



2000 S. Dixie Highway Suite 201 - Miami FL 33133 - (305) 856-6060 - FAX (305) 858-3877

TO: Marilyn Rogers
Garden Walk 2014
FROM: Ashley Miller
DATE: June 7, 2013
RE: Budget Approval

The budget for **Garden Walk 2014** meets with Tinsley Advertising's approval.

Please note the logo and acknowledgement usage guidelines for your event:

-All radio commercials must include "Brought to you by the Monroe County Tourist Development Council."

-In-county logo is to be used on all in-county print newspaper ads, magazine ads, programs, play bills, street banners and posters.

-Out-of-county logo is to be used on all out-of-county print newspaper ads, magazine ads (Culture Magazine), television commercials, Internet advertising (banners, buttons, email blasts), direct mail promotions (brochures, postcards and pamphlets), and promotional items (t-shirts and hats).

-In-county & Out-of-county logos are available to download under "Event Logos" on Keysco-op.tinsley.com

Tinsley requests that you send us samples of all ads for approval. You will not be reimbursed if logo or acknowledgement is not properly used on all TDC funded advertisements. Please refer to your "Policy and Reimbursement/Direct Payment Packet."

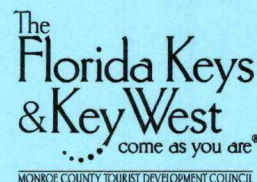
You cannot start spending TDC funds until you have received a signed contract from Monroe County. Of note, all advertising and promotional items shall include the new Monroe County Tourist Development Council logo.

Call or email with any questions.

Out-of-County Logo:



In-County Logo:



Dear Cultural Umbrella Event Coordinators,

At the application review session on May 30th, the Cultural Umbrella Committee recommended funding for the events listed on the attached summary report. The Cultural Umbrella's funding recommendations for FY 2013/14 are subject to approval by the **TDC at their June 18th meeting**. The next step will be approval of your contract by the BOCC.

In order to facilitate the contract process, please look at the attached report and note the amount recommended for your event. **You must then revise your budget breakdown (Exhibit D) to match the amount recommended for your event. Please contact Jessica Taylor-Smith of Tinsley Advertising by email; jessica@tinsley.com by June 17th to finalize approval of your revised budget breakdown (Exhibit D).**

If you have allocated funds to the Public Relations line, you must send your revised Exhibit D to Carol Shaugnessy at NewmanPR by email; carol@newmanpr.com by June 17th as well to seek her approval.

Once you have supplied Jessica (and Carol, if applicable) with the revised breakdown, she will review, approve and forward by e-mail your final budget breakdown and a new approval letter to Maxine in the TDC office for inclusion in the contract packages for BOCC approval. **They will copy you and us.**

If you need to also **revise your event schedule** (Exhibit C), please be sure to e-mail that directly to Maxine (adminasst@fla-keys.com) for inclusion in your contract, and copy us at info@keysarts.com. If you have any questions, please don't hesitate to call or e-mail me at the Arts Council office.

The Cultural Umbrella Committee has scheduled a meeting for Thursday, June 27th at Noon in the Gato Building, 1st floor conference room, 1100 Simonton Street, Key West. The meeting is for the committee to evaluate the application and review process, and seek input from the public. Please RSVP if you plan to attend. Additionally, you are invited to provide comments by reply to this e-mail and these will be included for consideration as part of the public input. Your participation is appreciated.

You may contact our office with any questions and/or to review your score sheets.

Thank you again for a wonderful season – we all look forward to promoting and supporting your events for the 2013-14 Season.

Liz

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