ARTS MARKETING GRANT PROGRAM

FY2014 Guidelines

Timeline

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<td>January 17, 2014</td>
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<td>Application Due:</td>
<td>February 17, 2014</td>
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<td>Panel Review:</td>
<td>March 2014</td>
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<td>Award Announced:</td>
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<td>Grant Term:</td>
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Purpose of the Arts Marketing Grant Program

The Arts Marketing Grant Program (AMG) will provide funding to non-profit organizations in the City of Houston who are currently Houston Arts Alliance (HAA) FY 2014 General Operating Support (GOS), General Operating Support Expansion (GOSE) with the purpose of promoting Houston as a tourism destination.

Grants will be in the amount of up to $20,000 for each award.

The overall goal of the Arts Marketing Grant Program is to increase visibility of arts organizations in Houston and therein positively impact tourism revenues. The organizations should develop, execute and evaluate effective marketing and promotional initiatives targeted towards attracting travel and tourism to the city, for engagement in arts presentations and activities. Participating organizations must establish quantifiable objectives and conduct a program evaluation in order to assess the effectiveness of the program. “Shovel Ready” projects are encouraged. International, national and regional marketing initiatives are eligible as are local initiatives that raise the overall awareness of the city as a destination.

Examples of eligible opportunities may include, but are not exclusive to:

- Media Placement and Production (Print, Online, Broadcast, and Radio)
- Printed Materials
- Tradeshow Registration Fees and Booth Rentals
- Video/CD-Rom/DVD production
- Public Relations/Media Communications
- Promotional Items
- Strategic Planning and Research
- Product Development
- Website Development
Project Eligibility Requirements

ARTS MARKETING GRANT applicants must meet all the following criteria:

1. Eligible applicants must be nonprofit or not-for-profit organizations that are current GOS/GOSE of HAA.
2. Grants will only be provided to fund marketing projects designed to increase travel and tourism to Houston.
3. Grant funds may be used for in-city, in-state, domestic and international marketing efforts.
4. Grants will not be awarded to fund existing marketing efforts unless the funds will be used for a current program that is producing a positive, measurable outcome or the program is being expanded into new markets or media.
5. Grants may be used for development and operation of independent Internet sites provided there is a link to Artshound.com website.
6. If the organization currently has an overall marketing/strategic plan, please include explanation of how this project ties into the overall plan, in the Project Overview section of the application.
7. Project for which funds are being requested must meet the requirement of the Hotel Occupancy Tax (Texas Tax Code Ann., Section 351.101), which mandates funds must be used to promote tourism.
   - [http://www.statutes.legis.state.tx.us/SOTWDocs/TX/htm/TX.351.htm](http://www.statutes.legis.state.tx.us/SOTWDocs/TX/htm/TX.351.htm)

How to Apply

All applicants will be required to submit the Arts Marketing Grant application found on the Grants Page of the Houston Arts Alliance website. Please thoroughly fill out the narrative section as each applicant will be judged on the following criteria:

- Completeness, creativity and quality of marketing project plan 35
- Ability to implement marketing concepts and financial viability to carry out plan (Administrative Ability) 25
- Economic impact of proposal on city and meeting HOT tax program goals and objectives 30
- Provides a mechanism to demonstrate a return on investment 10
- TOTAL 100

How Applications Are Processed

- Applications are evaluated based upon eligibility and ability to address objectives of the Art Marketing Grant.
- Generally, the review process will take two to three months from the time of the application deadline to the time an award decision is made. HAA reserves the right to restrict use of funds in its grant awards.
- Incomplete applications will not be reviewed. Each complete and eligible application is forwarded to the Grants Committee of the HAA board. This committee, comprised of members who are experienced in marketing, arts and non-profit management, review the application and recommends whether or not to fund. The recommendation is ratified by Houston Arts Alliance Board of Directors.
- Each applicant is limited to one grant project per Grant Program cycle, excluding those who received AMG awards the previous year for FY13.

What May Not Be Funded:

1. Project activities that do not meet the eligible uses of the Hotel Occupancy Tax, as outlined in the Texas Tax Code Chapter 351 [http://www.statutes.legis.state.tx.us/SOTWDocs/TX/htm/TX.351.htm](http://www.statutes.legis.state.tx.us/SOTWDocs/TX/htm/TX.351.htm)
2. Existing deficits
3. Agency Commissions and Fees
4. Lobbying
5. Educational conferences, advocacy program and membership dues
6. Travel expenses, including accommodations and non-public relations or marketing related transportation. (Travel to and from meetings will not be reimbursed.)

7. Employee Salaries

8. Food or Alcoholic Beverages

9. Infrastructure

10. Contraction of facilities or modification of eligible historic structures

11. Expenses associated with programs outside of the City of Houston unless they are unique and offer regional or national exposure for Houston.

12. Projects or events that are extensions of training or academic programs

13. Costs related to performances or programs already funded by Hotel Occupancy Tax (through the Houston Arts Alliance, Miller Outdoor Theatre, Houston Museum District Association, or Theater District Improvement)

14. Scholarships, awards or cash prizes

15. Benefits, galas and projects planned primarily for fund raising

16. Loans, interest on loans, fines, penalties, costs of litigation or items for resale

17. Problems that result from inadequate planning or budgeting or unsuccessful fund raising

18. Projects or performances that are regularly occurring events

19. Projects or activities which have a primary purpose that is religious. Religious organizations or groups closely affiliated with religious organizations may receive funding if all the following conditions are met:
   a. The funded program has a secular purpose
   b. The primary effect of the funded program does not advance or inhibit any religion or religious activity
   c. The activity is open and advertised to the general public

20. Office supplies or administrative costs not directly affiliated with grant program

21. Equipment (except rental costs directly affiliated with the funded project or program)

22. Capital building expenses

23. Meals, refreshments and/or catering expenses

After Grant Approval

- **Agreements and Payments**: Once the Houston Arts Alliance has received the signed agreements, processing of the award begins. The award is paid out in two installments with the initial payment after receipt of the signed agreement and the second payment after approval of the final report.

- **Final Report**: Within 45 days of the completion of the activity the grantee is required to submit a Final Report summarizing the completed project and detailing the use of the grant funds. For each expense, copies of invoices or receipts and cancelled checks are required as documentation for the grant amount spent.

- **Credit Line**: All grantees must use the following credit line: *This project (or organization) is funded by grants from the City of Houston through Houston Arts Alliance*. Where sponsor logos are used, the HAA logo and City seal must be used and given equal value to other sponsors of similar size including sponsor benefits. As applicable, a minimum of four tickets/passes to the event shall be made available at no cost to HAA for its sole use, if requested.

- **Missing deadlines**: Missing deadlines or submitting incomplete reports and documentation will be noted and may impact future funding through this program.

Grantee Responsibilities

Project activities should not begin until July 1, 2014 upon execution of a contract and no invoices dated prior July 1, 2014 will be accepted by Houston Arts Alliance. The Grantee is responsible for completing the project for which funds are awarded and complying with the terms of the Grant Agreement. If the grantee does not provide required documentation, the grantee will be ineligible to apply again for this or any other grant from Houston Arts Alliance until this grant has been closed properly.