CITYWIDE IMPACT (TOURISM) GRANTS
Guidelines, Eligibility Quiz, and Application

APPLICATIONS OPEN: DECEMBER 1, 2023
APPLICATION DEADLINE: FEBRUARY 1, 2024

www.racstl.org/arpa
GUIDELINES

Citywide Impact (Tourism) Grants are a one-time grant to nonprofit arts & culture organizations that generate opportunities for increased engagement in local, regional, national, and international tourism, travel, and hospitality by individuals and groups to St. Louis City.

DETAILS
Grant Amount: $250,000 - $1,500,000
# of Grantees: 4 - 6
Budget: $4,570,513
Eligibility Category: Aid to Tourism, Travel, Hospitality
Application Process: Opens December 1, 2023
Project Completion: October 1, 2026
Review Process: Internal RAC Staff

TIMELINE
Materials Published  11/30/23
Application Opens  12/1/23
Application Deadline  2/1/24
Review Process  2/1/24 – 2/12/24
Finance Dept Receives Grantee List  2/16/2024
Contracts Signed  2/28/2024
Payments Disbursed  3/15/2024
Reporting Available  TBD
Reporting Deadline  TBD
St. Louis is an Arts Town!

The pairing of arts and culture with tourism supports economic development by bringing visitors to the area, while also contributing to the community’s wellbeing and vibrancy. Studies have even shown that cultural tourists spend more time than other tourist types and often stay longer in the communities they visit, making cultural tourism a valuable asset.

The covid pandemic had a devastating effect on St. Louis tourism and on the St. Louis arts and culture sector. **ARPA for the Arts Tourism Grants will be awarded to nonprofit arts and culture organizations with programs and/or projects designed to increase tourism and encourage participation in the arts by residents and visitors to St. Louis.**

ARPA for the Arts Tourism Grant recipients will be chosen based on their project’s artistic and cultural purpose, accessibility to the public, and likelihood of increasing tourism to the city of St. Louis.

**PURPOSE**
- Offer exciting arts and cultural programming
- Attract tourists to St. Louis
- Grow St. Louis’s reputation as an Arts Town

**ELIGIBILITY**
- Organization must have maintained a St. Louis City address as of December 1, 2022
- Activities must occur in St. Louis City
- Organization’s programming must have an artistic/cultural purpose that appeals to tourists
- Organization’s programming must be accessible to the public and to persons with disabilities

**CRITERIA (Artistic/Cultural, Tourist Appeal, and Administrative Competence)**

**Artistic and Cultural Purpose:** Creative offerings contribute significantly to our quality of life and brings tourists to St. Louis.
- Organization sets a creative/cultural goal or vision that meets the organization’s mission, and/or strategic plan
- Organization sets a creative/cultural goal that demonstrates a willingness to stretch artistically/culturally
- Programming includes artists/creatives who have attained local, national, or international acclaim
- Programming strengthens local civic pride and builds more livable communities
Tourist Appeal: Organization’s programming contributes to the reputation of St. Louis as a destination for arts and culture.
- Organization has designed a marketing plan that reaches the targeted tourism segment(s)
- Programming will garner at least two reviews or feature stories in regional or national media outlets
- Organization will collaborate with at least two hotels to draw visitors to the area, with documentation of the results of the collaboration
- Organization designs program(s) that are informed by current tourism and cultural data made available by RAC (AEP6 and Creative Count)

Administrative Competence: Organization needs to be able to meet the financial and administrative obligations required of the ARPA for the Arts funds. This includes the ability to:
- Organization creates an implementation plan that leads to desired results
- Organization designs a clear plan for evaluating desired results
- Organization identifies a clear, meaningful qualitative or quantitative performance target to include within the overall evaluation plan
- Organization uses current measurement best practices suited to the budget and scope of the project
- Organization can report general attendance figures by local, in-state, out-of-state and international tourists, using a reliable method of counting
- Organization presents an accurate and feasible budget for the project
- Organization demonstrates overall financial stability*

*Possible indicators of financial stability include having a positive, unrestricted net asset balance or a plan to eliminate any such deficit. Also provide an explanation for any rapid year-to-year swing in either revenue or expenses or changes to endowment (current status, plans for acquiring or expanding), etc.
ELIGIBILITY QUIZ
Visit www.racstl.org/arpa to fill out and submit this eligibility quiz.

Local Address
1. Has your organization maintained a St. Louis City address as of December 1, 2022?

Local Focus
2. Do the activities produced/provided by your arts organization occur in St. Louis City?

Nonprofit Compliance and Fiscal Controls
3. Is your organization a 501(c)(3) registered in the state of Missouri and with the Internal Revenue Service (IRS)?
4. Has an annual registration report been filed with the Missouri Secretary of State? You may be required to provide proof of registration to the Regional Arts Commission of St. Louis in a timely manner.
5. Does your organization carry Directors & Officers insurance? You may be required to provide proof of coverage to the Regional Arts Commission of St. Louis in a timely manner.
6. Does your organization have internal financial control policies (financial management practices that ensure proper use of assets)? These controls ensure the security of your assets, are practices that leverage checks and balances (also known as separation of duties), and outline clear roles across the organization. To ensure compliance for the ARPA funds, you may be required to share your financial control policies with the Regional Arts Commission of St. Louis in a timely manner.

Tourism
7. Does your organization’s programming have an artistic/cultural purpose that appeals to tourists?

Accessibility
8. Is your organization’s programming accessible to the public and to persons with disabilities?

ARPA Tourism Grant Cycle
9. Is your program taking place between March 1, 2024 and October 1, 2026?
ARPA FOR THE ARTS CITYWIDE IMPACT (TOURISM) GRANTS APPLICATION

If eligible, visit www.racstl.org/arpa to fill out and submit an application.

Organizational Information

1. Organization Legal Organization Name
2. DBA (Doing Business As – if applicable)
3. Tax ID / EIN
4. UEI Number

PLEASE NOTE: Organizations are required to provide a physical address. A P.O. Box can be provided for the mailing address but not the physical address.

Organization Physical Address

City
State
Zip Code

St. Louis City Ward where your organization has its primary administrative address.
To find the ward for your physical address, please view the St. Louis City Ward Map.

Mailing Address (if different than the physical address)

Organization Mailing Address

Mailing City
Mailing State
Mailing Zip Code

Website URL

Primary Social Media Handle(s)
What is the primary artistic discipline of your organization?

Organization Mission Statement and Overview
(200 word maximum)

How many full-time employees does your organization currently employ?
What is the current fiscal year operating budget for your organization?
What is your fiscal year beginning and end date?

Executive Director / President & CEO

First Name
Last Name
Title
Email
Area Code & Phone Number

Application Contact (This contact is the person who will receive all correspondence from RAC regarding this application.)

Check here if same as Executive Director / President & CEO
First Name
Last Name
Title
Email
Area Code & Phone Number

ARPA for the Arts Citywide Impact (Tourism) Request
ARPA for the Arts Citywide Impact (Tourism) Grant Amount Requested
($500,000 - $1,500,000)
Covid Impact Statement
Describe how the COVID-19 pandemic affected your organization’s ability to attract and accommodate tourists (300 word maximum)

Application Questions

1. **Artistic & Cultural Purpose:** Please describe how your organization’s creative offerings contribute significantly to the City’s quality of life and brings tourists to St. Louis. (300 word maximum)

2. **Tourist Appeal:** Please address how your organization’s project or program contributes to the reputation of St. Louis as a destination for arts and culture. (300 word maximum)

3. **Administrative Competence:** Please describe your organization’s ability to meet the financial and administrative obligations required of the ARPA for the Arts funds. (300 word maximum)

Document Uploads

- Current Board of Directors list with officers noted
- Completed IRS Form-990 for the two most recently completed fiscal years
- Program/Project Budget (including budget narrative and/or notes)
- Project/Program Pitch Deck (up to 10 slides)