## Granting Process Schedule*

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>May-June</td>
<td>Grants Review Panel established; trainings are scheduled as needed with affiliates.</td>
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<tr>
<td>2019</td>
<td>June 26th</td>
<td>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 <a href="mailto:deputy@acbv.org">deputy@acbv.org</a>.</td>
</tr>
<tr>
<td>2019</td>
<td>Monday, July 15th</td>
<td>Applications for FY 2019/2020 are due by 11:59pm. LATE APPLICATIONS WILL NOT BE CONSIDERED. Multi-year Affiliates must submit their updated financial documents by this deadline.</td>
</tr>
<tr>
<td>2019</td>
<td>late July</td>
<td>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 at end of July.</td>
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<tr>
<td>2019</td>
<td>Friday, August 9th between 9am and 2pm</td>
<td>Grant review panel presentations. Applicants will be notified of their time slot in late July.</td>
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<tr>
<td>2019</td>
<td>September - October</td>
<td>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.</td>
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<tr>
<td>2019</td>
<td>October - November</td>
<td>Notify grant applicants of panel results and begin contract procedures. If required, begin contract amendment procedures for Multi-Year Affiliates.</td>
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<tr>
<td>2019/2020</td>
<td>October 2019-September 2020</td>
<td>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.</td>
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</table>

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

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 and 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 2019-2020 (October 1, 2019 – September 30, 2020). Only events taking place and marketing paid for during this period are eligible for funding.
3. **Application Due Date: Monday, July 15, 2019**

Application must be submitted through the on-line grant interface by 11:59pm on July 15th, 2019. Late or incomplete applications will not be accepted. Applications may not be submitted outside of the on-line grant interface; any such applications will be returned unopened. Multi-Year Affiliates must submit their updated financial documents via email to deputy@acbv.org by this deadline.

4. **Submission Instructions**

- 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 application 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.
- Individuals and 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**

In order to streamline grant administration and secure future funding for stable organizations, The Arts Council board and the Cities of College Station and Bryan have agreed to implement a multi-year grant cycle that will allocate funding for select affiliates on a three-year basis. These affiliates will be voted on by The Arts Council board and individually invited to participate.
a) **Selected Affiliates Criteria** – the Cities and Arts Council have agreed on the following criteria to establish what would make an affiliate eligible to participate in the three-year grant cycle:

- At least two years of demonstrated compliance with past grant contracts. This includes proper logo inclusion on advertising, adequate visitor & survey data, timely quarterly reports, all necessary workshop attendance, and affiliate membership maintenance. It also means affiliates have properly used their grant funds, have not returned funds, have met all financial reporting requirements (including audits/AUPRs), and continue to support the Arts Council mission.
- At least two years of stable leadership by a grant manager
- Stable, sustainable, and appropriate programming and advertising plans
- At least two years of consistent and high level panel scores, and
- A demonstrated high impact level (economic, visitor count, hotel nights, etc)

b) **Procedure**

- Selected affiliates will only have to attend a grant training, submit an application, and attend the grant review panel every three years. When they submit their applications, they must ask for three years’ worth of funding. Panelists will determine their three years’ of funding based on their requests.
- Selected affiliates will sign a separate contract which will last for three years. Future funding will still be contingent upon annual approval by the Cities of the Arts Council’s funding requests. These affiliates will still be required to submit all quarterly reports and attend the same number of professional development workshops. During each year’s contract period in November, these affiliates will sign an amendment to their three-year contract showing the breakdown of funding for that fiscal year, if necessary.
- During the application period, selected affiliates on their second and third year of funding will be required to submit updated financial documents for the organization (see below). They are not required to submit a full application or attend the panel presentations on their second and third years.
- If the selected affiliates should, for any reason, fail to maintain the criteria to participate listed above, they will be removed from the program and asked to return to annual application submission process. They may work their way back into the multi-year grant cycle in the future.
- All affiliates will be evaluated and offers to participate will be extended each year prior to the release of applications, provided any affiliates meet the requirements.
c) **Second/Third Year Application Requirements** – Multi-Year affiliates will be required to submit the following documents to the Grant Administrator via email (deputy@acbv.org) by the July 15th deadline.

- Organization’s most-recent balance sheet
- Organization’s most-recent profit & loss/income statement
- Organization’s budget for FY2019-2020
- An audit/AUPR if required (please speak to Amy if you are unsure if it is is required) – an engagement letter may be submitted if the audit/AUPR is not complete by July 15th. Final report must be submitted by August 7th.
- If necessary, an updated marketing detail request form and/or program detail request form, if the affiliate is making changes to the approved categories in their contract.

7. **Restrictions**

a) **General Restrictions**

- All Annual Marketing & Program 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 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.
- 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.
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 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, panelists will use the below guidelines 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 tangible hotel impact
   2. Existence of marketing plan supported by appropriate resources
   3. Audience or participants
   4. Economic Impact (including restaurants 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 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

1. 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. All other applicants for the regular FY2020 grant cycle are recommended, but not required to meet with the Grant Administrator to discuss the funding goals for the upcoming fiscal year.

2. Multi-Year Affiliates in their second or third funding year must submit their updated financial documentation via email by Monday, July 15th, 2019.

3. 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 or eligibility before submitting, they must request a review from the grants administrator (deputy@acbv.org) no later than Wednesday, June 26th, 2019.

4. All applicants (except Multi-Year Affiliates in their second or third funding year) are required to present a program overview to the Grant Review Panel and participate in a question and answer session relating to the application on:
   - Friday, August 9th, 2019 between 9:00am and 2:00pm in the Satterwhite Conference Center at the Arts Council

   Presentation slots will be assigned to organizations in late July 2019.

5. Grant Review 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.
6. Upon Board of Directors’ approval, Arts Council staff presents the Annual Marketing & Program Grant budget to City Councils, City of College Station and City of Bryan, for approval.

7. Upon Cities’ approval, a contract will be issued to the applicant specifying the amount awarded and reporting guidelines. Multi-year Affiliates funding contracts will be amended if necessary.

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 2019/2020. Workshops feature a professional speaker addressing important arts or nonprofit related topics.