

2025 Arts Marketing Assistance Grant Funding Guidelines

Overview

The Amarillo Convention and Visitors Bureau (ACVB) Arts Marketing Assistance Grant is a targeted initiative designed to support nonprofit arts organizations in the Amarillo area that play a pivotal role in attracting tourists and fostering overnight stays in the city. This grant program aims to empower cultural entities by providing financial assistance for marketing initiatives that contribute to the promotion and visibility of local arts activities. This grant not only facilitates the growth of the arts sector but also serves as a catalyst for enhancing Amarillo's appeal as a destination for cultural experiences, ultimately benefiting both the local arts community and the broader tourism industry.

Application Period

- **Start Date:** August 19, 2024
- **End Date:** September 20, 2024
- **Notification:** Within six weeks after the application deadline

Funding Requirements

To receive funding, applicants must:

1. **ACVB Logo:** Display the ACVB logo on all programs and promotional materials, including social media.
2. **Marketing Plan:** Provide a detailed marketing plan that explains how the funding will help attract overnight stays in Amarillo.
3. **Previous Report:** Submit a utilization statement from the most recent event funded by ACVB.
4. **Complimentary Ad:** Include a full-page complimentary ad for ACVB in your program (if applicable).
5. **Website Link:** Add an ACVB link on your website.
6. **Arts Committee Logo:** Use the ACVB Arts Committee logo on your website and other relevant materials.
7. **Event Calendar:** List your season and events on the ACVB Website Calendar.
8. **Event Photos:** Grant ACVB free access to all event photos.
9. **Funding Disclosure:** Disclose **any** additional sources (from an organization or municipality) of Hotel Occupancy Tax (HOT) funding and the amounts received or expected.
10. **Event Timing:** Ensure the event takes place within the ACVB fiscal year (October 1 - September 30).

Post-Event Documentation

Within one month after the event, provide:

- **Room Nights Report:** Proof of room nights generated.
- **Zip Code Information:** Attendee zip codes.
- **Financial Statement:** A detailed income and expense statement.

Additional Guidelines

1. **HOT Fund Criteria:** All expenditures must:
 - a. Directly promote tourism and benefit the hotel and convention industry.
 - b. Fit into one of the six statutory categories:
 - i. Funding the establishment, improvement or maintenance of a convention center or visitor information center.
 - ii. Paying the administrative costs for facilitating convention registration
 - iii. Paying for advertising solicitations and promotions that attract tourists and convention delegates to the city or its vicinity.
 - iv. Expenditures to promote the Arts (such expenditure must be likely to directly promote tourism and the hotel and convention industry).
 - v. Funding historical restoration or preservation programs (similar restriction here as with the arts).
 - vi. Funding costs in certain counties to hold sporting events that substantially increase hotel activity.
2. **Application Form:** Use the official Amarillo CVB funding request form.
3. **Marketing Plan:** Submit a detailed marketing plan outlining the use of funds. Applications without a plan will not be considered.
4. **Room Night Requirement:** Demonstrate a minimum of 50 room nights per night for funding requests over \$1,000. For new events, include a plan to measure room nights.
5. **Non-Profit Status:** Only nonprofit arts organizations are eligible.
6. **Local Promotion:** Applications with marketing plans limited to local promotion will not be considered.
7. **Funding Restrictions:** Personnel costs and general operating expenses are not eligible for funding.
8. **Event Presence:** ACVB may request a presence at the event (e.g., table or banner).

Special Considerations

- **Signature Events:** Certain key events may be exempt from standard guidelines.
- **Evaluation Factors:** Additional factors that should be considered when submitting a funding request:
 - The primary factor involved with funding from the HOT funds is the return on investment through the use of taxable lodging rooms in Amarillo. We also monitor:

- Composition of participants (Who are they and what is their influence?)
- Compatibility of the event with the image of Amarillo
- Media exposure
- Measurability
- Opportunity for growth
- In addition to the traditional concept of ROI, there are some other returns that should also be considered:
 - Return on involvement (community volunteerism for event)
 - Return on inspiration (Does the event lift the morale of the community?)
 - Return on imagination (an unrealized dream for Amarillo that may have low initial financial return, but has tremendous future potential)
 - Return on image (Will the outside world's view of Amarillo be enhanced by our mere hosting of an event?)

Additional Support

Not every event may qualify or be approved for Arts Marketing Assistance in the amount requested. However, there are five types of support that the ACVB can offer:

- Direct funding
- Event underwriting
- Marketing support (reimbursed to vendors)
- Partnership (revenue share)
- In-kind support (e.g., publicity, materials)

Final Overview

The Amarillo Convention and Visitors Bureau, as part of their responsibilities, accepts marketing funding requests from area non-profit arts organizations. Funding support is then recommended by the Amarillo CVB Arts Marketing Grants sub-committee to the Amarillo CVB board of directors for approval.

All standards listed in the funding guidelines apply to arts requests. The key is that all funding awarded by the Amarillo CVB MUST be for marketing, not general operations.

If there is ever any appeal requested concerning arts funding, these appeals will go directly to the ACVB board for consideration.

Submission Instructions

- **Download Form:** Marketing Assistance Funding Request Form
- **Submit Applications:** Email to Sherman@visitamarillo.com by September 20, 2024.

2025 Arts Marketing Assistance Grant Application Form

Organization Information

Please tell us about your organization

Organization Name:

Contact Name:

Contact Email:

Contact Phone Number:

Address:

City:

State:

Zip Code:

Did you participate in last year's Arts Theme?:

Yes No

If not, why?:

Are you participating in this year's Arts Theme?:

Yes No

If not, why?:

Event Information

Tell us about the event you are requesting funding for:

Event Name:

Event Dates:

Event Description:

Event Location:

Estimated Attendance:

Is there an audience focus (i.e. families, seniors, youth, etc.)?:

Is this a one-time event?

Yes No

Funding Requested (Dollar amount):

Hotel Occupancy Tax Funding

Please give us information on previous (in the last three years) and expected Hotel Occupancy Tax (HOT) funding from ANY municipality other than Amarillo.

Have you received HOT funding from a municipality other than Amarillo in the last three (3) years?:

Yes No

If yes, list the years and amount received:

Do you plan to receive HOT funding from another municipality for the event you are applying for?:

Yes No

If yes, what municipality and how much?

Required Documentation:

- Utilization Statement (for prior grant awardees)
- Proposed Event Budget
- Marketing Plan

Acknowledgment

I have read and understand the guidelines and submission requirements for Arts Marketing Assistance Grant.

Signature

Date

Please email this form along with your required documentation to Sherman Bass at Sherman@VisitAmarillo.com by September 20, 2024