which 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 Bryan/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, 2022 – September 30, 2023). Funds are distributed in quarterly installments and are available to reimburse expenses incurred during the period of support.
- Arts Council 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**



Annual Marketing & Program Grant Guidelines FY 2022-2023

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 Bryan/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 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 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 include, 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 marketing plan supported by appropriate resources
3. Audience or participants



Annual Marketing & Program Grant Guidelines FY 2022-2023

4. Economic Impact (including restaurants meals)

4. 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 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 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

1. 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 it, they must request a review from the grants administrator (deputy@acbv.org) no later than Thursday, June 30th, 2022.
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 on a date TBD between August 12th and 26th.**
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 time of application submission if they will be unable to attend in person. Applicants will be notified in late July of their presentation time on the panel day.
3. 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.
4. Upon Board of Directors' approval, Arts Council staff presents the Annual Marketing & Program Grant budget to City Councils, City of College Station, City of Bryan, and City of Navasota for approval.
5. Upon Cities' 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.



Annual Marketing & Program Grant Guidelines FY 2022-2023

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 2022-2023. 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 Council APM 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.