

NOTICE OF PUBLIC MEETING

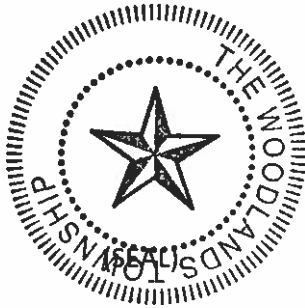
TO: THE ECONOMIC DEVELOPMENT COMMITTEE OF THE BOARD OF DIRECTORS OF THE WOODLANDS TOWNSHIP AND TO ALL OTHER INTERESTED PERSONS:

Notice is hereby given that the Economic Development Committee of The Woodlands Township will hold a Meeting on **April 5, 2021, at 4 p.m. at the Office of The Woodlands Township, 2801 Technology Forest Boulevard, The Woodlands, Texas, 77381**, within the boundaries of The Woodlands Township, for the following purposes:

1. Call meeting to order;
2. Receive, consider and act upon adoption of the meeting agenda;
3. Public Comment;
4. Receive, consider and act upon minutes from February 1, 2021 meeting;
5. Receive, consider and act upon Cultural Fund Grant Program Guidelines and Eligibility;
6. Discussion on commercial activity in village shopping centers;
7. Receive, consider and act upon matters regarding the Performing Arts Center;

CLOSED MEETING (if applicable)

8. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; discuss IT network or critical infrastructure security pursuant to §551.089, Texas Government Code; and to consult with The Woodlands Township's attorney pursuant to §551.071, Texas Government Code;
9. Reconvene in Public Session;
10. Receive, consider and act upon the next meeting date of the Economic Development Committee;
11. Consideration of items to be placed on the agenda for the next meeting;
12. Adjournment.



DocuSigned by:

Jeff Jones

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President/General Manager for The Woodlands Township

This building is wheelchair accessible. Handicap parking spaces are available. To request other accommodations, call 281-210-3800 or email ADA@thewoodlandstowship-tx.gov.

Agendas and Board Meetings may be viewed live at
<http://www.thewoodlandstowship-tx.gov/index.aspx?NID=778>.



THE WOODLANDS TOWNSHIP

The Woodlands, TX

ECONOMIC DEVELOPMENT COMMITTEE MEETING

Monday, April 5, 2021

SUBJECT MATTER:

Receive, consider and act upon minutes from February 1, 2021 meeting;

The Economic Development Committee of The Woodlands Township Board of Directors held a meeting on Monday, February 1, 2021 via video conference, which could be viewed online at <http://www.thewoodlandstownship-tx.gov/778/Meeting-Videos>

DIRECTORS PRESENT: Committee Chair Dr. Ann Snyder, Committee Member Shelley Sekula-Gibbs and Committee Member Bruce Rieser.

STAFF ADVISORS: The Woodlands Township President, Jeff Jones; The Woodlands Township Director of Community Relations, Nick Wolda; The Woodlands Township Attorney, Robin Cross; The Woodlands Township Assistant to the President, Karen Dempsey and The Woodlands CVB Administrative Analyst, Sonia Guerrero.

1. **Call to order;**

Committee Chair Ann Snyder called the meeting to order at 3:02 p.m. There was a quorum of members present; the Committee proceeded to conduct business regarding the following matters.

2. **Receive, consider and act upon adoption of the meeting agenda;**

Motion by Mr. Bruce Rieser, seconded by Dr. Ann Snyder to approve the agenda. Motion passed unanimously. Agenda adopted.

3. **Public Comment;**

None.

4. **Receive, consider and act upon minutes from July 22, 2020 meeting;**

Motion made by Mr. Bruce Rieser to adopt the minutes, seconded by Dr. Ann Snyder. Dr. Shelley Sekula-Gibbs abstained as she was not on the Committee in July 2020. Motion passed.

5. Receive, consider and act upon selecting a Chair for the Committee for 2021;

Motion by Mr. Bruce Rieser to re-appoint Dr. Ann Snyder as Chair of the Economic Development Committee for 2021, seconded by Dr. Shelley Sekula-Gibbs. Motion passed.

6. Receive, consider and act upon Cultural Fund Grant Program Guidelines and Eligibility;

Nick Wolda updated the Committee on the latest action regarding the Cultural Fund Grant Program. In the last Committee meeting, there was discussion regarding specific profit or non-profit status as well as boundary lines of the organization requesting the funds. Additional comments were discussed at the July 22, 2020 Township Board meeting. The Committee deferred any further comments after Executive Session. Committee member Mr. Bruce Rieser provided a quick update on past decisions regarding this item. Discussion followed. No action was taken from this item.

7. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; discuss IT network or critical infrastructure security pursuant to §551.089, Texas Government Code; and to consult with The Woodlands Township's attorney pursuant to §551.071, Texas Government Code;

The Committee Recessed to Executive Session at 3:09 p.m.

8. Reconvene in Public Session;

The Committee reconvened from Public Session at 3:53 p.m. and took no action from this item.

9. Receive, consider and act upon the next meeting date of the Economic Development Committee;

Motion by Mr. Bruce Rieser, seconded by Dr. Shelley Sekula-Gibbs to hold the next meeting on February 15, 2021 at 3:00 p.m. via videoconference.

10. Consideration of items to be placed on the agenda for the next meeting;

Committee requested future discussion of Cultural Fund Grant Program Guidelines and Eligibility, matters regarding the Performing Arts Center and neighborhood centers revitalization.

11. Adjournment;

Motion made by Dr. Shelley Sekula-Gibbs to adjourn the meeting, seconded by Mr. Bruce Rieser. Motion passed unanimously. Meeting adjourned at 4:11 p.m.



THE WOODLANDS
T O W N S H I P

To be reviewed by
Township Economic Development Committee

Cultural Fund Grant Program

Guidelines and Eligibility

GUIDELINES CULTURAL FUND GRANT PROGRAM

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GUIDELINES CULTURAL FUND GRANT PROGRAM

INTRODUCTION BACKGROUND, PURPOSE AND FUNDING SOURCES

The Woodlands Township is the governmental service provider for residents and businesses, providing enhanced law enforcement services, fire protection, environmental services, parks and recreation, economic development and more.

The Township staff and publicly elected Board of Directors are committed to public safety and exceptional levels of customer service. Together, they responsibly fulfill the governance needs of the community while promoting the economic development of The Woodlands and providing services that enhance property values.

The Woodlands Township Mission Statement includes “collaborating with community partners to promote public events and cultural activities.” The Woodlands Township Strategic Plan calls for the organization to “expand, support and create new cultural, sporting and entertainment venues.” (5.3.3. – Vision 2034 The Woodlands Township Strategic Plan.)

The Woodlands Township collects approximately \$150,000 in annual revenue from ticket sales at The Cynthia Woods Mitchell Pavilion. These proceeds are designated in the Event Admission Tax line item. These monies totaled \$779,497 at calendar year end 2019.

These monies can be used to help fund the cultural education, which includes both program and capital costs associated with cultural education. Per the enabling legislation, “cultural education means the exhibition or promotion of or education about the performing, dramatic, visual, literary, or fine arts, including historical, geological, archeological, or paleontological sciences, and history, natural history, scientific, cultural, ethnic, or heritage education meeting local community standards in the district.”

Pending Board approval, The Woodlands Township will designate at their discretion the revenue received for future capital project costs for facilities and / or operation costs for facilities it owns. The remaining amount percentage will be used to fund local arts programs, pursuant to this Cultural Fund Program. It is within the Board’s discretion whether or how any grants may be awarded. The vision for its Cultural Fund Program is to activate the extraordinary assets of the community to develop The Woodlands, Texas as an arts hub and inspirational destination. Funding is limited on an annual basis.

GUIDELINES CULTURAL FUND GRANT PROGRAM

ELIGIBILITY

- 1) Projects must meet the requirements of cultural education as set forth in The Woodlands Township's Enabling Legislation, i.e., "Cultural education" means the exhibition or promotion of or education about the performing, dramatic, visual, literary, or fine arts, including historical, geological, archeological, or paleontological sciences, and history, natural history, scientific, cultural, ethnic, or heritage education meeting local community standards in the district.
- 2) Funding priority may be given to:
 - a. Township cultural arts projects such as a museum or a performing arts facility.
 - b. Projects that create substantial cultural arts opportunities within the Township
 - c. Capital projects which represent one-time funding requests.
 - d. Projects that can be self-sustaining after the initial grant funding year.
- 3) Funding Restrictions:
 - a. Funding will be limited to the amount determined by the Township Board. All funding is discretionary and will be determined annually by the Township Board of Directors.
 - b. Applications will be reviewed by the Township Economic Development Committee in March of each year. If deemed eligible, projects will be presented to the Township Board of Directors in May for next year's budget consideration.

GUIDELINES CULTURAL FUND GRANT PROGRAM

APPLICATION PROCESS, DEADLINE & TIMELINE

CULTURAL FUND GRANT CATEGORIES

There are three grant categories in the Cultural Fund Program. Applicants may only apply for one grant and must specify the desired grant category for Board consideration.

The categories are as follows:

- **Grants to Organizations** – Funding is awarded to The Woodlands nonprofit arts organizations for operating support or capacity-building efforts. The maximum grant request is \$_____, although the actual grant award may be less than that.
- **Special Programs and Projects** – Funding is awarded to nonprofit arts organizations for projects or programs that serve residents in The Woodlands. The organization may be located outside The Woodlands, but the organization must clearly demonstrate that the program or project service area is within The Woodlands Township’s borders. The maximum grant request is \$_____, although the actual grant award may be less than that.
- **Individual Artist Projects** – Funding is awarded to a resident artist for a specific public fine or performing art project. The artist must be a resident of The Woodlands to be eligible, and the project must occur within The Woodlands. The maximum grant request is \$_____, although the actual grant award may be less than that.

GRANT DISTRIBUTION

All grants will be paid in full upon receipt of all required agreements and documentation of insurance coverage.

The Township’s Economic Development Committee will issue a “call for funding” each year in January and publish the required grant application forms and guidelines at this time. All grant submissions need to be received into The Woodlands Township by February 28th of each year for consideration by the Economic Development Committee in March and the Township Board. Thereafter, funding would be the following January. Grant terms are for one calendar year.

GUIDELINES CULTURAL FUND GRANT PROGRAM

GENERAL REQUIREMENTS AND FUNDING POLICIES:

1. Each applicant organization must be located in The Woodlands and registered as a tax-exempt, 501(c) (3) not-for-profit organization, in good standing with the State of Texas.
2. All grant recipients are required to submit a written Final Report, due no later than April 30th of each year as a condition of grant application consideration.
3. Any grantee failing to comply with the terms of the grant agreement will be ineligible to apply for a grant in the following year.
4. Organizations should place a high priority on inclusivity or full community access. Wherever possible, grant applicant should demonstrate strategies to outreach underserved or at-risk members of the community.
5. Applicants must comply with all state and federal non-discrimination laws in all of their grant-funded projects or activities, to include Title II of the Civil Rights Act of 1964, as amended. Literature must indicate that that no person will be excluded from participation or be denied the benefits of any program or service on the basis of sex, race, sexual orientation, color, religion, ancestry, age, national origin, or disability.
6. All applicants are advised that commercial or covenant enforcement litigation with or indebtedness to The Woodlands may adversely affect the applicant's consideration for receiving grant funds.

THE WOODLANDS TOWNSHIP WILL NOT CONSIDER THE FOLLOWING:

1. Organizations whose activities or programs are discriminatory, or which are to occur in non-accessible venues.
2. Grants in excess of 25% of the organization's prior year operating income.
3. An existing deficit from a previous year or project or failure to comply with the terms of a previous grant agreement.
4. Activities not open to the general public.
5. Scholarships.
6. Personal expenses such as childcare or wages lost due to proposed project commitment.
7. Projects having incomplete applications.
8. Applications from non-arts organizations.

GUIDELINES CULTURAL FUND GRANT PROGRAM

THE ARTS AND ACCESSIBILITY

According to state and federal law, every recipient of public funding must provide reasonable accommodations when persons with disabilities make requests for services. Accessibility involves both the location and the content of the proposed project. In accepting a grant from The Woodlands Township, Applicant organizations agree that their project will comply with the Americans with Disabilities Act, as amended and Title II of the Civil Rights Act, as amended.

MATERIALS TO BE SUBMITTED ELECTRONICALLY

The applicant must complete the following application process to be considered eligible for a Cultural Fund grant:

1. Complete the online application with an electronic signature of the authorized official on the Statement of Assurances.
2. Upload the support materials requested.
3. Upload the appropriate proof of not-for-profit status.
4. Submit the application by the February 28th deadline.

PROOF OF NOT-FOR-PROFIT STATUS

Applicant organizations must submit one of the following as proof of not-for-profit status:

1. A copy of the current Annual Report to the Secretary of State (signed and dated less than one year ago).
2. A copy of the canceled check made payable to the Texas Comptroller's Office.
3. Organizations incorporated prior to 1943 should submit a certificate of good standing from the Office of the Secretary of State.

REQUIREMENTS

To be eligible for consideration, organizations must fulfill **all** of the following requirements:

1. The primary mission of the organization must be the production and/or public presentation of one or more disciplines of the arts. This includes, but is not limited to, performing arts, literary arts and media and visual arts.
2. Organizations must be a registered 501(c)(3) and an active nonprofit arts organization or provide evidence that they are under a fiscal sponsorship agreement with another nonprofit organization meeting these criteria.

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3. Organizations must provide proof (certificate, as well as endorsements) of General Liability Insurance in an amount of \$1,000,000 per occurrence for bodily injury, personal injury, and property damage, with an additional insured and waiver of subrogation in favor of The Woodlands Township. The Woodlands Township, at its discretion, may require additional insurance after grant award where a project, for example, is physical project requiring "construction" (such as installation of a sculpture) where site work will be performed.
4. Organizations must provide a financial statement detailing the organization's income and expenses for the previous year.
5. Organizations must be able to demonstrate commitment to and involvement with The Woodlands Arts community.
6. Organizations must be able to demonstrate artistic authenticity, experience in their field, and an understanding of the unique aspects and cultural diversity of The Woodlands community, as well as provide at least one year of programming documentation.
7. Must submit an on-line application no later than February 28th of each year.
8. Projects must take place in The Woodlands.
9. Organizations awarded a Township Cultural Fund Grant must submit a Final Report within 30 days of completing the grant project. Failure to file a Final Report may result in the following:
 - a) Forfeiture of grant award and return of grant funds;
 - b) Ineligibility to request funding in the future without the completion of the Final Report.
10. Must be open to all members of the public.
11. Grantees will be asked, in 2 to 3 sentences how your work contributes to The Woodlands' creative identity as a unique arts and culture destination that would appeal to residents and entice tourists to come experience The Woodlands' arts landscape.

GUIDELINES CULTURAL FUND GRANT PROGRAM

EVALUATION CRITERIA

Evaluation Criteria	Requested information
Audience Engagement and Accessibility - Applicant demonstrates efforts to achieve, broad, diverse participation.	Describe the audiences served (including size and demographic makeup) and impact on those audiences; efforts to reach underserved populations and marketing / outreach strategy.
Artistic Excellence and Innovative programming – Includes a mastery of artistic skills and techniques, professional approaches to process and presentation, and communication of a unique vision or perspective. Artistic excellence is evaluated based on the material and work samples submitted with the application. Innovative programs are activities that have the potential meaningful change, whether in the development or enhancement of new or existing art forms, new approaches to the creation or presentation of art, or new ways of engaging the public.	Describe event history and description of the purpose/programming including its relevance to The Woodlands culture. Short biographies of artistic director, curator, principal artistic(s).
Administrative Capability – Applicant can demonstrate they can properly manage and administer an organization effectively.	Budget Form with list of key sponsors/funders. Short biography of administrator or executive director and key administrative personnel.

Grantees must document the results of the project, demonstrate in-kind match (if applicable) and complete a written Final Report of the grant-funded project. The Final Report must include copies of receipts for all expenses. Grantees cannot be considered for future funding until all documentation is submitted.

GUIDELINES CULTURAL FUND GRANT PROGRAM

Proposals for tangible art intended to remain in the community must include a letter of permission to remain in a location.

The proposal must discuss what will be needed to maintain the piece of art, proposed lifespan and removal suggestions. Semi-permanent and permanent art installations must also include within the request for grant funds monies for an identification and donor recognition plaque. Plaques must conform to all applicable restrictive covenants within the area where the art is to be located. Grants may not be used to acquire interests in real estate for art display.

Grantees are eligible for no more than one grant during any three-year period.

ORGANIZATIONS

The goal for supporting small arts organizations are to:

- Support and strengthen arts organizations.
- Leverage additional local support for the arts.
- Provide arts activities to those who may have had limited arts access.
- Provide funding for arts and cultural activities that are open to the public.