



Dear Applicant:

Attached is the application for Cultural Umbrella funds for **FY 2014-2015 (Oct.1, 2014 – Sept.30, 2015)** for the **advertising and promotion** of cultural events.

Definition of a Cultural Event for this application: *A cultural event is defined by a specific quality that encourages audience attendance due to its limited engagement and/or is in addition to regular program activities.*

The Florida Keys Council of the Arts is pleased to administer the Cultural Umbrella for the Tourist Development Council and will offer two **workshops** for assistance in completing your application. It is *strongly* recommended that at least one person from your organization attend a workshop as several aspects of the application have been modified.

Application and Marketing/Media Workshops

Tuesday, April 8, 2014 - 1:00 p.m.

Gato Building, 1100 Simonton St., Key West, 1st floor conference room

Wednesday, April 9, 2014 - Noon

History of Diving Museum conference room, 82990 Overseas Highway Islamorada, 664-9737

APPLICATION PROCEDURES:

Prior to the application deadline, submit your entire draft application by **email** to BOTH **Ashley** of Tinsley Advertising and **Carol** of NewmanPR & Associates for their **advance** approval **prior to April 28th** so that they may provide the approval letters.

Tinsley Advertising, Ashley Miller
2000 S. Dixie Highway, Suite 201
Miami, FL 33133
phone: 800-273-1242 or 305-856-6060
ashley@tinsley.com

NewmanPR Associates, Carol Shaughnessy
P.O. Box 212
Key West, FL 33041
phone: 305-797-0579
carol@newmanpr.com (*write CU application in subject line*)

GUIDELINES:

1. Provide **one (1) original**, notarized (page 8) and marked "original" on the front cover, and **six (6) additional copies**.
2. Attach letters of approval from Tinsley Advertising and NewmanPR & Associates at the end of the **original** application **only**. (Do **not** include copies of the agency letters with the six copies.)
3. Do **not** include this cover letter, the table of contents, nor the TDC Logos pages.
4. Use paper or binder clips in place of notebooks/binders. No cover page is necessary.
5. You may include examples of media exposure, limit is **five** pages. Additional materials will **NOT** be passed on to the committee.

The Application is due on Monday, May 5th before 5:00 pm in the office of the Florida Keys Council of the Arts, 1100 Simonton Street #2-263, Key West, Florida 33040.
Late applications will not be accepted nor will they be considered.

The Cultural Umbrella Committee will meet at **10 a.m. on Wednesday, May 21st** at the **Marathon Government Center**, 2798 Overseas Highway in Marathon, to review the applications and make recommendations for funding.

All 5 districts will be reviewed in the morning session.

In addition to the committee member's scores, the method used by the State of Florida's Division of Cultural Affairs will be used to determine funding recommendations. A representative of your organization who is familiar with the application and authorized to answer questions is invited and encouraged to attend.

Recommendations for funding will then go for approval to the Board of Directors meeting of the Tourist Development Council in June and to the Board of County Commissioners in October for final approval.

For more information please contact me at the Arts Council office 305-295-4369. We look forward to assisting you in promoting your cultural events.

Sincerely,
Elizabeth Young, Executive Director
Florida Keys Council of the Arts

Monroe County Tourist Development Council

Vision Statement: The mission of the Monroe County Tourist Development Council is to set an overall direction for the Monroe County tourism marketing effort in a manner that will assure long-term sustained growth in tourism revenues while also guaranteeing the sustainability and improvement of our product, including both our man-made and natural resources, and improvements to the quality of life of our residents.

Table of Contents
Cultural Umbrella Funding Application
2014/2015

Title of Event, Venue, Dates & Amount requested	page 1
I. Event Producer Information	page 2
A. Name of contracting organization	
B. Contact person	
C. Alternate contact person	
D. Authorized persons	
EXHIBIT A Acceptable Expenditures (initial page)	page 3
EXHIBIT B Logo/Acknowledgment Usage (initial page)	page 4
EXHIBIT C Schedule of Activities	page 5
EXHIBIT D Event Budget Breakdown*	page 6
EXHIBIT E TDC Resource Marketing/Spending Plan*	page 7
EXHIBIT F Non-Collusion Affidavit and Verification	page 8 (Notarize)
II. Proposed Event Information	page 9
A. Months of Event	
B. Number of Days	
C. Attendance	
III. Statement of Income & Expense (Treasurer Signature)	page 10/11
IV. Quality & Description of Proposed Event	page 12
V. Media/Marketing Plan	page 13
VI. Action Plan	page 14
VII. Event Sustainability Action Plan	page 15
VIII. Overall Assessment of Application	page 15
Tourist Development Council Logo's	page 16

*Please include agency approval letters only at end of your application package marked "original". If they are omitted, your application will **not** be considered for funding.

