

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

Grant Cycle 2019–2020

Intent

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. Initiative can be a single event, season or annual calendar of events

History & 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.

Applicant Eligibility

To be eligible to receive funding from the FWTPID Grant, an applicant organization must:

- be a 501(c)(3) tax-exempt nonprofit in good standing with IRS and up to date with Form 990 filings; and
- provide arts programming or present cultural events within the City of Fort Worth.

Eligible Requests

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

- the applicant can verify a minimum of 100 hotel room nights associated with their initiative utilizing Room Night Estimation guidelines;
- all verified hotel room nights are booked within in 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

Timeline

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|------------------------------|---------------------------|
| Grant Applications Open | July 3, 2019 |
| Application Deadline | August 14, 2019, 4:00 PM |
| Period of Performance Begins | October 1, 2019 |
| Award Notification | October 2019 |
| Period of Performance Ends | September 30, 2020 |
| Final Report Deadline | October 14, 2020, 4:00 PM |

Mandatory 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 7th for your organization to be considered for this grant – there will be no exceptions.

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

Application 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 (2018/2019) and FWTPID grantees (2018/2019) 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.

Advice & Assistance

Arts Council 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. Due to the volume of requests, application assistance will not be available the final week before the deadline, however technical support related to the grants portal will be provided. To submit a draft application, send an e-mail to grants@artscouncilfw.org with your organization name and a request for review. Arts Council staff is 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.

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. 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.

Room nights can be tracked in the following ways:

- Hotel Booking Code
 - Tracked through hotel booking/rate codes.
 - Minimum Requirement: 100 rooms.
- 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.
 - Minimum Requirement: 170 verifiable zip codes.
- Event Attendance Numbers
 - Tracked through numbers of attendees at a one-time event that can be independently verified.
 - Minimum Requirement: 1100 verified attendees.
 - Organization 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 a number of ways to independently verify large event attendance, such as FW Police crowd estimates and aerial photography measurements. Please contact FWTPID grant staff at grants@artscouncilfw.org or 817-298-3037 to discuss independent verification methods.

Payment

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. In the final report, you will be asked to provide the raw data associated with your chosen method of room night tracking. 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. Failure to meet room night projections will result in a reduced, prorated award and may require reimbursement to Visit Fort Worth.

Reporting Requirements

Award reports and the supporting Room Night Estimation methodology documentation will be due upon the completion of the project. A list of ineligible zip codes is available at <https://www.artsfortworth.org/grantee-resources/>. Grant recipients will also be asked to submit work examples, such as print and web-based ads used to promote the FWTPID funded cultural initiative.