



Dear Applicant:

Please carefully read the following information which outlines the process for completing a successful Cultural Umbrella application. The NEW Event Funding Application is for **FY 2024-20254 (Oct.1, 2024 – Sept. 30, 2025)** for the **advertising and promotion** of *cultural events*.

**Cultural Event definition for this application:** *A cultural event is defined by a specific quality that encourages audience attendance due to its limited engagement and/or is in addition to regular program activities.*

The Florida Keys Council of the Arts administers the Cultural Umbrella for the Tourist Development Council and offers two workshops to assist in completing your application. It is *strongly* recommended that at least one person from your organization attend a workshop as this year’s application has been streamlined.

**Application and Marketing/Media Workshops**

**April 15 – 4:00 p.m. and April 16 – 10:00 a.m.**

*Online via Zoom*

**The Application is due Friday, May 3, 2024 before 5:00 pm**

**SUBMIT** your completed *application* as a saved PDF, and a completed W-9 by EMAIL to **Director@keysarts.com** by deadline: May 3 at 5:00 p.m.

**Late applications will not be accepted nor considered.**

**You will receive a *confirmation email* once your application is received and reviewed.**

Please see additional pages for guidelines and details to assist you in completing this application.

The Cultural Umbrella Committee will meet at **10:00 a.m. on May 20<sup>th</sup> in Marathon** to *review and score* the applications and make recommendations for funding. These recommendations will then go for approval to the Board of Directors’ meeting of the Tourist Development Council in June, and to the Board of County Commissioners in October for final approval.

In addition to the committee member’s scores, the method used by the State of Florida’s Division of Cultural Affairs is used to determine funding recommendations. A representative of your organization who is familiar with the application and authorized to answer questions is encouraged to attend.

The Tourist Development Council’s agencies, Tinsley Advertising, NewmanPR, and Two Oceans Digital will make presentations at the meeting to share current advertising and marketing campaigns.

For questions, please contact me at the **Arts Council office 305-295-4369, or cell at 305-304-2812**. We look forward to assisting you in promoting your cultural events.

Sincerely,

*Liz*

Elizabeth Young, Executive Director  
Florida Keys Council of the Arts

The Mission of the Monroe County Tourist Development Council is to manage Monroe County’s tourism marketing efforts to assure long-term economic stability resulting from visitor-related revenues. The TDC pledges to benefit residents and visitors by utilizing those financial contributions to improve Florida Keys environmental and community resources. The tourism council also prioritizes working to enhance residents’ quality of life and minimize their property taxes through safeguarding the health of the county’s primary industry.

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Please **NOTE:** Tourist Development Council **LOGOS** approved on Tinsley website:  
[keysco-op.tinsley.com](http://keysco-op.tinsley.com)

Cultural Umbrella Committee  
Supplemental Preparation Guidelines for FY 2024-2025:

1. **Event Name** – this *title* must be on every poster, promotional item, advertisement, etc that you will submit for reimbursement.
  - a. This '**Name of the Proposed Event**' will be in your contract with the County and will be the basis for approval of your reimbursement requests. If the name of the event on the contract is not in all your marketing, your reimbursements may not be approved.
  - b. Therefore, your **event title** should be crafted to meet the use requirement in all your approved marketing – because this is one of the first requirements for reimbursement.
  - c. Do **not** include “2024-25 Season” in with your ‘Name of the Proposed Event’ unless you plan to include it on every bit of *reimbursable* marketing. Similarly, you may not want to include things like “20<sup>th</sup> Annual....” or another modifier in the ‘Name of the Proposed Event’ unless you plan to use it on every poster, program, advertisement, etc for *which you will request reimbursement*.

**AGAIN THIS YEAR** – Each event producer decides on the number of **DAYS** for their event(s) – please check the **BOX** with the corresponding **FUNDING REQUEST**.
2. **Location/Venue:** This is the City or District where the event(s) will *take place* – we do not need the building as venue. IF more than one district is selected, your funding will come from each district where event is held – *maximum funding request cannot exceed the total category selected*.
3. **Schedule of Activities:**
  - a. These are the activities for which you are requesting your TDC Cultural Umbrella support/funding.
  - b. If one organization has requested TDC funding for an Umbrella event (such as KWAHS or TSKW), supporting organizations may **not** include their activities under that Umbrella for additional TDC support. **TDC only supports one event producer/promoter for an event.**
  - c. The activities are to be distinct presentations that are not available every day. Please see the definitions – this is particularly important for museums.
  - d. The **number of days** that you say each activity will run is the **minimum** number required for approval of a *reimbursement* request. If you say an activity will be three days, but then cut it to two days, it is likely that you won't be reimbursed for your advertising since you will not have met the minimum deliverable. If it runs more days, *that is OK*.
  - e. If there are two distinct activities on the same day, it is still **ONLY ONE DAY** for the count of the days that will be created for Part IIA, Proposed Event. *A day is a day no matter how many things you do on it.*
4. **Event Budget: (page 4)** The values here will be checked against the explanations in the proposed Media placement and narrative Marketing Your Event (page 5-6). These are TDC funds for authorized purposes with the overall intent to enhance the TDC mission in Monroe County – *bring heads to beds or have folks stay longer*.
5. **Part 2: (page 5- #2)** Here is where you provide detailed justification of the funds you have requested for media (with the 70/30 split of out of county/county), Public relations and the unallocated line.
  - a. You will present the media information on the provided table – first **out** of county line items with out of county subtotal, and then **in** county line items within county subtotal and finally the total.
  - b. Values for Promotional signs, promotional items, direct mailing and programs/playbill will not be included here. The explanation of the plans you have and how they support the TDC objectives.
  - c. You will address the TDC funding that you are using for public relations. Public relations includes: print and electronic materials such as press releases, PSA's, Photography and videography as approved. *Address your own funded public relations program and how it relates to NewmanPR work for the TDC in narrative section on Marketing (page 5).*

6. **How the Proposed Event will Encourage Tourism:**

- a. This description is to focus on the Event/Activities in the Fiscal Year for which you are requesting funds in this application.
- b. Tell us why the event/activities you **are planning** will bring visitors to Monroe County or have them consider staying longer.
- c. We are not providing funds for the programs you did in years past – we want to know how the funds we are providing **now** will be supporting your event/activities in the coming fiscal year.
- d. How did you design your event/activities to appeal to out of county visitors?

7. **Marketing Your Event Outside Monroe County:**

- a. Here we are asking for an explanation of **how you plan** to utilize the TDC funding that you are requesting for promotional signs, promotional items, direct mail, and programs/playbills. Please explain the benefit of these items in promoting your events/activities and also meeting the TDC goal of appealing to out-of-town visitors.
- b. Also explain all other marketing out of county that you do – whether paid or free - and how you see if increasing your out of county participation in events/activities. If you use public relations in your out of county marketing, *here is where you will outline your public relations program funded with **your** dollars and explain how it fits with the TDC/NewmanPR public relations programs for out of county exposure.*

8. **Determination of Attendance at the event** (Page 7) – although this section is not graded, we evaluate it for reasonableness. Reviewers know the capacity of a location that is specified and can tell if the attendance is grossly overstated. All producers are expected to make a good faith effort to determine in and out of county attendees

9. **Statement of Income & Expenses:** *If your figures do not add up, your score will reflect the errors.*

- a. If your fiscal year isn't the same as the TDC's (1 October-30 September) then you **need** to adjust your books for this presentation.
- b. The Actual TDC Contract amount in the current year – *the right column*-(this is the contract amount -- not the reimbursements) will be checked against the TDC records.
- c. The rest of the budget is for the Events/Activities that you are requesting funds for this year and the equivalent event/activities in the current year. We don't want your full year income and expenses... *just the funds* that relate to the event/activities you are asking support from the TDC.

Please complete pages 9-10 as information only provided to the TDC and BOCC in acknowledgement of proper event production procedures within Monroe County.

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