



**Rural Grant Program
Guidelines
2020**



1. What is the Rural Grant Program?

The Arts Council Rural Grant Program was originally a sub-granting program sponsored in part by Texas Commission on the Arts and Mays Strategic Philanthropy. After the sponsored program came to an end, The Arts Council began a direct grant program to continue this much-needed source of funding for our rural affiliates. The program is designed to assist Arts Council affiliate member organizations located in the six rural counties of the Brazos Valley (Burleson, Grimes, Leon, Madison, Robertson and Washington) with program specific funding needs. Rural Grants are available for up to \$2,500.00.

2. Purpose of the Rural Grant

Rural Grant funds are available for a wide range of projects, with a focus on impacting children and families. In general they should serve to increase children's understanding and participation in arts, culture, or heritage programs or be of an educational or instructional function. Inclusive, diverse, and cooperative projects involving partnerships with other organizations, artists or local business are encouraged.

3. Eligibility – What We Fund

- Activities and programs which are artistic, cultural or heritage by nature
- Programs open to the public, particularly inclusive programs targeting and directly impacting children and families
- Programs taking place between October 1, 2019 and September 30, 2020 (Funds may be used on a reimbursement basis for eligible and approved expenses)
- Applicant must provide a 1:1 (dollar-for-dollar) match
- Applicant must be an Arts Council affiliate organization in good standing
- Applicant must be a not-for-profit organization operating or delivering programs in the arts, culture or heritage fields
- Applicant must be organization operating and presenting programs in the six rural counties of the Brazos Valley: Burleson, Grimes, Leon, Madison, Robertson and Washington

4. Restrictions – What We Do Not Fund

- a. General Restrictions
 - Only one application will be accepted per organization, artist or program in the fiscal year. If more than one Rural Grant application is submitted all will be rejected for that fiscal year.
 - Rural 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, nor social condition.
- Rural Grant funds are not available to or for:
 - Government agencies or public authorities;
 - Cash services or endowments of any kind;
 - Underwriting of capital expenditures (buildings, land, permanent equipment or artwork);
 - Projects planned primarily for fundraising purposes;
 - 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 the Brazos Valley;
 - Loans, fines, penalties, cost of litigation or associated interest payments;
 - Political contributions or activity of any political nature (i.e. lobbying);
 - Re-granting programs;
 - Awards, scholarships, or cash prizes to individuals;
 - Activities restricted to members or which do not benefit the general public;
 - College/university or school projects that are part of a course or curriculum or which do not benefit the general public;
 - Activities taking place outside of the October 1, 2019 – September 30, 2020 grant period. **Projects taking place during this period are eligible for reimbursement through the Rural Grant program.**
 - b. Organizational Restrictions
 - Salaries of current administrative staff are not eligible for funding.
 - Rural Grant funding projects must be an extension of the organization's usual activities and in keeping with the organization's mission.
 - Rural Grant funds are not available to organizations that have administrative offices located inside the Bryan/College Station area.

5. Review and Award Calendar/Procedure

Applications are due by 11:59pm on Friday, February 21, 2020. All applications must be submitted through The Arts Council's online grant portal.

The Rural Grant panel will review and score applications in late February 2020. The award recommendations will go to The Arts Council board for approval March 3, 2020. Provided the recommendations are approved by the board, **awards will be announced and paid in mid-March 2020.**

A final Rural Grant report form must be submitted **no later than October 20, 2020.** Projects must be completed by September 30, 2020.



6. Application Review Criteria

General Consideration: Does the application reflect the intent of the grant program – namely arts, culture, or heritage programs that target children, youth, and families in the rural counties of the Brazos Valley and increase understanding of and participation in the arts?

IMPACT <ul style="list-style-type: none"> • Public service • Audience or participants, especially the children/family audience • Education and outreach • Inclusivity and diversity of program • Economic impact 	40 POINTS
ARTISTIC QUALITY <ul style="list-style-type: none"> • Quality of artistic opportunities and experience provided to participants • Skills of artists involved • Impact on youth participants • Quality of services 	40 POINTS
CAPABILITY/FISCAL HEALTH <ul style="list-style-type: none"> • Administrative & personnel capability • Demonstrated history • Planning, implementation • Reasonable Budget • Diversity of funding sources 	10 POINTS
SUPPORT OF MISSION OF THE ARTS COUNCIL <ul style="list-style-type: none"> • Accessibility to residents and visitors • Positive representation of the arts in the Brazos Valley & The Arts Council • Partnership with other artists, organizations, and businesses 	10 POINTS
TOTAL	100 POINTS