

The following FY 2017 ACH Grant Guidelines were approved by the Board of Commissioners on February 16, 2016.

A revised grants workshop schedule will be announced soon.

NOTE: There are no substantive changes in the Guidelines and process, except as follows:

- For all Grant categories where federal, state, county or city permits are required for events, the applicant is required to provide a copy of either the actual permit or proof that the permit has been applied for. Should the permitting government deny the permit prior to or after the application has been submitted, the applicant must either notify the Cultural Council and TDC of different dates/locations/times for the event or program or the application will be withdrawn from consideration.
- In order to establish branding and marketing consistency, continue to build constituent skills and expertise in out-of-county messaging, and develop collaborative and cooperative advertising, all applicants will submit a “a two page DRAFT marketing and advertising plan” summarizing the information in the Marketing section of the

application. These Plans will be reviewed and critiqued as part of the Mandatory Grant Preparation workshops.

- The ACH Application for all categories will be submitted via email.

These changes in the Guidelines are underlined.

ST. JOHNS COUNTY TOURIST DEVELOPMENT 2017 FISCAL YEAR ARTS/CULTURE/HERITAGE FUNDING PROGRAM

Board of County Commissioners approved January 20, 2015

This program is administered by the St. Johns Cultural Council as part of a tourist development agreement with the St. Johns County Board of County Commissioners.

Introduction

Program Funding Paid For By Overnight Visitors

Funding for the Arts/Culture/Heritage Funding Program comes from the St. Johns County Tourist Development Tax (TDT) Trust Fund – the proceeds of a county-wide four percent tax applied to the rental fees paid for short-term accommodations such as hotel/motel rooms, condominiums, vacation homes, campground sites and apartment rentals of six months or less and. The TDT is not a tax paid for by residents – unless they are staying in local lodging – but rather is paid by St. Johns County’s visitors. The tax also applies to short-term rentals arranged through online services such as Airbnb.

The nine-member Tourist Development Council (TDC) is an appointed advisory group tasked with making recommendations to the Board of County Commissioners (BCC) on how the TDT funds should be spent to achieve the County’s tourist development goals. More information about the TDT can be found in the enabling legislation, Section 125.0104, Florida Statutes. A copy of the Statute can be found [here](#).

Why Tourism Development?

Tourism is an economic development tool that provides great benefits to the citizens of St. Johns County including job creation, sales and gasoline taxes, plus millions of dollars in ad valorem tax revenue paid by local tourism businesses – all which help pay for the quality of life we enjoy. So while overnight visitors pay the TDT, the approximate \$800 million visitors spend annually in local businesses does much more.

Uses of the Tourist Development Taxes are restricted by Florida Statute and County Ordinance. Simply put, the TDC’s Arts, Culture & Heritage Funding Program is permitted **only as a means of advertising and promoting tourism. Therefore, projects funded through this program must demonstrate the intent and effect of attracting visitors to St. Johns County.**

Definitions & Allowable Uses per Florida Statute & By County Ordinance

Florida law provides for tourist development tax use categories. Generally speaking, they are:

1. Convention centers, sports stadiums, auditoriums and museums, which are publicly owned and operated or owned and operated by not-for-profit organizations and opened to the public;

2. To promote and advertise tourism; to fund convention and tourist bureaus and/or visitor information centers, and;
3. To finance beach improvements and maintenance, fishing pier, and similar beach related projects.

Additionally, language provides two definitions:

PROMOTION: Marketing or advertising designed to increase tourist-related business activity.

TOURIST: A person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

Tourists, for the purpose of St. Johns County's A/C/H Grant Program, fall into two categories:

- ❖ High Value Visitors – those staying overnight in paid accommodations.
- ❖ Day Visitors – those coming from areas adjacent to St. Johns County but not spending the night here.

St. Johns County ordinance 2013 -10 (also known as the Tourist Development Plan) outlines four specific use categories consistent with the Florida Statutes that the County will follow in utilizing the tax proceeds to further tourism development. The categories are:

- ❖ Destination Marketing
- ❖ Arts, Culture & Heritage
- ❖ Leisure & Recreation
- ❖ Admin & Special Uses

The A/C/H Grant program is part of the overall Arts, Culture & Heritage Category included in the Tourist Development Plan.

Purpose of the Arts/Culture/Heritage Grant Program

The purpose of the Tourism Development ACH Grant program is to utilize events and programs as tourism demand generators, when and where needed. Events and programs should not only be used to attract visitors, but should also serve to reinforce the destination's ACH brand promise: *“Florida’s Historic Coast has culture (ACH) around every corner”*.

Events and programs selected for funding through the grant program should then have an Arts, Culture, and Heritage focus; be produced and presented by St. Johns County based organizations; have high artistic quality, historic authenticity, and offer cultural experiences that visitors will find unique and attractive enough to motivate travel to St. Johns County. A priority on funding support will be awarded to events, programs and activities that generate high-value **overnight stays and occur during non-peak tourism periods**.

Events or programs that cannot meet the test for attracting overnight visitors may qualify for activities which enhance the visitor experience and generate brand-building social capital (word of mouth). These must be truly unique offerings or traditional in St. Johns County's culture and heritage.

Arts, Culture and Heritage can be expressed through our local customs, crafts, cuisine, visual and performing arts, history, literature and oral traditions.

Funds are awarded for proposals based on rigorous criteria addressing:

- Program Quality and Authenticity including a detailed description of the program event content and an analysis and statement of why a tourist(s) would visit St. Johns County to partake in and experience the event or program.
- The application marketing plan should contain detailed description(s) and itemized costs of "Out-of County" marketing including media placement in specific markets (electronic and print advertising), public relations (non- paid media such as press releases), additional promotional materials, print and collateral distribution and targeting, in-person appearances and similar visible efforts, signage and way finding, and in-county collateral (if eligible). A projection on the number of tourists and overnight stays anticipated to attend the program or event and an explanation of how this was projected and how it will be measured is essential to the marketing plan.
- A Contract for Services outlining the expected measureable objectives will be issued for those proposals reviewed and recommended by the Funding Panel and subsequently approved by the TDC and the BCC for inclusion in the FY 2017 Budget.

Funds are not advanced but are only reimbursed following submission of paid invoices of eligible expenses, proof that matching funds have been received, and submission of an interim or final report directly to the TDC. Applicants and those subsequently receiving contracts, should understand that there should be sufficient cash available to meet all program and event costs prior to receiving reimbursement.

Characteristics of Event Tourism

An event is a temporary occurrence, either planned or unplanned. A special event is an infrequently occurring event **outside the normal program of activities** of the sponsoring or organizing body. A festival is a public themed celebration.

*Donald Getz, Ph.D.; EVENT MANAGEMENT & EVENT TOURISM
1997 Cognizant Communications, publisher.*

PROGRAM GOALS:

TO GENERATE A POSITIVE ROI MEASURED BY

1. Development of authentic arts, culture and heritage tourism programs and activities as recognized by arts culture and heritage media publications, peer review and industry commentary.
2. Increased incremental overnight stays in paid accommodations
3. Increased incremental economic activity within St. Johns County
4. Artistic and organizational capacity that enhances the competitive position of the St. Johns ACH industry in relation to comparable cultural tourism destinations.
5. Delivery of quality arts culture and heritage programs and events that enhance the visitor experience.

Objectives:

Create a portfolio of activities which...

1. **Attract Visitors during Non-Peak Periods**

Festivals and special events can drive up rate for accommodations but it doesn't necessarily mean that local lodging occupancy will increase. What is certain is that overcrowding takes away from the quality of the visitor experience. Occupancy is only part of the consideration in defining peak or non-peak periods. The visitor demand appeal as evidenced by promotional efforts in-market versus out-of-market can be another limiting factor for consideration.

Because of the impact, *priority consideration will be given to proposals for events that will attract visitors when tourism is relatively slow.* These periods may vary slightly by geographic areas of the County, but generally speaking, major holidays and the months of **March, April, May and July are peak tourism months** and will be less likely to receive funding. A more detailed peak/non-peak definition is included with the funding application.

2. **Encourage Increased Visitor Spending**

Visitor spending supports jobs and generates tax revenues. The TDC wants to avoid programs that compete with private sector businesses. Events should stimulate additional economic activity rather than displace normal expenditure patterns.

3. **Reinforce Existing Positive Images**

Events which set SJC apart from other destinations by focusing attention on the area's unique touristic offerings are **marketing** the destination. Applicants should focus funding requests on programs and events that are not typically available in a visitor's home community and therefore establish a reason to visit St. Johns County.

4. **Provide Added Value To SJC Visitor Experience**

Value can be defined in two ways. Events may provide “emotional value” by exceeding the anticipated satisfaction level of visitors (...*that was a pleasant surprise.*) Events can also provide “financial value” by providing no-cost or low-cost activities of interest to visitors during otherwise slow times.

Eligibility for Funding Consideration

1. **ALL EVENTS, PERFORMANCES, OR PROGRAMS FUNDED BY THE TOURIST DEVELOPMENT COUNCIL MUST BE OPEN & ACCESSIBLE TO THE GENERAL PUBLIC**

Events, performances or programs must be promoted to the public and cannot be unreasonably restrictive through admittance fees, public access or crowd capacity, which limits participation by visitors. One of the main purposes of the events must be to attract overnight visitors to SJC.

Events which require a visitor to purchase a ticket to a third-party venue will not be considered for funding.

Applications for fundraising programs and events must have a substantial portion of the event content specifically related to arts culture and heritage. i.e. a benefit concert or performance, art exhibition, historic reenactment, etc., that is the primary reason for holding the fundraising event and why a non- resident would visit St. Johns County. Applications that include an ACH event simply as an add-on or a component that is secondary to the overall purpose of the event will not be eligible for funding.

2. **IMPACT BENEFITS ST. JOHNS COUNTY**

Events, performances or programs must take place in St. Johns County. If these events, performances or programs are to be used for fund raising purposes, profits must go **wholly** to programs that benefit St. Johns County residents or charities.

3. **MUST BE A NOT-FOR-PROFIT ORGANIZATION QUALIFIED TO DO BUSINESS IN FLORIDA**

- a. Applicant organization must be legally incorporated in Florida.
- b. Applicant organization must be recognized as a tax-exempt organization by the IRS under the Internal Revenue Code, Section 501c, and subsections 3 - 7
- c. A copy of the most recent IRS determination letter must be provided at the time of application to confirm your organization’s federal tax-exempt status.
- d. In addition to having the IRS not-for-profit status, organizations that are not Florida Corporations must qualify with the Florida Department of State to do business in Florida.

4. OTHER REQUIREMENTS

- a. All organizations must have a checking account with a licensed financial institution.
- b. Units of local government and higher education are eligible for programs and events that have an ACH focus.
- c. Applicants may apply in all categories.
- d. Applicant organizations must be headquartered in St. Johns County, or have a substantial administrative or programmatic presence in St. Johns County. (i.e. a satellite office/physical address or a long term programmatic history.)
- e. Partnership programs and events (see Definitions) among 501c 1-7 and professionally qualified for-profit businesses are only eligible in the Product Development Category.

5. MATCHING FUNDS

- a. All proposal categories require matching funds to ensure that the applicant organization has a vested interest in the success of the event and a commitment of existing financial resources or the means of raising the required funds.

6. MANDATORY PROPOSAL PREPARATION WORKSHOPS

- a. At least one representative of each applicant and potential applicants **must attend** one of the 3 proposal preparation workshops. If you have any questions or need assistance, please call the Cultural Council at (904) 808-7330. Dates, locations and times of workshop are: TBA - morning and afternoon and evening (if needed); locations TBD in Ponte Vedra and St. Augustine.
- b. All applicants must submit an up to 2 page DRAFT Advertising and Marketing Plan as part of the Grant Proposal Preparation workshops. This is intended to enhance skills, develop brand and message constituency and offer opportunities for collaboration and cooperative advertising among all applicants. This requirement will also increase the competitive aspect of the application. The DRAFT Advertising and Marketing Plan should briefly respond to the questions in the Marketing Section of the Application. These are:

Marketing and Advertising Strategy that will encourage a visitor to come to St. Johns County and why the applicant /event is different from what a visitor can experience in his/her own community.

Out of County Marketing and Advertising Plan that includes detail of paid media types, out-of-county placement, costs, and projected metrics such as impressions, web hits, circulation (if print). Includes details on public relations (free media).

Explain the projected number of overnight stays to be generated, if applicable and how this was calculated and determined. Include explanation of "incremental economic activity."

Evaluation methodology to determine success of the Marketing Plan

7. PROOF OF NECESSARY PERMITS REQUIRED AT THE TIME OF APPLICATION

Due to the impacts of events and programs on mobility, infrastructure, and public safety, especially during peak periods, applicants proposing to present events and programs that require permits from federal, state, county or city governments must provide a copy of the permit or proof of application for the permit with the submission of the grant application. Should the permit be denied, the applicant must submit an amended application prior to panel review that meets the issued permit. If a permit is denied and no other date/time/location is allowed, the application will be withdrawn from consideration.

8. FUNDING PANEL REVIEW PROCESS.

The TDC and BCC appoints a 9 (nine) member Grant Review Panel comprised of six (6) resident members and three (3) non-resident members. One member in each group serves as an alternate in the unavailability of another member. Seven (7) members –five resident and two nonresident comprise the scoring and voting panel. Each member scores each application independently prior to an ‘in-person’ public meeting where a representative(s) of each may offer brief updates and respond to questions from the panel. The panel may revise scores following applicant presentations. Once all applicants have been heard and scores set, the high and low score of the panelists are removed from consideration and the remaining five scores averaged.

The TDC, at their discretion, may consider options to determine cash awards.

Proposal Categories

Proposals will be accepted for support in the following categories. Organizations may apply in more than one category. More than one Proposal for each event is allowed in each category; however, no applicant may be awarded total funds exceeding the maximum request shown for each category. No duplication is allowed of programs/events, matching funds and contract awards funds.

PRODUCT DEVELOPMENT - Maximum Request \$80,000

Proposals are accepted for highly visible programs/events that have substantial regional and national tourist attraction potential outcomes defined by:

A. Performances and Exhibitions

*A limited number of Grants in this category per discipline will be awarded for up to \$80,000 for single day, multiple consecutive days, or days over a limited but specified period that support programs and events that have **demonstrable tourism impact with an emphasis on generating overnight stays.** Single performances of major nationally and internationally recognized performers and performing arts companies; festivals that include such recognized performers and performances; art, culture and heritage exhibitions from nationally and internationally recognized cultural and heritage institutions are eligible for matching grants that fund program content and out of market advertising and promotion. 1:1 Cash match required. Resumes,*

biographies, and/or detailed materials that demonstrate the quality of the artists and exhibitions must be included at the time of application.

B. Reenactments and Visitor Encounters that Enhance the Visitor Experience

Grants of up to 80k available for applicants that are capable of: presenting “visitor encounters and experiences” that include authentically produced historical reenactment; historically accurate and authentic storytelling and short performances that occur in publicly accessible locations throughout the county; producing additional educational materials that offer a “takeaway” for visitors that includes electronic and print materials; and have a detailed content, schedule and marketing plan at the time of application. Grant funds will support reenactor/artist fees, management fees, production and promotion of electronic and print materials.

Applicants will be required to prove there is professionally qualified management and administrative capability. Reenactments and Encounters must be scheduled multiple times at least weekly including midweek and weekends. Partnerships with private sector management and promotion agencies are encouraged. A 1:1 match is required and may be provided through donations, corporate sponsorship, and other support. An in-kind match of up to 50% of the required match may be included but is limited to documented promotional and production materials. Applicants will be required to submit credentials and other materials that demonstrate the quality and capability of the participating artists and reenactors, and the management capability.

Applications in the Product Development Category are restricted to only those categories as defined above and are not available for on-going Annual Event or Programs unless there is a demonstrable difference in the quality, presentation, tourist attraction and metrics of the application.

Applications will be evaluated on these metrics:

- Generation of multiple overnight stays
- Generation of incremental economic activity
- Quality and reputation of participating artists/exhibitions/performers
- Narrative on how quality will be delivered (i.e. production values - presented, performed, exhibited, etc.)
- Management qualifications of applicant(s) and partners.
- Expected total attendance
- Number of Visitors Attending and number of overnight stays projected
- Lodging occupancy period
- Funding may support direct presentation costs in addition to out of county market promotion.
- At Least 50% of the Contract Award must be allocated to out of county promotion.
- 1:1 match is required as noted above.

Additional Program Definitions

The following classification of programs and events will assist both the members of the ACH Funding Panel and the applicant by providing consistent evaluation criteria for all requests. The Tourist Development Council may consider funding requests other than those described below and may exceed published funding levels.

- Single day, or multiple days, or consecutive days with a minimum of 6 hours of programming open to the public each day (i.e. Festivals).
- Programs may consist of significant traveling exhibits, or a sustained presentation of literary, performance or visual arts (over non-consecutive days).
- Eligible Programs and Events Must be **substantially different** from your organization's usual presentations. An eligible program or event may be included in a "season series" but explain why this is demonstrably different from usual presentations and why a non-resident would attend. There must be a clear line between your organization's special and normal programming.
- Exceptional performances of less than 6 hours may be considered. Qualification for the exception will be determined by the Funding Panel based on the quality, stature, uniqueness and popularity of the performers.
- TDC contract funds cannot be used for operational expenses not related directly to special programs or exhibits including normal staffing or "rent" paid to institutions for staging special exhibit or programming as part of either the organization's matching amount or for reimbursement.
- Programming should develop and present projects and events that expand organizational capacity and awareness for both the specific and future program years.

INTENT TO APPLY:

Applicants that intend to apply in the Product Development Category must submit an "Intent to Apply" letter to the St. Johns Cultural Council no later than three weeks prior to the Application Deadline. The Intent to Apply should briefly describe the program or event and how it meets the criteria described above. TDC and Cultural Council Executive Directors will conduct a "technical review" to determine if the proposed program or event meets the overall goals of the Product Development category to deliver an impactful Visitor Experience, create regional and national awareness of St. Johns County as a cultural tourism destination and generate overnight stays.

Proposals that *are determined not to achieve* these standards will be rejected and applicants may apply in other Grant Categories.

ACH ANNUAL ONGOING PROGRAMS AND EVENTS – Maximum Request \$40,000

Proposals are accepted for programs/events and activities that highlight St. Johns County Arts, Culture and Heritage programs and events that interest and attract short term and seasonal tourists/residents and that offer, high quality experiences that may not necessarily be available in tourist's permanent home.

- Funding may support direct program presentation costs.
- At least 50% of the Contract Award must be allocated to out of county promotion.
- A 1:1 Cash Match is required.

Additional Program Definitions

The following classification of programs and events will assist both the members of the ACH Funding Panel and the applicant by providing consistent evaluation criteria for all requests. The Tourist Development Council may consider funding requests other than those described below and may exceed published funding levels.

- Single day or multiple, consecutive days with a minimum of 6 hours of programming open to the public each day (i.e. Festivals).
- Programs may consist of significant traveling exhibits, or a sustained presentation of literary, performance or visual arts (over non-consecutive days).
- Eligible Programs and Events must be **substantially different** from your organization's usual presentations. An eligible program or event may be included in a "season series" but explain why this is demonstrably different from usual presentations and why a non-resident would attend. There must be a clear line between your organization's special and normal programming.
- Exceptional performances of less than 6 hours may be considered. Qualification for the exception will be determined by the Funding Panel based on the quality, stature, uniqueness and popularity of the performers.
- Narrative on how quality will be delivered (i.e. production values - presented, performed, exhibited, etc.)
- Number of Tourists Attending and number of overnight stays projected
- Contract funds cannot be used for operational expenses not related directly to special programs or exhibits including normal staffing or "rent" paid to institutions for staging special exhibit or programming as part of the organization's matching amount or for reimbursement.
- Programming should develop and present projects and events that expand organizational capacity and awareness for both the specific contract year and future program years.

ENHANCEMENT PROGRAM/EVENTS – Maximum Request \$20,000

Enhancement Events may rank relatively low as a tourism demand generators, however their strength is in their appeal to visitors who come here for another reason. These events enhance an area's image by reinforcing unique positive "selling points" about the area's tourist appeal, and differentiating one destination from any other option available. The draw for enhancement events is their uniqueness based on local culture and heritage, high quality, and value to the visitor.

Proposals are accepted for programs/events/activities that are:

- Free of charge and are Single day, multiple days or multiple, consecutive days with a minimum of 6 hours of programming open to the public each day
- Are accessible to tourists throughout the year.
- Funding may support direct program presentation costs.
- At least 50% of the Contract Award must be allocated to program/event promotion.
- Narrative on how quality will be delivered (i.e. production values - presented, performed, exhibited, etc.)
- Number of Tourists Attending and number of overnight stays projected
- Up to 25% of the Contract Award may be allocated to in-county promotion through the lodging industry

Matching Funds for Reenactments and Enhancement events (free of charge with no direct revenue components. i.e. ticket sales, merchandising as part of the event.)

- Matching funds at least or greater than 50% of the grant amount request are required. These may be made up cash (not required) or in-kind in one or both of the following categories:
- Documented in-kind donations of goods and services such as printing, transportation, event facilities (portable toilets, tents, etc.)
- Documented in-kind volunteer hours utilizing the current St. Johns County policy for in-kind volunteer services at the St Augustine Amphitheatre and Ponte Vedra Concert Hall and for the County's social service grant programs. This includes volunteers completing and signing time sheets for hours served at the event/program with a dollar evaluation according to the County policy.

All grant recipients will be required to document in detail, the sponsoring organization's expenditures for the program/event including those for the required marketing activities. Income from the grant related activity must also be reported as part of the Grant Final Report.

RE-ENACTMENTS AND HISTORIC EVENTS– Maximum Request \$8,000 Single; \$30,000 Multiple Coordinated Events

The National Trust for Historic Preservation's (NTHP) definition of cultural heritage tourism is "traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources."

The authentic, occasional, non-commercial, interpretation and presentation of our destination's heritage and significant historic events is critical for the sustainable attraction of visitors to St. Johns County. These funded activities may include the popular historic reenactment programs with military encampments; regularly scheduled historic themed activity such as a "changing of the guard ceremony"; colonial arts and crafts demonstrations with the sale of hand-made period crafts; or immersive schools where visitor can learn and experience specific historic periods (i.e.: School of The 16th Century.)

The activities should offer an immersive experience for visitors through an in-depth understanding of the area's heritage during specific periods: First Spanish Colonial, Second Spanish Colonial, British, Flagler Era, or Civil Rights. That heritage can be manifested through period appropriate historic dates, cuisine, art, music, costume, customs, architecture, and landscape.

Proposals are accepted to support historical reenactments that are authentic, high quality, and offer both educational and entertainment activities to tourists. Funding may support stipends for re-enactors based on the event and credentials of the re-enactors. Priority for Support will be given to an organization(s) that offers a collaborative and consolidated management and presentation capacity for multiple events. Proposals for events with period appropriate dates that are scheduled during peak periods should explain how those events will generate incremental tourist visitation.

- At least 50% of the Contract Award must be allocated to promotion of the event.
- Up to 25% of the Contract Award may be allocated to in-county promotion through the lodging industry.
- It must be authentic and educational and may offer experiences that include interactivity with visitors.
- Number of Tourists Attending and number of overnight stays projected.

- No cost for visitors to attend.
- Narrative on how quality will be delivered (i.e. production values - presented, performed, exhibited, etc.).
- Non-commercial activity or limited to period appropriate hand-made items.
- Minimum duration of activity is a single day (6 hours). May apply as individual event or as a series of similar events.
- Series must consist of three or more similarly themed events.
- Not more than 30% of the award may be used for payment of re-enactors.

Matching Funds for Reenactments and Enhancement events (free of charge with no direct revenue components. i.e. ticket sales, merchandising as part of the event.)

Matching funds at least or greater than 50% of the grant amount request are required. These may be made up cash (not required) or in-kind in one or both of the following categories:

- Documented in-kind donations of goods and services such as printing, transportation, event facilities (portable toilets, tents, etc.)
- Documented in-kind volunteer hours utilizing the current St. Johns County policy for in-kind volunteer services at the St Augustine Amphitheatre and Ponte Vedra Concert Hall and for the County's social service grant programs. This includes volunteers completing and signing time sheets for hours served at the event/program with a dollar evaluation according to the County policy.

All grant recipients will be required to document in detail, the sponsoring organization's expenditures for the program/event including those for the required marketing activities. Income from the grant related activity must also be reported as part of the Grant Final Report.

ACH ORGANIZATIONS THAT OWN/OPERATE PHYSICAL FACILITIES – Maximum Request \$20,000

Proposals are accepted for annual promotion support from ACH mission organizations (government and education affiliations excluded) that are open to tourists a minimum of 150 days and have an annual operating budget of at least \$200,000 excluding capital and endowment.

- Funding may include direct program presentation costs in addition to out of county promotions.
- Narrative on how quality will be delivered (i.e. production values - presented, performed, exhibited, etc.)
- Number of Tourists Attending and number of overnight stays projected.
- At least 50% of the Contract Award must be allocated to promotion and advertising.
- Up to 25% of the Contract Award may be allocated to in-market promotions through the lodging industry.
- A 1:1 Cash match is required.

Preparing Your Proposals

All proposals will be submitted through **Email Submission**.

Proposals consist of four parts plus required attachments:

SECTIONS I. Program Event Summary, Organizational Information and Program Management. In this section Proposals contain a Program Event Summary, Organization information including: Mission Statement, Public and Economic Impact Information, Funding Category, Three-year Financial History, and Authorized Official Signature Page. This Section will be worth up to 10 points.

SECTION II. Tourism Generation. In this section, Proposals will contain information on why/how the proposed events activities attract tourists, time of year events are scheduled, marketing and advertising plan that targets tourists, lodging industry partnerships, specific measureable objectives on tourist attraction such as gross attendance, demographic and geographic objectives, methodology on how objectives will be measured, and evaluation criteria. Please review the specific information requirements for each Proposal Category. This section will be worth up to 50 points.

SECTION III. Narrative Statement of Program /Event. This section will contain information on the nature of the program and/or event (festival, concert, exhibition, etc.), the qualifications of the participating artists, examples of past programs/events conducted by the applicant, and other information to inform the funding panel why this program and/or event should be supported through a contract for funding. Please review the specific information requirements for each Proposal Category. This section will be worth up to 40 points.

Be sure to **describe the event(s) in sufficient detail to include dates, schedules, venues, and special features.** Remember that **proposals will be judged heavily on this content.** Be thorough in addressing how your event will help the TDC meet the program goals.

PROPOSAL BUDGET DETAIL: Complete and upload a Proposal Budget Detail form for each event or program in the appropriate category based on the Sample Budget Form included in the guidelines.

Utilizing the budget worksheets include **event-specific** income and expense information with a clear indication of where matching funds are coming from.

Remember the matching fund requirements vary slightly by event Funding Category. Also remember to itemize the budget information where indicated. Remember that in-kind administrative expense cannot be considered part of your matching funds. Expenses must be event specific!

General Guidelines & Conditions

The Funding Review Panel and **the TDC reserve the right to negotiate with organizations or make funding amounts contingent upon issues relative to event scheduling. If your events dates are changed after you have submitted your signed Agreement, your award will be automatically terminated unless you have received written permission from the SJCC and TDC executive directors prior to announcing a new date.**

Conditions for Matching Funds (All Categories)

Refer to Proposal Categories above for categories that require matching Funds. Enhancement and Reenactment Categories only allow for a percentage of your matching funds to be in-kind services provided by local businesses.

- **Regardless of the funding level awarded for your program or event, payments/reimbursements will not exceed the documented expenditures and required matching amounts.**
- **In-kind services** are defined as goods or services provided for the festival, event or program for which you would normally have to pay. The value of the match should be based on what you would normally have to pay for the goods or services, and what you actually have to pay. Documentation of the value will be required from the contributing entity. Applicants are encouraged to list in-kind donations as demonstration of additional-community support.
- Matching funds based on **projected earned income** from the event or program may not exceed 25% of the total matching funds required. If full matching funds are not committed at the time of application, recipients must indicate how additional funds will be raised before the event or program start date.
- Volunteer time or hours are not eligible as in-kind, *except where noted*.
- Matching funds in one Proposal category may not be used as matching funds in another category. Each proposals costs and match must remain totally separate and auditable.
- TDC funds allocated to an organization cannot be used as matching funds for another applicant's project or as matching funds for any other St. Johns County program.

Fiscal Sponsorship & Collaborations among Applicants

Collaborations and Partnerships between non-profit arts, culture, and heritage organizations are encouraged for purposes of this funding program, as a means of maximizing cultural tourism attraction, fostering a greater artistic quality and enhancing administrative and financial effectiveness.

Both Fiscal Sponsorship applicants (an eligible non-profit organization), applying on behalf of an organization(s) not currently holding IRS exempt status, and Eligible Non-profit ACH applicants applying as an umbrella agency or lead agency for a collaboration involving other eligible organizations, must meet the following standards.

1. Applicants must submit with the application copies of Agreements with the participating organizations outlining fiscal sponsorship or collaboration/umbrella terms. This agreement, signed by the appropriate Board Officer or Staff director, must disclose the responsibilities of each party in programming, advertising and marketing, financial arrangements, and any additional agreements with third parties involved in the

programming or event. Applications that do not include these agreements will not be eligible to move to the Funding Panel Review stage of the process.

2. The Fiscal Sponsor or Lead Organization may not include as matching funds, any financial cash or in-kind activity of the participating organization's events or programming if those participating organizations also receive ACH funding. i.e. Contract Funds and match from any participating organization's event or program included as part of the Applicant proposal must remain separate from the Applicant proposal and match.
3. Any proposal that includes or references programs or events by another organization must submit documentation that the organization has agreed to be included in the proposal. Applications that do not include these agreements will not be eligible to move to the Funding Panel Review stage of the process.

As part of the Proposal Application submittal, the Authorizing Official (staff director or board officer) of the Fiscal Sponsor or Lead Agency of the collaboration must provide narrative detail of how the Fiscal Sponsorship or Lead Agency provides mutual benefit to all parties and further enhances Cultural Tourism attraction beyond what the individual participating parties produce on their own.

Miscellaneous Submission Directions

Two (2) printed "hard copies" of the Application containing original signature(s) of the Authorizing Official(s) must be submitted (USPS mail or hand delivery) to the St. Johns Cultural Council prior to applications being forwarded to the Funding Panel. **EARLY SUBMISSIONS ARE HIGHLY ENCOURAGED.** The Cultural Council will conduct a "technical review" of proposals and notify organizations of deficiencies. Applicants will be notified of any deficiencies and will have 72 hours to correct the deficiencies. The technical review only includes required forms and documents and will not correct math or typographical errors in the proposal. Prior to the deadline the Cultural Council will be available to provide individual technical assistance in completing the proposal. However, the Cultural Council cannot assure any applicant their proposal will be funded.

Do not include newspaper clippings, brochures or other materials that will divert the reader's attention from the detail of the proposal except where provided in the Application Form. **SAVE YOUR MONEY...** You are encouraged to list and refer to your organization website for this information.

T-shirts are not considered as advertising or promotion. Any items (merchandise, food, etc.) that you intend to sell at your event, cannot be paid for with TDC funds.

Please review the category descriptions. Your proposals should reflect characteristics outlined in the category descriptions.

If a Contract is Awarded

All contracts are for one year. No Contracts are guaranteed to be renewed.

- The fiscal year begins October 1st of each year and runs through September 30th of the following year.

- Payments or reimbursements for expenses occurring outside of that time period are not allowed without the written consent of the TDC Executive Director.
- Projects must be completed within the fiscal year for which funds are awarded.

Requests for payment must be signed by the organization chief officer.

Remember: TDC funds are intended to supplement, not supplant the sponsoring organization's project budget.

Organizations must recognize that not every Proposal will be funded either fully or partially. There is a limited amount of money available. This is a highly competitive process and Proposals will be reviewed and scored on rigorous criteria.

Contract Reporting Requirements

Once the Panel awards have been reviewed and subsequently approved by the Board of County Commissioners, all contracts will be issued by and returned to the Tourist Development Council office. Interim and Final Reports and all reimbursement requests are to be submitted to the TDC office.

1. Recipients must submit an interim report when applying for reimbursement, detailing the progress of their event and status of matching funds raised.
2. A final report must be submitted with reimbursement requests within two months after the event.
3. Included in the Final Report, must be a documented assessment of results measures against the four program goals listed and the applicant's program and event attendance and tourism projections as projected in the proposal.
4. Any funded event or activity that fails to file reports required in the application will not be eligible for TDC funding during the next funding period. **Under no circumstances, will payment be made for an event with reports outstanding.**
5. Recipients must notify the SJC Cultural Council and TDC of any substantial changes (i.e. date, venue, event content etc.) to their event/program plans in writing at least **150 days prior** to the event or program start date. Failure to do this can result in suspension of the contract and jeopardize future funding. This is necessary to properly promote programs and events in the VCB and Historic Coast Culture publications and websites.
6. All information provided to the TDC in conjunction with the ACH Funding Program will become a matter of public record.

Record Keeping and Audit

1. Funding recipients agree to allow TDC staff access to their program or event for the purpose of determining economic impact and ROI. If tickets are required for the program or event, the funding recipient is required to collect either a street address or email address along with the purchaser's name for the purpose of surveying the purchaser about attendance at the program or event. Recipients must cooperate with the TDC staff and/or contractors in providing email addresses of ticket buyers and vendors for the purpose of surveying.
2. All contracts are subject to programmatic and financial audit by the TDC or other County staff or authorized personnel. All programmatic and financial documents that are part of the Contract are subject to public inspection.
3. Recipients must acknowledge funding by the St. Johns County Tourist Development Council in all advertising and publicity for the event or program. That can be achieved in one of the following ways:
 - a. If the primary "call to action" of the ad is to direct people to an event / program specific event website, you may place the "**St. Augustine | Ponte Vedra on Florida's Historic Coast**" logo on the site's opening page with a link to www.floridashistoriccoast.com and the words "*Plan your stay in St. Augustine | Ponte Vedra today.*"
 - b. If ad, poster, flier's call to action is something else, the language, logo and website address above must be printed.

Color & B&W versions are available



ST AUGUSTINE | PONTE VEDRA
ST JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

HistoricCoastCulture.com

- c. Additional logo or credit line options may be available.

4. **The TDC reserves the right to request additional information beyond that requested in the funding application.**

RESTRICTIONS

TDC Funding cannot be provided for any of the following:

1. Capital improvements, including expenditures for the acquisition, construction or alteration of a facility, unless allowed by Florida Statutes, Chapter 125.0104, Paragraph 5 Authorized Uses of Revenue.
2. Mortgage payments.

3. Purchase of equipment, which has a useful life of one year or more and a unit cost of \$100.00 or more.
4. Payment of past deficits.
5. Administrative costs.
6. Activities and events intended only for the applicant's membership or local community.
7. Activities and events, which **do not promote tourism** in St. Johns County.
8. Food, lodging, and personal transportation for traveling out-of-county.
9. Rent paid to a sponsoring organization for hosting a special event.
10. Scholarships, plaques or awards.
11. Food or beverages for the event or activity.

REVIEW PROCEDURE – schedule TBD

The Funding Panel, appointed by the Board of County Commissioners, will begin individual review of the submitted proposals the week of **TBD**. A schedule will be issued listing the date, time and place of each meeting and the events/activities to be reviewed. The Funding Panel, as an appointed Board under Florida Statutes, must advertise each meeting and be open to the public. The Panel review will substantially follow that of the Florida Department of State Division of Cultural Affairs review process. Applicants requesting funding are required to attend and may offer a 3 minute “update” at the time the Proposal comes up for review and to respond to questions from the Panel. A final comment period will be offered prior to final scoring of the Proposals. Attendance by at least one representative familiar with the application and able to respond to questions from the Panel at the Oral Presentations is mandatory. Funding Panel members will be required to declare any current or past involvement with an applicant and declare a conflict of interest if necessary. The Funding Panel will complete its review and scoring at the time of the Panel meeting and forward its recommendations to the Tourist Development Council. The Tourist Development Council will then determine the Contract Award dollar amount and forward that recommendation the Board of County Commissioners for inclusion in the FY 2017 County Budget.

PROGRAM DEFINITIONS

Marketing Related Definitions

Promotion: A variety of activities specific to your funded program or event designed to attract overnight visitors and excursionists to the program or event. May include in-county, out-of county, and/or out-of-market activity.

Advertising / Paid Media: Paid advertising placements in traditional publications such as newspapers or magazines or outdoor media; web-based placements on commercial sites;

paid broadcast spots on television or radio; and/or event-specific direct mail (electronic or traditional). This may include the production and distribution of event-specific brochures or fliers (T-shirts, on-site banners or similar items will not be considered advertising).

Earned Media: Public relations/publicity costs associated with efforts to generate editorial content/mentions other than paid placements in media outlets i.e.: news releases, event or program-specific newsletters, photography or videography for promotional purposes.

Pooled Advertising: Funded events/programs for several organizations may be listed in one advertisement or brochure based on common dates or themes.

Out-of-Market: Outside the Jacksonville MSA and any counties adjacent to St. Johns County not part of the Jacksonville MSA.

Other Program Definitions

Admissions: Revenue from the sale of admissions, ticket subscriptions, and memberships for the program.

Application Cash: Funds from Applicant's present and/or anticipated resources that Applicant plans to provide to proposed project.

Budget Detail: Itemized breakdown of proposed program expenditures and income.

Contracted Services Revenue: Revenue derived from fees earned through sale of services. Include sale of workshops, etc., to other community organizations, government contracts for specific services, performance or residency fees, etc.

Foundation Grants: Revenue from grants by private foundations.

Fundraisers: Events that produce revenues beyond what is needed for event expenses and intended proceeds are designated for other purposes.

Government Grants - Federal: Revenue from grants by agencies of the federal government.

Government Grants - State/Regional: Revenue from grants by the State government and/or multi-state consortiums of state agencies.

Government Grants - Local: Revenue from grants or appropriations by city, county and other local government agencies including the St. Johns County Tourist Development Council.

Holidays: New Year's week, one week prior to Palm Sunday to one week after Easter Sunday, Memorial Day weekend, July 4th weekend, Labor Day weekend, Thanksgiving weekend, Christmas week.

In-Kind Contributions: Donated goods and services for which a fair market value shall be calculated, if an organization chooses to use them as partial matching funds. **Do not include volunteer / administrative personnel.**

Multi-Day Event: Any event that lasts longer than one day and less than 32 days.

Multi-Month Event: Any event that spans two or more months, or extends more than 31 days.

Other Private Contributions: Revenue from cash donations including gross proceeds from fund raising events.

Outside Professional Services - Cultural: Payments to performers, guest speakers or curators whose services are specifically and exclusively engaged for a funded program performed by non-employees.

Outside Professional Services - Other: Payments to firms or persons for non-cultural services that are specifically and exclusively incurred for a funded program or festival performed by non-employees.

Out of Market: “Out of Market” refers to geographic areas and non-contiguous counties to St. Johns County. i.e. Clay, Duval, Flagler and Putnam Counties are “out-of county” but NOT “ Out-of-Market.”

Personnel: Payments for administrative, marketing, curatorial, technical/promotion employees including salaries, wages, fees and benefits to organization staff, specifically identified with the funded program.

Program Services Revenue: Includes ticket, concession, merchandise and upsell (VIP) sales and other earned revenue generated from the program or event.

Remaining Operating Expenses: All expenses not entered in other categories.

Space Rental: Payments specifically identified with this project but not owned or leased by your organization on an annual basis.

Total Operating Budget: Gross itemized summary of organization’s probable or actual expenditures and income for a proposed current or completed fiscal year.

Travel: Costs directly related to travel of an individual or individuals specifically identified with the program. Costs must be in accordance with Florida State Statute 112.061.

Venue: The scene or setting such as a physical location where the event or activity takes place.

PEAK / NEAR PEAK / MODERATE DEMAND PERIODS –*Also visit www.floridashistoriccoast.com/events for more information*

NOTE: The application scoring criteria encourages and awards additional points for events and activities that promote cultural tourism in non-peak periods. Events scheduled during certain mid-week may be considered non-peak. Events and programs occurring Sundays through Thursdays during certain weeks and in certain geographic areas may qualify for bonus points based on TDC occupancy data.

Traditional Peak Months / Major Holidays

Thanksgiving Day 4-day Weekend
Christmas/New Year’s week

Daytona Speed Week/ Daytona 500
Bike Week
THE PLAYERS Championship
Memorial Day Weekend
Fourth of July

The Tourist Demand Period Strategy: Peak, Shoulder, and Slow Periods attachment (as revised) is an integral part of the 2016 ACH Grant Guidelines. All applicants should thoroughly read and understand the information contained in this document and be prepared to address the information in the Grant Application.

DEADLINE - All completed Proposals must be submitted **by email submission to sjcc@historicoastculture.com on or before 4:00 PM – Thursday, June 2, 2016.**

Mail or deliver two original signature pages to the address below by 4 pm June 6th.

St Johns Cultural Council
15 Old Mission Avenue
St Augustine, FL 32084

Late applications will not be considered and absolutely no exceptions will be made. Applicants are encouraged to submit applications early. A courtesy review of early submissions is available by appointment with the Cultural Council; however this review is for technical purposes only.

Application Time line: The full schedule will be available shortly.