



**NAVASOTA!**<sup>TM</sup>  
**So much, so close.**

Annual Marketing & Program Grant  
Guidelines  
FY 2020-2021

Funded Through  
City of Navasota  
Hotel/Motel Tax Revenues



## Annual Marketing & Program Grant Guidelines FY 2020-2021

### Granting Process Schedule\*

|           |   |  |
|-----------|---|--|
| 2020      | May-June                                | Grants Review Panel established; applications released; trainings are scheduled as needed with affiliates.   |
| 2020      | Tuesday,<br>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.   |
| 2020      | <b>Sunday,<br/>July 26<sup>th</sup></b> | <b>Applications for FY 2020-2021 are due by 11:59pm. LATE APPLICATIONS WILL NOT BE CONSIDERED.</b>   |
| 2020      | 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 <sup>th</sup> . |
| 2020      | <b>TBD, late August</b>                 | <b>Grant review panel presentations (may be done via Zoom/phone if necessary). Applicants will be notified of their time slot in late July.</b>  |
| 2020      | September - October                     | Arts Council Board reviews and approves grant panel's funding recommendations. City of Navasota Council reviews and approves Arts Council's recommendations.   |
| 2020      | October - November                      | Notify grant applicants of panel results and begin contract procedures.  |
| 2020-2021 | October 2020-<br>September 2021         | 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.   |
| 2021      | July 2021                               | Applications for FY 2021-2022 due.   |

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



## 1. What is an Annual Marketing & Program Grant?

The Arts Council's Annual Marketing & Program Grant program is funded through the City of Navasota'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

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 2020-2021 (October 1, 2020 – September 30, 2021). Only events taking place and marketing paid for during this period are eligible for funding.

## 3. Application Due Date: Sunday July 26, 2020

Application must be submitted through the on-line grant interface by 11:59pm on July 26, 2020. 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.



#### 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 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 the Navasota Extraterritorial Jurisdiction (ETJ).**
- 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 Navasota ETJ. Umbrella applications require a signed agreement between the applicant and the sponsoring umbrella group.

#### 6. 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.



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- 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 that do not impact the hotel and convention industry within the Navasota ETJ.**
- **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 Navasota.
- 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 that do not impact hotels in Navasota ETJ.
- 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, 2020 – September 30, 2021). Funds are distributed in quarterly installments and are available to reimburse expenses incurred during the period of support.
- Arts Council membership dues.

## 7. 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 Navasota are not required to have matching funds.**



## 8. 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)**

## 9. 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, they must request a review from the grants administrator (deputy@acbv.org) no later than Tuesday, June 30<sup>th</sup>, 2020.
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 12<sup>th</sup> and 26<sup>th</sup>.**

Panels may happen remotely via conference call or Zoom video call at the discretion of the panel. Applicant 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.



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3. 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.
4. Upon Board of Directors' approval, Arts Council staff presents the Annual Marketing & Program Grant budget to Navasota City Council for approval.
5. Upon City approval, a contract will be issued to the applicant specifying the amount awarded and reporting guidelines.

### **10. 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.

### **11. 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 2020-2021. Workshops feature a professional speaker addressing important arts or nonprofit related topics.