



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

October 1, 2019 through September 30, 2020

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.

NAME OF PROPOSED EVENT:

(used in all advertising)

DATE(S) OF EVENT:

EVENT Website:

INDICATE THE DISTRICT(S) FROM WHICH YOU ARE REQUESTING FUNDS and THE DOLLAR AMOUNT

Maximum request: \$25,000

Event must occur in the District.

	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 (Total Districts I-V)**

CULTURAL UMBRELLA EVENT BUDGET - FISCAL YEAR 2020

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

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

EVENT NAME:

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

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

**The General Non-Allocated line item may not exceed 15% of the total funding allocation, and may only be utilized for allowable event marketing expenses other than in county media placement.

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.

Name of In-County Media Publication	Circulation/Impressions	Estimated Amount Allocated
	Sub-Total In-County:	
	TOTAL Media Spend:	

2. Promotional Signs: REQUESTED

3. Promotional Items: REQUESTED

4. Direct Mail Promotions: REQUESTED

5. Programs/Playbills: REQUESTED

6. Public Relations: Identify the agency or PR professional who will prepare this PR.
REQUESTED

7. General/non-allocated funds: REQUESTED

TOTAL REQUESTED:

PART 3: SCORED PORTION OF THE APPLICATION:

EVENT NAME:

I. PROPOSED EVENT INFORMATION -- Based on Schedule of Activities (page 3)

A. 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 **7** points.

October	4	April	1
November	4	May	4
December	3	June	4
January	2	July	4
February	1	August	6
March	1	September	6

Score: 1 2 3 4 5 6 7

B. NUMBER OF DAYS -- Based on Schedule of Activities (page 3)

Please check the appropriate range.

1-14 days	4	15-120 days	5	121-365 days	6
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Score: 4 5 6

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

Total Attendance for Events

	Anticipated 10/1/2019 - 9/30/2020	Current 10/1/2018 - 9/30/2019	Actual 10/1/2017 - 9/30/2018
Monroe County Residents			
Out of County			
TOTAL			

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

**II. STATEMENT OF INCOME & EXPENSE for the EVENT:
FOR PROPOSED EVENT, CURRENT YEAR, AND LAST COMPLETED YEAR**

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 you have in Schedule of Activities for the grant year (left column) – and comparable events in the current year (middle column). These are budget numbers.

EVENT NAME:

EVENT INCOME

EVENT INCOME (DO NOT INCLUDE IN-KIND) Use October 1 – September 30	PROPOSED FY 2020	CURRENT ESTIMATE FY 2019	ACTUAL FY 2018
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A. CULTURAL UMBRELLA FUNDS	*	**	***
ENTRY/ADMISSION/BOX OFFICE			
PROMOTIONAL ITEMS			
FOOD & BEVERAGE			
SPONSORS/CONTRIBUTIONS			
MEMBERSHIPS			
GRANTS – State & Local			
OTHER			

B. TOTAL EVENT INCOME			
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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 2017-2018? YES NO

How much were you awarded? How much were you reimbursed?

* Requested

** As Contracted with the TDC

*** As Reimbursed by the TDC

EVENT NAME:

EVENT EXPENSES

PROPOSED
FY 2020

CURRENT
FY 2019

ACTUAL
FY 2018

EVENT OPERATING EXPENSES – (use October 1 – September 30)

C. CULTURAL UMBRELLA FUNDS *			
D. MARKETING/ADVERTISING ADDITIONAL TDC ALLOWABLE			
E. MARKETING/ADVERTISING ADDITIONAL TDC NON-ALLOWABLE			
EVENT OPERATING EXPENSES			

F. TOTAL EVENT EXPENSES			
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NET PROFIT/LOSS (B minus F)			
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CULTURAL UMBRELLA FUNDS PERCENT OF TOTAL ALLOWABLE ADVERTISING :

(Compute percent by dividing Line C by the total of C + D and then multiplying the answer by 100)
This will reflect the percent of the TDC funding to the total allowable funding for the event.....

* Cultural Umbrella Funds must match line A on INCOME (page 9)

NARRATIVE (optional)

Score: 0 - 20

III. HOW THE PROPOSED EVENT WILL ENCOURAGE TOURISM

NARRATIVE: For the TDC supported events/activities listed in Schedule of Activities, explain why you think your PROPOSED event(s), and supporting activities will help draw people from outside of Monroe County, or encourage them to extend their stay.

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

Score: 0 - 30

IV. MARKETING YOUR EVENT OUTSIDE MONROE COUNTY

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

Score: 0 - 25

PART 4: TRAFFIC/SECURITY ACTION PLAN AND CODE ENFORCEMENT

Submit a detailed action plan including appropriate permit(s) if applicable, as to how parking/security and road closures will be handled during your event.

Describe how your event plan will handle road closures. If applicable, enclose a copy of the approval by the appropriate county/municipal entity.

1. Describe how your event plan will accommodate parking and transportation.

2. Describe how your event plan will handle security.

CODE ENFORCEMENT: Does your organization/property have any outstanding code violations and/or fines/costs or liens? Yes No If you have answered yes, please explain below:

Useful contact numbers:

Monroe County: (305) 289-6037

City of Key West: (305) 809-3902

City of Marathon: (305) 289-6037

Islamorada Village of Islands: (305) 853-3433

PART 5: 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 single most effective tool in reducing waste at special events is planning ahead

A. Encourage recycling message within programs and brochures to recycle during the event and also at home.

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

C. Encourage vendors to use biodegradable/compostable products (utensils; plates and cups; paper or canvas bags).

D. Encourage the use of clearly identified recycling containers.

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

Event Number

Event Name

Total Score

**2019-2020 Cultural Umbrella Event
Score Sheet**

_____ (1 – 7 pts) Months of Event

_____ (4 - 6 pts) Number of Days

_____ (0 - 20 pts) Statement of Income and Expense

_____ (0 - 30 pts) How the Proposed Event Will Encourage Tourism

_____ (0 - 25 pts) Marketing Your Event Outside Monroe County

_____ (0 - 12 pts) Overall Assessment

_____ **TOTAL SCORE**

Committee Member *Signature* _____