



Recommended by TDC – January 30, 2023

St. Johns County Tourist Development Council

## Arts, Culture and Heritage Grants

For programs and activities occurring between October 1, 2023 and September 30, 2024

Visit [StJohnsCulture.Com](http://StJohnsCulture.Com) for application deadlines and mandatory workshop dates.

St. Johns Cultural Council  
184 San Marco Avenue  
St. Augustine, Florida

## **PURPOSE AND OVERVIEW**

To support and enhance St. Johns County as a culturally interesting and vibrant destination, the St. Johns County Board of County Commissioners has allocated a portion of the Tourist Development Tax to aid in the operations and promotion of arts, cultural, and heritage activities that have - as a main purpose - the attraction of visitors as evidenced by promotion to tourists. A portion of these funds support an Arts, Culture and Heritage Grant program administered by the St. Johns County Cultural Council and supervised by the St. Johns County Tourist Development Council. Funding recommendations for Arts, Culture and Heritage Grants must be approved by the Board of County Commissioners.

**Applications will be scored by an evaluation team** that will present its funding recommendations to the Tourist Development Council for review and to the Board of County Commissioners for final approval. Evaluation team meetings are open to the public. Notice of such meetings will be provided in advance.

The total estimated award amount for the Fiscal Year 2024 Arts, Culture and Heritage Grant Program will be determined as part of the County's annual budget process.

Organizations that wish to apply for funding must complete an application, before the published deadline, with all requested information, through the online portal [<https://www.grantinterface.com/Home/Logon?urlkey=stjohns>]

The deadline for FY2024 applications is 5 p.m. on Wednesday, **May 31, 2023**.

Questions regarding any portion of the application or application process must be submitted in writing via email to [grants@historiccoastculture.com](mailto:grants@historiccoastculture.com). The deadline for submitting questions is ten (10) calendar days before the application deadline. All questions will be answered and posted to StJohnsCulture.com.

The funding process is not over until the final award decisions are made by the St. Johns County Board of County Commissioners. To ensure fair consideration for all applicants, communication regarding this funding process to or with any County department, employee, elected official or any other person involved in evaluation of or consideration of the applications, until the County Commission has formalized its funding decision, is prohibited. The County's representative may initiate communication with an applicant in order to obtain information.

The intent of the ACH Grant Program is to accept and fund applications which, in the County's judgment, best serve the interests of the County and its residents and support a vibrant cultural atmosphere that is attractive to visitors. St. Johns County reserves the right to accept or reject any application in whole or in part and to waive technicalities.

Responses to this grant and related documents and communications become public records subject to the provisions of Chapter 119, Florida Statutes, the Florida Public Records Law.

## ELIGIBILITY

### BASIC ELIGIBILITY

All applicants must meet the following basic eligibility criteria at the time of application:

- Be a non-profit organization with headquarters in St. Johns County and have a primary mission of producing arts, culture or heritage programming for public audiences.
- Only nonprofit arts, culture and heritage organizations with documented 501(c)3 status may apply for funding to support year-round programming, based on annual operating expenses.
- For-profit businesses, institutions of higher education and municipalities located in St. Johns County may apply for funding for special events, based on the event expense budget, but must be qualified to do business in Florida. A single application may be submitted for multiple events produced by a municipality or institution of higher education.
- All grant funded activities must occur within St. Johns County.
- The proposed annual programming or event must have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the programming or event to tourists.

### SPECIFIC ELIGIBILITY

Out-of-Area Marketing Support only.

- All applicants that meet the basic eligibility requirements may apply for marketing support.

**Out-of-area marketing is defined as advertising, promotion, publicity and sales activities that take place and are directly targeted to Tourists, which are defined as persons and groups residing outside the following counties: St. Johns, Flagler, Putnam, Clay, Duval, and Nassau. For media that reaches audiences of both Tourists and those within St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties, at least 80% of the listeners/readers /viewers of those media must be targeted to Tourists. For digital advertising, this must be documented by providing metrics from a third party, such as Google Analytics, showing at least 80% out-of-area reach.**

Programming and Marketing Support:

- Year-round, non-performing arts, culture and heritage organizations that have received TDC grant funding in the previous three years must request funding for a **new** program, exhibition, or cultural event that has not been in St. Johns County in the previous three years, or for significant and measurable improvements to current programs, exhibitions and cultural events.
- Retail art markets must be scheduled for three or more consecutive days, include greater than 75% vendors unique to your market in St. Johns County (i.e. do not regularly have booths at other markets in the County or have not participated in a market within the market area in the last 90 days), and 90% or more of the vendors must be artisans selling work they created.\*
- Year-round Performing Arts organizations and single special events (not including music festivals) that have received TDC grant funding in the previous three years must have at least 15% of the performers be paid professional performing artists, or a single paid professional performing artist or group that has a verifiable national or international following that has not performed in St. Johns County in the previous three years or within the market area for the past

90 days.\*Or, shows, performances, or theatrical productions must not have been performed in St. Johns County in the previous three years or within the market area for the past 90 days.

- Music Festivals that have received TDC grant funding in the previous three years must include at least one headliner each festival day who has a verifiable regional or national following that has not performed in St. Johns County in the previous three years or within the market area for the past 90 days.\*
- Culinary Festivals that have received TDC grant funding in the previous three years must include both local culinary artists and culinary artists with a verifiable regional (4 or more states) following for tastings and cooking demonstrations who have not provided those options in St. Johns County in the previous three years or within the market area for the past 90 days.\*

\* This will be verified by SJCC staff through attendance at the grant supported activit(ies) and/or through reimbursement documentation prior to approval for reimbursement. If this requirement is not met, expenses will not be reimbursed.

#### ADDITIONAL REQUIREMENTS

- Marketing plans and budgets for Program and Marketing Support must include at least 25% of total grant expenses for out-of-area marketing as defined above (i.e. outside of St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties).
- Marketing plans and budgets for Out-of-area Marketing Support only requests must have 100% of grant funds for paid advertising that targets counties beyond those adjacent to St. Johns County (i.e. outside of St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties).
- All grantees must include the Historic Coast Culture and St. Johns County Tourist Development Council logos and/or the statement “funded in part by the St. Johns County Tourist Development Council” on all event or program related websites and promotional materials, with a link to [historiccoastculture.com](http://historiccoastculture.com) whenever possible.

#### GRANT AWARD AND FUNDING LEVELS

Year-round annual expenses are based on expenses shown on your most recently completed Form 990. Event expenses are shown on your grant budget form and financial statements.

#### OUT-OF-AREA MARKETING SUPPORT

30% of the annual year-round programming or event expenses, but no more than \$20,000.

#### PROGRAM AND MARKETING SUPPORT

Year-round annual expenses or event expenses over \$100,000: *maximum request equal to 30% of operating expenses or \$50,000, whichever is less.*

Year-round annual expenses of up to \$99,999\*: *maximum request equal to 50% of operating expenses or \$30,000, whichever is less.*

*\*Nonprofits may include volunteer hours and in-kind contributions in calculation of operating revenue, up to \$99,999.*

## GRANT BUDGET AND MATCH REQUIREMENTS

The TDC Arts, Culture and Heritage grant requires a minimum 1:1 match, which is documented by your event or organization financial statements submitted with your application and reimbursement request(s). ***The grant budget form only needs to show revenue and expenses that you are using to show the required match.***

## REIMBURSEMENT

This grant is a reimbursement grant. Proof of compliance with marketing requirements as specified in the interim reimbursement request and final report documents (e.g. proof of payment and tear sheets), a log of all grant funded expenses by type as outlined in the grant application budget (e.g. contracted services, performers, etc.) which includes proof of payment for individual expenses \$2,500 and over, and a year-to-date financial statement, must accompany all requests for funds. Organizations with annual programming or multiple events may request reimbursement, with proper documentation, one time in each calendar quarter. Requests for reimbursement for annual events must be requested within 60 days after conclusion of the event and all requests must be received by October 10, 2024. All grantee reports are subject to audit; if selected for audit, grantee will provide copies of receipts and proof of payment for all expenses included in the report(s). Failure to provide appropriate records will result in repayment of the grant funds and grantee will be ineligible to apply for future grants.

## NONALLOWABLE EXPENSES

The following expenditures are NOT reimbursable by grant funds:

- Salaries, benefits, travel or expenses of personnel not directly related to the creation of programs, events or attractions that are open to the public with a focus on the attraction of visitors;
- Payment of rent, mortgage, or utilities;
- Real property or capital improvements, including but not limited to new construction, renovation restoration, installation or replacement of fixtures and tangible personal property; Exception: expenditures that are directly related to the proposed exhibit construction may be allowed. Please contact a [grants@historiccoastculture.com](mailto:grants@historiccoastculture.com) with questions related to allowable capital expenditures;
- Interest or reduction of deficits or loans, fines, penalties or cost of litigation; Expenses incurred or obligated prior to or after the funding period;
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- Events which are restricted to private or exclusive participation, including member-only events;
- Advertising, printing or other expenses that omit the required logos and support statement;
- Benefits, projects and fundraisers that benefit organizations or individuals other than the contracted applicant; Prize money, scholarships, awards, plaques, certificates, or contributions;
- Political or religious events;
- Food or beverage; and
- Any expenditure not authorized by the St Johns County Code of ordinances.

## CRITERIA AND SCORING

### SECTION 1. ATTENDANCE (25 TOTAL POINTS)

- a. Attendance Ratio Score (see calculation below) (15 points)

- b. Detailed explanation of how attendance estimates were determined and documentation of attendance over previous two years with description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. **Include specific information about attendance by out-of-area visitors, including estimated room nights generated** (10 points)

#### Attendance Ratio Score

A significant percentage of the score for each grant application will be based on the Attendance Ratio. The Attendance Ratio is calculated by dividing the funding request by estimated event or program attendance. Points awarded per ratio score are as follows:

Ratio Score	Points
9.9 and below	15
10 – 14.9	10
15 and higher	5

Example: An event requesting \$40,000 in funding for attendance of 2,000 would have a Ratio Score of 20 and would receive 10 points.

#### SECTION 2: CULTURAL SIGNIFICANCE, QUALITY AND COMMUNITY SUPPORT (35 TOTAL POINTS)

1. Provide a history of your organization and its contribution to the cultural development of St. Johns County (5 points)
2. Describe your Programming/Activities and address the following (25 points):

##### Programming Details

If you are requesting a grant for a special event, provide dates and times of programming. If you are an organization that provides an annual calendar of programming applying for Marketing Support Only, provide the number of days and hours you are open to the public or presenting performances with a description of permanent exhibitions, special events and/or performances supported by this grant. If you are an organization that provides an annual calendar of programming applying for Programming and Marketing Support, be specific about how this grant is funding new or significantly improved exhibitions, programming, performances or events.

##### Artistic Excellence

The significance of the culture/heritage or quality of the artists/performers and other key individuals, creative process, works of art, museum collections, organizations, education providers, artistic partners, and/or services involved in the project and their relevance to the audience or communities of St. Johns County. You must provide a percentage of paid versus nonpaid performers.

##### Artistic Merit

- The value and appropriateness of the project to the organization's mission, artistic/cultural/historical field, artists, audience, community, and/or constituency.

- The ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, resources involved, and the qualifications of the project's personnel and/or partnerships.
- Clearly defined goals and/or proposed outcomes and an appropriate plan to determine if those goals and/or outcomes are met. This includes, where relevant, measures to assess audience enjoyment and engagement.
- Evidence of direct compensation to artists or program providers that bring visitors to St. Johns County. (See eligibility requirements for specific information about paid artists/performers participation.)

#### Relationship to St. Johns County

How your programming or event directly relates to St. Johns County's unique arts, culture, and heritage and if selected artists/musical acts/exhibitions will bring in additional audiences from outside the area. The programming or event should be something St. Johns County can be proud of, and that people will travel a long way to attend.

3. Community support, grants, collaborations and / or in-kind contributions – help us understand the level of support your programming receives from the community by providing information about grants, volunteer support, collaboration with other organizations, and in-kind contributions. (5 points)

#### SECTION 3: MARKETING PLAN (30 TOTAL POINTS)

1. Describe your marketing plan including out-of-area marketing and address the following (10 points):
  - How your event or programming will be promoted to Tourists.
  - How this grant will allow you to expand your audience.

Note: Marketing plan must include listing events and programs on [historiccoastculture.com](http://historiccoastculture.com).
2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists (5 points)
3. Provide supporting documents such as examples of past print advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts (5 points)
4. Documented Collaborations (10 points)
  - Events - Lodging listed on webpage: 1 point (up to 5 points) per hotel/accommodation listed and linked.
  - Formal package agreements with other venues/events or accommodations. Examples include: historic sites and museums creating a joint ticketing/tour package or weekend event; Weekend packages that include lodging, dinner, and a theater show; Special events with packages to visit other locations in St. Johns County after the event.

#### SECTION 4: FINANCIAL INFORMATION (10 TOTAL POINTS)

Financial information will be reviewed for accuracy and reasonableness and evidence of organizational sustainability.

#### Required Financial Information

- A complete copy of the organization’s most recently filed U.S. tax return or – for organizations with revenues below \$50,000 - a statement of revenues and expenses for the most recently completed fiscal year, signed by Board Chair / President or Executive Director.
- The first page of the IRS Form 990 for the previous two years.
- A detailed project / event budget for the program(s), special event(s) or activity(s) focused on attracting tourists, signed by Board Chair / President or Executive Director, using the budget form provided with the application.
- In the case of for-profit organizations and organizations whose primary organizational purpose or mission is not to attract audience members, funding request amounts must be based on the project budget rather than the organizational budget.
- Municipalities and institutions of higher learning must submit a detailed project / event budget for their special events or activities, signed by the appropriate staff member. Funding request amounts shall be based on the project / event budget.

FAILURE TO PROVIDE A COMPLETE COPY OF THE MOST RECENTLY FILED TAX RETURNS and detailed event budget statements will disqualify the application.

SECTION 5: OPTIONAL POINTS FOR EXCEPTIONAL FIRST-TIME EVENTS (10 TOTAL POINTS)

Because a new event will not have previous attendance data or examples of past marketing efforts available, reviewers may award up to ten additional points to first-time events that provide exceptional value to visitors. **Total points for the application may not exceed 100.**

SECTION 6: MANDATORY DEDUCTION FOR EVENTS OCCURRING IN PEAK PERIODS (10 POINT DEDUCTION)

Special events or a series of events with most dates occurring during a peak visitor period (as defined by TDC staff) will receive an automatic 10-point deduction. This deduction will not apply to nonprofit organizations offering year-round programming.

SCORING AND AWARD RATIOS

<u>Description of Total Score</u>	<u>Score</u>	<u>Funding</u>
Exemplary demonstration of the public value of arts, culture & heritage. Extremely likely to generate a large number of overnight stays. Merits investment of St. Johns County funding.	90-100	up to 100%
Strongly demonstrates public value of arts, culture and heritage. Very likely to generate overnight stays. Merits investment of St. Johns County funding.	80-89.9	up to 75%
Makes an inadequate case for the public value of proposed arts, culture or heritage programming. Does not merit investment of St. Johns County funding.	below 80	No Funding



The evaluation team will present award recommendations to the Tourist Development Council for review and approval before the recommendations are submitted to the Board of County Commissioners for final approval. It may be necessary to apply a ratio to the amount each applicant qualifies for. The ratio will be determined by dividing the total funds available by the total eligible amount of all of the applicants.

For example: 30 organizations are eligible for funding totaling \$1,200,000, but only \$600,000 in funding is available. Available funding will be divided by eligibility ( $600,000 / 1,200,000$ ) to arrive at a ratio of .50. The actual funding amount will be 50% of the eligible funding amount, so an applicant who is eligible for \$20,000 in funding based on the scoring methodology will receive 50% of that amount, or \$10,000.

#### APPLICATION INSTRUCTIONS

All applicants must attend a grant workshop and complete and provide by the posted deadline:

1. Online Grant Application
2. Up to 5 supporting documents, which may include examples of marketing materials and analytics; event programs; program reviews; photographs and video of past programming / events, or any other material that illustrates the quality of organizational programming
3. Proof of organizational status from the Florida Department of State
4. Proof of 501(c)3 Tax Exempt Status (e.g. IRS determination letter)
5. Board of Directors List, including names and business affiliation for each board member
6. Required financial information (see above)

**Peak Tourism Periods FY24  
(October 1, 2023 thru September 30, 2024)**

October

None

November

Thanksgiving Day 4-day weekend

December

Christmas week

January

New Year's week

February

President's Day weekend

Daytona Speed Week/Daytona 500

March

March 1st to March 31st

April

April 1st to April 30th

May

May 1st to May 31st

June

June 1st to 30th

July

July 1st to 31st

August

None

September

None

# **Arts, Culture and Heritage Grant Application**

# Tourist Development Council Arts Culture and Heritage Grants

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*St. Johns County Cultural Council*

## *Basic Eligibility*

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### **Answer yes or no about your organization:\***

Is your organization a non-profit organization with headquarters in St. Johns County that has a primary mission of producing arts, culture, or heritage programming for public audiences?

or

Are you a for-profit business, institution of higher education, or a municipality located in St. Johns County applying for funding for special events?

#### **Choices**

Yes

No

### **Answer yes or no about the location of your grant funded activity(ies):\***

Do all grant funded activities occur in St. Johns County?

#### **Choices**

Yes

No

### **Answer yes or no about your business qualification in Florida:\***

Are you qualified to do business in the State of Florida?

#### **Choices**

Yes

No

### **Please input your document number from the Florida Department of State (found on sunbiz.org).\***

*Character Limit: 15*

### **Answer yes or no about the primary purpose of your programming and/or event(s):\***

Does the grant funded programming or event(s) have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the programming or event(s) to tourists?

#### **Choices**

Yes

No

## *General Application Information*

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### **Program/Performance/Event Name\***

*Character Limit: 100*

### **What type of ACH grant funding are you requesting?\***

Please review the eligibility requirements in the Grant Guidelines [ADD LINK](#) prior to applying for Programming and Marketing Support.

#### **Choices**

Marketing Support Only  
Program and Marketing Support

### **Type of applicant\***

Please select the option that is the best fit for the activity(ies) for which you are seeking ACH grant funding.

#### **Choices**

Year-round, non-performing arts, culture or heritage organization  
Retail art market  
Year-round performing arts organization  
Single special event or event series that is not a music or culinary festival  
Music Festival  
Culinary Festival

### **When did you last receiving funding from the TDC Arts, Culture and Heritage grant program?**

FY2021 was for activities that took place from October 1, 2020 - September 30, 2021.

#### **Choices**

Never  
Before FY2021  
After FY2021

## *Programming support eligibility for year-round, non-performance*

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### **Are you requesting funding for a new program?\***

A new program exhibition, or cultural event is defined as one that has not been in St. Johns County in the previous three years, or significant and measurable improvements to current programs, exhibitions, and cultural events.

#### **Choices**

Yes  
No

## *Programming support eligibility for Retail Markets*

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**How many consecutive days is your market?\***

*Character Limit: 1*

**What percentage of the vendors are unique to your market in St. Johns County?\***

**Choices**

Less than 75%

Greater than 75%

**What percentage of the vendors are artisans selling work they created?\***

**Choices**

Less than 90%

Greater than 90%

## *Programming support eligibility for year-round performance - new*

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**Answer Yes or No to the question below related to the performances included with this application.\***

Have your shows, performances, or theatrical productions been performed or taken place in St. Johns County in the previous three years or will they take place (to the best of your knowledge) in the market area as defined in the Grant Guidelines for the 90 days prior to the show or performance?

**Choices**

Yes

No

## *Programming support eligibility for year-round performance - professional artists*

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**Please select all that apply to your shows or performances (based on full year/season)\***

NOTE: Performers include actors, musicians, dancers, singers, or other performing artists who will perform in front of an audience for the grant funded shows or performances.

**Choices**

Greater than 15% of performers are paid professionals.

A performer or group has a verifiable national or international following.

Less than 15% of performers are paid professionals.

There are no paid professional performing artists or groups.

### *Programming support eligibility for single performance event/event series - new*

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**Answer Yes or No to the question below related to your event/event series.\***

Has your show, performance series, or theatrical production been performed or taken place in St. Johns County in the previous three years or will it take place (to the best of your knowledge) in the market area as defined in the Grant Guidelines for the 90 days prior to the show or performance?

#### Choices

Yes

No

### *Programming support eligibility for single performance event/event series - paid professional*

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**Please select all that apply to your performance event or event series.\***

#### Choices

Greater than 15% of performers are paid professionals.

A performer or group has a verifiable national or international following.

Less than 15% of performers are paid professionals.

There are no paid professional performing artists or groups.

### *Programming support eligibility for Music Festivals - headliners*

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**Please answer Yes or No to the question below regarding headliners for your music festival.\***

Does your music festival include at least one headliner each festival day who has a verifiable regional or national following that has not performed in St. Johns County in the previous three years or (to the best of your knowledge) within the market area as defined in the Grant Guidelines for 90 days prior to your event/event series?

#### Choices

Yes

No

## *Programming support eligibility for Culinary Festivals*

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**Please answer Yes or No to the question below regarding your culinary festival.\***

Does your culinary festival include both local culinary artists and culinary artists with a verifiable regional (4 or more states) following for tastings and cooking demonstrations who have not provided those options in St. Johns County in the previous three years or (to the best of your knowledge) within the market area as defined in the Grant Guidelines for 90 days prior to your event?

### Choices

Yes

No

## *Request Amount*

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### **Request Amount\***

#### Out-of-Area Marketing Support only

30% of the annual year-round programming or event expenses, but no more than \$20,000.

#### Program and Marketing Support

Year-round annual expenses or event expenses over \$100,000: *maximum request equal to 30% of operating expenses or \$50,000, whichever is less.*

Year-round annual expenses of up to \$99,999\*: *maximum request equal to 50% of operating expenses or \$30,000, whichever is less.*

*\*Nonprofits may include volunteer hours and in-kind contributions in calculation, up to \$99,999 in annual expenses.*

NOTE: Documentation of annual or event expenses, financial statements, and a detailed grant budget demonstrating how the requested grant funds will be spent are required in Section 4.

*Character Limit: 20*

## *Section 1: Attendance (25 points)*

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### **Year-round programs or event attendance\***

If you are a non-profit that provides year-round arts, culture and heritage programming, provide the estimated total number of individuals who will visit your facilities / attend your programs during the upcoming fiscal year.

If you are requesting funding for a special event/event series, provide the estimated attendance for that special event/event series.

*Character Limit: 6*



### Attendance ratio (15 points)\*

The Attendance Ratio is calculated by dividing the funding request by estimated event or program attendance.

Example: An event requesting \$40,000 in funding for attendance of 2,000 would have a Ratio Score of 20.

*Character Limit: 20*

### Attendance explanation (10 points)\*

Provide a detailed explanation of how attendance estimates were determined and documentation of attendance over the previous two years with a description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. **Include specific information about attendance by out-of-area visitors, including estimated room nights generated.**

*Character Limit: 3000*

## *Section 2: Cultural Significance, Quality and Community Support (35 points)*

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### Organization History (5 points)\*

Provide a history of your organization and its contribution to the cultural development of St. Johns County.

*Character Limit: 1000*

### Describe your Programming/Activities and address the following (25 points)\*

#### Programming Details

- If you are requesting a grant for a special event, provide dates and times of programming.
- If you are an organization that provides an annual calendar of programming applying for Marketing Support Only, provide the number of days and hours you are open to the public or presenting performances with a description of permanent exhibitions, special events and/or performances supported by this grant.
- If you are an organization that provides an annual calendar of programming applying for Programming and Marketing Support, be specific about how this grant is funding new or significantly improved exhibitions, programming, performances or events.

#### Artistic Excellence

The significance of the culture/heritage or quality of the artists/performers and other key individuals, creative process, works of art, museum collections, organizations, education

providers, artistic partners, and/or services involved in the project and their relevance to the audience or communities of St. Johns County. You must provide a percentage of paid versus unpaid performers.

### Artistic Merit

- The value and appropriateness of the project to the organization's mission, artistic/cultural/historical field, artists, audience, community, and/or constituency.
- The ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, resources involved, and the qualifications of the project's personnel and/or partnerships.
- Clearly defined goals and/or proposed outcomes and an appropriate plan to determine if those goals and/or outcomes are met. This includes, where relevant, measures to assess audience enjoyment and engagement.
- Evidence of direct compensation to artists or program providers that bring visitors to St. Johns County. (See eligibility requirements for specific information about paid artists/performers participation.)

### Relationship to St. Johns County

How your programming or event directly relates to St. Johns County's unique arts, culture, and heritage and if selected artists/musical acts/exhibitions will bring in additional audiences from outside the area. The programming or event should be something St. Johns County can be proud of, and that people will travel a long way to attend.

*Character Limit: 5000*

### **Community Support (5 points)\***

Help us understand the level of support your programming receives from the community by providing information about grants, volunteer support, collaboration with other organizations, and in-kind contributions.

*Character Limit: 1000*

## ***Section 3: Marketing Plan (30 Total points)***

**Describe your marketing plan including out-of-area marketing and address the following (10 points):\***

- How your event or programming will be promoted to Tourists.
- How this grant will allow you to expand your audience.

Note: Marketing plan must include listing events and programs on [historiccoastculture.com](http://historiccoastculture.com).

*Character Limit: 5000*

### **Out-of-Area Marketing (5 points)\***

Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists.

NOTE: The total should be equal to your out-of-area advertising expense on your grant budget under Section 4 of this application.

*Character Limit: 3000*

**Provide at least two but no more than three supporting documents such as examples of past or proposed print advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts (5 points).**

### **Marketing sample 1\***

*File Size Limit: 5 MB*

### **Marketing sample 2\***

*File Size Limit: 5 MB*

### **Marketing sample 3**

*File Size Limit: 5 MB*

### **Documented Collaborations (up to 10 points)\***

Events - Lodging listed on webpage: 1 point (up to 5 points) per hotel/accommodation listed and linked. Include the website address in your response to receive these points.

Formal package agreements with other venues/events or accommodations. Examples include: historic sites and museums creating a joint ticketing/tour package or weekend event; Weekend packages that include lodging, dinner, and a theater show; Special events with packages to visit other locations in St. Johns County after the event. Attach agreements in the Supporting Documents section.

*Character Limit: 1000*

## ***Section 4: Financial Documentation and Budget (10 points)***

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### **Annual or Event Expenses\***

For year-round organizations with over \$50,000 in annual revenue, enter the amount in Line 18 of your last completed fiscal year Form 990.

If you have less than \$99,000 in annual expenses, you may include in-kind contributions up to

\$99,000 to calculate your annual expenses.

*Character Limit: 20*

### **Annual or Event Expenses Documentation\***

Year-round organizations with annual revenues over \$50,000 (not counting in-kind contributions), provide your most recently completed Form 990 and the first page of the IRS Form 990 for the previous two years (add to the end of the current year Form 990).

Year-round organizations with annual revenues less than \$50,000, provide your last Fiscal Year Statement of Activity (aka Profit and Loss Statement). Include in-kind donations, if applicable.

Event/Event series only, provide your event budget.

Municipalities and institutions of higher learning must submit a detailed project / event budget for their special events or activities, signed by the appropriate staff member. Funding request amounts shall be based on the project / event budget.

*File Size Limit: 2 MB*

### **Financial Statements\***

Events and event series: Upload your most recently filed tax forms.

Year-round nonprofits: Please upload a current Statement of Financial Position or Balance Sheet and year-to-date Statement of Activity (aka Profit and Loss Statement).

*File Size Limit: 2 MB*

### **Grant expense budget\***

[Download the grant budget form \(link\)](#). Complete the form and upload your completed budget form.

This form only needs to include revenue and expenses related to your grant request amount and required match.

*File Size Limit: 1 MB*

**FAILURE TO PROVIDE A COMPLETE COPY OF THE MOST RECENTLY FILED TAX RETURNS AND DETAILED EVENT BUDGET STATEMENTS WILL DISQUALIFY THE APPLICATION.**

## *Sections 5: Bonus for Exceptional First-time Events (up to 10 points)*

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**NOTE: Total points for the application may not exceed 100.**

**Is this a first-time event or new year-round organization?\***

Choices

Yes

No

## *Section 6: Deduction for Peak Period Events (10 points)*

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All events taking place during peak periods as designated by the St. Johns Tourist Development Council staff will automatically receive an automatic 10-point deduction.

**Please enter the beginning date of your event below. If you have an event series, please enter subsequent dates in the remaining date slots.**

**Event Name (event series only)**

*Character Limit: 100*

**Event Begin Date\***

*Character Limit: 10*

**Event End Date\***

*Character Limit: 10*

**Event 2 Name (event series only)**

*Character Limit: 100*

**Event 2 Begin Date**

*Character Limit: 10*

**Event 2 End Date**

*Character Limit: 10*

**Event 3 Name (event series only)**

*Character Limit: 100*

**Event 3 Begin Date**

*Character Limit: 10*

**Event 3 End Date**

*Character Limit: 10*

## *Optional Supporting Documentation*

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### **Support materials**

Upload any collaborative agreements and support materials that demonstrate quality of your programs (letters of support, pictures of your events, screen shots of reviews, etc.) as a single file of up to 5MB.

***Please do not include marketing materials in this attachment.***

*File Size Limit: 5 MB*

## *Certification of Authorized Representative*

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The undersigned acknowledges, on behalf of the Organization, that:

All printed and / or digital collateral and advertisements, the event website, program newsletters and email notifications promoting funded programming must include the St. Johns Cultural Council and St. Johns County Tourist Development Council logos (with a link to [HistoricCoastCulture.com](http://HistoricCoastCulture.com));

Events and programs will credit the St. Johns County Tourist Development Council as a sponsor at the level equal to the grant award amount. For example, if the award is \$10,000 and that is a gold level sponsor, the TDC will be listed in all materials as a Gold Sponsor;

Event tickets for the appropriate sponsorship level must be delivered to the St. Johns Cultural Council;

Grantee must provide at least five (5) professional photographs of grant funded events / programs along with each request for reimbursement; and

All reporting requirements must be satisfied in order to receive reimbursement dollars.

I certify that the information provided in response to the application, including any uploaded material, is true and correct.

### **Acknowledgement and Certification\***

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct.

*Character Limit: 50*

