



Dear Applicant:

We are excited to share an updated, easier application for you and your organization. Thanks to the Committee members and the TDC for their efforts in streamlining our process and achieving needed paperwork reduction. Please carefully read the following information which outlines the process for completing a successful Cultural Umbrella application. The Event Funding Application is for **FY 2019-2020 (Oct. 1, 2019 – Sept. 30, 2020)** 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 modified.

Application and Marketing/Media Workshops

Tuesday, April 2nd – 11:00 a.m.

Gato Building, 1st floor conference room, 1100 Simonton St., Key West, 295-4369

Wednesday, April 3rd – 2:00 p.m.

History of Diving Museum conference room, 82990 Overseas Highway Islamorada, 664-9737

APPLICATION PROCEDURES:

➤ **First deadline: Wednesday, April 24**

Submit your entire *draft* application by **email** to BOTH **Karen** of Tinsley Advertising and **Carol** of NewmanPR & Associates for their **advance** approval. Note: The agencies will send the Arts Council the approved list. (Applicants will not need an approval letter as in past years).

Karen Piedra, Tinsley Advertising
phone 800-273-1242 or 305-856-6060
Karen@tinsley.com

Carol Shaughnessy, NewmanPR Associates
phone 305-797-0579
carol@newmanpr.com (write CU application in subject line)

➤ **Second deadline: Wednesday, May 1 at 5:00 p.m.**

1. **SAVE and PRINT** one (1) **PAPER original application**, and a completed and signed W-9, mark "original" on page 1, and **deliver in an envelope with your organization's name on it to the Arts Council office**. Please do not print your application double-sided.

2. **EMAIL** the saved application (only) to **Director@keysarts.com** by deadline: **May 1st at 5:00 p.m.**

The Application is due on **Wednesday, May 1 before **5:00 pm****
Florida Keys Council of the Arts office, 1100 Simonton Street #2-263, Key West, Florida 33040.
and to: director@keysarts.com
Late applications will not be accepted nor considered.

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 Wednesday, May 22** at the **Marathon Hyatt Place**, 1996 Overseas Highway (MM 48) in Marathon, to *review and score* the applications and make recommendations for funding.

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

Funding 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.

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

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

Sincerely,

Liz

Elizabeth Young, Executive Director
Florida Keys Council of the Arts
director@keysarts.com

Monroe County Tourist Development Council

Vision Statement: The mission of the Monroe County Tourist Development Council is to set an overall direction for the Monroe County tourism marketing effort in a manner that will assure long-term sustained growth in tourism revenues while also guaranteeing the sustainability and improvement of our product, including both our man-made and natural resources, and improvements to the quality of life of our residents.

Table of Contents

Cultural Umbrella Funding Application
2019/2020

Title of Event, Venue, Dates & Amount requested	page 1
I. Event Producer Information	page 2
A. Name of contracting organization	
B. Contact person	
C. Alternate contact person	
D. Authorized persons	
Schedule of Activities	page 3
Event Budget Breakdown	page 4
II. Justification of requested TDC Resources	page 5 -7
1. Media Placement	
2. Promotional Signs	
3. Promotional Items	
4. Direct Mail Promotions	
5. Programs/Playbills	
6. Public Relations	
7. General/non-allocated funds	
III. Proposed Event Information	page 8
A. Months of Event	
B. Number of Days	
C. Attendance	
Statement of Income & Expense	page 9-10
How will the proposed event encourage tourism	page 11
Marketing your event outside Monroe County	page 12
IV. Traffic/Security Action Plan	page 13
VI. Event Sustainability Action Plan	page 14
VIII. Overall Assessment of Application	page 16
SEPARATE DOCUMENT W- 9 (print and sign)	ATTACHED
Tourist Development Council Logos on Tinsley website: keysco-op.tinsley.com	

Rubric for TDC Cultural Umbrella Grant Request

1. ADMINISTRATIVE MATTERS:

Schedule of Activities must match Proposed Event Info: Months/Days -- or package is disqualified. Schedule of Activities must meet the 'event' criteria. Clear beginning and ending dates.

2. SCORED ITEMS:

	Good	Acceptable	Poor
III - A. Months of Event	Months Match III A. and are outside tourist season	Months Match III A.	Months do not match III A. Package disqualified.
III - B. Number of Days	Days Match III B. only for events	Days Match III B. only for events	Days do not match III B. Package disqualified.
Statement of Income/Expense 20 pts.	Income: CU funds are less than 10% total event income	CU Funds are less than 30% total event income	CU funds exceed 50% total event income.
	Expense: CU Funds are less than 25% total allowable advertising	CU Funds are less than 50% total allowable advertising	CU Funds exceed 50% total allowable advertising.
How will the proposed event encourage tourism 30 pts.	Clear & detailed explanation of Grant Year Program events outlined.	Grant year events are discussed.	No specificity about the proposed program for the grant year. There is confusion as to the value of the event to attract tourism.
	Clearly explains how event is designed to draw or retain visitors. Provides strong & convincing statements of reasons to be funded - relative data - legitimate reasons for support of funding. Presents significance to cultural tourism. Why should I visit the Keys for this event?	Establishes a link to continued cultural tourism. Uses limited sources & partial understanding of event to support reasons for funding.	Unorganized explanation of event. No linking of event to draw or retain tourists. No evidence to support conclusions. No real understanding of event's significance to cultural tourism.
Marketing your event outside of Monroe County 25 pts.	Paid Narrative is directly related to list on Exhibit E. Shows creative use of TDC and organization resources to present the brand, and draw tourism to Monroe County - explains 'value' of the approach.	Explains the out of county marketing that aligns with budget and Exhibits.	No specificity about paid out of county marketing in grant year.
	Unpaid Creative use of social media, other opportunities for unpaid presence outside Monroe County. Ideas such as blogs, email blasts, etc.	Explains the media/marketing plan without using a "list" of approaches.	No specificity about unpaid out of county marketing in grant year. Only uses a "list" to describe their plan.
Overall Assessment – 12 pts.	Answers the questions - Where, Why and with what results.	Answers the questions - Where, Why and with what results with little detail.	Does not answer the questions - Where, Why and with what results.

Cultural Umbrella Committee
Supplemental Preparation Guidelines for FY 2019-2020:

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 “2019-20 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 “20th 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*.
2. **Location/Venue:** This is the City or District where the event(s) will take place – we do not need the building as venue.
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 12). 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 5-7) 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 with in 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 12).*
 - d. You will address the funding that you have in Unallocated and provide ideas of where the funds might be applied (to ensure that none are provided to in county media)

6. Determination of **attendance at the event** (Part III C) – 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.
7. **Statement of Income & Expenses:** *If your figures do not add, 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 reimbursement in the prior year will be checked against the County records for the reimbursement.
 - c. The Actual TDC Contract amount in the current year – *the middle column*-(this is the contract amount -- not the reimbursements) will be checked against the TDC records.
 - d. The TDC values (requested, contract and actual reimbursed) on income page must match TDC values on the expense page.
 - e. 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 and prior years. We don't want your full year income and expenses... *just the funds* that relate to the event/activities you are asking for support from the TDC.
 - f. DO THE MATH RIGHT in computing the percent of income that is the TDC request and the percent of advertising that is supported by the TDC. We provided the formula.
 - g. If there is something that the treasurer should explain about the budgets for the Event/Activities – please use the explanation box but don't tell us about other operating costs not related to the Event/Activities or capital program items. We have a very clear focus.
8. **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?
9. **Marketing Your Event Outside Monroe County:**
 - a. Here we have added the explanation of **how you plan** to utilize the TDC funding that you have requested 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.*

Cultural Umbrella Final Grant Report

Organization: _____

Grant Year: _____

Grant #: _____

Grant Award Amount: _____

Executed/Reimbursed Amount: _____

Difference (unreimbursed balance*) : _____

NARRATIVE 1: EXPLANATION of the Unreimbursed Balance* (100 WORDS):

NARRATIVE 2: PROPOSED IMPROVEMENTS TO THE PROCESS: (100 WORDS)

SIGNATURE OF ORGANIZATION PRESIDENT

PRINT NAME

DATE

Please complete and return to: Elizabeth Young, Florida Keys Council of the Arts
director@keysarts.com or fax to: 305-295-4372 or 1100 Simonton St., Key West 33040