



Dear Applicant:

Please carefully read the following information which outlines the process for completing a successful Cultural Umbrella application. The Event Funding Application is for **FY 2021-2022 (Oct. 1, 2021 – Sept. 30, 2022)** 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 slightly modified.

**Application and Marketing/Media Workshops** (may be in person or zoom)

**Wednesday, April 14<sup>th</sup> – 11:00 a.m.**

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

**Thursday, April 15<sup>th</sup> – 1:00 p.m.**

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

**APPLICATION PROCEDURES:**

➤ **First deadline: Wednesday, April 21**

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

**Danielle Salman**, Tinsley Advertising  
phone 800-273-1242 or 305-856-6060  
Danielle@tinsley.com

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

➤ **Second deadline: Wednesday, April 28 at 5:00 p.m.**

**SUBMIT as a saved PDF your completed application**, and a completed W-9 by **EMAIL** to **Director@keysarts.com** by deadline: **April 28<sup>th</sup> at 5:00 p.m.**

The Application is due on **Wednesday, April 28** before **5:00 pm**  
to: [director@keysarts.com](mailto:director@keysarts.com)

**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 Tuesday, May 18 in Marathon and/or by zoom** (to be determined), 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 is 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 or by 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  
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.

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2021/2022

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**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:**

	<b>Good</b>	<b>Acceptable</b>	<b>Poor</b>
<b>III - A. Months of Event</b>	Months Match III A. and are outside tourist season	Months Match III A.	Months do not match III A. Package disqualified.
<b>III - B. Number of Days</b>	Days Match III B. only for events	Days Match III B. only for events	Days do not match III B. Package disqualified.
<b>Statement of Income/Expense 20 pts.</b>	<p><b>Income:</b> CU funds are less than 10% total event income</p> <p><b>Expense:</b> CU Funds are less than 25% total allowable advertising</p>	<p>CU Funds are less than 30% total event income</p> <p>CU Funds are less than 50% total allowable advertising</p>	<p>CU funds exceed 50% total event income.</p> <p>CU Funds exceed 50% total allowable advertising.</p>
<b>How will the proposed event encourage tourism 30 pts.</b>	<p>Clear &amp; detailed explanation of Grant Year Program events outlined.</p> <p>Clearly explains how event is designed to draw or retain visitors. Provides strong &amp; convincing statements of reasons to be funded - relative data - legitimate reasons for support of funding.</p> <p>Presents significance to cultural tourism. Why should I visit the Keys for this event?</p>	<p>Grant year events are discussed.</p> <p>Establishes a link to continued cultural tourism. Uses limited sources &amp; partial understanding of event to support reasons for funding.</p>	<p>No specificity about the proposed program for the grant year. There is confusion as to the value of the event to attract tourism.</p> <p>Unorganized explanation of event.</p> <p>No linking of event to draw or retain tourists. No evidence to support conclusions. No real understanding of event's significance to cultural tourism.</p>
<b>Marketing your event outside of Monroe County 25 pts.</b>	<p><b>Paid</b> 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.</p> <p><b>Unpaid</b> Creative use of social media, other opportunities for unpaid presence outside Monroe County. Ideas such as blogs, email blasts, etc.</p>	<p>Explains the out of county marketing that aligns with budget and Exhibits.</p> <p>Explains the media/marketing plan without using a "list" of approaches.</p>	<p>No specificity about paid out of county marketing in grant year.</p> <p>No specificity about unpaid out of county marketing in grant year. Only uses a "list" to describe their plan.</p>
<b>Overall Assessment – 12 pts.</b>	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 2021-2022:

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 “2020-21 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*.
  
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 13). 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 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 13).*
  - 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

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PRINT NAME

DATE

Please complete and return to: Elizabeth Young, Florida Keys Council of the Arts  
director@keysarts.com