



# Arts and Heritage Grant Guidelines and Instructions

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# 1.0 Overview

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## PURPOSE

### 1.1 Introduction

The City of New Braunfels utilization of Hotel Occupancy Tax proceeds are governed by city ordinance and the Texas local government code. The proceeds are to be used by the City Council for the purpose of advertising and encouraging the growth of tourist and convention activity in the city with fifteen percent of the total hotel occupancy tax revenue for the enhancement of the arts and cultural organizations and programs.

### 1.2 Commissions

#### Arts Commission

The Arts Commission is a seven-member citizen commission, with no more than three members of whom shall be chosen from a list of names submitted by the Greater New Braunfels Arts Council, appointed by City Council. The Commission serves in an advisory capacity to the City Council on matters relating to the arts activities, events, and projects that benefit the citizens of the city. The Commission advises the City Council on uses of funding that may be available from private and/or public sources that benefit the local arts activity, projects or organizations serving the citizens of the city.

#### Heritage Commission

The Heritage Commission is a seven-member citizen commission appointed by City Council. The Commission serves in an advisory capacity to the City Council on matters relating to heritage and historic preservation activities, events, and projects that benefit the citizens of the city. The Commission advises the City Council on uses of funding that may be available from private and/or public sources that benefit any local heritage activity, project or organization serving the citizens of the city.

### 1.3 City Grants

Funds are available for arts and heritage projects in the City of New Braunfels. Available funding is calculated on 15% of the previous fiscal year's Hotel Occupancy Tax collections and is split 50/50 between the Arts Grants and Heritage Grants.

#### Arts Grants

- Grants to support art-related programs that also promote tourism, 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 crafts 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

#### Heritage Grants

- Grants to support the enhancement of 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.

### 1.4 Eligibility and Requirements

#### Applicant Eligibility

- a. The applicant must be a non-profit, tax-exempt organization registered with the Internal Revenue Service. Applicant's name must appear on the letter of determination.
- b. Applicants must be in good standing.

#### Project Eligibility

For a project to be eligible to receive grant awards funded through Hotel Occupancy Tax, the applicant organization must demonstrate that grant awards are expended in a manner that promotes tourism as defined in the Texas Tax Code.

- a. The project must promote local tourism and the city's convention and hotel industry.
- b. The project must promote the arts and heritage. This may include art-related programs that also promote tourism, 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 crafts 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. It also includes the enhancement of 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.

#### Project Restrictions

Applications will not be considered for review if any of the following conditions exist:

- a. Applicant has a report overdue from previously funded projects.
- b. Activity is not open to the public
- c. Incomplete applications
- d. Funds are requested to reduce/eliminate a deficit

## Project Restrictions

Ineligible expenditures include any direct or indirect costs that does not promote tourism. For example, a program/project that is exclusively or primarily focused on local participation would generally not be eligible. If an agency has a question regarding eligibility, they should contact City staff. City staff, in conjunction with the City Attorney's office reserves the right to evaluate any proposed expenditure for eligibility and conformance with the local government code.

## 2.0 Application

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### 2.1 Legal Requirements for Funding

Funding for the Arts and Heritage Grants comes from the hotel occupancy tax (HOT) collected by the hotels and motels in the City of New Braunfels and may only be used for specific purposes. All requests for funding must pass a two-part test of validity as specified by the Texas Attorney General:

- a. The expenditure must directly enhance and promote tourism and the convention and hotel industry. In other words, the expenditure must be likely to attract visitors from outside the city into the city or its vicinity. If the expenditure is not reasonably likely to accomplish this result, HOT revenues should not fund it.
- b. Funding should promote the arts and heritage. As stated in the project eligibility, this may include art-related programs that also promote tourism, 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 crafts 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. It also includes the enhancement of 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.

### 2.2 Application Guidelines

- a. Grant applications must be submitted online by the deadline date as follows. Late submissions will not be considered.
  - 2025 Funding Application Deadline – October 31, 2024
- b. An application must include the application form, budget form, and documentation of tax-exemption for consideration.
- c. Projects and Events must be located in New Braunfels, TX to receive grant funding.
- d. The maximum request for a project cannot be greater than 50% of the total project cost. The applicants match may include cash match and in-kind.

- e. Cash match includes money budget for the project such as applicant funds designated for the project, grants from other funding sources, cash donations, and earned income (ticket sales, fundraisers, etc.)
- f. In-kind contributions include donated materials, labor and space that can be given a dollar value. The value of in-kind labor should be calculated utilizing the Independent Sector's most reasonable value of a volunteer hour. In-kind labor can only be donated time for which there is no reimbursement from any other source.

## 2.3 Application Instructions

### General Information

- a. Grant Type – Select whether you are applying for an Arts Grant or Heritage Grant
- b. Organization Name
  - List the name of the organization applying for funds
- c. Mailing Address
  - Organizations address for mailing correspondence. If there is a change, please notify city staff.
- d. Organization Website-Provide a web address where information about the project can be found. If applicable include links and web addresses to social media.
- e. President/Director Name-Organization representative who can answer questions about the organization
- f. Year Established-If yes, what year established?
- g. Organization Phone Number
  - Include a daytime phone number for the organization
- h. President Director Email Address- Include an email address for the President/Director
- i. President/Director Phone Number
  - Include a daytime phone number for the President/Director or the organization
- j. Submitting Party
  - Provide the name of the person preparing the application
- k. Submitting Party Email Address
  - Include an email address of the person preparing the application
- l. Non-Profit Status
  - Please indicate the organization's non-profit status and attach determination letter
- m. Board of Directors
  - Provide a list of board of directors
- n. Organization Mission Statement
  - Provide the organizations mission statement
- o. Description/History of Organization

- Provide a brief written narrative of your organization. Include a brief history and other projects facilitated.

#### Request Details

- a. Type of Request- Select the type from the drop-down menu that best fits your request.
  - Project
    - Day-to-day operations and expenses or the implementation of new programs or technologies. Examples include a new software for a point-of-sale system or general operations. Items that do not fit into the event or facility improvement category should also be included here.
  - Event
    - Planned performance or social gathering. Examples include festivals, vocal music, dance performances, plays, and social gatherings such community dinners.
  - Facility Improvement
    - Repair, addition, or construction of a new facility. An example would be adding a room to an existing structure.
- b. Request # 1 – Insert name of request
- c. Estimated Request Cost
  - Amount being requested (should correspond to amount on budget form)
- d. Request #1 Description
  - Write a description of the request. Clearly describe the request. Answer how this will enrich and contribute to the arts or heritage community. Describe the need for the request. Include proposed dates.
- e. Additional Request
  - If you have more than one request, select yes from the drop-down to add additional fields. If you have more than 8 requests, you will need to add additional requests in section three. If you do not have any additional requests, select no from the drop-down menu.
- f. Number of Persons Served
  - Include the number of individuals that will view, attend, and/or benefit from the request(s). Include both residents and tourists.
- g. Population Served
  - Please describe the targeted population that is the primary goal for request(s). This can be a specific demographic, cultural population, age group, etc. or the public.
- h. Tourism Impact

- Describe how your request(s) will contribute to tourism in New Braunfels
  - Explain the ways in which you foresee this request(s) attracting tourist to New Braunfels. Describe how you will track this information.

i. Promotion Concept

- Describe plans for promoting your request(s) to both out-of-town visitors and residents - Tell how you will notify citizens and potential tourists about the event or work you are sponsoring. Include a general timeline for implementation. Explain how you will promote New Braunfels as a destination and encourage overnight stays. Provide links to websites and/or social media pages.

j. City of New Braunfels Mission/Goal

- Describe how this request(s) contributes to the fulfillment of the New Braunfels City Council mission – Will this event benefit our residents and add to the artistic and cultural vibrancy of New Braunfels Explain how the request(s) advances the goals of the City and how the organizations resources are used to fulfill the mission through this request(s).

k. Organization's Fulfilment

- Describe your organization's ability to fulfill the request(s) as described – Provide details regarding the planning process, publicity efforts, evidence of fiscal responsibility, and demonstration of previous successful efforts.

Supporting Documents

- a. Upload your completed budget worksheet in section three
- b. Utilize the remaining upload fields to provide the commission with any additional supporting documentation.

## 2.4 Application Procedures

Preview of Application

- a. Staff is available by appointment to assist with reviewing the applications, prior to the deadline date for completeness and accuracy. Such assistance in no way implies that a grant will be funded.
- b. Elements of a preview include:
  - Technical review of application
  - Review of attached materials
  - Suggestions for clarification or additional information
- c. It remains the responsibility of the applicant to provide all required materials by the deadline.

## 2.5 Budget Form Instructions

The budget form is available online. It is a fillable PDF that should be downloaded to your computer, filled out, saved, and uploaded to the application. Only enter numbers – no

letters, commas, or dollar signs. The total amount of money requested on the budget form should add up to the amount of your request(s) in the application.

## Section A – Financial Information

This section should be completed based on calendar year expenses, revenues, prior city support from the City HOT grant program by the calendar years listed.

## Section B – Project Budget

### A. EXPENDITURES

This information should be divided appropriately according to the columns listed:

- **Applicant's Funding Request**
  - This is the amount to be requested then split according to the listed expenditure categories. ***Review funding guidelines to ensure ineligible requests are not included in your request.***
- **Cash from all Other Sources**
  - This is the amount of cash the organization must use for the project including any cash donations obtained for the project. Amounts should be split according to the listed expenditure categories. ***Do not include the amount you are requesting from the City of New Braunfels.***
- **In-kind, No Cash Paid (Value of Volunteered Service or Goods)**
  - This is the monetary value assigned to any donated services, space, and/or materials.
- **TOTAL of (a) + (b) + (c) = (d)**
  - This amount provides a total of each row and represents the total value of cash and non-cash expenditures from all sources. ***DO NOT ENTER AMOUNTS IN COLUMN (d).*** Column (d) will calculate based on your input to columns (a), (b) and (c).

#### 1. PERSONNEL

Members of the Applicant organization broken down into three (3) categories:

- I. Administrative
  - Organization members responsible for project operations.
- II. Artistic
  - Artists (dancers, actors, musicians, visual artist, etc.)
- III. Technical
  - Support personnel (lightning, electrical, sounds, etc.)
- IV. Other Personnel

- Individuals working with the project (volunteers assisting with mailings, posters, etc.)

## 2. FEES FOR OUTSIDE PROFESSIONAL SERVICES

Services provided by those who are not members of the applicant organization. Broken out into the following four (4) categories:

- I. Administrative
  - Individuals who assist with project operations.
- II. Artistic
  - Professional artists hired for the project.
- III. Technical
  - Technicians and Individuals hired to work on the project.
- IV. Other Personnel
  - Individuals working with the project (volunteers assisting with mailings, posters, etc.)

## 3. SPACE RENTAL

- No longer permitted as a funding request

## 4. EQUIPMENT RENTAL

- Fee required for equipment used for the project (sound system, scaffolding, tables, chairs, etc.)

## 5. TRAVEL/TRANSPORTATION

- Expenses pertaining specifically to the project (mileage, air/bus fare, and car rental for consultants, performers, personnel, etc.)

## 6. PROMOTION/PRINTING

- Expenses for promoting and announcing the project to the public for the largest, multi-cultural audience possible; include such items as printing and distribution of posters, fliers, announcements, and invitations; press releases, news stories, and public service announcements to all local radio stations, television stations, newspapers, and electronic signs.

## 7. COSTUMES/ROYALTIES

- Expenses applied toward making or purchasing costumes for the project and expenses for royalties paid for the use of music or any copyrighted materials.

## 8. OTHER

- Expenses that do not fit into any other category.

## 9. TOTAL EXPENDITURES

- Sum of each column

## B. REVENUES

1. REQUEST
  - The amount being requested. This section will auto populate based on the amount requested in section a.
2. ORGANIZATION FUNDS AVAILABLE
  - Include only the applicant funds budgeted for this project.
3. PROJECT INCOME

Funds received or anticipated from all other source

  - I. Admission Charges
    - Amount charged for audience admission. NOTE: Multiply the cost per person by the number of people you expect to attend. (*Example: Charges for theatrical, musical, or dance productions and performances.*)
  - II. Individual Contributions
  - III. Organization Funds Budgeted (general fund)
  - IV. Grants
    - Grants for the project (*for example: Texas Commission on the Arts National Endowment for the Arts, or any other granting agencies.*)
  - V. Other
    - Any other cash sources not mentioned previously.
4. TOTAL REVENUE
  - Total of all revenue sources listed above.

## 3.0 Review Process

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### 3.1 Review Standards

All eligible applications will be reviewed by the Arts Commission and Heritage Commission according to the following criteria:

#### Tourism & Hotel Activity Impact (50%)

The tourism & hotel activity impact of the project or program. This may include how the project or program contributes to tourism and hotel activity in New Braunfels. An increase in overnight hotel/motel occupancy is required to be in compliance with state law. Supporting materials for justification include marketing materials, ticket sales, event attendance, incorporating links to places to stay in New Braunfels, and rosters indicating if a patron spent the night in a hotel/lodging facility in New Braunfels.

#### Mission Alignment (25%)

The alignment of the City's mission to the project or program. This may include how the project or program contributes to the fulfillment of City's mission. This may include how the organization's resources are used to fulfill the mission through this project or program and it meets or advances the goal of the organization.

#### Project Completion (25%)

The ability of the organization to accomplish the project as described. This is demonstrated by providing evidence of a planning process, feasibility of the budget, publicity efforts, evidence of fiscal responsibility, and demonstration of previous successful efforts.

### 3.2 Review Process

The application review is based on a discussion of quality, feasibility, relative merits, and adherence to the guidelines and review criteria. Each application is evaluated against the published review criteria as stated in this guide and individually scored by each commissioner.

#### Commissioner Scoring

Each Commissioner will score each application based on the following criteria:

- ✓ Tourism & Hotel Activity Impact (50%)
- ✓ Mission Alignment (25%)
- ✓ Project Completion (25%)

### 3.3 Review Meeting

- a. The Commission will hold a meeting to review scores to develop a commission recommendation for council consideration.
- b. The Commission may request additional information before making a recommendation. Applicants should be available to respond to questions from the Commissions.
- c. The Commission will, through a majority vote, make a recommendation for funding based on the established criteria for council consideration.
- d. If a recommendation of no funding is made by either a commissioner or the commission, the reasoning will be indicated on the scoring sheets.

## 4.0 Reporting and Funding Distribution

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### 4.1 Terms of Grant/Grantee Responsibilities

All applicants awarded funds will receive a contract. The contract is legally binding and obligates the organization to perform the proposed activities, to fulfill the requirements of the contract, and to maintain its financial records open for audit.

### 4.2 Procedure

#### Quarterly Reporting

All recipients of funds will be required to establish records detailing the use of funds under the program. These records are subject to examination and audit by the City of New Braunfels and State of Texas. Grantees are required to comply with the submission quarterly reports no later than 30 days following the close of the quarter. If the Grantee fails to comply with quarterly reporting, the grantee will be considered in breach of their contract with the City of New Braunfels.

#### Final Reporting

At the conclusion of each calendar year, grantees are required to submit a final report within 30 days of year end. Applicants who do not submit final year reports, will not be eligible to continue receiving payments.

### 4.3 Funding Distribution

After City Council approval, each agency will receive 50% of their grant award at the beginning of the calendar year. Funding for the remaining portion of the grant will be distributed after spending more than the initial 50% granted at the beginning of the calendar year on a reimbursement basis. Reimbursement checks will be processed within 30 days of receiving quarterly report, if the initial 50% granted in the beginning is fully expended. If for some reason an agency was reimbursed more than they are eligible, they are required to reimburse the City of New Braunfels in full.