

*Excellent Creativity*

## Rubric for TDC Cultural Umbrella Grant Request

### 1. ADMINISTRATIVE MATTERS:

Exhibit C must match Proposed Event Info: Months/Days -- or package is disqualified.  
Exhibit C must meet the 'event' criteria. Clear beginning and ending dates.

Exhibit E must address separately: TDC Funded activities and the out of county marketing with your organization's funds.  
TDC Funded activities in Exhibit E must match the TDC Budget breakdown on Exhibit D.

If Exhibit F is not signed by the President of the Organization (as shown in Sunbiz.org), then a notarized attachment must be provided to show that the Board has authorized said person to sign the Affidavit in lieu of the President.

### 2. SCORED ITEMS:

	Good	Acceptable	Poor
<b>II-A. Months of Event</b>	Months Match Exhibit C and are outside tourist season	Months Match Exhibit C	Months do not match Exhibit C. Package disqualified.
<b>II-B Number of Days</b>	Days Match Exhibit C only for events	Days Match Exhibit C only for events	Days do not match Exhibit C. Package disqualified.
<b>III- Statement of Income/Expense 20 pts.</b>	<p>Income: CU funds are less than 10% total event income</p> <p>Expense: CU Funds are less than 25% total allowable advertising</p>	<p>CU Funds are less than 30% total event income</p> <p>CU Funds are less than 50% total allowable advertising</p>	<p>CU funds exceed 50% total event income.</p> <p>CU Funds exceed 50% total allowable advertising.</p>
<b>IV - Quality of Proposed Event 30 pts.</b>	<p>Clear &amp; detailed explanation of Grant Year Program events outlined.</p> <p>Clearly explains how event is designed to draw or retain visitors. Provides strong &amp; convincing statements of reasons to be funded - relative data - legitimate reasons for support of funding.</p> <p>Presents significance to cultural tourism.</p> <p>Shows how the event enhances the Keys' Arts &amp; Cultural Brand outside Monroe County.</p> <p>Why should I visit the Keys for this event?</p>	<p>Grant year events are discussed.</p> <p>Establishes a link to continued cultural tourism. Uses limited sources &amp; partial understanding of event to support reasons for funding.</p> <p>Establishes a link to branding of Keys' Arts &amp; Cultural activities outside Monroe County.</p> <p>Provide intro &amp; background that is only somewhat significant to the event.</p>	<p>No specificity about the proposed program for the grant year. There is confusion as to the value of the event to attract tourism.</p> <p>Unorganized explanation of event.</p> <p>No linking of event to draw or retain tourists. No evidence to support conclusions. No real understanding of event's significance to cultural tourism.</p> <p>No linking of event to branding of Keys arts/cultural capabilities outside Monroe County.</p>
<b>V- Media/Marketing plan OUTSIDE Monroe County 25 pts.</b>	<p>Paid Narrative is directly related to list on Exhibit E. Shows creative use of TDC and organization resources to present the brand, and draw tourism to Monroe County - explains 'value' of the approach.</p> <p>Unpaid Creative use of social media, other opportunities for unpaid presence outside Monroe County. Ideas such as blogs, email blasts, etc.</p>	<p>Explains the out of county marketing that aligns with budget and Exhibits.</p> <p>Explains the media/marketing plan without using a "list" of approaches.</p>	<p>No specificity about paid out of county marketing in grant year.</p> <p>No specificity about unpaid out of county marketing in grant year. Only uses a "list" to describe their plan.</p>
<b>VIII - Overall Assessment - 10 pts.</b>	Answers the questions - Where, Why and with what results.	Answers the questions - Where, Why and with what results with little detail.	Does not answer the questions - Where, Why and with what results.



Peaceable Plantation &lt;keyscoach@gmail.com&gt;

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## Garden Walk Contract received

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**Maxine Pacini** <adminasst@fla-keys.com>

Fri, Jul 19, 2013 at 11:58 AM

To: Scarbrough-Kelly &lt;adminsec@fla-keys.com&gt;, keyscoach@gmail.com

Dear Marilyn,

As we discussed on the phone today, we are not able to change the April 29<sup>th</sup> date for submission of your invoices. All events are required to submit their invoices within 60 days from the end of the month in which the event takes place.

We wish you every success with your event, and feel free to call with any questions you may have.

Maxine Pacini

Administrative Assistant

Monroe County Tourist Development Council

(305) 296-1552

[Adminasst@fla-keys.com](mailto:Adminasst@fla-keys.com)

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**From:** [adminsec@fla-keys.com](mailto:adminsec@fla-keys.com) [mailto:[adminsec@fla-keys.com](mailto:adminsec@fla-keys.com)]

**Sent:** Friday, July 19, 2013 11:33 AM

**To:** Pacini-Maxine

**Subject:** FW: Garden Walk Contract received

Please see Marilyn's email below...

Kelly Scarbrough

Tourist Development Council

(305) 296-1552

1201 White Street, Suite 102

Key West, FL 33040

⊗ Workshop on reimbursement  
webpage @ Arts Council "Time"  
supplemental guidance new

Liz Smith

**Cultural Umbrella Committee  
Thursday, May 30, 2013**

**10:00 a.m.**

**Marathon Government Center  
2798 Overseas Highway, Marathon**

### Agenda

Devon Clark - replacing Ann Lynch

- ✓ 1. Call to Order
- ✓ 2. Chair's remarks
- ✓ 3. Introductions of attendees and panelists
- ✓ 4. Approve meeting minutes of May 1, 2013
- ✓ 5. Consideration and action: Applications for Cultural Umbrella funding for 2013/2014
- ✓ 6. Agency presentation: Carol Shaughnessy for NewmanPR
- ✓ 7. Agency presentation: John Underwood for Tinsley Advertising
8. Public input
9. Other business
10. Adjourn 11:33

PR - Editorial Content

Key Miller

Misha McRae -

mmcrae@kwbgfs.org  
305 296 1504

Enclosures:  
May 1, 2013 Minutes  
List of Applicants

**Save the Date:** Next Committee Meeting - Thursday, June 27<sup>th</sup> - Noon - Key West (Gato)

**ADA ASSISTANCE:** If you are a person with a disability who needs special accommodations in order to participate in this proceeding, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than five (5) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".

**Florida Keys Council of the Arts  
Cultural Umbrella Committee Meeting Minutes  
Wednesday, May 1, 2013  
Gato Building, 1100 Simonton Street, Key West**

**Call to Order**

Chair, Sherry Phillips called the meeting to order at 1:59 p.m.

In attendance were Committee members: Sherry Phillips, Ann Lynch, Laurie Wickham, Mimi Kolek; Tinsley Advertising: John Underwood; NewmanPR: Carol Shaughnessy; Monroe County TDC; Harold Wheeler; FKCA Staff: Elizabeth Young, Jodell Roberts.

**Approve Minutes of October 31, 2012 Meeting**

**MOTION:** Wickham moved to approve the minutes of October 31, 2012; Lynch seconded. The motion passed unanimously.

Discussion followed regarding the number of images permitted for submission with the visual artists application for future *Culture* magazine issues.

**MOTION:** Lynch moved that the application for submission of images for *Culture* magazine be limited to two entries; Wickham seconded. The motion passed unanimously.

There was discussion of requiring that *Culture* magazine applicants be asked in future applications if they are a Monroe County resident.

**MOTION:** Lynch moved that applications for *Culture* magazine submissions for both visual and written include a question if the applicant is a Monroe County resident; Kolek seconded. The motion passed unanimously.

The committee discussed the various types of documents that would identify a Monroe County resident, and that a form of Monroe County ID may be requested of applicants. There was also discussion to limit *Culture* magazine applicants to Monroe County residents.

**Tinsley Advertising Media Plan - John Underwood**

John Underwood, Tinsley Advertising, presented the current media plan, pending TDC approval of the new fiscal year's budget amount which has not yet been determined. The media plan is being provided to the committee early in the process. Underwood distributed copies of the plan to the committee. Arts and culture in the Florida Keys is promoted not only with Cultural Umbrella funds but also throughout the district budgets that make up the TDC's overall marketing plan. With respect to the budget, Harold Wheeler stated that additional funds will come, but not until TDC approval in June and then the BOCC will need to provide approval in July. The additional funds could be approximately \$50,000 or more and, assuming that they are approved, will be moved to the generic fund. Continuing with his report, Underwood stated that the bulk of the budget is spent on broadcast media and described various plans. New is the Ft. Meyers/Naples market, Channel 31, which is important for Key West. About \$10,000 will be spent on this program. \$110,000 will go for magazines that reach up to 1M people, including a half page ad in *ArtNews*, a full page ad that will be done as a co-op in *Art in America*, and *The New Yorker*, with all arts and culture messaging. There may be some new ads that may be seen at the May meeting. New in the digital campaign is *Artinfo.com* which is a global source for arts and culture. *NYTimes.com* in the co-op marketing reaches multiple markets. The Florida Keys *Culture* magazine is produced thru Miles Media. The Cultural Umbrella media total is \$305,346. To Lynch's inquiry of the status of the Cultural Umbrella stock photo file, Underwood responded that they are scouting now and in June will give us a report. Kolek asked if local photographers would be used. Underwood replied that using local photographers does not always work out. The images produced will be owned outright by the TDC. Wheeler stated that for the first year and a half the images will be used for Cultural Umbrella marketing. Underwood added that the images could be used for other ads as long as they promote culture in the