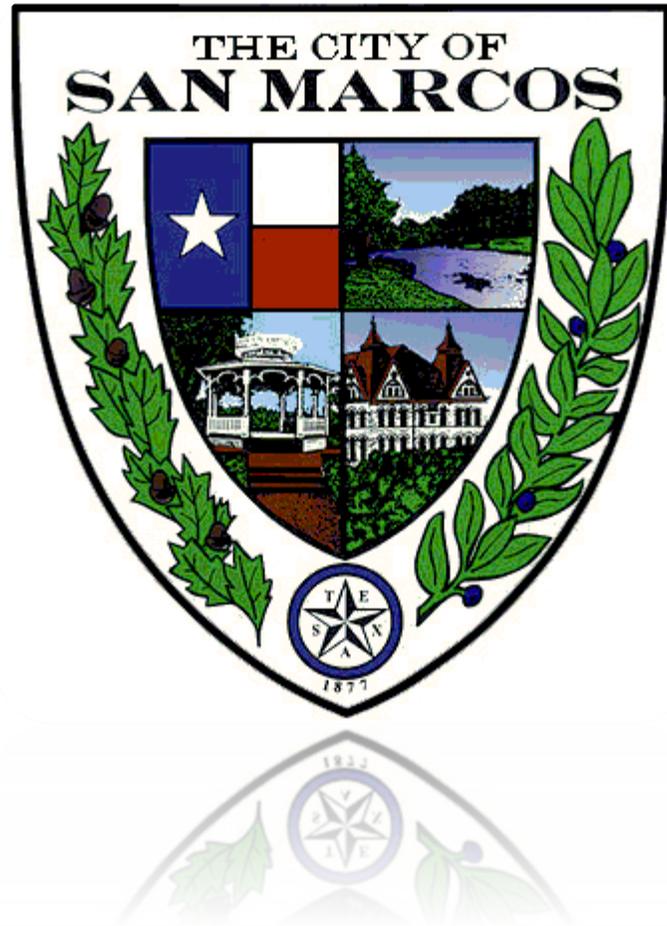


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## 2021 ARTS AND CULTURAL GRANT GUIDELINES & INSTRUCTIONS

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## Section One: Funding Guidelines

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### A. INTRODUCTION

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#### *SPECIAL NOTE ON COVID-19*

*The COVID-19 pandemic has caused havoc in the tourism industry and the cultural life of our community, forcing event cancellations throughout 2020 and general uncertainty in arts and cultural organizations looking forward. With this in mind, the City of San Marcos encourages Arts and Cultural Grant applicants to plan for contingencies in case their programs are awarded grant funds and are affected by COVID-19 next year. Applicants must also be prepared to **return any unused funds as a result of event cancellation.***

*Awardees will receive a breakdown of their funding sources in their award letters to allow them to plan for contingencies in the projects.*

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The San Marcos Arts Commission was created by city ordinance and approved on October 26, 1998. The Commission serves in an advisory capacity to the San Marcos City Council. The seven-member, council appointed commission provides oversight for the expenditure of city hotel occupancy tax and general funds for the promotion 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 pictures, radio, television, tape and sound recording, and other arts related to the presentation, execution, and exhibition of these major art forms. In consultation with the arts community, the arts commission develops written guidelines regarding the process for allocation of hotel occupancy tax funds for the arts. The arts commission reviews applications for funding for the arts, and makes the final decision on all applications.

### B. VISION STATEMENT

Our vision for San Marcos is a city in which artistic excellence is celebrated, supported and available to all.

### C. MISSION STATEMENT

To support and contribute to the artistic vitality, diverse cultural heritage and economic prosperity of our city in an effort to distinguish it from other communities while promoting tourism to San Marcos.



## D. GOALS AND OBJECTIVES

### 1. Goal: BROADEN PUBLIC AWARENESS

#### Objectives:

- a. Broaden public awareness of the availability, excellence, and diversity of the arts.
- b. Provide a variety of art forms for public enjoyment and participation.
- c. Assist with available funding for artistic and cultural endeavors that increase public awareness for the value of the arts.
- d. Encourage artists to participate in community events, share their talents with others, and serve as advocates for the arts.
- e. Expand opportunities for artists to create and show/perform their works through the development of endeavors in San Marcos.
- f. Create, establish, and implement a city plan for permanent art.

### 2. Goal: ARTS EDUCATION

#### Objectives:

- a. Strengthen the role of the arts and encourage lifelong learning in the arts.
- b. Promote continuing arts education programs.

### 3. Goal: PRESERVATION

#### Objectives:

- a. Encourage preservation of the cultural heritage of San Marcos.
- b. Develop a long-range plan for a permanent facility for the arts.

(Approved 6.11.2003, Revised 9.8.2004)

## E. FUNDING FOR ARTS GRANTS

Funds are available for art projects that promote or enhance the arts in San Marcos. Projects must also enhance tourism to our community. A project is an activity or series of closely related activities for which funds are requested. The project must be completed within 12 months of the notification of the receipt of the funding. Funds may be requested to initiate cultural activities, to supplement existing arts programming; or, to provide enrichment or education.

## F. ELIGIBILITY AND REQUIREMENTS

### 1. Applicant Eligibility

- The applicant must be a non-profit, tax-exempt organization registered with the Internal Revenue Service. Applicants name must appear on letter of determination.
- Applicants must have fulfilled all requirements of any previously funded projects.
- Applicants may submit no more than one proposal for a project per fiscal year funding cycle.



- Applicants may not receive funding from any other city board or commission who distributes Hotel Occupancy Tax funds.

2. Project Eligibility

- To be eligible for funding, a project 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.
- Project must promote local tourism and the convention industry. ***Funded events and programs must be held in San Marcos City Limits or ETJ to qualify.***

3. Project Restrictions

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

- 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.
- Incomplete applications are not eligible for review.
- Funds are requested to reduce/eliminate a deficit of a recent project.

4. Ineligible Expenses

Arts Commission Funds may not be used for the following items, including, but not limited to:

- Food for Receptions
- Scholarships
- Rental of Hotel/Motel Rooms
- Items purchased for resale
- Transportation to exhibits/field trips
- Ribbons, prizes, flowers, gifts, awards, etc.
- Building space and equipment owned by the applicant
- Materials and supplies sold to participants
- Materials, supplies, equipment, etc. which could be used for personal gain of applicant/participants
- Long-life items and permanent fixtures (excluding permanent public art)
- Monthly/seasonal/annual office or telephone rental/charges
- Monthly/seasonal/annual storage costs



**G. APPLICATION GUIDELINES**

1. Application Deadline Schedules

Grant applications must be submitted online by the deadline date as follows. Hard Copy applications submitted will not be accepted, and late applications will not be considered.

Application Deadline	Application Presentations to Arts Commission	Arts Commission Action
November 9 at 2 p.m. CST	December 1 and 2 via ZOOM	December 16

\*Actual meeting dates are subject to change.

2. Application Matching Funds – **UPDATE for 2021**

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.

3. Cash Match

Cash match includes money budgeted for the project such as applicant funds designated for the project, grants from other funding sources, cash donations, and earned income (such as ticket sales, fundraisers, etc.).

4. In-kind Contributions

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, e.g., an attorney donating legal services, a secretary donating typing time, and 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.

**H. APPLICATION PROCEDURES**

1. Pre-review of Application

- Applicants are encouraged to contact the City of San Marcos Arts Commission Staff Liaison early in the planning process at which time he/she can provide the most assistance. The staff liaison is available by appointment via conference call to pre-review applications, prior to the deadline date, for completeness and accuracy. Pre-reviews may be scheduled by emailing Arts Coordinator Trey Hatt



at [ghatt@sanmarcostx.gov](mailto:ghatt@sanmarcostx.gov) . Such assistance in no way implies that a grant request will be funded.

- Elements of a pre-review include:
  - A technical review of the budget and responses to questions on the application
  - Review of the attached eligibility materials (résumé's, etc.)
  - Suggestions for clarification or additional information
- If a pre-review is conducted, it remains the responsibility of the applicant to provide all required materials by the deadline.

## 2. Application Materials

An application must include the following for consideration of funding:

- Online Application Form: [www.sanmarcostx.gov/artsgrants](http://www.sanmarcostx.gov/artsgrants).  
The applicant must submit a complete and accurate application providing all requested information. The proposed budget must be accurate, detailed, and appropriate to the purpose of the project. It should be checked carefully to make sure all the questions are answered and the budget is properly structured and mathematically sound. The completeness and accuracy of the grant application is the sole responsibility of the applicant. Incomplete applications are not eligible for review.
- Documentation of Tax-Exempt Status  
All applicants (except governmental units) must submit one copy of the applicant's tax-exemption letter from the Internal Revenue Service. This should be submitted online attached to the application

## I. REVIEW STANDARDS

All eligible applications will be reviewed by The San Marcos Arts Commission according to the following review criteria:

1. Artistic Quality (40%)  
The artistic quality and merit of the project or program. This criterion may include how the project contributes to the artistic development of the respective art form, how well the resources (people, facilities, activities, etc.) to be used meet the goals of the project, and how the project meets or advances the goals of the organization.
2. Tourism Impact (20%)  
The tourism impact of the project or program. This criterion may include how the project or program contributes to tourism in San Marcos. Higher consideration will be given to those applications that create an increase in overnight hotel/motel occupancy. If the application is determined to be of sufficient artistic quality and merit and tourism development to deserve further review, the following standards will then be applied:



3. Demand for Project (20%)  
The demand or need for the project or program by the organization applying or the group it serves. Considerations used to address this criterion may include community involvement and support for the project, the method used to determine that the project is needed, and demonstrated financial need as exhibited in the proposed budget.
4. Ability to Accomplish Project (20%)  
The ability of the organization to accomplish the project or program described, or the organizational goals as presented. This is demonstrated by providing evidence of a planning process, qualifications of the artistic and/or administrative personnel, feasibility of the budget, publicity efforts, evidence of fiscal responsibility, and previous successful efforts.
5. Diversity Rating (scale of 1 - 10; only applies to Diversity Program Grant applicants)  
Rating based on the applicant's answers to the Diversity Grant Questionnaire.

## J. REVIEW PROCESS

1. The San Marcos Arts Commission Staff Liaison reviews the applications for accuracy and completeness. Arts Commission members receive copies of all applications at least 10 days prior to the review workshop.
2. **Applicant Presentations to Arts Commission**  
Applicants are required to attend the Applicant Review Workshop. The Arts Commission Staff Liaison will facilitate each workshop. 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 and individually scored by each commissioner. The financial need of an organization is not part of the evaluation criteria and is not intended to be a part of the scoring. Arts Commission staff can provide answers to technical questions about the guidelines but will not influence the discussion or evaluation. **COVID-19 SAFETY:** The reviews will be held virtually via ZOOM; links and instructions will be provided to applicants by the Arts Coordinator.

### Review Meeting Format

- Introduction of Commission members
- Applications are reviewed in the order listed in the application notebook. Order is selected at random
- 5 minutes are given to applicant for presentation
- 5 minutes are given for questions and answers

Panelists are asked to review applications and make comments in the order outlined on the score sheets. After the panel comments and discussion, review panelists may ask specific questions that were not addressed in the application. Applicants will not be



allowed to present new information but only to respond to direct questions of the panel.

After all comments have been made, each commissioner will finalize their score and submit them for recording. They will then move on to the next application. Arts Commission staff will compile comments and scores for distribution to the San Marcos Arts Commission and applicants.

3. **Panelist Scoring**

Each panelist will score each application based on the following criteria. For more details, see the Arts Funding guidelines.

**Project Support**

- Maximum score of 40 points for Artistic Quality
- Maximum score of 20 points for Tourism Impact
- Maximum score of 20 points for Project Demand
- Maximum score of 20 points for Administrative Capability
- *DIVERSITY RATING: Applications for Diversity Grants will be assigned a Diversity Rating of 1-10 based on information provided in the Diversity Programs Questionnaire.*

Arts Commission staff will make a cursory review of the budget and itemizations and will inform the Arts Commission if the applicant has met the matching requirements. Arts Commission staff does not determine the appropriateness of the budget. All budgets have to be correct and balanced at the time of contracting.

4. Applicants must be available to respond to questions from the Arts Commission by telephone during the review process. In reviewing the applications, the commission members will first determine the eligibility of the application, based on both the organization's eligibility and the project restrictions. The commission will give priority to applications that show evidence that attempts have been made to seek financial support from other sources. The commission reserves the right to reduce the amount of funding requested by items determined to be ineligible for funding and/or questioned budget items.

The Commission may request a revised budget and/or project description before making a final recommendation. The commission will rate the applications and through a majority vote, will make a recommendation for full funding, partial funding, or no funding, based on the established criteria for:

- Artistic quality and merit of the project
- Tourism created by the project
- Need or demand for the project
- Ability of the applicants to accomplish the project



If the recommendation is for “no funding,” the commission will indicate the reasoning and the applicant will be informed of such. Grants are awarded to the extent funds are available.

## K. **TERMS OF GRANT/GRANTEE RESPONSIBILITIES**

### 1. Notification of Arts Commission Action

All applicants will receive a Provider Contract and notification letter of acceptance or rejection within 45 days after final review of the application by the Arts Commission, except when a revised budget and/or project description is necessary. In that case, applicants will receive a Provider Contract and notification letter within 45 days after the receipt of the revised budget and/or project description.

### 2. Arts Funding Provider Contract

The Provider Contract is a legally binding document signed by an authoring official of the organization that has received an arts grant. The contract obligates the organization to perform proposed activities, to fulfill the requirements in the contract, and to maintain its financial records open for audit, specifically, the parties will agree that:

- a. The project will be carried out in compliance with the project description, personnel, budget, and dates, as set forth in the application, which reflects any revisions made and approved by the Arts Commission.
- b. The following credit line will appear on all programs and publicity related to the project: Funding provided by the San Marcos Arts Commission.
- c. Funds for this project will not be released until a final report from any previously funded project has been submitted.
- d. All future grants will be contingent upon complete compliance with the terms of this agreement.
- e. The Arts Commission shall have access to any books, documents, papers, and records regarding the granted project in the case of an audit or evaluation of the project. These records and supporting documents shall be retained for a period of one year following the completion of the project.
- f. The grantee’s authorizing official must sign and return to the Arts Commission, within 45 days from the date of mailing, one copy of the Arts Grant Provider Contract and necessary attachments if notification is of grant approval.
- g. Occasionally, “riders” or conditions will be placed on the use of the grant funds. These conditions will be clearly outlined in the Arts Grant Provider Contract.
- h. In the event a grant is awarded to a fiscal agent, the fiscal agent must sign the contract and necessary attachments. The recipient must comply will all federal and state regulations specified in the contract.

### 3. Approval of Project Revisions

- a. The grantee must notify the Arts Commission **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, and cancellation of the event.

- b. Changes in the project could be subject to review by the Arts Commission prior to the project activity date(s) and may result in a revision or revocation of the grant award.
- c. The Arts Commission will review the revisions requested to ensure that the changes do not make the project ineligible for support. The grantee will be notified of the approval or non-approval of the project changes.
- d. If the grantee fails to inform the Arts Commission of the above-mentioned changes before the project dates, the commission will reserve the right to withhold the final payment for the project.

4. Grant Termination

A grant may be terminated at any time under the following conditions:

- a. By mutual written consent of the Arts Commission and the recipient.
- b. Upon the written request of the recipient, but such termination shall not necessarily relieve the recipient of its responsibilities as set forth in the Arts Grant Provider Contract.
- c. By the Arts Commission upon the failure of the recipient to comply with one or more of the conditions of the Arts Grant Provider Contract. Such termination shall be effective upon receipt of written notice by the recipient.
- d. The recipient does not return the signed contract and/or attachments within 45 days of the mailing of the notification of grant award letter.
- e. The recipient does not return a revised budget and project description within 30 days of the notification letter of Arts Commission action.

5. GRANT MONITORING AND EVALUATION

Final Report - 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.

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(End Section One)

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## Section Two: Arts & Cultural Grant Application Instructions

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### A. LEGAL REQUIREMENTS FOR FUNDING

Funding from the Arts Commission comes from the hotel occupancy tax (HOT) collected by the hotels and motels in the city of San Marcos and may only be used for specific purposes. All requests for funding must pass a *two-part test of validity* specified by the Texas Attorney General as follows:

1. 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, hotel occupancy tax revenues should not fund it.
2. Funding programs that enhance the arts. This section authorizes the expenditure of hotel occupancy tax revenues for a variety of art related programs. It allows funding for 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 pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution and exhibition of these major art forms.

### B. REPORTING

All recipients of Arts Commission funds will be required to establish ledgers and other records detailing the use of the funds under the program. These records are subject to examination and audit by the City of San Marcos and the State of Texas. Grantee shall provide the San Marcos Arts Commission a project evaluation report. If the Grantee fails to timely comply with this requirement, Grantee will be considered in breach of their contract with the City of San Marcos and the City shall be relieved of any obligation to make payment.

### C. CITY OF SAN MARCOS ARTS AND CULTURAL GRANT APPLICATION INSTRUCTIONS

We are now only accepting online submissions through the San Marcos City Website: [www.sanmarcostx.gov/artsgrants](http://www.sanmarcostx.gov/artsgrants) Form: *2021 City of San Marcos Arts and Cultural Grant Application*

#### Section One: Applicant Information

##### ORGANIZATION NAME

List the name of the organization or individual applying for funds.



PROJECT NAME

Provide the name of the proposed project.

PRESIDENT/DIRECTOR

Artist or organization representative who can answer questions about the organization.

EMAIL ADDRESS

Include an email address for the organization applying.

PHONE and ALT. PHONE NUMBER

Include a daytime and message phone number for the organization applying.

WEBSITE

Provide a web address where information about the project and/or samples of the organization's artistic vision can be found. If applicable, include links and web addresses to social media pages.

SOCIAL MEDIA PAGES FOR EVENT OR GROUP

Enter links, handles, and/or hashtags for any social media pages for your group or event.

ADDRESS

Organization's address for mailing correspondence. If there is a change of address, please notify the San Marcos Arts Commission staff.

PROJECT MANAGER

Provide the name of the person in charge of implementing the project.

EMAIL ADDRESS

Include an e-mail address that the City may use to contact the Project Manager.

PHONE

Include a daytime and message phone number (two numbers) where the Project Manager may be reached.

EMAIL ADDRESS

Include an e-mail address that the City may use to contact the Project Manager.

ARE YOU A 501(C)(3) ?

Please check *Yes* or *No* in box provided to indicate the status of your organization.

IF YES, WHAT YEAR WERE YOU ESTABLISHED?



If you indicated you are a 501(C)(3), state the year in which you became one. If your organization is not a 501(C)(3), leave blank.

**IRS 501(C)(3) LETTER OF DETERMINATION**

If you indicated you are a 501(C)(3), attach a copy of your organization's IRS 501(C)(3) Letter of determination in the space provided. If your organization is not a 501(C)(3), leave blank.

**FISCAL SPONSOR IF NOT A 501(C)(3)**

If you indicated you are not a 501(C)(3), your organization must have a fiscal sponsor with 501(C)(3) status. State which 501(C)(3) is your fiscal sponsor.

**FISCAL SPONSOR ADDRESS**

Provide the address of your fiscal sponsor for mailing correspondence. If there is a change of address, please notify the San Marcos Arts Commission staff.

**FISCAL SPONSOR'S IRS 501(C)(3) LETTER OF DETERMINATION (IF APPLICABLE)**

If your event requires a fiscal sponsor, provide their IRS 501(C)(3) Letter of determination in the space provided.

**ORGANIZATION MISSION STATEMENT**

Give us a statement of your organization's purpose/reason for existing.

**DESCRIPTION/HISTORY OF THE ORGANIZATION**

Provide a brief written representation of your organization. Include a brief history and other projects it has facilitated. Use only the fields provided. Do not attach any supplemental materials other than what is requested.

**BOARD OF DIRECTORS AND STAFF**

Upload current lists of board of directors members and any paid staff with brief descriptions of their duties for your organization and/or your fiscal sponsor as applicable.

**Section 2: Instructions for receiving grant money**

In the spaces provided, please enter the mailing address to which the City should send acceptance letters, grant contracts, and checks if you are awarded grant funds by the Arts Commission, along with a point of contact name and phone number. This needs to be your organization's mailing address, or the mailing address of your fiscal sponsor if you are not a 501c3, and the person responsible for handling any grant money you receive.



### Section 3: Diversity Program Grant

#### ARE YOU APPLYING FOR A DIVERSITY PROGRAM GRANT?

If you are applying for a Diversity Program Grant, fill out a Diversity Programs Funding Questionnaire at [www.sanmarcostx.gov/diversityfunding](http://www.sanmarcostx.gov/diversityfunding).

#### POPULATION SERVED

Please describe the targeted population that is the primary goal for this project. This can be a specific demographic, cultural population, age group, etc. or the general public.

### Section 4: Grant Award History

#### IF YOU HAVE RECEIVED FUNDS FROM THE ARTS COMMISSION, PLEASE STATE THE AMOUNT OF THE MOST RECENT GRANT.

The dollar amount of only the most recent grant given to this organization.

#### IF YOU HAVE RECEIVED FUNDS FROM THE ARTS COMMISSION, PLEASE ENTER THE DATE OF THE MOST RECENT GRANT.

Provide the month, day, and year in which your organization received the grant.

### Section 5: Project Location

Will your project occur in the San Marcos city limits or ETJ? ***Events and programs must be held in the San Marcos City Limits or ETJ to qualify for funding.***

### Section 6: Project Description

#### PROJECT NAME

Name the project in which you had applied and received funds for from the Arts Commission.

#### PROJECT DATES

List the dates of the anticipated project for which you are applying for a grant.

#### PROJECT DESCRIPTION

Write a description explaining what your project will be and what it will include for the current application. Clearly describe your program's mission statement. How will your project enrich/contribute to the San Marcos arts and culture community? Clearly state the need in the San Marcos community for your program/project. Who will do the work, how it will be implemented, documented, and evaluated? Provide a general timeline of events. Include dates of proposed project in the boxes given.



**SUSTAINABILITY**

Does your event provide services or information that involve green initiatives or sustainability? If so, please describe.

**Section 7: Tourism Projections and Marketing Plan**

**TOURISM PROJECTIONS**

Explain the ways in which you foresee this project attracting tourist to San Marcos. Describe how your project/program aligns with the City of San Marcos Arts Commission's objectives. Describe how you will track this information. Use only the fields provided. Do not attach any supplemental materials other than what is requested.

**DESCRIBE YOUR MARKETING PLAN**

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 San Marcos as an arts destination and encourage overnight stays. Provide links to websites and/or social media pages. Use only the fields provided. Do not attach any supplemental materials other than what is requested.

**EXPECTED NUMBER OF ATTENDEES**

Include the number of individuals that will view, attend, and/or benefit from the project. Include both residents and tourists.

**HOW MANY HOTEL NIGHTS WILL THIS PROJECT GENERATE?**

State the total number of hotel rooms that will be booked multiplied by the number of nights each attendee will stay. (This is the total of hotel nights) Use the spaces provided to calculate your answers.

**HOW DO YOU PLAN ON TRACKING THIS INFORMATION?**

State how you will track the hotel stays. \*The City of San Marcos 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. Contact the Convention and Visitor Bureau at [chardin@sanmarcostx.gov](mailto:chardin@sanmarcostx.gov).

**IF THE PROJECT IS TO BE HELD ON THE TEXAS STATE UNIVERSITY CAMPUS, DESCRIBE YOUR PARKING AND/OR TRANSPORTATION PLAN FOR PARTICIPANTS TO REACH THE EVENT**

**TOTAL REQUEST**

State the total amount of money you are requesting from the City.



**Section 8: Budget**

BUDGET

Download and fill out a Budget Project Form, then upload it in the space indicated. A link to download the form is provided at [www.sanmarcostx.gov/artsgrants](http://www.sanmarcostx.gov/artsgrants). It is a fillable PDF that runs the calculations for you; however, if it is not working on your computer it may be printed and filled out by hand, then scanned and uploaded to the space provided.

**Section 9: Supporting Documents**

SUPPORTING DOCUMENTS

Upload the resume for the Project Manager, as well as any examples of past publicity you may have available.

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(End Section Two)

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**Section Three: Budget Form Instructions**

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The Budget Form is posted online at [www.sanmarcostx.gov/artsgrants](http://www.sanmarcostx.gov/artsgrants). It is a fillable PDF that should be downloaded to your computer, filled out, and saved. ONLY ENTER NUMBERS—no letters, commas, or dollar signs. Examples: 5000 for \$5,000; 19.95 for \$19.95. If it doesn't work on your computer, however, you may print it and fill it out by hand. It can then be scanned and uploaded in the space provided on the online grant application form.

**A. EXPENDITURES:**

This information should be divided appropriately according to the columns (a), (b), (c) and (d).

**Column (a): Applicant's request from Arts Commission**

This is the amount to be requested from the Arts Commission then split according to the listed expenditure categories. ***Review funding guidelines to ensure ineligible requests are not included in your request from the Arts Commission.***

**Column (b): Cash from all other sources including applicant organization funds:**



This is the amount of cash the organization has to 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 Arts Commission.**

**Column (c): In Kind, no cash paid (value of volunteers or donated goods and services)**

This is the monetary value assigned to any donated services, space, and/or materials.

**Column (d): TOTAL OF (a) + (b) + (c)**

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 (4) categories:
  - Administrative** - Organization members responsible for project operations.
  - Artistic** - Artists (dancers, actors, musicians, visual artist, etc.)
  - Technical** - Support personnel (lighting, electrical, sound, etc.)
  - 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:
  - Administrative** - Individuals who assist with project operations.
  - Artistic** - Professional artists hired for the project.
  - Technical** - Technicians and individuals hired to work on the project.
  - Other Personnel** - Individuals working with the project (volunteers assisting with mailings, posters, etc.)
  
- 3. VENUE RENTAL** - Fee required for appropriate space for the project (theater, gallery space, office, etc.)
  
- 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. LODGING** – Expenses for overnight lodging of artists/performers.



- 7. PROMOTION/PRINTING/POSTAGE** - 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.
- 8. 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.
- 9. SUPPLIES / MATERIALS** - Supplies, photo documentation, etc. expenses for supplies to be used for the project (office, painting, or any other supplies used in relation to the project).
- 10. INSURANCE** – Charges for insuring the project.
- 11. INSTALLATION OF ART**– Expenses associated with the installation of a project.
- 12. CLEANUP / TOILETS** – Expenses for cleanup and removal of waste (trash, dumpsters, and portable toilets).
- 13. FOOD / BEVERAGES** – Expenses for food and/or beverages for receptions and/or performances.
- 14. OTHER** – Expenses that do not fit into any other category.
- 15. TOTAL EXPENDITURES** – Sum of each column.

## **B. SOURCES OF REVENUE - RECEIVED AND ANTICIPATED**

- 1. SAN MARCOS ARTS COMMISSION REQUEST** - The amount of this request from the City of San Marcos Arts Commission.
- 2. ORGANIZATIONAL FUNDS AVAILABLE** – Include only the applicant funds budgeted for this project.
- 3. PROJECT INCOME** - Funds received or anticipated from all other sources.
  - a. 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.*
  - b. Registration Fees** - Amount requested from individuals to participate in the project.  
*Example: class registration fees, workshop registration fees, and call for entry fees.*
  - c. Contributions** - Donations from individuals or organizations to support the project costs.



**d. Grants** - Grants for the project (for example: Texas Commission on the Arts, National Endowment for the Arts, or any other granting agencies).

**e. Other** - Any other cash sources not mentioned previously.

**4. TOTAL REVENUE** – Total of all revenue sources listed above.

### **C. PROFIT / (LOSS)**

**1. TOTAL EXPENDITURES** – Sum of total expenditures listed on EXPENDITURES page in *columns A and B*. **DO NOT include in-kind goods or services.**

**2. TOTAL REVENUE** –Line 4 of part **B. SOURCE OF REVENUE – RECEIVED AND ANTICIPATED**

**3. TOTAL PROFIT / (LOSS)** - Subtract line (1) from line (2) above.

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(End Section Three)

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