

2023-2024 Arts and Cultural Grant: Information and Policy Overview

Overview –please read carefully!

The San Marcos Arts Commission awards grants annually for arts and cultural activities that promote or enhance the arts in San Marcos. Projects receiving Hotel Occupancy Tax allocations must also **directly enhance and promote tourism and the hotel and convention industry in San Marcos to be eligible for Hotel Occupancy Tax funding**, which is the bulk of this grant program.

Limited funds are also available for projects that benefit the local community but do not attract visitors, such as youth arts camps and other educational programming.

Funds may be requested to initiate cultural activities; to supplement existing arts programming; or to provide enrichment or education in the arts. **Funds may not be used for venue operations or administrative salaries.**

Awardees will receive **85 percent** of their grant after the official notification and execution of a grant contract; the final **15 percent** will be released upon completion of a final report to the Arts Coordinator of the City of San Marcos.

NEW: City Event Permit Requirements

The City of San Marcos is revamping its event permit process, scheduled to be implemented in January of 2024. Applicants who are hosting events must show proof they have received all required permits (if necessary) to be eligible for funding.

NEW: Mandatory Applicant Workshop Attendance

The grant program will present several workshops in August and September outlining the application process and giving updates on new requirements for grants. **Attendance to at least one workshop is mandatory to be eligible for grants.** Dates, times and locations of the workshops are listed in the Grant Timeline further on in this document.

Separate grant programs

The Arts and Cultural Grants Program are separated into two distinct grants, each supported by different City funds. Each event application can only receive funding from one of the two grants.

Arts and Cultural Tourism Grant

This grant is funded by **Hotel Occupancy Tax**. State law sets the rules on how this money may be spent; HOT funds must be used to directly enhance and promote tourism and the hotel and convention industry in San Marcos. **Fifteen percent of the grant request must be used for paid**

advertising outside of San Marcos city limits. Grant recipients must provide paid advertising receipts in their final reports.

Community Arts Grant

This grant, supported by City's General Fund, is available for projects that have artistic and cultural value but may not attract overnight visitors. Examples include youth summer camps and virtual events. **Diversity Funding** is also available for programs that serve historically under-represented groups or cultures in our community or that celebrate a diverse ethnic and cultural heritage of our community and beyond.

Maximum request

The maximum request for a project cannot be greater than **30%** of eligible project expenses. The applicant's match may include cash match and in-kind donations of goods and services.

Prohibition against lobbying

Per the City's ethics policy, grant applicants are prohibited from directly or indirectly communicating with City Council members regarding their qualifications or any other matter related to the eventual award of Contract. Any violation of this provision will result in immediate disqualification of the applicant from the selection process.

Who is eligible

Only non-profit organizations and individual artists are eligible for this program.

- Non-profit, tax-exempt organization registered with the Internal Revenue Service in good standing with the Texas Comptroller's Office. Applicants' names must appear on an IRS letter of determination
- Individual artist projects promoted for public viewing or attendance
- Applicants must have fulfilled all requirements of any previously funded projects, **including final reports**
- Applicants may not receive funding or donations from any other City board, commission or department

Who is not eligible

- Schools/universities
- For-profit entities
- Religious institutions and/or programs to support a religion
- Government institutions and departments

Project eligibility and restrictions

To be eligible, projects must:

- **Promote the arts.** This may include 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, execution, and exhibition of these major art forms

- **Arts and Cultural Tourism Grant: Be within the City limits or extraterritorial jurisdiction (ETJ) of San Marcos**
- **Community Arts Grant: Be within the City limits of San Marcos** (events outside the City limits do not qualify for Community Arts funding)
- **Be completed by December 31, 2024**
- **Be held in-person if receiving Hotel Occupancy Tax funds**

Applications for assistance will not be accepted for review if:

- Applicant has a report overdue from a previously funded project
- The activity is not open to the public
- Funds are for non-fine arts portions of festivals or art fairs, including humanities and historical portions
- The application is incomplete
- Funds are requested to reduce/eliminate a deficit
- Funds requested are for an event that occurred before the grant award cycle

Certain costs are **ineligible** for funding within a program. These include:

- Projects or programs that include obscene material as defined in Section 43.21, Penal Code of Texas
- Costs of food and drink for receptions
- Scholarships, benefits, or fundraising events
- Rental of hotel/motel rooms
- Cash prizes or items purchased for resale, use as prizes or gifts, or awards
- Transportation to exhibits/field trips
- Programs that are essentially recreational, rehabilitative, or therapeutic
- Building space, real property, or supplies and equipment that is owned by, or could be used by, the applicant
- Long-life items and permanent fixtures (excluding permanent public art)
- Organizations' monthly/seasonal/annual operational costs
- Political activity – including any activity supporting the election or defeat of any candidate for public office; or to influence the passage, defeat or final content of legislation.
- Deficit or debt reduction efforts
- Funding for litigation or litigation related activities

Evaluation criteria

The Arts Commission will review all eligible applications and score them according to the following criteria:

Step one – Funding source evaluation *Must have a minimum score of 6 or better to qualify:*

- TOURISM IMPACT: 1-10 (*score to qualify for HOT Tax*)
- IMPACT TO HOTEL AND CONVENTION INDUSTRY: 1-10 (*score to qualify for HOT Tax*)

- DIVERSITY: 1-10 (*score to qualify for Diversity Funds*)
- LOCAL COMMUNITY IMPACT: 1-10 (*score to qualify for General Fund if not qualified for Tourism funding*)

Step two – event evaluation

- ARTISTIC QUALITY: 1-10
- DEMAND FOR PROJECT: 1-10
- ABILITY TO ACCOMPLISH: 1-10

Timeline

Application window opens: Aug. 2, 2023

**Applicant Information Workshops at the San Marcos Activity Center, 501 E. Hopkins – NEW for 2024:
Attendance to at least one is REQUIRED:**

Aug. 10 Activity Center Multipurpose Room 6-7 p.m.

Aug. 30 Activity Center Multipurpose Room 12-1 p.m.

Sept. 14 Activity Center Multipurpose Room 12-1 p.m.

Sept. 14 Activity Center Multipurpose Room 6-7 p.m.

Application deadline: Sept. 18, 2023 at 5 p.m.

Reporting

Grantees must submit a final Project Evaluation Report to the Arts Commission within 60 days after completion of the project. Failure to submit the report may result in forfeiture of remaining funds allocated for the project and eligibility for future Arts Commission funding.

Changes and refunds

Grantees must notify the Arts Coordinator IN WRITING at any point if the program or project is changed from the way in which it was described in the grant application. This includes, but is not limited to, substitutions in personnel, change of project dates, change in number of performances, change of event location, change of the event from in-person to virtual, and cancellation.

Changes in the project are subject to review by the Arts Commission and may result in a revision or revocation of the grant award.

If the grantee fails to inform the Arts Commission of changes before the project dates, the commission will reserve the right to withhold the final payment for the project and may require a refund.

Other supporting materials

In addition to the grant application, the following documents must be provided:

List of paid staff by name, title, and ethnicity

- Asian
- Black
- Hispanic
- Native American American/Alaskan
- Pacific Islander/Hawaiian
- White
- Multi-Racial

List of board members by name, title, and ethnicity

- Asian
- Black
- Hispanic
- Native American American/Alaskan
- Pacific Islander/Hawaiian
- White
- Multi-Racial

I have read the Policy and Information Overview and understand the information presented.

Name: _____

Title: _____

Signature: _____

2023-2024 Arts and Cultural Grant Application

Fill out the following application using the spaces provided.

This is a fillable PDF form. Please review the following instructions for successfully completing a fillable PDF form:

- Use only the latest version of Adobe Reader to complete fillable PDF forms. Macintosh and Windows versions of the free Adobe Reader are available from Adobe at <http://get.adobe.com/reader/>.
- Before completing the document save the form (PDF format) to a location on your computer – for instance, to your Desktop or Documents folder.
- **Do not complete the form online within your web browser; your data will NOT be saved. Please save it to your computer first, and then fill it out.**
- After you have completed the form, save a final version of the file to your computer.

Email your application and supporting documents to Arts Coordinator Trey Hatt (ghatt@sanmarcostx.gov) by Monday, September 18 at 5 p.m.

PART 1: Application at a glance

Title of event or project: _____

Total budget: _____

Grant request: _____ ***Request cannot exceed 30 percent of total budget***

Grant applying for (SELECT ONE):

_____ ***Arts and Cultural Tourism Grant*** (Funded by Hotel Occupancy Tax and subject to State of Texas regulations; must demonstrate ability to benefit tourism and the hotel industry San Marcos).

_____ ***Community Arts Grant*** (General fund; no requirement to benefit tourism). If applying for this grant, are you also applying for Diversity Funding? Yes _____ No _____

PART 2: Applicant information

Name of applicant organization: _____

Mailing address: _____

Website: _____

EIN: _____

Name of main contact for project: _____

Position: _____

Email: _____

Phone number: _____

Mission statement of organization:

PART 3: Grant Award History

Have you received funds from the Arts Commission before? Yes _____ No _____

If yes, please give the date of the most recent grant: _____

Project name: _____

Amount received: _____

PART 4: Event information

Title of event or project: _____

Dates (be specific): _____

Location(s): _____

Short description of event or project: _____

Detailed description:

PART 5: Budget

Please download and fill out the budget forms found [HERE](#)

Special notes on budget form changes:

- **Budget PDF forms need to be saved** to your computer BEFORE entering information. If filled out in a browser, the information will be lost.
- **The PDF forms will auto-calculate totals to make it easier!**
- **For annual events**, fill out previous year actual funding and current year projected budget.
- **In-Kind donations** no longer have its own column. Donated materials, free equipment use, professional services and venue space that can be given a dollar value may be included under “contributions/donations/sponsorships” in the income portion of the budget form. General volunteer hours are no longer calculated for in-kind expenses.
- **Main budget form has broad categories** for revenue and expense line items. However projected expenses require more detailed support documentation on supplemental forms included. If a category has no expense, that supplemental form can be skipped.
- **Keep your receipts!** An outside vendor will be doing audits of event final reports beginning in 2024.

Revenues and Expenses category explanations

EARNED INCOME:

- **Admission charges** – fees from general public to enter an event or participate in a program
- **Vendor registration fees** – fees charged to merchants and vendors to be part of the event
- **Event fundraising** – funds raised before or during the event to directly benefit that event. This does not include funds raised to benefit an organization, other programming, or scholarships, etc.
- **Concession and parking** – funds collected from concession sales or parking fees
- **Sales** – revenue from sales of merchandise, advertising, etc.
- **Other earned income** – specify earned income received that doesn’t fit in other categories

UNEARNED INCOME:

- **San Marcos Arts Commission Grant** – previous award (if applicable) and current requested
- **Texas Commission on the Arts Grant** – if applicable
- **Contributions/donations/sponsorships** – includes actual cash donations received and/or value of donated professional services (such as pro-bono or reduced cost legal, graphic design, advertising, etc.)
- **Other unearned income** – specify amounts received from passive income like interest on accounts specific to event, etc.

EXPENSES:

- **Paid staff** – amount paid to staff for work time spent on this event/program
- **Outside professional services** – paid contracted services for time spent on this event. For example, if accountant is paid to keep organization books and this event, only amount spent on event's books are included. Same for all other contracted services. Professional services can include photography, technical, artistic, installation, set-up, design, event coordination, etc.
- **Paid advertising** – actual amount paid to vendor for advertising
- **Promotion and printing** – postage and printing of promotional materials, actual fuel cost of material delivery (not milage)
- **Space rental** – cost to rent physical area in a venue or space not already owned or leased by the organization
- **Equipment rental** – cost for rent equipment or material use; cannot be equipment purchases
- **Supplies and materials** – items specifically used for this event/program
- **Costumes** – apparel and costumes specific to this performance and/or event
- **Licensing and royalty fees** – cost of licensing and/or royalties for musical scores, plays, art, etc.
- **Insurance** – cost of insurance specific to this program or event
- **Security** – cost of security or officers at the event
- **Toilets/clean up** – portable toilet rental, site/venue cleanup
- **City event permits** – permit fees as applicable
- **Other (specify)** – expenses not categorized above

PART 6: Tourism and marketing *(Art and Cultural Tourism Grant Applicants ONLY)*

Advertising budget: _____

Note: Must be at least 15 percent of your total request if seeking HOT funding

Advertising plan - Describe plans for promoting your program/event to out-of-town visitors. Include a general timeline for implementation. Explain how you will promote San Marcos as an arts destination and encourage overnight stays. Describe paid advertising and target audience that will be used. Provide links to websites and/or social media pages.

The City of San Marcos Convention and Visitor Bureau can help you define and strategize your targeted advertising to get the best return on your investment.

Attendance projections

Number of participants: _____

Attendance or number in audience: _____

Estimate the total number of persons who will be from out of town _____

a) Hotel rooms to be reserved: _____

b) Number of nights: _____

Will you request a courtesy block of rooms at a San Marcos Hotel? Yes _____ No _____

How will you be tracking this information?

PART 7a: Community Arts Grant – Impact to Community

Are you applying for Community Art Funding?

Yes _____ No _____ (if no, skip to part 8)

Explain how your program supports and/or promotes arts to the local community:

What impact does your organization have on individuals in our community as a whole?

How will your organization promote your event or program to the local community?

Attendance projections

Number of participants: _____

Attendance or number in audience: _____

PART 7b: Community Art Grant – Diversity

Are you applying for Diversity Funding?

Yes____ No____ *(if no, skip to part 8)*

Explain how your program supports and/promotes diversity:

What impact does your organization have on individuals in our community, or culturally specific populations?

What is your organization doing to build cultural understanding, inclusion and cultural participation in its activities/programs and to minimize barriers that may prevent people from participating?

PART 8: Final checklist, signatures, and submission instructions

Email this application and supporting documents as separate attachments to Arts Coordinator Trey Hatt at ghatt@sanmarcostx.gov no later than September 18, 2023 at 5 p.m.

Submission checklist

- Project manager resume
- List of board members/paid staff and their ethnicities
- IRS letter of determination
- Financial statements for the organization showing activity for one year – most recent year available
- Final report from previous year's event (if applicable)
- Examples of past publicity
- Any other supporting materials

Applicant signature

Name: _____

Title: _____

Signature: _____ Date: _____