



Event # \_\_\_\_\_  
for office only



**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
APPLICATION FOR CULTURAL UMBRELLA EVENT FUNDING**

October 1, 2023, through September 30, 2024

Upon evaluation of the application, the total scores will be tabulated and applications scoring 60 or more out of 100 will be considered for funding. Events that meet the minimum scoring requirements will be ranked starting with the highest score.

EVENT NAME:  
(used in all advertising)

DATE(S) OF EVENT:

EVENT WEBSITE:

INDICATE THE DISTRICT(S) FROM WHICH YOU ARE REQUESTING FUNDS and THE DOLLAR AMOUNT. Events must occur in the district.

**\*\*NEW this Year\*\***

NUMBER OF DAYS based on Schedule of Activities on Page 3.

Please check the appropriate range:

<b>Days of Events</b>	<b>Maximum Grant Request</b>
1 - 14	\$25,000
15 - 120	\$30,000
121 - 365	\$35,000

**District I** (*Encompasses the city limits of Key West*)

**District II** (*From city limits of Key West to the west end of the Seven Mile Bridge*)

**District III** (*From the west end of the Seven Mile Bridge to the Long Key Bridge*)

**District IV** (*Between the Long Key Bridge and Mile Marker 90.939*)

**District V** (*From Mile Marker 90.940 to the Dade/Monroe County line and any mainland portions of Monroe County*)

**TOTAL AMOUNT REQUESTED (Districts I - V)**

**I. EVENT PRODUCER INFORMATION** (The event producer is the organization or individual responsible for the event. In some cases, the event producer and the event are the same, for example: The Key Players. In other cases, they are different, for example: the Pigeon Key Arts Festival is the event; the Pigeon Key Foundation, Inc. is the producer.)

A. NAME OF CONTRACTING ORGANIZATION:  
(Registered business name as it appears on [www.sunbiz.org](http://www.sunbiz.org) )

FICTITIOUS NAME IF USED:

ADDRESS:

TELEPHONE NUMBER: (Daytime)

CELL NUMBER:

EMAIL ADDRESS:

FEDERAL I.D. # / E.I.N.

FLORIDA DIVISION OF CORPORATIONS DOCUMENT #

FL DEPT. OF AGRICULTURE & CONSUMER SVCS REG. #

INDICATE ORGANIZATION STATUS:            FOR PROFIT            NOT FOR PROFIT

If a person other than the President will be signing the agreement, documentation in the form of approved minutes, resolution or by-laws of the organization identifying said individual as an authorized person to sign on behalf of the organization must be provided. **It is the responsibility of the applicant to notify the TDC Administrative office of any changes to the contact information provided below.**

PRESIDENT NAME:

PRESIDENT EMAIL ADDRESS:

Please provide a contact for general correspondence for the event. The person listed below should be able to accept responsibility for receipt of information, other than the final agreement.

CONTACT PERSON:

CONTACT EMAIL ADDRESS:

TELEPHONE NUMBER:

ADDRESS:



**CULTURAL UMBRELLA EVENT BUDGET - FISCAL YEAR 2024**

**APPLICANT IS ADVISED PRIOR TO COMPLETING THIS BUDGET TO REFER TO THE ALLOWABLE MARKETING EXPENSES THAT WILL BE CONSIDERED FOR REIMBURSEMENT**

**(Once your final funding allocation has been determined the TDC administrative office will reach out to you to formulate a final budget that will become part of your funding agreement)**

**THERE WILL BE NO AMENDMENTS TO THIS BUDGET AFTER BOCC APPROVAL OF THE AGREEMENT.**

EVENT NAME:

1. *MEDIA PLACEMENT & PRODUCTION COST: (Only 30% of this line item may be spent on in-county advertising)	
2. PROMOTIONAL SIGNS:	
3. PROMOTIONAL ITEMS:	
4. DIRECT MAIL PROMOTIONS:	
5. PROGRAMS/PLAY BILLS:	
6. PUBLIC RELATIONS:	
7. **GENERAL NON-ALLOCATED: (Funds applied to 1. Media Placement & Production Cost may only be applied to out-of-county advertising)	
<b>TOTAL</b>	

\*No more than **30%** of 1. Media Placement & Production Costs line item shall be expended on advertising media costs attributable to in-county placement.

7. \*\*General Non-Allocated line item may not exceed 15% of the total funding allocation and may only be expended for allowable event marketing expenses.

Actual expenditures may deviate no more than 10% from the budgeted line items noted above.

**Please note:** The TDC will only consider reimbursement of allowable marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility. Reimbursement will only be paid if the correct logo shown in your contract is placed on the advertisement. **Logos can be downloaded at:** <https://keysco-op.tinsley.com/logos/>





4. Direct Mail Promotions: REQUESTED \_\_\_\_\_

5. Programs/Playbills: REQUESTED \_\_\_\_\_

6. Public Relations: REQUESTED \_\_\_\_\_

Identify the Agency or PR professional who will prepare this PR.

7. General/non-allocated funds: REQUESTED \_\_\_\_\_

**TOTAL REQUESTED:**

**PART III: SCORED PORTION OF THE APPLICATION: Proposed Event Info**

**EVENT NAME:**

Based on Schedule of Activities (page 3)

**MONTH(S) OF EVENT** Activities: Please check the appropriate month. If an event takes place over a series of months, the scores will be added to a maximum of **13** points.

October	4	April	1
November	4	May	5
December	4	June	6
January	2	July	6
February	1	August	7
March	1	September	6

**Score: 0 - 13**

**ATTENDANCE:** Number of people anticipated to attend the event, the number attending this current year, and actual past attendance:

<b>Total Attendance for Events</b>	Anticipated 10/1/2023 - 9/30/2024	Current 10/1/2022 - 9/30/2023	Actual 10/1/2021 - 9/30/2022
Monroe County Residents			
Out of County			
<b>TOTAL</b>			

**DETERMINATION OF ATTENDANCE FOR EVENTS:** PLEASE DESCRIBE YOUR AUDIENCE:  
How do you determine your numbers, mention walk-ins, how you count, how you ask county/out of county?



**STATEMENT OF INCOME & EXPENSE for the EVENT:**

The figures for the last completed year (right column) should be actual. The other years should be your best estimates for the income and expenses of the events that match what is listed in the Schedule of Activities for the grant year (left column) – and comparable events in the current year (middle column). These are budget numbers for 12 months in each fiscal year.

EVENT NAME:

**EVENT INCOME**

(DO NOT INCLUDE IN-KIND)

Use October 1 – September 30

	PROPOSED FY 2024	CURRENT FY 2023	ACTUAL FY 2022
<b>A. CULTURAL UMBRELLA FUNDS</b>	*	**	***
ENTRY/ADMISSION/BOX OFFICE			
PROMOTIONAL ITEMS			
FOOD/BEVERAGE			
SPONSORS/CONTRIBUTIONS			
MEMBERSHIPS			
GRANTS – State & Local			
OTHER			
<b>B. TOTAL EVENT INCOME</b>			

\* Requested

\*\* As Contracted with the TDC

\*\*\*As Reimbursed by the TDC

Cultural Umbrella funds for the proposed FY are \_\_\_\_\_ % of Total Income. (A divided by B x 100)

Did you receive a Cultural Umbrella Grant in 2020-2021?

YES                      NO

If yes, fill in Cultural Umbrella Grant Report (pg.11) for your 2021/22 grant. If no, disregard that page.

**Score: 0 - 7**

EVENT NAME:

<b>EVENT OPERATING EXPENSES –</b> (use October 1 – September 30)	<b>PROPOSED</b> <b>FY 2024</b>	<b>CURRENT</b> <b>FY 2023</b>	<b>ACTUAL</b> <b>FY 2022</b>
<b>C. CULTURAL UMBRELLA FUNDS *</b>			
MARKETING/ADVERTISING ADDITIONAL TDC ALLOWABLE			
MARKETING/ADVERTISING ADDITIONAL TDC <b>NON</b> -ALLOWABLE			
EVENT OPERATING EXPENSES			
<b>F. TOTAL EVENT EXPENSES</b>			
<b>NET PROFIT/LOSS (B minus F)</b>			

**Cultural Umbrella Funds % of Total Allowable Advertising**                      **% (C divided by (C+D) x100)**

**Please note:** Line A and Line C must match.

NARRATIVE (optional)

**Score: 0 - 7**

Cultural Umbrella Final Grant Report FY2021-2022

(Note – this is the last completed fiscal year, not current year)

Event Name: \_\_\_\_\_

Grant Year 2021-22

Did you receive a Grant in this grant year?            YES            NO

**If no, stop here. If yes, complete form**

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)

**Score: 0 - 3**

## HOW THE PROPOSED EVENT WILL ENCOURAGE TOURISM

**NARRATIVE:** Explain why you think your PROPOSED event(s) will help draw people from outside of Monroe County or encourage them to extend their stay. Proposed events should be the TDC supported events/activities listed in Schedule of Activities.

Please do **not** assume the reader/scorer is familiar with your event. Walk us through your ***proposed*** event(s) for the award period FY2024. (LIMIT 750 WORDS)

**Score: 0 - 30**

## MARKETING YOUR EVENT OUTSIDE MONROE COUNTY

For the TDC supported events/activities listed in Schedule of Activities (page 3): **Narrative:** Describe **all plans** to market the event(s) to reach visitors **outside** of Monroe County. Include all marketing activities *out of county* (TDC funded and all other). **Be specific:** how will you **EXPAND** your plan for out of county marketing with the requested TDC/Cultural Umbrella funds. (LIMIT 750 WORDS)

**Score: 0 - 30**

PLEASE NOTE: The TDC Agencies of Record listed below are available to answer questions and assist with the marketing of your event. Event coordinators are not obligated to utilize the services of the TDC Agencies of Record.

**Advertising Agency of Record:** Tinsley Advertising and Marketing. contact **Jaclyn Fortier** - [Jaclyn@Tinsley.com](mailto:Jaclyn@Tinsley.com) at 305-856-6060 or John Underwood - [John@Tinsley.com](mailto:John@Tinsley.com) at 305-856-6060.

**Public Relations Agency of Record:** NewmanPR contact Carol Shaughnessy - [Carol@Newmanpr.com](mailto:Carol@Newmanpr.com) at 305-797-0579 or Andy Newman - [Andy@Newmanpr.com](mailto:Andy@Newmanpr.com) at 305-461-3300.

**Internet Agency of Record:** Two Oceans Digital. contact Clint Barras - [Clint@Twooceansdigital.com](mailto:Clint@Twooceansdigital.com) at 305-292-1880.



**PART V: EVENT SUSTAINABILITY ACTION PLAN – Please answer A - E.**

Our visitors come to enjoy events, but in the process, a tremendous amount of waste is generated, much of it recyclable. The most effective tool in reducing waste is planning ahead.

A. Encourage recycling messages within programs/brochures to recycle during the event and at home.

B. Encourage “Green” advertising (broadcast and digital).

C. Encourage vendors to use biodegradable/compostable products (plates, cups, bags).

D. Encourage the use of clearly identified recycling containers.

E. Discourage use of single use plastic bags and other products.

**2023-2024 Cultural Umbrella Event  
Score Sheet**

for office use only

Event Number

Event Name

Total Score

- \_\_\_\_\_ (1 – 13 pts) Months of Event
- \_\_\_\_\_ (0 – 17 pts) Statement of Income (7) Expense (7) Report (3)
- \_\_\_\_\_ (0 – 30 pts) How the Proposed Event Will Encourage Tourism
- \_\_\_\_\_ (0 – 30 pts) Marketing Your Event Outside Monroe County
- \_\_\_\_\_ (0 – 10 pts) Overall Assessment
- \_\_\_\_\_ (0 – 3 pts) First Time Applicant in Specified District
- \_\_\_\_\_ TOTAL POINTS

Committee Member Signature \_\_\_\_\_