



City of Lubbock
&
Civic Lubbock, Inc.

Cultural Arts Grant Program

Guidelines and Procedures
2021

INTRODUCTION

The City of Lubbock Cultural Arts Grant Program, as administered by Civic Lubbock, Inc., provides local cultural organizations with financial support for projects that promote tourism and the arts and humanities in Lubbock. This is done in an effort to contribute to Lubbock's growing reputation as a regional cultural and entertainment center.

Funding for the Cultural Arts Grant Program comes from Hotel Occupancy Tax (HOT). Hotel Occupancy Tax is collected from local hotels, motels, and bed and breakfast inns. The revenues from Hotel Occupancy Tax can only be used for certain expenditures as outlined by law of the State of Texas. Therefore, in order to receive funding from the Cultural Arts Grant Program each project must show that it:

1. Directly promotes tourism and the convention and hotel industry, and
2. Involves 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Civic Lubbock, Inc. accepts Cultural Arts Grant Program Applications from groups meeting the above criteria and wishing to receive HOT funds. Priority in funding will be given to those events that demonstrate the ability to generate overnight visitors to Lubbock. Civic Lubbock, Inc. also encourages all event organizers to patronize Lubbock businesses for food, supplies, materials, printing, and other services that add to the local economy.

ELIGIBILITY

1. An applicant must be a non-profit, tax-exempt organization holding letters of confirmation from the Internal Revenue Service.
2. An applicant must have been chartered and actively pursuing its goals for at least one year prior to application.
3. The proposed project must directly promote tourism and the convention and hotel industry **and** promote the arts and humanities.
4. The project must fall within the 12-month grant cycle beginning on September 1st, following the June 1st grant application deadline, and ending August 31st of the following year or as amended (as described in section titled AMENDMENTS TO APPROVED PROJECT PROPOSALS)
5. Applicants must be in good standing with the City of Lubbock and Civic Lubbock, Inc. at the time applications are considered. To be considered in good standing, organizations must not be past due in monies due in connection with the use of any city-owned facilities or property.

FUNDING POLICIES

Restrictions

Grant funds may **not** be used for the following:

- elimination of accumulated debt
- any travel
- personnel expense normally associated with general operations of the organization
- operating/overhead expenses normally associated with general operations of the organization
- fundraising events or activities
- projects already funded or completed
- receptions, social functions, or parties
- capital improvements, renovations, construction, structural maintenance of facilities or purchase of real property

Funding Period

Applications will be accepted once a year. Applications for the 2021 Cultural Arts Grant Program will be accepted on or before the following date:

June 1, 2021 For projects taking place between September 1, 2021 and August 31, 2022

Note: Should June 1st fall on a Saturday or Sunday in any given year, applications will be due on the preceding Friday.

Matching Funds

1. Applicants must match all funds one-for-one (1:1) provided by the grant. Matching funds may be cash or in-kind contributions, with the in-kind **NOT** exceeding 25% of the total match and/or grant award. *In all instances, the grant program encourages a cash match.*
2. In-kind match may include any services or supplies for which the applicant would normally pay, but which are being contributed free of charge. Only true donations of time, supplies, and services may be allowed as an in-kind match. For those individuals who regularly donate their time and services to the applicant organization, the project budget should include only those contributions that pertain directly to the project. In-kind value of volunteer services must be calculated at the minimum per-hour wage.

Dispersal of Funds

1. Sixty percent (60%) of the grant award will be scheduled for payment no later than March 15 or September 15, according to the funding period in which the application is submitted. The remaining forty percent (40%) will be paid upon approval of the applicant's Evaluation Report Form (ERF) and other required documentation. This form will be provided by Civic Lubbock, Inc. and must be completed and returned within sixty (60) days of the project ending date. Failure to submit the ERF in the designated timeframe could result in forfeiture of the remaining forty percent (40%) of the grant award. Organizations must be in good standing with the City of Lubbock and/or Civic Lubbock, Inc. at the time the above payments are due. To be considered in good standing, the organization must not be past due in monies due to the City of Lubbock and/or Civic Lubbock, Inc. in connection with the use of any city-owned facilities or property. Should an organization not be in good standing at the time the above payments are due, the organization will not receive such payments until good standing is re-established.

MANDATORY WORKSHOP & APPLICATION REVIEW FOR NEW APPLICANTS

A mandatory pre-application workshop will be presented prior to the grant application deadline for the benefit of new applicants. In addition, new staff members of organizations that have received grant funding in the past and who will be completing the organization's application, will also be required to attend the workshop. A media advisory regarding the date/time of the workshop will be sent to local media outlets. Workshop information will also be available on the Civic Lubbock, Inc. website (www.civiclubbock.org) or by contacting 775.2267.

Applicants are encouraged to contact the Civic Lubbock Project Coordinator (staff liaison to the Grant Review Committee) at 775-2267 for assistance with grant applications and required attachment instructions. Drafts are accepted up to two weeks before the application deadline. Grantees may receive assistance from the Civic Lubbock Project Coordinator regarding project revisions, contractual obligations, and reporting requirements.

Organizations submitting applications to the Grant Review Committee for the first time are required to schedule a pre-application review with the Civic Lubbock Project Coordinator at least two (2) weeks in advance of the application deadline. Appointments may be made by contacting the Project Coordinator at 775-2267.

APPLICATION REVIEW

Criteria

The following criteria will be used in reviewing all applications submitted to the Cultural Arts Grant Review Committee. One (1) point is the lowest score.

ARTISTIC MERIT: 1-50 POINTS

- Will the project use the funds for the encouragement, promotion, improvement, and application of the arts?
- Is the project innovative?
- Does the project promote excellence in the arts and the humanities?
- Does the project contribute to Lubbock's reputation as a regional cultural center?
- Does the project serve to educate the public in the value of the arts & humanities?

TOURISM IMPACT / MARKETING EFFORTS: 1-30 POINTS

- Does the project directly promote tourism in Lubbock?
- Does the project directly promote the convention and hotel industry in Lubbock?
- Does the project include marketing efforts outside of the region?
- Are these marketing efforts targeted to attracting tourism to the event/project?
- Does the project offer collaboration among tourism partners such as the Lubbock Convention and Visitor's Bureau (Visit Lubbock), a local hotel, etc?
- Has the event been registered with the CVB?

CAPABILITY: 1-20 POINTS

- Does the organization show evidence of public and private financial commitment other than its request to Civic Lubbock, Inc.?
- Is the amount requested reasonable in relation to the total cost of the project?

Cultural Arts Grant Review Committee

The Cultural Arts Grant Review Committee is a standing committee of Civic Lubbock, Inc. and consists of three Directors from the Civic Lubbock, Inc. Board and two members-at-large appointed by the Lubbock City Council. The City Council appointed members-at-large are appointed for a term of three years. The President of Civic Lubbock, Inc. or his/her designee will serve as an ex-officio member of the Cultural Arts Grant Review Committee.

The Cultural Arts Grant Review Committee will meet to review and consider applications. The committee will be charged with the responsibility of making its recommendations to the full Civic Lubbock, Inc. Board. The Civic Lubbock, Inc. Board will then present the recommendations to the City Council, which has final authority. Applicants will be notified of the grant amount awarded following City Council approval. This process will be completed as early as possible following the established application deadlines.

Amendments to Approved Project Proposals:

Grant funds may be expended only for project purposes and activities set forth in the proposal and budget originally approved, or as subsequently amended by the organization, and approved in writing by Civic Lubbock, Inc. Written requests for amendments must be submitted and approved prior to significant revisions of the following:

1. Changes of project scope, purpose, activities, dates and times, principal participants and/or significant changes in the project budget that would impact the one-for-one (1:1) required match;
2. Changes in the project director or other professional personnel identified in the proposal;
3. Changes in the project budget that exceeds ten percent (10%) in items funded by the Cultural Arts Grant.

Reconsideration Process

An applicant may request reconsideration of a non-award recommendation by the Cultural Arts Grant Review Committee if that organization can demonstrate that:

- The Grant Review Committee failed to follow published application and review procedures;
- The Grant Review Committee demonstrated prejudice, capricious or arbitrary actions.

Written requests should be directed to the President of Civic Lubbock, Inc. (1501 Mac Davis Lane, Lubbock, TX 79401) and must be submitted within 10 days of the date on the non-award notification letter. Only authorized officials listed on the application may request reconsideration. The Civic Lubbock, Inc. President will appoint an ad hoc three-member committee consisting of two Directors of the Civic Lubbock, Inc. Board (excluding Directors that serve on the Cultural Arts Grant Review Committee) and one City-appointed member of the Cultural Arts Grant Review Committee at its next regular meeting. The decision of the Civic Lubbock, Inc. Board of Directors is final as to the recommendations that will be presented to the City Council. The City Council's decision on funding is final.

AFTER RECEIVING A GRANT

Acknowledgment

Proper acknowledgment must be given to the City of Lubbock/Civic Lubbock, Inc. Grants Program by including the following statement on all printed programs, publicity, or publications related to the program:

**THIS PROGRAM (EXHIBIT) MADE POSSIBLE IN PART
THROUGH A GRANT FROM THE CITY OF LUBBOCK,
AS RECOMMENDED BY CIVIC LUBBOCK, INC.**

Failure to include this acknowledgment may result in cancellation of the grant. It is also recommended that the logos for the City of Lubbock and Civic Lubbock, Inc. be displayed with this acknowledgment as well. Please contact the Civic Center office for these images.

Assurances

All grant recipients, in signing the required contract for services, make assurances that the applicant organization will comply with existing local, state, and federal laws that prohibit discrimination based on race, color, national origin, sex, or disability.

Record Keeping

Books and records must be maintained for at least one year after conclusion of the grant and must be exhibited upon request by the Lubbock City Council or Civic Lubbock, Inc. A financial statement from a certified public accountant or an independent audit may be required for the fiscal year in which the grant is awarded.

Final Evaluation

The Evaluation Report Form (ERF) for the project must be submitted within sixty (60) days of the project's ending date. The form is provided by Civic Lubbock, Inc. and must include an itemized account of the project to include receipts, invoices and other financial information as needed to document expenditures of grant funds and copies of all programs, publicity, and printed materials.

Letter to City of Lubbock Officials

Organizations receiving grant funds will be required to send a letter to the Mayor and City Council thanking them for making funds available from the Hotel Occupancy Tax for the Cultural Arts Grant Program and expressing how the grant award supported their project and its success. A single letter can be sent and should be addressed as follows:

The Honorable Mayor and City Council Members
of the City of Lubbock
P.O. Box 2000
Lubbock, TX 79457

IMPORTANT: A copy of the letter must be submitted to Civic Lubbock before the remaining forty percent (40%) of the grant award payment can be made. The letter is to be submitted along with the Evaluation Report Forms and required ERF support documentation.

ORGANIZATIONS THAT HAVE NOT SUBMITTED ERFs MAY NOT APPLY FOR FUTURE FUNDING UNTIL THEIR DELINQUENT ERFs HAVE BEEN SUBMITTED.

Evaluation Rating System for ERF:

Civic Lubbock, Inc. conducts an evaluation review of every grant using the ERF and supporting materials. This rating is available to the Cultural Arts Grant Review Committee and is outlined below:

“AAA” Rating (highest possible rating)

- Showed direct evidence of promotion of tourism
- Showed direct evidence of promotion of convention and hotel industry
- Showed direct evidence of the encouragement, promotion, improvement and application of the arts
- Submitted ERF by due date
- Exceeded matching projections
- Submitted exceptional support documentation and thank you letter to City of Lubbock Officials
- Showed direct evidence of tracking being completed and submitted to CVB

ORGANIZATIONS SUBMITTING ERFs MORE THAN TEN DAYS PAST THE DUE DATE WILL NOT RECEIVE A RATING HIGHER THAN “AA” EVEN IF THEY HAVE MET ALL OTHER CRITERIA FOR A “AAA” RATING.

“AA” Rating

- Showed direct evidence of promotion of tourism
- Showed direct evidence of promotion of convention and hotel industry
- Showed direct evidence of the encouragement, promotion, improvement and application of the arts
- Submitted ERF by due date
- Met matching requirements as stated in contract
- Submitted appropriate support documentation and thank you letter to City of Lubbock Officials

ORGANIZATIONS SUBMITTING ERFs MORE THAN 30 DAYS PAST THE DUE DATE WILL NOT RECEIVE A RATING HIGHER THAN “A” EVEN IF THEY HAVE MET ALL OTHER CRITERIA FOR A “AA” RATING.

“A” Rating

- Did not show direct evidence of promotion of tourism
- Did not show direct evidence of promotion of convention and hotel industry
- Did not show direct evidence of the encouragement, promotion, improvement and application of the arts
- Submitted ERF past due date
- Did not meet matching requirements as stated in contract
- Did not submit appropriate support documentation and/or thank you letter to City of Lubbock Officials

GRANT RECIPIENTS THAT DID NOT MEET THE MATCHING REQUIREMENTS AS STATED IN THE CONTRACT WILL INCUR A REDUCTION IN THE REMAINING PORTION OF THEIR GRANT AWARD.

ORGANIZATIONS SUBMITTING ERF’S MORE THAN 60 DAYS PAST THE DUE DATE WILL FORFEIT THE REMAINING 40% OF THE GRANT AWARD.

REQUIRED DOCUMENTATION FOR GRANT APPLICATIONS

One (1) original of the following **must** be included for applications to be considered:

- _____ 1. Grant Application
- _____ 2. Program Information Summary
- _____ 3. Project Financial Information Summary (Project Budget)
- _____ 4. Budget Detailed Breakdown

REQUIRED ATTACHMENTS FOR GRANT APPLICATIONS

One (1) copy of the following attachments **must** be included for the application to be considered:

- _____ 1. Copy of the organization's IRS nonprofit 501 (c) 3 tax-exemption letter.
- _____ 2. List of the organization's Board of Directors.
- _____ 3. Brief narrative on the purpose and history of the organization.
- _____ 4. Brief resumes of people involved in managing the project.
- _____ 5. Copy of an independent audit or financial statements for the most recent operating year
- _____ 6. Copy of the first eight ((8) pages of the organization's IRS Form 990 or a copy of the Form 990-EZ/Form 990-N submitted and filed for the most **recent** calendar year.