Fort Worth Tourism Public Improvement District (Fort Worth Tourism PID)

Cultural Initiative Grant Guidelines

Grant Cycle 2024-2025

Intent

The purpose of the Fort Worth Tourism PID 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. An initiative can be a single event, season, or annual calendar of events.

History & Objective

In August 2017, the City of Fort Worth authorized the Tourism Public Improvement District 18 (TPID) to enhance the visibility of Fort Worth as a convention and visitor destination and increase 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.

Arts Fort Worth administers the FWTPID Grant on behalf of Visit Fort Worth.

Timeline
(NEW) Note dates have changed from last year.

Grant Applications Open	June 1, 2024
Application Deadline	July 12, 2024
Award Notification	September 2024
Period of Performance Begins	September 1, 2024
Period of Performance Ends	August 15, 2025
Final Report Deadline	August 31, 2025

Applicant Eligibility

To be eligible to receive funding from the Fort Worth Tourism PID Grant, an applicant must:

- be a 501(c)(3) tax-exempt nonprofit in good standing with IRS and up to date with Form 990 filings;
- have a primary mission to present or produce arts or cultural programming.
- For-profit organizations are not eligible to apply.

Eligible Requests

FWTPID Grant funds can be used to support marketing efforts for initiatives, so long as:

- all verified hotel room nights are booked within the Fort Worth city limits;
- the initiative is culturally based and attracts patrons from outside of a 50-mile radius of Fort Worth;
- 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;
- Awards may only be utilized for marketing and promotions of the proposed initiative. At minimum, 30% of awarded funds must be used specifically to target the market 50+ miles outside of Fort Worth. In addition, up to 25% may be utilized for marketing and promotions staff and/or contractors.

Mandatory Conference for New Applicants

All new applicants are required to participate in a brief one-on-one orientation prior to the grant submission deadline. The conference is designed to help each applicant identify the best Room Night Estimation methodology or combined methodologies for their specific initiative. To accommodate all schedules, conferences are available via telephone but must be completed by July 1 for you to be considered for this grant – there will be no exceptions. To schedule a conference, please email grants@artsfortworth.org. Conference appointments will be confirmed via email.

Application Process

All applicants must apply for funding online through Arts Fort Worth's grants portal. New applicants must register for the site to begin an application. Only currently funded Arts Fort Worth grantees (2023-24) and FWTPID grantees (2023-24) 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 grants panel for deliberation.

Application Process & Awards

1) Determine your budget size based on income in last completed fiscal year. (For most of you that will be 2022-23 or CY 2023.) There are different criteria for organizations under 1 million dollars and those at 1 million and above.

2) Award levels are calculated based on total room night estimations. Hotel room nights associated with your initiative must be verifiable and must be for hotels located within the Fort Worth city limits.

3) Room nights can be tracked in the following ways:

Under $1 Million Dollars	$1 Million Dollars and Above
Applicant can verify a minimum of 30 hotel room nights; or	Applicant can verify a minimum of 100 hotel room nights; or
85 verifiable zip codes; or	170 verifiable zip codes; or
550 verifiable attendees of a one-time event* associated with your proposed initiative.	1100 verifiable attendees of a one-time event* associated with your proposed initiatives.

4) 3 options for verification

You may blend the 3 options below. In other words, you can use ticket sales combined with hotel booking codes, or ticket sales with event attendance.

- Hotel Booking Code
    - » Tracked through hotel booking/rate codes.
- Ticket Sales/Registration
    - » Tracked through verifiable ticket sales or registrations with zip codes outside of a 50-mile radius of the City of Fort Worth.
- Event Attendance Numbers
    - » Tracked through numbers of attendees at a one-time event that can be independently verified.
    - » Grantees may provide event attendance numbers based on their own methodology. However, the raw data from the methodology must be submitted with the final report as well as independent verification. There are several ways to independently verify large event attendance, such as Fort Worth Police crowd estimates and aerial photography measurements. Please contact Fort Worth Tourism PID grant staff to discuss independent verification methods.

All awards are subject to the availability of hotel room revenue assessment funds.

*Although you can apply for an initiative that includes a season, or annual calendar of events, attendance verification is for a one-time event which will be seen as an average for season attendance.

Payment

Awards will be paid in two equal installments. Fifty percent will be payable upon the execution and delivery of the Fort Worth Tourism PID grant agreement 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. NEW: You no longer need to wait until the end of the grant period to submit your final report and qualify for final payment. You may now submit your final report at the end of your project period. Submissions are available on a quarterly basis: November 30, 2024; February 28, 2025; May 31, 2025 or August 31, 2025.

Reporting Requirements

In the final report, you will be asked to provide the raw data associated with your chosen method(s) of room night tracking. Full final payment will be based upon meeting or exceeding the target number of room nights as presented in the Fort Worth Tourism PID grant application Room Night Estimation submission. Failure to meet room night projections will result in a reduced, prorated award and may even require reimbursement to Visit Fort Worth.

A list of ineligible zip codes is available at https://www.artsfortworth.org/grantee-resources/. Grant recipients will be asked to submit work examples, such as print and web-based ads used to promote the Fort Worth Tourism PID funded cultural initiative. Grantees will also be expected to provide a budget report, showing how specifically grant funds were spent and demonstrating that a minimum of 30% of grant funds were used to attract audiences residing 50+ miles outside of Fort Worth.

Advice & Assistance

Arts Fort Worth staff are available year-round to assist with the application process and provide feedback on draft proposals, in advance of the application deadline. Draft applications are accepted for review and feedback up to 2 weeks before the application deadline. To submit a draft application, send an e-mail to grants@artsfortworth.org with your name and a request for review. Arts Fort Worth staff are also available to consult with applicants via telephone at (817) 298-3037. The staff's role is to assist the applicant in making the best presentation for funding. Staff will not write the applications or prepare attachments for applicants.