

CULTURAL TOURISM GRANTS PROGRAM

Guidelines and Eligibility Requirements

PURPOSE

The purpose of the Cultural Tourism Grants Program is to expand and promote cultural programs and festivals that directly develop Pinellas County tourism. By funding cultural organizations and events that attract and satisfy visitors, the quality of life in Pinellas County will improve for all residents (including families and minorities). The program assists Pinellas County nonprofit arts and cultural organizations in meeting marketing and promotional expenses associated with the presentation and/or production of a regular season of exhibitions, programs, events, or performances, open to the general public in Pinellas County.

PROGRAMS

The Pinellas County Cultural Affairs Department is committed to assisting Pinellas County cultural organizations attract and satisfy visitors through programs or festivals of acknowledged excellence. Cultural Affairs will award contracts to reimburse marketing and promotional expenses to qualifying cultural institutions with the recognized ability to produce, present, and promote the highest quality exhibitions and events that contain a significant, tourist related component and that contribute to Pinellas County's reputation as a cultural destination.

ELIGIBILITY

I. Definitions for Level A:

1) Museums shall mean organizations that are mainly educational and aesthetic with programming open to the public, focused on the organization's collections and/or exhibits; are owned and operated by nonprofit 501(c)3 corporations; and are accredited by the American Association of Museums.

2) Sponsor/Presenters shall mean organizations that are dedicated to presenting professional performing artists or arts groups to the public as defined in Section 118-32(1)(a) of the Pinellas County Code.

II. Organizations of all levels must satisfy all of the following eligibility requirements at the time of application:

- 1) Be incorporated as a not-for-profit arts/cultural organization in the State of Florida for at least two years. The organization must have as its primary purpose the production of arts and cultural programs and services;
- 2) Have documented tax-exempt status under Section 501(c)3 of the IRS code;
- 3) Have the principal office address in Pinellas County, as recorded in the Secretary of State's office with a minimum of one half-time position in that office, or satisfy the following **additional** requirements for **non-Pinellas based organizations**:
 - a) have a full-time staff position; have documented revenue for most recently completed fiscal year of \$500,000 or more;

- b) have the majority of its season's programs take place in Pinellas County for the benefit of Pinellas County residents and visitors;
 - c) have a 3-year uninterrupted history of full season programming in Pinellas at time of application;
 - d) Board of Directors includes at least 40% residents of Pinellas County.
- 4) Have at least a 2-year uninterrupted history of arts and cultural programs and services in Pinellas County, for the period immediately preceding the date of application;
 - 5) Have a board of directors which meets on a regular basis;
 - 6) **Level A and B** organizations must provide an independent, certified financial audit for their most recently completed fiscal year. **Level C** organizations must provide an independent financial review, compilation or audit for their most recently completed fiscal year. ***Organizations with fiscal year-ends between May 31 and September 30 which are unable to provide a timely FY08 audit must instead provide financial statements being reviewed for the FY08 audit, along with an auditor's letter stating the target completion date of audit. These applicants must have the FY08 audit submitted to the Cultural Affairs Department within six months of the applicant organization's fiscal year-end in order to remain eligible for funding;***
 - 7) Match amount requested on a dollar-for-dollar basis (not per line-item);
 - 8) Submit completed application and required documents as specified in the Application Instructions;
 - 9) Applications will not be accepted from organizations with overdue reports on prior grants. Compliance concerns must be resolved prior to the application deadline in order for an application to be considered for funding;
 - 10) Funding will be withheld if an organization has not submitted required reports or met all of the administrative requirements for previously awarded grants;
 - 11) Have secured a Charitable Solicitation registration with the State of Florida, and maintain registrations throughout the grant period;
 - 12) Have programs and events open to the public and be accessible, according to policies set forth in the Americans With Disabilities Act;
 - 13) Demonstrate involvement of and appropriate compensation for local professional artists, if applicable.

FUNDING LEVELS

Level A: Eligible organizations, including museums with documented operating revenue for the most recently completed fiscal year of more than \$1.25 million, and sponsor/presenters with documented operating revenue for the most recently completed fiscal year of more than \$3.5 million (of which \$1,250,000 is dedicated to producing/presenting) may request up to \$150,000. Requests may be for marketing and promotional expenses, as well as operating support for exhibits and programs, as authorized in these Guidelines. At least fifty percent (50%) of the grant award must be spent on marketing expenses relating to tourism business activities.

Level B: Eligible organizations with documented operating revenue for the most recently completed fiscal year of more than \$1 million, may request up to \$60,000 for marketing and promotional expenses only.

Level C: Eligible organizations with documented operating revenue for the most recently completed fiscal year of \$500,000 to \$1 million, may request up to \$40,000 for marketing and promotional expenses only.

APPLICATION REVIEW

All applications will be reviewed as follows:

- Grant applications will be received by the Cultural Affairs Department and reviewed for completeness and eligibility.
- A grants panel made up of two (2) members of the Pinellas Cultural Council (one of which will chair the panel), three (3) members of the Tourist Development Council, and two (2) arts and cultural experts recommended by the Cultural Affairs Department and approved by the TDC will be convened to review and score the applications.
- Applications are evaluated in the following areas:
 - 1) **Cultural Excellence and Merit of Program—30 points.** Within the defined mission, pre-eminence among institutions or activities within the Florida market and parity with similar organizations elsewhere, as reflected in critical reviews, industry rankings, documented audience response, or third-party professional evaluation. This will be determined by information provided under program description, résumés, and reviews.
 - 2) **Merit of marketing plan—50 points.** Within defined plan, demonstrated ability to produce and promote cultural programs which attract residents and tourists visiting the county, as reflected in ongoing market research, annual media plan and evaluation of actual results. This will be determined by information provided under the marketing plan, brochures, audience survey results, and media documentation.
 - 3) **Organizational Stability—20 points.** Demonstrated ability to manage successfully, as related to tenure and professional accomplishments of top staff and by the following: independent financial audit, current balance sheet, freedom from or achievement in plan to repay debt, endowment program, board composition and leadership. Points will be based on a balanced and clear budget; strong financial planning, and a healthy diversity of revenue streams. The panel will need enough information to judge that proposed budget is realistic and feasible in its revenue and expenditure assumptions, and mirrors accurately the organization's operational and programmatic plans. This will be determined by budgets, audits, staff résumés, board lists, organization history and adequate financial reserves.

LEVEL A REIMBURSEMENT GUIDELINES

ALLOWABLE expenses:

- At least fifty percent (50%) of the grant award must be used for marketing expenses relating to tourism business activities (advertising, direct sales, public relations, promotions, or research) excluding outside professional marketing services;
- Artists' fees directly related to the event, including travel;
- Production and technical expenses directly related to traveling exhibitions, artworks on loan, lectures, performances or events, such as shipping, insurance, and exhibition rental, and performance booking fees.

NON-ALLOWABLE expenses:

- General operating or administrative expenses, including staff travel;
- Space rental, improvement or maintenance directly related to the program;
- Rent of offices, repairs, renovation and/or remodeling of facilities;
- Purchase of permanent equipment;
- Expenses/debts incurred or obligated, prior to contract period;
- Advertising which does not mention the specific program/project or omits credit line;
- Any expenditure for food;
- Any payments to students for services rendered;
- Any prizes or awards;
- Any other non-program or festival-related expenses.

LEVELS B & C: REIMBURSEMENT GUIDELINES

ALLOWABLE expenses:

- Marketing expenses relating to tourism business activities (advertising, direct sales, public relations, promotions, or research) excluding outside professional marketing services.

NON-ALLOWABLE expenses:

- General operating or administrative expenses, including staff travel;
- Artist fees directly related to the program, including travel;
- Production and technical expenses directly related to exhibitions, lectures, or events;
- Space rental, improvement or maintenance directly related to the program;
- Rent of offices, repairs, renovation and/or remodeling of facilities;
- Purchase of permanent equipment;
- Expenses/debts incurred or obligated, prior to contract period;
- Advertising which does not mention the specific program/project or omits credit line;
- Any expenditure for food;
- Any payments to students for services rendered;
- Any prizes or awards;
- Any other non-program or festival-related expenses

TIMELINE

March, 2009	Applications available
March 10, 2009	Grants Workshop 9:00AM -10:30AM at the Renaissance Vinoy Golf Club RSVP to 727-453-7865 to ensure adequate materials
April 10, 2009	Applications due. Complete applications must be received at the Cultural Affairs Dept. (address above) office by 5:00PM (Cultural Affairs clock) on April 10 or postmarked April 10, 2009. This deadline is firm, there will be NO exceptions. Incomplete applications will not be forwarded to the panel.
April, 2009	Staff checks applications for eligibility and compliance with submission requirements and notifies applicants of status. Applications mailed to panel members for review.
May , 2009	Review panel meets—applicants will be advised of time & location.
May, 2009	Recommendations of the panel are compiled by staff and presented to the Cultural Council and the Tourist Development Council for review and approval. Recommendations are then presented to the Board of County Commissioners for review and final approval.
June, 2009	Letters of notification of grant results mailed to all applicants and agreements signed.
October 1, 2009	Grant period begins.
September 30, 2010	Grant period ends.