



Recommended by the Tourist Development Council February 2024

St. Johns County Tourist Development Council

Arts, Culture and Heritage Grants

For programs and activities occurring between October 1, 2024 and September 30, 2025

Visit www.StJohnsCulture.Com for application deadlines and mandatory workshop dates.

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

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.

TDC Arts, Culture and Heritage Grants are available for either Marketing Support or Marketing and Program support. To also receive program support, proposed programs in the application needs to be new or significantly improved existing programs or events.

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 2025 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 [Grant Portal](#) (linked).

The deadline for FY2025 applications is 5 p.m. on Wednesday, **May 31, 2024**.

Questions regarding any portion of the application or application process must be submitted in writing via email to 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 to obtain necessary 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 applications must meet the following basic eligibility criteria at the time of application:

- All grant funded activities must occur within St. Johns County.
- The proposed annual programs or event must be arts, culture or heritage related and have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the program or event to tourists.
- Applicants, including for-profit businesses and private institutions of higher education, must be qualified to do business in Florida as evidenced by their Active Status with the Florida Division of Corporations. Municipalities are also eligible to apply.
- Have a marketing plan that includes out-of-area marketing, defined as follows:
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. Media that reaches audiences of both Tourists and those within St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties is allowable to the extent that the advertising reaches out-of-area. For this, grantees will need to provide a broadcast area, distribution, designated market area, analytics, or other data showing the market reach of the advertiser. The allowable reimbursement amount will be based on a percentage of the documented out of area reach. For example, if you purchase a \$1,000 ad with a print publication that has a distribution that is 20% out-of-area, you can request a \$200 reimbursement for that expense.

SPECIFIC ELIGIBILITY

In addition to meeting basic eligibility above, applicants need to meet additional criteria depending on the type of applicant, the type of funding they are applying for, and the nature of programs or events for which funds are being requested.

Type of Applicant

There are year-round applicants and applicants that apply for single events or event series. Applicants must meet the following criteria to apply as a year-round applicant:

- Be a 501(c)3 non-profit arts, culture or heritage organization with headquarters in St. Johns County and a primary mission of producing arts, culture or heritage programs for public audiences.
- Manage a facility or facilities that are open to the public at least 180 days per year. This may include museums, theaters, and historic sites.

Type of Funding

This grant program has two funding options:

1. Out-of-Area Marketing Support: This funding is for existing events or year-round programs that are not proposing any changes or improvements to existing programs or events. 100% of this

grant funding is for out-of-area marketing, as defined above. All applicants that meet the basic eligibility requirements may apply for out-of-area marketing support.

2. Program and Marketing Support: This funding is for applicants that are planning **new or significantly improved programs or events**. Below are specific eligibility requirements for different arts, culture and heritage events and programs.

- Year-round, non-performing arts, culture and heritage organizations must request funding for a **new** program, exhibition, or cultural event that has not been presented in St. Johns County in the previous two years, or for significant and measurable improvements to current programs, exhibitions and cultural events.
- Retail art markets must be scheduled for two or more consecutive days, include greater than 50% 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 75% 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) must have 75% of shows, performances, or theatrical productions that have not been performed in St. Johns County in the previous two years or within the market area for the past 90 days. Performances and shows that feature students that have paid to be in the performance 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 two years or within the market area for the past 90 days.* .
- Music Festivals must include at least one headliner who has a verifiable regional or national following that has not performed in St. Johns County in the previous two years or within the market area for the past 90 days.*
- Culinary Festivals 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 two years or within the market area for the past 90 days.*

* This will be verified by SJCC staff through attendance at the grant supported activity 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 requests must include 100% of grant funds for paid advertising that targets counties beyond those adjacent to St. Johns County.
- All grantees must include the St. Johns Cultural Council 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 www.historiccoastculture.com whenever possible.

GRANT AWARD AND FUNDING LEVELS

Year-round annual expenses are based on the organization’s most recently completed Form 990. Event expenses are provided on the grant budget form and must be verified through the organization’s annual financial statements.

OUT-OF-AREA MARKETING SUPPORT

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

PROGRAM AND MARKETING SUPPORT

Year-round annual expenses or event expenses over \$167,000: *maximum request equal to 30% of operating expenses or \$75,000, whichever is less.*

Year-round annual expenses or event expenses between \$100,000 and \$167,000: *maximum request equal to 50% of operating expenses or \$50,000, whichever is less.*

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

**Nonprofits may include volunteer hours and in-kind contributions in calculation of operating revenue, up to \$100,000.*

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 programs or multiple events may request reimbursement, with proper documentation, one time in each calendar quarter, and **MUST** submit at least one interim reimbursement request by April 30 of the grant year. 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, 2025.

All grantee reports and reimbursement requests 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 TDC 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, with the exception of expenditures that are directly related to construction of a proposed exhibition. Please contact 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
- 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
- Any expenditure not authorized by the St Johns County Code of ordinances

CRITERIA AND SCORING

SECTION 1. ATTENDANCE (25 TOTAL POINTS)

1. Attendance Ratio Score (see calculation below) (15 points)
2. 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 5 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 program or event and address the following (25 points):

Program Details

If you are requesting a grant for a special event, provide dates and times. If you are an organization that provides an annual calendar of programs 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 performances supported by this grant. If you are an organization that provides an annual calendar of programs applying for Program and Marketing Support, be specific about how this grant is funding new or significantly improved exhibitions, programs, 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 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 or program providers.

Artistic Merit

- The value and appropriateness of the project to the organization's mission, artistic/cultural/historical field, artists, audience, community, and 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 partnerships.
- Clearly defined goals and proposed outcomes and an appropriate plan to determine if those goals and 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 participation of paid artists and performers.

Relationship to St. Johns County

How your program or event directly relates to St. Johns County's unique arts, culture, and heritage and how the artists, performers, or exhibitions presented will attract audiences from outside the area. The program or event should be something that St. Johns County wants to showcase, and that people will travel a long way to attend.

3. Community support, grants, collaborations and in-kind contributions: help us understand the level of support your program 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 program 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.
2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists; or 100% of your requested grant funds if applying for marketing support only. (5 points)
3. Provide supporting documents such as examples of past print or digital 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: 3 points for listing and linking at least one hotel/accommodation.
 - 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; formal agreements with accommodations for lodging discounts to attendees or visitors.
 - Applicants may receive up to 10 points total for this section. With an accommodation link, an applicant can get up to 7 points for formal package agreements.

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. For nonprofit 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. For nonprofit organizations with revenues below \$50,000 - a statement of revenues and expenses for the previous 2 fiscal years.
- A detailed budget for the program, special event or activity 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 an 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, financial statements and detailed event budgets will disqualify the application.

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

Because a new event will not have previous attendance data or examples of past marketing efforts available and measuring attendance for free events is generally more difficult than paid events, reviewers may award up to ten additional points to first-time and free 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 (5 POINT DEDUCTION)

Special events or a series of events with greater than 50% of dates occurring during a peak visitor period (as defined by TDC staff) will receive an automatic 5-point deduction. This deduction does not apply to nonprofit organizations offering year-round programs.

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.	93-100	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.	87-92	up to 90%
Demonstrates public value of arts, culture and heritage. Likely to generate overnight stays. Merits investment of St. Johns County funding.	80-86	up to 80%
Makes an inadequate case for the public value of proposed arts, culture or heritage programs. 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 programs/events, or any other material that illustrates the quality of organizational programs
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

Arts, Culture and Heritage Grant Application