

2025 Arts and Cultural Grant Guidelines

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Section1 - About

The City of San Marcos' Arts and Cultural Grant Program provides funding to individual artist or artist team, creative businesses and nonprofit organizations to assist with their projects and events that engage visitors and residents while building upon the city's artistic and cultural identity and promoting tourism.

This grant program is administered by the City of San Marcos's Destination Services Department public arts staff. Final grant awardees and amounts are decided by members of the Arts Commission which is comprised of council-appointed San Marcos residents.

SAN MARCOS ARTS COMMISSION 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.

CULTURAL EQUITY STATEMENT

To support a full creative life for all, the San Marcos Arts Commission and City arts staff commit to championing policies and practices of cultural equity that empower a just, inclusive, and equitable city.

ACCESS STATEMENT

City of San Marcos of Arts & Culture grant programs are open to all people regardless of race, gender, gender identity, ethnicity, language, sexual orientation, ability, and socioeconomic status. The City of San Marcos ensures meaningful access to City programs and services by reasonably providing translation, interpretation, and other accommodations upon request. To request any of these services contact City arts staff at Arts@sanmarcostx.gov or at 512-393-8416. Providing at least 72 hours' notice will help ensure availability of your request.

Section 2 - Program Overview

The City of San Marcos awards grants annually for arts and cultural activities that promote or enhance the arts in San Marcos. Funding is dependent upon eligibility and the availability of funds.

Projects receiving Hotel Occupancy Tax (HOT) allocations must also directly enhance and promote tourism and the hotel and convention industry in San Marcos to be eligible for Hotel Occupancy Tax funding.

General funds are also available for projects that benefit the local community but do not attract visitors, such as youth arts camps and other educational programming.

Funds may be requested to initiate cultural activities; to supplement arts programming; or to provide enrichment or education in the arts. Grant expenses are restricted to project related costs and may not be used for venue operations, administrative salaries, or parts of a project that are not directly related to arts and culture.

Section 3 - Application Help and Workshop

Mandatory Informational Workshops

Grant program staff will present several workshops during the grant cycle that detail eligibility, requirements, restrictions, and application instructions. Attendance to at least one workshop is mandatory to be eligible for grants. Dates, times and locations of the workshops can be found in section 11 of this document and sign up will be posted [here](#).

Still Have Questions?

Please contact us at Arts@sanmarcostx.gov if your questions are not answered in the Frequently Asked Questions section on our website [here](#). Additionally, one-on-one coaching for those that meet grant eligibility requirements will also be made available on an as-needed first come, first served basis. After September 11, 2024, 5:00pm, CST the Arts Grants Team is only available for technical assistance with online application technology.

Section 4 - Program Funding

Source of Program Funds

The City of San Marcos allocates two sources of funding for its arts and cultural grants.

- 1) City General Fund revenue is allocated to fund community focused art and cultural events, programs and projects that enhance San Marcos resident's quality of life.
- 2) Hotel Occupancy Tax (HOT) revenue is allocated to the Arts to support public art and arts and cultural organizations, as permitted by the Texas Tax Code, and may be used for the following:

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 [*Texas Tax Code, Chapter 351.101 (a)(4)*].

All grants funded by HOT revenue are required to:

- Produce activities that are open and advertised to visitors and San Marcos residents
- DIRECTLY enhance and promote tourism AND the convention and hotel industry
- Promote and enhance San Marcos as an arts and cultural destination
- Occur in San Marcos-based venues in the 78666 zip code - Events occurring outside of this area are not eligible

State of Texas Hotel Occupancy Tax Code can be read at <http://www.statutes.legis.state.tx.us>.

Grant Funding Categories

The Arts and Cultural Grants Program are separated into three distinct grants, each supported by different City funds. Each project application can only receive funding from one of the three grants.

TOURISM GRANT

This grant is funded by Hotel Occupancy Tax (HOT). State law sets the rules on how this money may be spent; HOT funds must be used to directly enhance and promote tourism and the hotel and convention industry in San Marcos. Fifteen percent of the grant award must be used for paid advertising outside a 50-mile radius of the San Marcos city limits. Grant recipients must provide paid advertising samples and receipts in their final reports.

COMMUNITY GRANT

This grant, supported by City's General Fund, is available for projects that have artistic and cultural value but may not attract overnight visitors. Projects must enhance the arts and benefit San Marcos residents. Diversity projects that serve historically under-represented groups or cultures in our community or that celebrate a diverse ethnic and cultural heritage of our community.

SPARK TOURISM GRANT

This grant is funded by Hotel Occupancy Tax (HOT) for newer applicants with smaller funding needs. Projects that have received City arts and cultural grants for less than three years may apply. All requirements of the Tourism grant apply with the exception of permanent public artworks that are exempt from 15% paid advertising component.

Which Grant is Right for Me?

Applicants cannot use the same project proposal to apply to more than one grant program. Applicants should decide which grant program best aligns with their project goals and apply for that specific program.

TOURISM GRANT

- Project or event is primarily targeted to bring visitors to San Marcos
- Applicant is individual artist/artist team, creative business, or nonprofit organization

COMMUNITY GRANTS

- Project or event is primarily targeted to residents of San Marcos
- Applicant is individual artist/artist team or nonprofit organization

SPARK TOURISM GRANTS

- Project or event is primarily targeted to bring visitors to San Marcos
- Applicant is individual artist/artist team, creative business, or nonprofit organization
- Applicant's project has not received Arts and Culture Grant funding for three years total

Funding Limits

Tourism and Community Grant request for a project can be up to 50% of total expenditure budget. Award may only pay for eligible project expenses. All budgeted expenses must be real cost. In-kind donation value of goods and services are not eligible to be included in the expense budget.

Spark Tourism Grant requests can be up to \$3,000 and can cover up to 90% of eligible project expenses. All budgeted expenses must be real cost. In-kind donation value of goods and services are not eligible to be included in the expense budget.

Funding Payments

Awardees will receive 85 percent of their grant after the official notification and execution of contract. First payment can take up to four weeks to disburse after City receives signed contract from applicant. The final 15 percent will be released upon completion of project, final report submission, review and acceptance of the report by City of San Marcos art grant staff.

If a project requires funding above and beyond the City award, it is the responsibility of the applicant to secure those funds. Additional funds may not be solicited from the City or any of its departments even as in-kind donations or sponsorship.

Grant awards are dependent on available funding. Funding is contingent on annual budget allocations as approved by City Council.

Funding Cycle

Arts and Cultural Grants are administered annually by the City. Contracts are for the calendar year and projects must be completed by December 31 of the award year.

Failure to complete the project as presented within the contract period may result in the organization, business or artist being deemed ineligible to apply for future grant funding.

Section 5 - Applicant Eligibility

Who is Eligible

TOURISM GRANT:

- Organization must be in good standing with the Texas Comptroller's Office as verified by the [Texas Comptroller Search](#).
- OR an individual artist or artist team, age 18 years or older, which will be verified by applicant's submission of official valid Texas state-issued identification card, US passport, or other official document with photo with current address. At least 51% of project must be made up of artist/artist team's work.
- Applicants' scopes of work must have a clear public presentation component.
- Organization or individual artist/artist team must be Central Texas based in counties of Hays, Travis, Caldwell, Guadalupe, or Comal.
- Project manager must provide official valid Texas state-issued identification card, US passport, or other official document with photo with current address.
- Applicants must have fulfilled contractual requirements of previously funded projects, including final reports.

COMMUNITY GRANT:

- Organizations must be tax-exempt under the Internal Revenue Code Section 501(c)(3), as verified by the [IRS Tax Exemption Organization Search](#). Applicants' names must appear on an IRS letter of determination.
- Must be in good standing with the Texas Comptroller's Office as verified by the [Texas Comptroller Search](#).
- OR an individual artist or artist team, age 18 years or older, which will be verified by applicant's submission of official valid Texas state-issued identification card, US passport, or other official document with photo with current address. At least 51% of project must be made up of artist/artist team's work.
- Organization or individual artist/artist team must be Central Texas based in counties of Hays, Travis, Caldwell, Guadalupe, or Comal.
- Project manager must provide official valid Texas state-issued identification card, US passport, or other official document with photo with current address.
- Applicants must have fulfilled contractual requirements of previously funded projects, including final reports.

SPARK TOURISM GRANT:

- Organization must be in good standing with the Texas Comptroller's Office as verified by the [Texas Comptroller Search](#).
- OR an individual artist or artist team, age 18 years or older, which will be verified by applicant's submission of official valid Texas state-issued identification card, US passport, or other official document with photo with current address. At least 51% of project must be made up of artist/artist team's work.
- Applicants' scopes of work must have a clear public presentation component.
- Organization or individual artist/artist team must be Central Texas based in counties of Hays, Travis, Caldwell, Guadalupe, or Comal.
- Project manager must provide official valid Texas state-issued identification card, US passport, or other official document with photo with current address.
- Applicants must have fulfilled contractual requirements of previously funded projects, including final reports.

Who is Not Eligible

- Schools/universities
- Religious institutions and/or programs to support a religion
- Government institutions and departments
- Students work intended for undergraduate or graduate academic credit or as part of an academically supported project, program, or residency

Section 6 - Project Eligibility and Restrictions

Project Eligibility

- 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.
- Tourism grant and Spark Tourism grant projects must occur within the San Marcos 78666 zip code and must primarily benefit visitors and San Marcos residents.
- Community grant projects must occur within the San Marcos 78666 zip code and must primarily benefit San Marcos residents.
- Must be open to public participation or attendance.
- Tourism grant and Spark Tourism grant projects must be held in-person and advertised to visitors and San Marcos residents.
- Must be completed within the time period set in contracted award year.

Project Restrictions

Applicant projects may not receive funding or donations from any other City board, commission or department in addition to arts and cultural grants. In addition, City of San Marcos Arts & Cultural Grant Funding cannot be used to support:

- Lobbying: Per the City's ethics policy, grant applicants are prohibited from directly or indirectly communicating with City Council members regarding their qualifications or any department matter related to the eventual award of a Contract. Any violation of this provision will result in immediate disqualification of the applicant from the selection process.
- Political activity – including any activity supporting the current elected public office, election, or defeat of any candidate for public office; or to influence the passage, defeat or final content of legislation.
- Projects or programs that include obscene material as defined in Section 43.21, Penal Code of Texas
- Religious and/or sectarian programming
- Applications that are incomplete or fail to adhere to the eligibility requirements

Ineligible Expenses

Though part of your project budget, certain costs are ineligible to be paid with funding from grants. Ineligible expenses include:

- Non-arts portions of festivals or art fairs not directly related to arts and culture, including humanities and historical portions
- To reduce/eliminate a deficit
- An event that occurred before the grant award year
- Regranting awarded funds is not an allowed, including to individuals as a microgrant
- Scholarships (The grantee is allowed to offer sliding scale, discounted fees or free programming to their program participants.)

- Competitions, award ceremonies, and sports and recreation activities, or parties and private celebrations.
- Projects that are primarily fundraisers, benefits, or activities offered for the sole purpose of raising money in excess of the value of programs or services delivered
- Costs of food and drink for receptions
- Rental costs of hotel/motel rooms
- Cash prizes or items purchased for resale, use as prizes or gifts, or awards
- Transportation to exhibits/field trips
- Programs that are essentially recreational, rehabilitative, or therapeutic
- Building space, real property, or supplies and equipment that is purchased and owned by, or could be used by, the applicant
- Long-life items and permanent fixtures (excluding permanent public art)
- Organizations' monthly/seasonal/annual operational costs
- Funding for litigation or litigation related activities
- Consultants who are members of an applicant's staff
- Payments to students or interns whose employment is tied to class credit
- Property Taxes, payroll tax or any other tax (sales tax excluded)

Section 7 - Required Documents

The following documents are required to be uploaded in the grant portal for completion of the grant application. (*Documents with an asterisk to be presented in person at mandatory applicant workshop.*)

NONPROFIT ORGANIZATION:

- Project manager resume
- List of board members and paid staff (not contracted professionals)
- IRS letter of determination if applying as nonprofit
- Financial statements for the organization showing activity for one year – most recent year available
- * *Proof of organization headquarters location*

CREATIVE BUSINESS OR ORGANIZATION:

- Project manager resume
- List of paid management staff (not contracted professionals)
- Financial statements for the organization showing activity for one year – most recent year available
- * *Proof of residency/organization headquarters location*

INDIVIDUAL ARTIST / ARTIST TEAM:

- Artist / Project manager resume
- * *Proof of residency and age*

Section 8 - Budget Table How-To

To ensure the applicant demonstrates the ability to steward public resources, budget details must show appropriate preparation to complete proposed activities, and demonstrate investment in artists, creatives, and local talent.

Use the income and expenses table example in the following pages as a reference for how to report the full-cost of your proposed arts and cultural programming through the Grants Portal. Budget expense template can be downloaded [here](#).

Budget Revenue/Income Section

In this section, you will list all funding sources for the project. Category totals will need to be entered in the table. All amounts are for category income received/anticipated and not for in-kind services. Enter whole dollar amounts. If there is no income for a category enter 0.

- **Admission Charges:** Anticipated income earned from admission
- **Registration Fees:** Anticipated income earned from vendor fees, competition fees, participation fees, etc.
- **Sponsorships/Donations:** Anticipated/received contributions from sponsorships, donations, fundraising
- **San Marcos Arts & Culture Grant Request:** Requested grant amount
- **Texas Commission on the Arts Grants:** Anticipated/received grant from Texas Commission on the Arts
- **Other Grants:** Anticipated/received grant total from all other agencies
- **Sales:** Anticipated income earned from concessions, merchandise sales, parking fees, etc.
- **Organizational Funds Available:** Amount of internal funds budgeted for this event
- **Other:** Anything that does not fit in one of the above categories

Budget Expense Section

In this section, you will list all expenses for the project. The budget expense template can be downloaded [here](#). You will need to download, fill out, and save the document, then upload it in the Budget Expense and Grant Request section of the online grants application. Category totals will also need to be entered in the table of the online grant application. Enter whole dollar amounts. If there is no income for a category enter 0.

- **Contracted Services:** *This is not employees that receive a W2 from your organization.* Actual monetary amount paid, not in-kind or sponsorship value. Examples include administrative, technical, consultant, CPA, lawyer, event coordinator, artist, photographer, videographer, set up/tear down labor, etc.
- **Venue Rental:** Actual monetary amount paid, not in-kind or sponsorship value
- **Equipment Rental:** *Rental only-grant cannot be used to purchase equipment.* Projectors, sound system, portable toilets, chairs, tables, linens, installation equipment, etc.
- **Supplies/Materials:** Materials that are used for proposed event/project only and not for general daily use. Art materials, set up/tear down cleanup, paper goods, etc.
- **Advertising/Promotion:** Actual monetary amount paid, not in-kind or sponsorship value. Traditional, digital, and social media, collateral printing, influencer, etc. Tourism Grant and Spark

Tourism Grant requires 15% of awarded funds be used for paid advertising targeted at least 50 miles outside the San Marcos city limits.

- **Transportation/Shipping/Postage:** Travel for event or project’s out of town featured artists, musicians, director, speaker, etc. that isn’t already included in their contracted fee. Shipping, postage and delivery fees for sending project related materials.
- **Lodging:** *This is part of your total budget but cannot be paid by grant funds.* Accommodations for event or project’s out of town featured artists, musicians, director, speaker, etc. that isn’t already included in their contracted fee.
- **Food/Beverage:** *This is part of your total budget but cannot be paid by grant funds.* This does not include in-kind or sponsorship value.
- **Other:** Anything that does not fit in one of the above categories. Items like City Event permits, security, insurance, licensing and royalty fees to use musical scores or plays, costumes, etc.

BUDGET SAMPLE:

Expense category totals are calculated in applicant’s detailed budget template. Totals are then input in the online grant application budget expense form section. In the expense sample below, the total project budget is \$7,000. Grant request can be up to \$3,500. Actual award amount requested is not guaranteed. If a Tourism Grant or Spark Tourism Grant, 15% of grant award needs to be included for paid advertising.

Expense type	Amount
Contracted Services	\$ * 2700
Venue Rental	\$ * 500
Equipment Rental	\$ * 700
Supplies/Materials	\$ * 275
Advertising/Promotion* TOURISM GRANT: MUST BE 15% of AWARD/REQUEST	\$ * 525
Transportation/Shipping/Postage	\$ * 0
Lodging	\$ 0
Food/Beverage	\$ 300
Other	\$ * 2000
Totals	7000

Section 9 – Review, Evaluation Criteria and Scoring

Applications are reviewed by Arts grants staff to verify eligibility and application completeness.

Step one – Application Review

All required documents and application fields must be completed to be considered for funding. Any applications with missing or incorrect documentation will be notified for rectification via email. All grant notifications are sent solely via email to the applicant and/or the application's primary grant contact designated in the Arts Online Grants Portal. The email notification will provide applicants with the opportunity to resubmit the missing or incorrect documentation within four business days from the date of notification.

Applicants may only be prompted to present the following at grant workshops or presentation:

- Proof of age documentation
- Proof of residency documentation

Applications will not be reopened to correct narratives, work samples, responses to questions, or budget tables.

No information will be accepted after the deadline as indicated in the notification email. Those who fail to submit correct documentation within the allotted time frame will be ineligible and will not be considered for funding.

Once the application is officially accepted by arts staff, the Arts Commission will review all eligible applications and score them according to the following criteria.

Step two – Grant evaluation and scoring

Must have a minimum score of 60% or better to qualify:

TOURISM GRANT:

- TOURISM IMPACT: 10
- HOTEL AND CONVENTION INDUSTRY IMPACT: 10
- ARTISTIC QUALITY: 10
- DEMAND FOR PROJECT: 10
- ABILITY TO ACCOMPLISH: 10

COMMUNITY GRANT:

- COMMUNITY ENGAGEMENT: 10
- PROMOTION AND ACCESS: 10
- ARTISTIC QUALITY: 10
- DEMAND FOR PROJECT: 10
- ABILITY TO ACCOMPLISH: 10

SPARK TOURISM GRANT:

- TOURISM IMPACT: 10
- HOTEL AND CONVENTION INDUSTRY IMPACT: 10
- ARTISTIC QUALITY: 10
- DEMAND FOR PROJECT: 10
- ABILITY TO ACCOMPLISH: 10

DIVERSITY IMPACT POINTS: 10

Additional points that can be assigned to applications in all grant categories.

Step three –Award projection

Commissioners and City arts staff enter a suggested award for each project based on evaluation scores. The average of these amounts will guide the Commission on final award amount, if any.

Appeals

Declined applicants who requested grant funds may appeal only for the reasons listed below:

- Review panelist or staff error - incorrect information by staff or reviewers at the time of scoring, despite the presence of the correct information as part of the original application.
- Conflict of interest - influence of Arts Commissioners who willfully failed to disclose conflicts of interest

The following reasons are NOT subject to appeal:

- The subjective opinions of application reviewers
- The scores assigned in the application review process
- Award amount
- Issues of eligibility, guidelines, or policy

Section 10 - Funded Grant Requirements

- **Credit to Arts Commission:** Grant funded projects are required to acknowledge the support of the San Marcos Arts Commission to demonstrate how City funds support arts and culture. Recipients receiving funds are required to use the provided Arts Commission logo and/or credit line on all printed and electronic materials that advertise funded projects. Instructions and Arts Commission branding elements will be provided if a grant application is funded.
- **TOURISM and SPARK TOURISM GRANT paid advertising:** 15% of grant award must be used for paid advertising to potential visitors outside a 50-mile radius of the San Marcos city limits. Permanent public artworks are exempt from advertising.
- **TOURISM and SPARK TOURISM GRANT Event submission to Visit San Marcos website:** All details in addition to an image and website address for more information to be submitted a minimum of 60 days prior to project to <https://www.visitsanmarcos.com/events/submit-your-event/>
- **COMMUNITY GRANT Event invitation to City Council and Arts Commission:** Date, time, description of event, reception, exhibit, etc. emailed two weeks in advance to

citycouncil@sanmarcostx.gov and arts@sanmarcostx.gov. Art camps and children’s programming are exempt from this requirement.

- **Animal shelter promotional opportunity:** If feasible, the City of San Marcos asks that grant-funded events provide the opportunity for San Marcos Animal Shelter staff/volunteers to set up an area to help educate attendees about animal adoptions and services. The applicant will coordinate directly with the Community Engagement Coordinator at 512-805-2674.
- **Organizers are responsible for following all City permitting requirements:** Arts program staff can help applicants find information about City permitting requirements, including the City’s Special Events Permitting policy. It is up to the applicant to ensure all permits are secured and safety requirements are met.

Changes and refunds

Grantees must notify the City’s Arts Coordinator **IN WRITING** at any point the program or project is changed from the way it was described in the grant application. This includes, but not limited to, substitutions in personnel, change in scope, change of project dates, change in number of performances, change of event location, change of the event from in-person to virtual, and cancellation.

Changes to key elements in the project are subject to review and may result in revision or revocation of the grant award.

If the grantee fails to inform City arts staff of changes 60 days prior to the initial project dates, staff reserves the right to withhold payment or require a refund.

Reporting

Grantees must submit a final Project Evaluation Report through the Grant Portal within 60 days of project completion. Failure to submit the report can result in forfeiture of remaining funds allocated for the project and eligibility for any future City of San Marcos grant funding.

Section 11 - Grant Cycle Timeline

Application window opens: August 2, 2024

Application deadline: September 16, 2024, at 11:59 p.m. CST

Attendance to at least one workshop is REQUIRED to apply for these grants. Please sign up [here](#).

All workshops in the Multipurpose Room at the San Marcos Activity Center, 501 E. Hopkins.

- Wednesday, August 7 EVENING 6-7 p.m.
- Saturday, August 10 MORNING 10:30-11:30 p.m.
- Tuesday, August 13 LUNCH 12-1 p.m.
- Thursday, August 15 LUNCH 12-1 p.m.
- Monday, August 19 EVENING 6-7 p.m.
- Wednesday, September 4 EVENING 6-7 p.m.

Applicant presentations: October 8-9, 2024

Funding discussion and decision: October 23, 2024

Funding notification: November 2024

Funding contract processing: December 2024

Funding disbursements: Begin January 2025*

** Can be up to four weeks after the City receives a signed contract from the applicant*

Final Report Deadline: date specified in contract

Section 12 - Key Terms

Access Open to all people regardless of race, gender, gender identity, ethnicity, language, sexual orientation, ability, neighborhood, and socioeconomic status.

Applicant Presentations Applicants and their representatives are allowed a five minute presentation followed by five minute question and answer session with the Arts Commission on one of the two evenings scheduled for this purpose. Presentations are verbal only; no digital or physical material will be allowed.

Art Includes the following disciplines: visual (painting, sculpture, design, photography, printing, mosaic, video, film, mixed-media, textiles, etc.), performing (music, theater, dance, spoken word, etc.) and literary (poetry, fiction, non-fiction, etc.)

Award Year The time frame the project or event must take place. Award year is the first full calendar year January 1 to December 31 following the application deadline.

Central Texas based An individual or organization that has a physical address within the following counties: Hays, Caldwell, Comal, Guadalupe, or Travis. Exhibitions, programming, performances, and showcases must benefit residents and visitors of the city of San Marcos.

City The municipal government of the City of San Marcos.

Community Engagement Points How projects address interests and meaningfully connect with, listen and respond to, reflect, build and/or empower their defined community(ies).

Diversity Impact Points Additional points (maximum of 10) assigned to applications of those representing communities of color, those living with disabilities, those living/working in historically underserved areas, LGBTQIA+, non-binary, women, and veterans. This includes the following terms:

Accessibility Advances access along the continuum of human ability and experience. Accessibility encompasses the broader meaning of compliance to include the legal provisions of the Americans with Disabilities Act but also the elements of Universal Design.

Communities of Color Identity-based self-defined communities sharing racial identities and histories subject to racism. These communities include—but are not limited to—African, African American, Asian, Caribbean, Latina/o, Middle Eastern, Native American, and Pacific Islander.

Cultural Equity The values, policies, and practices that ensure that all people—including but not limited to those historically underrepresented due to race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and an equitable distribution of programmatic, financial, and informational resources.

Good Standing Individuals and organizations current with IRS 990 filings, Federal, State, City of San Marcos, and Arts & Cultural Grants contract compliance.

Hotel and Convention Industry Impact Points A project that directly promotes or enhances overnight stays or is an added value to visitors to lengthen their stay. This activity may result from hotel or convention guests that are already in town and choose to attend the hotel tax funded arts or cultural event, or it may result from individuals who come from another city or county to stay in an area lodging property at least in part to attend the hotel tax funded event or project. *[See Op. Tex. Att’y Gen. Nos. GA-0124 (2003), JM-690 (1987)]*

Hotel Occupancy Tax (HOT) A tax paid by those staying in San Marcos hotels. The Texas Tax Code Section 351.101 (A)(4) HOT funding may be used for the “encouragement, promotion, improvement, and application of the arts.”

Individual Artist or Artist Team Visual or performing artists that make art for public view. Visual public arts include sculptures, murals, digital and immersive projections, or exhibits of artwork. Performing arts include music, dance, theater, or literary performance for an audience.

Promotion and Access Points How projects provide and/or expand access to arts and cultural programming, and how the project will be promoted to the San Marcos community.

Public Presentation Component Integral part of the event, exhibit or project includes access and/or presentation to the public.

San Marcos Arts Commission An advisory body of the City of San Marcos for arts & culture. The Commission makes recommendations related to arts grant funding and public art. The Commission is comprised of seven members appointed by the Mayor and City Council. Learn more [here](#).

San Marcos-based An event venue that has a physical San Marcos address with a 78666 zip code. Exhibitions, programming, performances, and showcases must benefit and take place at a San Marcos address.

Scope of Work Key documentation that outlines the work to be done on a project, including the project's goals, deliverables, and timeline.

Showcase An exhibit or performance where an audience is present.