

Hotel Occupancy Tax Grant Funding Arts & Culture Application FY 2020-2021



Presented by the
Conroe Convention & Visitors Bureau

505 West Davis Street

Conroe, TX 77301

936-522-3500

Funded through City of Conroe Hotel Occupancy Tax Revenues

Application Cycle Overview:

PROCESS/TIMELINE

- Applications available **August 17, 2020**
- Request for assistance/ review of application must be made by **September 4, 2020**
- Last day to have assistance with application from CVB **September 16, 2020**
- Applications due **September 25, 2020**
- Presentations for returning Arts & Culture Grant recipients **will be by request of Tourist Advisory Council only; not all applicants will present**
- Tourist Council will discuss all applications and prepare recommendations for funding to be presented to City Council for review at a regularly scheduled closed meeting, **in October or December**
- Visit Conroe Director, Shannon Overby will present recommendations on behalf of the Tourist Council City Council Workshop in **December or January**
- City Council will vote on the recommendations at their meeting in **December or January**
- Your organization will be notified of your grant amount and terms as soon as approved by City Council. Visit Conroe will let you know next steps in the process at this time.
- *Disbursement of grant funds upon receipt of post analysis with supporting documentation of fund usage and marketing compliance- no money will be dispersed prior to the event or season*

WHERE TO FIND THE APPLICATION:

- Applications will be available for pickup at the Visit Conroe Office **Monday-Friday, 8:00am-5:00pm starting August 17, 2020** or online at www.visitconroe.com.
- The application can also be emailed by request; contact Visit Conroe 936-522-3500 or info@visitconroe.com.

QUESTIONS OR ASSISTANCE WITH THE GRANT APPLICATION

- Visit Conroe staff will make themselves available should anyone have some specific questions or want a review of their application. Simply contact Visit Conroe at 936-522-3500 or info@visitconroe.com to schedule a date and time to meet.
- All meetings must be **requested** no later than **September 4, 2020** and **held** prior to **September 16, 2020**.

APPLICATION DEADLINE

- All complete applications are due in the CVB Office by **September 25, 2020 by 4pm.**
- A complete application will consist of:
 - Grant Funding Checklist (page 8)
 - Arts & Culture Application, (pages 9-11)
 - Grant Applicant Financial Summary printed from accountant or software generated report (page 12)
 - Recognition and Marketing Agreement (pages 13-14)
- Visit Conroe office – inside the Chamber of Commerce Building located at 505 West Davis Street

*****NO LATE APPLICATIONS WILL BE ACCEPTED – NO EXCEPTIONS*****

Please read over the packet thoroughly as there have been many changes for the upcoming cycle. Here is a brief summary of the changes:

- Financial Audits/ Reviews are no longer required
- No payments will be made upfront, all grant money will be paid post season/ event based on documentation provided showing compliance of grant requirements
- Grant applicants will not make presentations to the Tourist Advisory Council unless they are a new applicant or there is a need for further information
- Grant Application time period has shifted slightly
- An Application Rubric will be used to assist in determining the amount of grant awarded (sample included)
- A Post Event Rubric will be used to determine the adherence to grant guidelines and determine the qualification for reimbursement (sample included)
 - Therefore although a grant may be awarded \$15,000 (as an example) a lesser amount may be paid out if the Post Event Analysis documents do not demonstrate full compliance and legal use of grant money. Payout could be reduced to only 75% or 50% of the original awarded amount.

Below is an excerpt from the Texas Tax Code. This leads all decisions regarding Hotel Occupancy Tax. Please refer to it in all decisions you make regarding the CVB Special Grants.

Tax Code – Use of Revenue

§ 351.101. USE OF TAX REVENUE.

(a) Revenue from the municipal may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

(1) the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;

(2) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

(3) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;

(4) the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;

(5) historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

(6) for a municipality located in a county with a population of one million or less, expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity.

(b) Revenue derived from the tax authorized by this chapter shall be expended in a manner directly enhancing and promoting tourism and the convention and hotel industry as permitted by Subsection (a). That revenue may not be used for the general revenue purposes or general governmental operations of a municipality.

§ 351.108. RECORDS.

(a) A municipality shall maintain a record that accurately identifies the receipt and expenditure of all revenue derived from the tax imposed under this chapter.

(b) A municipality or entity that spends revenue derived from the tax imposed under this chapter shall, before making an expenditure, specify in a list each scheduled activity, program, or event that:

(1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and

(2) is directly enhancing and promoting tourism and the convention and hotel industry.

(c) If a municipality delegates to another entity the management or supervision of an activity or event funded by the tax imposed under this chapter, each entity that is ultimately funded by the tax shall, before making an expenditure, specify in a list each scheduled activity, program, or event that:

(1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and

(2) is directly enhancing and promoting tourism and the convention and hotel industry.

Overview of Grant Funding

PURPOSE OF THIS PACKET

This packet was designed to establish guidelines to apply to all tourism-related events and entities requesting funding from Hotel Occupancy Tax. There are stringent requirements in the Tax Code regulating the expenditure of Hotel Occupancy Tax. A copy of the applicable sections of the Tax Code has been included in this packet (Pg 4) for your review. This application packet applies to Section 351.101: 3 & 5.

The Visit Conroe Tourist Advisory Council reviews the applications and makes recommendations to the Conroe City Council on the portion of Visit Conroe's budget allocated to Hotel Tax Grant Funding. Funding is available from the hotel occupancy tax collected by our lodging properties.

APPLICATION QUALIFICATIONS & FUNDING GUIDELINES

- All applicants will be required to provide their tax filing status and ID number as part of the application.
- All applicants must be within Conroe City limits. Arts, Culture organizations must be based in Conroe, TX. All performances or shows must be held in Conroe, TX or the event coordinator(s) must be able to demonstrate to the Tourist Council Board how it will increase Hotel Occupancy Tax in Conroe.
- Applications must be filled out completely and accurately. The Tourist Council reserves the right to reject any incomplete, inaccurate or otherwise unclear application.
- Application must include a detailed marketing plan for which grant money will be designated.
- The requesting organization must provide a projected budget that includes **all** expected revenues and expenses, not just grant funds This report needs to be generated through an accounting software program such as QuickBooks, TurboCASH or Money Manager. A printed report must be submitted with the application. See Grant Application Financial Summary Form, pg. 18 for more specific information.

LIMITS ON FUNDING

- Per City Council, the maximum amount of funding that an organization can apply for is \$15,000 per year.
- As a rule, ***the requested amount should not exceed 25% of the total expected revenue.*** The purpose of this funding is to assist the marketing of the art programs and special events, not to be a patron of either the event or the fundraising beneficiary.

RULES PERTAINING TO MARKETING

Minimum of 10% of the Grant Funding must be spent on marketing and advertising through purchasing of advertising space and must be matched with an equal amount of dollars by the organization.

- NOTE: Legitimate media must be utilized IN ADVANCE of the event (examples include Social media, direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, brochures and other collateral material).
- Only funds spent on the **purchase** of ad space/ placement should be counted towards the 10 % requirement (and 10% match)
- Money spent towards the creation of marketing materials (photography, graphic artist, creative services, PR firms or ad agency fees) does not go towards the 10% requirement (and 10% match)
- The purpose of the funding is to assist your organization in attracting audiences from outside of the Conroe region

- ****The Tourist Council has the authority to specify how the Grant Funding should be spent by the applicant during the application process.**

ACCEPTABLE USE OF AWARDED GRANT MONEY

- Grant money awarded is distributed from the City’s Hotel Occupancy Tax Fund and must be used in accordance with the law: ***By law, the use of Hotel Occupancy Tax dollars is to bring visitors to the community that will spend the night, thus increasing occupancy in Conroe hotels (Conroe Hotel Occupancy Tax).*** Refer to page 4 of this packet for additional information, specifically Section (4) or (5) of the Hotel Occupancy Tax Code. (Tax Code, Section 351.101)
- If you have questions about acceptable use of Hotel Occupancy Tax Grant money, please contact the Visit Conroe office.

Texas law establishes a “two-part test” for the allocation and spending of hotel occupancy revenue funds. Any project, activity, or organization must meet **both** criteria of the test in order to legally receive HOT funding.

1. **Criteria I:** EVERY expenditure must DIRECTLY enhance and promote tourism AND the hotel and convention industry.
2. **Criteria II:** Expenditures must fall into one of the following categories:
 - a. Paying the establishment, improvement, maintenance or administrative costs for facilitating a convention or registrations
 - b. Paying for advertising, solicitation, and promotional programs that attract tourists and convention delegates to the city or vicinity
 - c. Expenditures that promote the arts
 - d. 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
 - e. Funding costs to hold sporting events that substantially increase hotel activity
 - f. The enhancement or upgrading of sports facilities or sports fields
 - g. Funding transportation systems for tourists
 - h. Wayfinding signage

PROJECTS NOT FUNDED

- Social functions, parties, receptions and general hospitality for non-visitors
- Projects involving academic credit
- Expenses for privately owned facilities
- Travel Fees including lodging, transportation, etc. for staff or performers
- Capital bricks and mortar or commercial projects (except for historic restoration)
- Retroactive Funding
- Direct funding to individuals, or payment for administrative or staff fees
- Activities that are illegal or in violation of federal, state, or local laws
- More than 10% of grant used for media advertising in local areas such as Houston, Conroe, The Woodlands, Magnolia, Willis and Montgomery
- Fees related to the services of event talent (i.e. bands, artists, security, etc.)
- Merchandise to giveaway or sell at the event (i.e. t-shirts, pins, etc.)
- Brochures or literature to distribute at the event

REQUIRED DOCUMENTATION OF ACTUAL EXPENSES

- While Tourist Council will make recommendations to the City Council based on projections and estimated budgets, ***reimbursement will be based on documentation of actual invoices, receipts, and proof of payment.***
- The final accounting of funds will be compared to the media plan and must mirror the items outlined in the application or show equivalent marketing efforts.
- The Post Event Analysis, including supporting documentation of acceptable reimbursable expenses and hotel night tracking, is due to the CVB within **60 days** of the season/ event end. **FAILURE TO DO SO WILL AUTOMATICALLY DISQUALIFY YOUR ORGANIZATION FOR ONE GRANT CYCLE**, and reduce the amount authorized for reimbursement.

TRACKING ROOM NIGHTS DURING EVENT

- ***It is the responsibility of the event to monitor the number of out-of-town guests who stay in Conroe lodging properties.*** We strongly recommend working with the hotels to ensure proper tracking.
- Stated room nights generated will be subject to an audit by Visit Conroe staff.
- Should you have any questions about how to track room nights for your event please ask the Visit Conroe Staff.
- ***Please note that room nights generated in The Woodlands and other surrounding areas do not fulfill the requirements of the state law and will not be credited to your event. Only the hotels listed on page 16 are Conroe Hotels.*** A directory of Conroe hotels has been included in this packet for your reference.
- ***The only exception to the hotel occupancy tax law is historic preservation and the arts in some cases. If you fall under that category, please speak with the Visit Conroe.***

If you need assistance in completing the application please do not hesitate to contact the Visit Conroe staff at 936-522-3500 or via e-mail at info@visitconroe.com. The Visit Conroe staff will be happy to review your application with you before submission if requested. If you would like to have your application reviewed, please make arrangements with Visit Conroe no later than September 4, 2020.

Grant Funding Checklist

Name of Organization: _____

Amount Requested: _____ Yearly Operating Budget: _____ Total Attendance: _____

Please initial on the line provided below to acknowledge that you fully understand and will comply with the statement being made.

_____ The event “directly enhances and promotes tourism AND the convention and Hotel industry.” (Tax Code, Section 351.101)

_____ For this specific Grant Application Cycle, you must qualify under the following categories (Tax Code, Section 351.101). Please initial to indicate your understanding of this regulation:

Section (4) the encouragement, promotion, improvement and application of the arts ... related to the presentation, performance, execution and exhibition of the arts.

_____ The application is filled out thoroughly and completely.
(Pages 9-14 should be attached to this sheet, all initials and signatures must be completed)

_____ The required event financial summary report is included with your application. (Page 12)

_____ The request for funding is in accordance with the maximum funding guidelines.

_____ The Post Event Analysis and proof of payment for last year’s event have been previously submitted.
Write N/A if you did not receive funding last year.

_____ It has been determined and explained how the event will track out-of-town guests staying in Conroe hotels, demonstrating that the event will attract tourists that will support the convention and hotel industry. The tracking plan must be provided to Visit Conroe with application packet.

_____ If a season or event is not fully held the grant monies may be reduced or withheld entirely.

Please note: All items must be completed before the application can be submitted. If you would like to have your application reviewed by Visit Conroe staff before submission, please make arrangements to do so prior to September 4, 2020.

For Internal Use

Documents verified by: _____ Date: _____

2020-2021 Application for Arts & Culture Season Grant Funding

Sponsoring Organization Information

Organization Name
Brief Description of Organization:
Grant Amount Requested (Max of \$15,000):

Contact Information

Organization address
Grant Chair
Grant Chair Telephone
Grant Chair E-Mail
Second Contact
Second Contact Telephone
Second Contact E-Mail

Audience Pool

Expected Attendance Average Per Show (or run for theatre groups): _____ X Number of shows/runs: _____ =Total Season: _____
What percentage of total attendees will come from outside a 50 mile radius:
How many hotel nights do you expect to generate from your season/ show:
How will you provide proof of out of region guests and/ hotel stays:

When will proof be submitted? End of season or after close of each show/run? **List specific answer(s).**

Ticket cost:

Out of Region Marketing Plan

Remember that a minimum of 10% of grant funds must be spent on marketing **outside** of a 50 mile radius from Conroe. **Your organization must match that amount in marketing funds** as well to be in compliance with HOT regulations, include all out of area marketing to demonstrate the total amount of 20%. DO NOT include local ads as they do not meet compliance regulations and therefore will not be considered.

List specific ad placements complete with type of ad, projected date(s) it will run and estimated cost.
Example: Houston Chronicle print ad ½ page 10/25/20, \$5400.

How will the additional funds (beyond the marketing money) be utilized? Include specific percentages or dollar amounts. Please review the provided list of unacceptable use of funds (projects not funded, page 6). Funds spent on any of the listed expenses will be deducted from the approved amount of reimbursement.

What specific steps does your organization take to enhance/promote tourism and the convention/ hotel industry in Conroe?

Grant Applicant Event/Season Financial Summary Example

A report from your organization that conveys event specific budget information must be included with your application.

This form does not take the place of an event budget report; this is a basic breakdown to provide an overview of the necessary information to be submitted by any organization applying for the grant.

Income Sources:		Expenses:	
Ticket Sales		Marketing in Conroe	
Merchandise		Marketing outside Conroe	
Auction Items		Facility/ Event Site	
Sponsorships		Talent	
Donations		Merchandise	
Membership fees		Contracted Services	
Other:		Other:	
Total:		Total:	
Estimated Profit:			

Recognition and Marketing Agreement

	1. Must agree to recognize Visit Conroe/City of Conroe as a funding source on all digital and printed materials, radio, TV, and website.
	2. Must provide a visual link to the Visit Conroe website (visitconroe.com) on your organization’s website.
	3. If your event(s) produces a program, space must be made available to Visit Conroe for an ad or welcome letter.
	4. Must allow Visit Conroe the option to have a Welcome Booth or provide information at the Entrance or Registration of your event(s).
	5. Ticketed events must provide tickets or passes to Visit Conroe for every day of the event for Visit Conroe evaluation of the event (amount to be determined). The organization must also provide additional tickets for Visit Conroe to give away on social media or other marketing opportunities (amount to be determined). It is preferred (but not required) that the organization provide Visit Conroe tickets for City Council and City Officials (any unclaimed tickets will be returned to you).
	6. Must agree to turn in receipts, media purchases, cancelled checks, and tear sheets or evidence from purchases to substantiate grant funds reimbursement with the Post Event Analysis Report.
	7. If the event or season is canceled due to events beyond the grant recipient’s control a partial payment made be made in lieu of full funding. Only those payments made in an effort to promote the event/ season will be eligible for reimbursement, and then only with sufficient documentation provided with the post analysis within 60 days of the planned completion date of the event/ season.

**Please initial each item above

Promotion of your Event by the CVB

In addition to the Special Grants awarded, Visit Conroe will work with you to include your event(s) or organization in our in-house marketing plan including but not limited to:

1. You may post your event(s) on the Visit Conroe website (www.visitconroe.com) calendar. Your event(s) may be posted on a free “ad” on our website prior to the event. If multiple events fall at the same time as your event, the ad space will need to be shared to accommodate everyone. Visit Conroe reserves the right to make all decisions regarding when ads will be posted.
2. Visit Conroe will also include the event(s) in various publications’ event calendars such as Texas Highways, Texas Events Calendar, and more, if available.
3. Visit Conroe will distribute “mini-fliers” for your event(s) on your behalf at trade shows and other events attended by CVB staff prior to your event if provided by you.
4. If you do not have a website, Visit Conroe can create a listing or a landing page for your event(s) on the Visit Conroe website. If you are interested in this option, please notify the Visit Conroe as soon as possible to discuss your page. These pages are designed by Visit Conroe staff and have limited functionality, but it is a good way to provide information online about your event.
5. Your event(s) or organization will be marketed through all Visit Conroe social media appropriate for your specific event including Facebook, Twitter, Pinterest, Instagram, YouTube, blog and may include sponsored posts for added exposure.
6. You will have the opportunity to promote your event(s) or organization on one of Visit Conroe’s radio shows on Lone Star Community Radio.

The CVB is happy to promote your event or organization for you. However, no one knows your event or organization like you do. Please provide the following to the CVB as soon as possible to assist us with promoting:

1. High resolution photos: your logo, any pictures you would like to provide to market your event.
2. Marketing copy. The more you can sell the event or organization in the copy, the better.
3. At least 200 copies of any marketing materials (brochures, fliers, etc.) for your event or organization as soon as they are available.

I, _____ (name), understand the purpose of the hotel occupancy tax and special event funding as detailed in this document. I agree to meet or exceed the requirements detailed in this document should my organization be awarded a HOT funding grant. The above information in this grant application is accurate and true to the best of my knowledge. I/We have read and understand the above (7) Recognition and Additional Requirements (where applicable) must be fulfilled, and failure to do so will cause the organization to potentially not receive full or partial funding this year and in future years.

Authorized Signature

Date

Print name

Organization/Title/Responsibility

SAMPLE - Post Show/Season Analysis

Due 60 Day after the close of show/ season

It is mandatory to submit this completed form to Visit Conroe along with supporting documentation.

Supporting documentation includes, but may not be limited to event photos, event literature (ads, posters, brochures, programs), receipts, media purchases and cancelled checks to match, and tear sheets or evidence from purchases to substantiate grant funds used.

Event Information

Organization Name
Show/ Season Date(s) _____ Attach or include programs, samples of advertising, etc. to demonstrate use of logo and proper recognition to Visit Conroe.

Funding Analysis

Amount of HOTEL OCCUPANCY TAX Funding Granted:
Total Amount Spent on Acceptable Media Buys (remember that you must demonstrate a total of 20% or more of the approved grant amount, with the inclusion of your matching marketing funds): _____ Attach invoices, receipts or other proof of payment.
Total Spent on Acceptable Projects beyond Media Buys: _____ Attach invoices, receipts or other proof of payment.

Event Final Outcome

Attendance	Revenues	Hotel Room Nights*	Profits
How was this data collected?			

*** Supporting documents for attendance and hotel nights must be supplied**

The above accounting of our Show/Season Funding is accurate and true to the best of my knowledge.

Authorized Signature

Date

Print name

Title/Responsibility

Return this form, supporting documentation and check (if applicable) no later than sixty (60) days following the event to the Conroe CVB, 505 West Davis St, Conroe, TX 77301. Attach all printed marketing, screen captures of online marketing, press releases, radio/TV scripts, and a copy of every piece of marketing your organization purchased with the funds granted. If you have any questions, please contact Visit Conroe at 936-522-3500 or info@visitconroe.com.

Conroe Lodging Directory

These hotels pay dollars to the City of Conroe. Therefore, grant money should be used to increase their hotel occupancy. Managers may be willing to post a coupon on the CVB website for your event.

<p>Homewood Suites 3000 I-45 N Conroe, TX 77303 936-703-6000</p>	<p>Fairfield Inn & Suites by Marriott 3010 I-45 North Conroe, TX 77303 936-756-3040</p>	<p>Scottish Inn and Suites 1105 League Line Road Conroe, TX 77303 936-701-5260</p>
<p>Baymont Inn & Suites 1506 I-45 South Conroe, TX 77304 936-539-5100</p>	<p>Hampton Inn & Suites 2242 Stoneside Road Conroe, TX 77303 936-539-1888</p>	<p>Springhill Suites by Marriott 16520 I-45 South Conroe, TX 77384 936-271-0051</p>
<p>Best Western Lake Conroe Inn 14643, Hwy 105 Montgomery, TX 77356 936-588-3030</p>	<p>Holiday Inn Express Hotel & Suites 2240 Stoneside Road Conroe, TX 77303 936-788-5200</p>	<p>Super 8 1000 Cable Street Conroe, TX 77301 936-494-2280</p>
<p>Comfort Inn 1115 League Line Road Conroe, TX 77303 936-890-2811</p>	<p>La Quinta Inn & Suites 4006 Sprayberry Lane Conroe, TX 77303 936-228-0790</p>	<p>Super 8 Montgomery 201 Mesa View Montgomery, TX 77316 936-588-2886</p>
<p>Palace Inn 816 I-45 S Conroe, TX 77304 936-521-2590</p>	<p>Motel 6 820 I-45 South Conroe, TX 77304 936-760-4003</p>	<p>Woodspring Suites Conroe 2551 I-45 South Conroe, TX 77304 936-788-2300</p>
<p>Days Inn & Suites Conroe 4001 Sprayberry Lane Conroe, TX 77303 936-890-2600</p>	<p>Towneplace Suites by Marriott 1017 Outpost Dr Conroe, TX 77304 936-267-2500</p>	<p>Margaritaville Lake Resort 600 Margaritaville Parkway Montgomery, TX 77356 936-448-4400</p>

HOT Grant Application Rubric

This rubric will be used to gauge the grant application on its completeness and appropriate spending of requested funding.

Funding eligibility will be based on application score. Remember that not all requests will be fully or even partially funded. The TAC board will make recommendations to distribute allotted HOT funds, and City Council will have final approval of the grant amounts. Requests may outnumber available funds.

100 - 85 points: applications scoring at this level will be eligible for full funding of their request

84 - 70 points: eligible for up to 75% of requested amount

69 - 0 points: eligible for up to 50% of requested amount

Organization: _____

Grant Amount Requested: _____

Operating Budget: _____

Score: _____

Comments: _____

	Exemplary 20 points	15 points	Inadequate 10 points
Application Completion	The entire application is completed in a thorough manor. There are no blanks or unanswered fields. Answers are specific, using actual numbers/ percentages that are feasible and measurable. The application does not require any follow-up.	The application is mostly complete. There are no/ few blanks or unanswered fields. Most answers are specific, using actual numbers/ percentages that are measurable and feasible. The application requires little or no follow-up.	The application is far from complete. There are many blanks or unanswered fields. Answers are not specific, do not use actual numbers/ percentages or those that are used do not appear to be feasible or measurable. The application requires substantial follow-up.
Detailed Marketing Plan	The application includes a clearly stated marketing plan that includes the marketing budget, advertising types/ markets, and there is a clear plan for marketing beyond a 50 mile radius. The plan covers at least the minimum required amount: 10% for art groups and includes a matching amount from the grant recipient.	The application includes a marketing plan but may not be clear on the marketing budget, advertising types/ markets, or may not have a plan for beyond 50 mile radius. The plan covers less than the minimum required amount: 10% for art groups or may not include a matching amount from grant recipient.	The application includes a marketing plan that is not complete, does not extend beyond a 50 mile radius, does not use appropriate media types, and/ or does not account for the appropriate level of spending. It may, or may not include matching funds from grant recipient.
Event/ Season Budget	The applicant has included a detailed budget that outlines the specific expenses and expected income directly associated with the event or season. The listed information appears to be all-encompassing and well planned out.	The applicant has included a budget that outlines the general expenses and expected income directly associated with the event/ season. The listed information appears to be less than complete and may include some vague areas	The applicant has not included a detailed budget or there are few to no specific details regarding expenses and income directly associated with the event/ season. The listed information appears to be lacking or leaves out typical major items.
Out of Town Attendance	The event/ season demonstrates the ability to draw out of town attendance that is greater than or equal to 3% of the total attendance.	The event/ season demonstrates the ability to draw out of town attendance that is more than 1% but less than 3% of the total attendance.	The event/ season demonstrates out of town attendance that is less than 1 % of total attendance.
Organization's Operating Budget	The grant applicant requests an amount that is less than 25% of their annual operating budget.	The grant applicant requests an amount that is less than or equal to 25% of their annual operating budget.	The grant applicant requests an amount that is 25% or more of their annual operating budget.