

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
II-A. Months of Event	Months Match Exhibit C and are outside tourist season	Months Match Exhibit C	Months do not match Exhibit C. Package disqualified.
II-B Number of Days	Days Match Exhibit C only for events	Days Match Exhibit C only for events	Days do not match Exhibit C. Package disqualified.
III- Statement of Income/Expense 20 pts.			
	Income: CU funds are less than 10% total event income	CU Funds are less than 30% total event income	CU funds exceed 50% total event income.
	Expense: CU Funds are less than 25% total allowable advertising	CU Funds are less than 50% total allowable advertising	CU Funds exceed 50% total allowable advertising.
IV - Quality of Proposed Event 30 pts.			
	Clear & detailed explanation of Grant Year Program events outlined.	Grant year events are discussed.	No specificity about the proposed program for the grant year. There is confusion as to the value of the event to attract tourism. Unorganized explanation of event.
	Clearly explains how event is designed to draw or retain visitors. Provides strong & convincing statements of reasons to be funded - relative data - legitimate reasons for support of funding.	Establishes a link to continued cultural tourism. Uses limited sources & partial understanding of event to support reasons for funding.	No linking of event to draw or retain tourists. No evidence to support conclusions. No real understanding of event's significance to cultural tourism.
	Presents significance to cultural tourism. Shows how the event enhances the Keys' Arts & Cultural Brand outside Monroe County.	Establishes a link to branding of Keys' Arts & Cultural activities outside Monroe County.	No linking of event to branding of Keys arts/cultural capabilities outside Monroe County.
	Why should I visit the Keys for this event?	Provide intro & background that is only somewhat significant to the event.	
V- Media/Marketing plan OUTSIDE Monroe County 25 pts.			
	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.	Explains the out of county marketing that aligns with budget and Exhibits.	No specificity about paid out of county marketing in grant year.
	Unpaid Creative use of social media, other opportunities for unpaid presence outside Monroe County. Ideas such as blogs, email blasts, etc.	Explains the media/marketing plan without using a "list" of approaches.	No specificity about unpaid out of county marketing in grant year. Only uses a "list" to describe their plan.
VIII - Overall Assessment - 12 pts.			
	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.

PROMOTIONAL OUTLETS for CULTURAL EVENTS

NewmanPR has spent more than 30 years spearheading public relations for the Florida Keys & Key West Tourist Development Council. The agency has many ways to promote the Keys' cultural highlights, and those listed here may be appropriate for your offering.

1. Advance Press Releases. We write "advance" press releases on many special events to alert media and their audiences about them. These releases, with photos, are distributed as appropriate to regional, national, international, online and niche media and published in the "newsflash" section of the TDC website, which averages one million monthly visitors. They are also promoted via the Keys' Facebook and Twitter presences. Each release includes the URL and link to the event or presenting organization's website. **See examples at www.fla-keys.com/news/.**

2. Keys Traveler E-newsletter. NewmanPR's "Keys Traveler" e-newsletter is distributed each month to more than 50,000 opt-in consumer and media subscribers who have requested information on the Keys and Key West. Each issue features prominent stories about Keys cultural highlights. Each story includes the URL and link to the event or presenting organization's website. **See the e-newsletter's current issue at www.fla-keys.com/newsletter.**

3. TDC Online Calendar. The monthly calendar, spotlighting events of interest to visitors, is a prominent feature of the TDC's website that receives excellent traffic from consumers and media. Calendar listings include the date and time of the event, a brief description, contact information and a link to the event or presenting organization's website. **See the calendar at www.fla-keys.com/calendarofevents/.**

4. "Keys Voices" Weekly Feature Blog. The "Keys Voices" blog includes positive, feature-style stories on Keys festivals and events, culture, food, history, environment, people, unique places, and other aspects — written in a casual, friendly tone much like a newspaper column. It reaches the audience that regards social networking sites and blogs as significant information resources, while providing a personal, authentic voice to entice readers to visit the destination. **See the current feature at www.keysvoices.com.**

5. Florida Keys TravelVision "Video of the Week." Florida Keys TravelVision, positioned on the home page of the TDC website, airs brief "video of the week" segments on enticing, quirky Keys highlights and events. The agency conceives, shoots and produces each segment — and many past videos have focused on cultural topics. We also upload each "video of the week" segment to the Keys' YouTube video channel and other online and social media venues. **See the current video at www.fla-keys.com.**

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THREE 'MUST DO' TIPS

- 1. Make sure NewmanPR knows about your offering.** Put us on your e-mail list and keep us informed. We can't promote your event if you don't provide us with timely, detailed information about it.
- 2. When you're planning your event, incorporate elements that are visual, unusual, and indigenous to the Keys.** Those are the types of things that make an event media-worthy. Feel free to contact us during your planning process to discuss potential ideas.
- 3. Send us your event or season's schedule as soon as you have it completed,** so we can start sharing it with media and working on ways to promote your offering.

Remember, NewmanPR and the TDC are focused on attracting out-of-county media and visitors — so we encourage you to do your own press releases and PR in addition to our efforts. The strongest PR program is one where we all work together.

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PRESS RELEASE “CHEAT SHEET”

*When you're writing a press release or public service announcement, don't just focus on what **you** want to communicate — focus on presenting it in a way that makes it easy for the media to use it. In other words, **give the media what it wants.***

- **Make sure what you're sending is news.** If it's not news, it won't be used. It's particularly important to distinguish what's local “news” and what's “news” for regional or national outlets.
- **Send your releases and calendar listings LONG before your event begins.** Magazines usually work three months ahead of time. NewmanPR needs your information a minimum of 8 weeks before your event. The Arts Council and other venues need to receive calendar items at least three weeks before you want them to appear.
- **Find out the name of the editor you're targeting.** Look at the publication's masthead or the website's “about us” section, or call the media outlet.
- **Get your facts straight.** If an inaccurate fact in your release causes trouble for an editor or publication, that media outlet isn't likely to use anything from you again.
- **Don't gush.** Don't use language more suitable for a personal blog entry. Be enthusiastic, but straightforward and precise.
- **Use good grammar and SpellCheck.** Study press releases, like those in the www.fla-keys.com news section, to learn the accepted format.
- **Provide contact information.** List your organization's website and a phone number. Never assume that the public, or the media, knows how to reach you.
- **Get to the point right away.** Put the NEWS — such as the date, time and place of your event — in the first paragraph. Follow the journalism basics: Who, What, Where, When, and then Why.

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