

2022-2023 Spark Arts and Cultural Grant: Information and Policy Overview

Overview –please read carefully!

The San Marcos Arts Commission awards grants for arts and cultural activities that promote or enhance the arts in San Marcos. The Spark Grant is a new program funded by Hotel Occupancy Tax allocations for **events and projects that directly enhance tourism in San Marcos that have not previously received City of San Marcos Arts and Cultural grant funding.**

Funds may be requested to initiate art and/or cultural activities; events, exhibits, etc. **Funds may not be used for venue operations or administrative salaries.**

Awardees will receive **90 percent** of their grant after the official notification and execution of a grant contract; the final **10 percent** will be released upon completion of a final report to the Arts Coordinator of the City of San Marcos.

State-mandated rules for HOT tax use

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. **Ten 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.

Paid advertising may be digital, social media, and online or print publication whose audience is not primarily San Marcos.

Billboards must be outside the City limits.

Posters or rack cards only qualify if proof of distribution outside San Marcos is provided.

Maximum request

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

Who is eligible

Only non-profit organizations and individual artists are eligible for this program. **The City will not consider requests from for-profit companies sponsored by non-profit organizations.**

- 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 that will bring tourism to San Marcos

- Applicants must have fulfilled all requirements of any previously funded projects, **including final reports**
- Applicants may not receive funding from any other city board, commission or department

Who is not eligible

- Schools/universities
- For-profit entities

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
- **Be within the City limits** or extraterritorial jurisdiction (ETJ) of San Marcos
- **Be completed by December 31, 2023**
- **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 of a recent project
- Funds requested are for an event that occurred before the grant award cycle

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

- Food for receptions
- Scholarships
- Rental of hotel/motel rooms
- Items purchased for resale, use as prizes or gifts, or awards
- Transportation to exhibits/field trips
- Building space, supplies and equipment that is owned by, or could be used by, the applicant
- Long-life items and permanent fixtures (excluding permanent public art)
- 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.

Evaluation criteria

The Arts Commission will review eligible Spark Grant applications during their regular monthly meetings 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*)
- 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

The San Marcos Arts Commission usually meets on the third Wednesday of each month at 5:30 p.m. at the City Council Chambers, City Hall, 630 E. Hopkins in San Marcos. Applicants will be notified when their item is on the agenda so they may attend the meeting and give a five-minute presentation, followed by five minutes to answer questions from the Commission.

Reporting

Grantees must submit a final Project Evaluation Report to the Arts Commission within 30 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:**

- Project manager resume
- List of board members/paid staff (if applicable)
- IRS letter of determination (if applicable)
- Examples of past publicity
- Any other supporting materials

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

Name: _____

Title: _____

Signature: _____

2022-2023 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)

PART 1: Application at a glance

Title of event or project: _____

Total budget: _____

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

PART 2: Applicant information

Name of applicant organization or artist: _____

Mailing address: _____

Website: _____

EIN (if applicable): _____

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

Fill out the event budget on the next two pages.

Special note on in-kind donations:

Donated materials, labor and space that can be given a dollar value may be included as in-kind match.

The value of in-kind labor is equivalent of the federal minimum wage with the exception of a professional donating time (for example, an attorney donating legal services; a graphic designer donating creative time; an electrician donating time for work on electrical systems, etc.)

In-kind labor can only be donated time for which there is no reimbursement from any other source – if the work is done outside a paid staff person's normal role and hours, it may be considered in-kind.

In-kind labor includes hours from volunteers directly used in planning, promotion and execution of the event or project being funded. This does not include Board of Director hours spent on general organizational meetings.

GO TO THE NEXT PAGE TO FILL OUT THE BUDGET FORM

CITY OF SAN MARCOS ARTS COMMISSION
PROJECT BUDGET FORM

NOTE: Please review the funding guidelines to determine project costs that are ineligible for funding from the San Marcos Arts Commission. Ineligible costs must be included in column (b) and/or (c).

Financial Information (round to the nearest dollar).				
A. EXPENDITURES	REQUEST FROM ARTS COMMISSION	Cash from all other sources including APPLICANT ORGANIZATION FUNDS	In-kind donations (Value of donated services or goods)	TOTAL OF (a) + (b) + (c)
	(a)	(b)	(c)	= (d)
1. Personnel:				
Administrative				
Artistic				
Technical				
Other (Please Specify)				
2. Fees for outside professional services:				
Administrative				
Artistic				
Technical				
REQUIRED for HOT: Paid ads				
3. Venue Rental				
4. Equipment Rental				
5. Travel / Transportation				
6. Lodging				
7. Promotion / Printing / Postage				
8. Costumes / Royalties				
9. Supplies / Materials				
10. Insurance				
11. Installation of Art				
12. Cleanup / Toilets				
13. Food / Beverages				
14. Other (Please Specify)				
15. TOTAL EXPENDITURES	(a)+	(b)+	(c)	=(d)

B. SOURCE OF REVENUE / RECEIVED AND ANTICIPATED

1. San Marcos Arts Commission Request - total of Section A, column (a)		\$
2. Organizational Funds Available – Include only the applicant amount budgeted for this event.		\$
3. Project Income:	A: Admission Charges – please state the cost per person: _____	\$
	B: Registration Fees – includes vendor fees, competition fees, etc. _____ _____	\$
	C: Contributions from sponsorships and donations. List contributions received: _____ _____ _____ _____	Received \$
		Anticipated \$
	D: Grants Please list all grant funding you have received for this event. Agency: _____ Amount: _____ Agency: _____ Amount: _____ Please list all grants applications submitted not yet received or under review. Agency: _____ Amount: _____ Agency: _____ Amount: _____	Received \$
		Anticipated \$
	E: Other: (Please specify)	\$
		\$
		\$
	4. TOTAL REVENUE	\$

C. PROFIT/LOSS

1. TOTAL REVENUE KNOWN & ANTICIPATED (Section B, Line 4)	\$
2. TOTAL EXPENDITURES (Section A, Line 15, sum of column (a) +(b))	\$
3. PROFIT <LOSS>	\$

PART 6: Tourism and marketing

Advertising budget: _____

Note: Must be at least 10 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 reserved: _____
- b) Number of nights each reservation is for: _____
- c) Total room nights for program – multiply answer a) times answer b): _____

Did you contract with a host hotel? Yes _____ No _____

How do you plan to track this information? *The City of San Marcos Convention and Visitor Bureau can help your program with a dedicated hotel booking link that can help you track reservations. The link can be put on your website or Facebook page.*

PART 7: Final checklist, signatures, and submission instructions

Email this application and supporting documents as separate attachments to Arts Coordinator Trey Hatt at ghatt@sanmarcostx.gov.

Submission checklist

- Complete application and budget
- Resume of project manager
- List of board members/paid staff
- IRS letter of determination
- Final report from previous year's event (if applicable)
- Examples of past publicity
- Any other supporting materials

Applicant signature

Name: _____

Title: _____

Signature: _____ Date: _____