

2022.604.0073

*Promote destination
to bring people here
Oct 1-13 / Sept 30 14*

keys arts

FLORIDA KEYS
COUNCIL OF THE

*Lynda Stuart
305-296-1552*

Dear Applicant:

Attached is the application for Cultural Umbrella funds for **FY 2013-2014 (Oct. 1, 2013 – Sept. 30, 2014)** 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.

* **Definition of Cultural Tourism:** Cultural tourism includes the performing, visual and literary arts, heritage, history, cuisine, architecture and the natural environment.

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 9, 2013 - 1:00 p.m.

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

Wednesday, April 10, 2013 - Noon

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

APPLICATION PROCEDURES:

Prior to the application deadline, submit your entire application by email to BOTH **Jessica** of Tinsley Advertising and Carol of NewmanPR & Associates for their **advance** approval **prior to MAY 6th**.

☒ **Tinsley Advertising**, Jessica Taylor-Smith
2000 S. Dixie Highway, Miami, FL 33133
phone: 800-273-1242 or 305-856-6060
jessica@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.

Not just for using it

Articles 5 letter side social media

Draft for input

The Application is due on Monday, May 13th 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.**

Cultural Umbrella Committee 2013 Annual Meeting Schedule

Wednesday, February 20th - 2:00 p.m.

Workshop for Committee members - review application and scoring rubric
First State Bank, 6900 Overseas Hwy. (MM 50.5) Marathon

February

Publish calls to artists/writers for Culture Magazine
Applications due **April 5th**

Monday, March 18th

Event Applications released

Tuesday, April 9th - 1:00 p.m.

Workshop for application & media marketing presentation (Liz/Tinsley/Newman)
Gato Building, 1100 Simonton Street, Key West

Wednesday, April 10th - Noon

Workshop for application & media marketing presentation (Liz/Tinsley/Newman)
History of Diving Museum, 82990 Overseas Hwy., MM 83, Islamorada

Wednesday, May 1st - 2:00 p.m.

Committee Meeting

Agency Reports/Tinsley & Newman Assoc; Preliminary 2013/14 Media Plan;
FKCA to nominate CU Committee members for 2013-14;
Select *Culture* Writers and Artists; Confirm interim actions.

Gato Building, 1100 Simonton Street, Key West

Draft

Monday, May 13th - Applications due by 5 p.m.

Arts Council office - 1100 Simonton St. 2nd floor, Key West
(distributed to committee by May 17th)

Thursday, May 30th - 10:00 a.m.

Committee Meeting - Application Scoring & Funding Recommendations

Agency Presentations - Tinsley & NewmanPR Assoc.
Confirm interim actions
Public Comment Session

Marathon Government Center, 2798 Overseas Hwy., Marathon

(Recommendations to TDC by June 3rd)

Thursday, June 27 - Noon

Committee Meeting

Evaluate 2013 application process; public comment session
Review Media plan 2013-14 - Tinsley

Gato Building, 1100 Simonton Street, Key West

Wednesday, October 30th - 10:00 a.m.

Committee Meeting

Welcome new members; Elect officers;
Approve final draft of *Culture* magazine; Select topics for *Culture* for next year;
Website presentation by FloridaKeys.com;
Discuss 2014 calendar; Confirm interim actions.

Conference Center, Founders Park, Islamorada

Enlist: 10-16-13

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Detail by Entity Name

Florida Non Profit Corporation

GARDEN CLUB OF THE UPPER KEYS, INC

Filing Information

Document Number	N12000008412
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Principal Address

FRANCIS TRACY GARDEN CENTER
94040 OVERSEAS HIGHWAY
TAVERNIER, FL 33070

Mailing Address

PO BOX 373
TAVERNIER, FL 33070

Registered Agent Name & Address

GONSALVES, LINDA SECT
52 CORAL DRIVE
KEY LARGO, FL 33037

Officer/Director Detail

Name & Address

Title PRES

ROGERS, MARILYN S
150 VALENCIA DRIVE
ISLAMORADA, FL 33036

Title SECT

GONSALVES, LINDA
52 CORAL DRIVE
KEY LARGO, FL 33037

Title TRES

SUPPLEMENTAL INFORMATION CONCERNING TDC REIMBURSEMENT RULES FOR 2013-14 GRANT PERIOD.

WHERE LOGOS ARE USED -- The logo has to be legible. Sometimes the logo is nearly impossible to read when it competes with the design of the ad or is so tiny as to be impossible to read. Legible logos are required for reimbursement.

- **MEDIA PLACEMENT & PRODUCTION COSTS (not more than 30% allowed for advertising inside Monroe County- 70% is to be out of county advertising):**

- **Out of County Placement** should focus on markets that are the source of tourism to Florida Keys and Key West. This may vary based on the nature of your event(s). The advertising must also be for events not venues. Out-of-county placement is often better served with placement on websites such as the New York Times, Chicago Tribune, fla-keys.com, Miami Herald, Orlando Sentinel, etc. Best value is usually through the Tinsley Co-op advertising in print and internet. TDC grantees receive emails from Tinsley presenting the co-op opportunities.
- **Print Advertising** includes Newspaper and magazines (inserts will also be considered): Tear sheets must be provided for 'paper' advertising. Ads must have the correct Logo.
 - CULTURE Magazine is considered out of county media.
- **Radio advertising:** No logo required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council". Invoicing also must contain the airing dates/times (run schedule), script and said documents must be notarized.
- **TV Advertising:** All TV Advertising must have out of county logo. Call Tinsley for more information.
- **Internet Advertising:** TDC will pay for the following: digital advertising on websites, website links, pre-roll video, banners, mobile and email blasts. Internet advertising links may go to the event website.
 - **Key item** – Internet advertising (like all other TDC CU advertising) is for specific supported Events – not overall venue marketing!
 - All internet advertising must have out of county logo. **If there are problems using logo in the ad, please contact the TDC office (info below) to work out other acceptable alternatives. Alternatives must be approved in writing in advance in order to support reimbursement.**
 - Correct logo must be placed on all websites, pre-roll video, banners and email blasts if they are to be submitted for reimbursement.
 - ✱ • Tinsley's co-op electronic ads are all out of county and some of the best value for the money.
 - To ensure reimbursement, please provide a screen print of the banner, button, website link clearly identifying the website, logo, banner, etc. and showing the correct logo was used.
 - The reason we highlight this is we have found that if the event coordinator doesn't access this information while the

- TDC requires the WHOLE/ENTIRE mailing list and the corresponding postage costs for reimbursement.
 - POSTAGE CLAIMED OUGHT TO MATCH THE STAMPS TIMES THE NUMER OF PEOPLE ON YOUR MAILING LIST.
- **PROGRAMS/PLAY BILLS:**
 - TDC funding is intended for promotion of the EVENTS as opposed to on-going programs of an organization or promotion of a FACILITY. TDC will only consider reimbursement of advertising and promotional material that highlight the event versus the regular programming of an organization or facility.
 - TDC will pay an amount not to exceed 50% of the cost of the program/Playbills including production and printing.
 - The program must list the activities and information on the event(s) that are being supported with the TDC grant
 - You should not include other events/activities in the program -- just those supported by TDC grant and on Schedule C of the contract.
 - Programs use In county Logo.
- **PUBLIC RELATIONS.**
 - Print and electronic public relations materials for distribution to media, such as, but not limited to, press releases, public service announcements, photography and videography **as approved** by the public relations agency of record.
 - Only permissible PR material produced by the agency of record and/or a professional public relations agency shall be acceptable.
 - Must be approved by NewmanPR in advance.
 - Must include language "sponsored in part by the Monroe County Tourist Development Council."
 - For reimbursement you have to provide the materials that were produced and where they were published.

NOTE: TDC DOES NOT REIMBURSE FOR ANY IN HOUSE COSTS and UNDER FLORIDA LAW THE ITEMS FUNDED BY THE BOCC/ TDC (including creative and resulting work product) ARE OWNED BY THE TDC AND MAY NOT BE SOLD.

If there are any questions regarding TDC permissible issues, I would strongly suggest that you call or email Lynda Stuart at the TDC to seek clarification prior to expenditure to avoid disappointment if an item is found not to be permissible, after the fact.

Lynda's contact info is below:

Lynda M. Stuart
Office Manager
Monroe County Tourist Development Council
1201 White Street, Suite 102
Key West, Florida 33040
305 296 1552
officemgr@fla-keys.com