

Fort Worth Tourism Public Improvement District (FWTPID) Cultural Initiative Grant

Visit Fort Worth and administered by Arts Council of Fort Worth

The purpose of the FWTPID Cultural Initiative Grant is to provide marketing and promotional funding to arts and cultural organizations which promote and enhance the visibility of Fort Worth as an overnight destination to their patrons.

History and Objective: In August 2017, the City of Fort Worth authorized the Tourist Public Improvement District 18 (TPID), to enhance the visibility of Fort Worth as a convention and visitor destination and thereby increasing tourism-related economic activity. Benefiting directly from TPID activities, funding for the project is a 2% per guest room revenue assessment by all hotels in Fort Worth with 100 or more rooms. As part of the TPID efforts, the Tourism PID authorized a community arts grant program through Visit Fort Worth.

The FWTPID Grant is administered through the Arts Council of Fort Worth on behalf of Visit Fort Worth.

2018/2019 Cycle Timeline:

July 1, 2018 - Grant application is open on the grants portal

August 13, 2018 - Grant application is due

October 5, 2018 – Final report due for 2018 cycle recipients only

October 15, 2018 – Grant award letters will be emailed on or before this date

September 30, 2019 – Last day to expend funds and count room nights

October 4, 2019 – Final report and data due

October 1, 2018 – September 30, 2019 – Eligible dates for verified hotel room nights

Mandatory pre-application conference for new applicants: ALL applicants who have not previously completed a pre-application conference for the FWTPID are required to participate in a brief one-on-one orientation no later than one week prior to the grant submission deadline. **Organizations who completed this conference for a prior cycle are exempt.** The conference is designed to help each applicant identify the best *Room Night Estimation* methodology for their specific initiative.

In order to accommodate all schedules, conferences are available via telephone but must be completed by August 6th for your organization to be considered for this grant – there will be no exceptions.

To schedule a conference, please email sroberts@artscouncilfw.org. Conference appointments will be confirmed via email.

Eligibility & Guidelines:

- Applicant of record must be recognized by the IRS as a 501(c)3 nonprofit organization which provides arts or cultural events within the City of Fort Worth
- Applicant must be able to verify a minimum of 100 hotel room nights associated with their initiative utilizing *Room Night Estimation* guidelines
- Verified hotel room nights must be in the Fort Worth city limits
- Initiative must be culturally based and attract patrons from outside of a 50 mile radius of Fort Worth
- Initiative can be a single event, season or annual calendar of events
- Applicant must demonstrate an intent to retain and grow the number of overnight visitors to Fort Worth through their initiative
- Applicant must demonstrate marketing and promotions to communities outside of the 50 mile radius of Fort Worth with the intent to increase the visibility of Fort Worth as an overnight destination

Process:

- ALL applicants who have not previously completed a pre-application conference for the FWTPID are required to participate in a brief one-on-one orientation no later than one week prior to the grant submission deadline
- Only currently funded Arts Council grantees (2018) and FWTPID grantees (2018) may utilize the FAST TRACK: FWTPID application. All other applicants must utilize the standard FWTPID application
- Applications will be reviewed and recommendations will be submitted to the FWTPID grant panel for deliberation
- Awards will be based on the actual number of verified hotel room nights submitted

Awards: Awards may only be utilized for marketing and promotions of the proposed initiative. Up to 25% may be utilized for marketing and promotions staff and/or contractors.

Matching Requirement: None

Award Payment & Reporting: Awards will be paid in two equal installments. Fifty percent will be payable upon the execution and delivery of the FWTPID contract and the submission of an invoice. Final payment will be made after the successful conclusion and submission of all reports, documents and data associated with the grant. **Full final payment will be based upon meeting or exceeding the target number of room nights as presented in the FWTPID grant application *Room Night Estimation* submission.** Award Reports and the supporting Room Night Estimation methodology documentation, will be due upon the completion of the project. Award Reports will be considered *late* on October 4, 2019.

For more information, please contact Shannon Martin Roberts at (817) 298-3037 or sroberts@artscouncilfw.org