



Working Draft



MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
APPLICATION FOR CULTURAL UMBRELLA EVENT FUNDING

October 1, 2014 through September 30, 2015

Upon evaluation of the application, the total scores will be tabulated and applications scoring 60 or more out of 100 will be considered for funding. Events that meet the minimum scoring requirements will be ranked starting with the highest score. Then committee members will use their best judgment in determining award recommendations.

NAME OF PROPOSED EVENT:

Garden Walk 2015

LOCATION/CITY: (Venue):

Upper Keys

DATE(S) OF EVENT:

~~Feb 27, 2015~~ Feb 2015

Refer to calendar on last page

INDICATE THE DISTRICT(S) FROM WHICH YOU ARE REQUESTING FUNDS and THE DOLLAR AMOUNT (**Maximum request: \$25,000**)

Based on "Beel Tax"

	\$	District I (encompasses the city limits of Key West)
	\$	District II (from city limits of Key West to the west end of the Seven Mile Bridge)
	\$	District III (from the west end of the Seven Mile Bridge to the Long Key Bridge)
	\$	District IV (between the Long Key Bridge and Mile Marker 90.939)
*	\$	District V (from Mile Marker 90.940 to the Dade/Monroe County line and any mainland portions of Monroe County)

\$ **TOTAL AMOUNT REQUESTED (Total Districts I-V)**

✓ w/ Sunbiz.org This page has to be perfect

I. EVENT PRODUCER INFORMATION (The event producer is the organization or individual responsible for the event. In some cases, the event producer and the event are the same, for example: The Key Players. In other cases, they are different, for example: the Pigeon Key Arts Festival is the event; the Pigeon Key Foundation, Inc. is the producer.)

A. NAME OF CONTRACTING ORGANIZATION:

(Registered business name as it appears on www.sunbiz.org)

FICTITIOUS NAME IF USED:

ADDRESS:

TELEPHONE NUMBER: (Daytime)

CELL NUMBER:

E-MAIL ADDRESS:

WEB SITE:

YEAR LEGALLY ESTABLISHED

FEDERAL I.D. # / E.I.N.

FLORIDA DIVISION OF CORPORATIONS DOCUMENT #

FL DEPT. OF AGRICULTURE & CONSUMER SVCS REG. #

INDICATE ORGANIZATION STATUS: FOR PROFIT ☐ NOT FOR PROFIT ☐

B. CONTACT PERSON:

(Should be familiar with application and authorized to speak for event sponsor)

ADDRESS:

TELEPHONE:

CELL PHONE:

FAX:

E-MAIL :

C. ALTERNATE CONTACT:

ADDRESS:

TELEPHONE:

CELL PHONE:

FAX:

E-MAIL :

D. AUTHORIZED PERSONS List name of President and other individual(s) authorized to execute contracts and otherwise act on behalf of event producer: (Name of President as it appears on www.sunbiz.org)

Name

Title

Really be available Summer

EXHIBIT A

Acceptable Event Marketing Expenses for Cultural Events

Within the Cultural Umbrella events funding category, the allocation received by the event contractor is to be spent on the list of items that have been approved. **Only** the TDC expenses listed below may be included in the proposed budget. The following are the **only** acceptable expenses:

Media Placement & Production Costs:

Newspapers and magazines (inserts will also be considered); radio; and TV. The TDC will pay for the following digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, pre roll video, banners and email blasts. Radio advertising does not require the logo but all radio announcements must say "Brought to you by the Monroe County Tourist Development Council". No payment will be made for development or operations (hosting) of websites. **No more than 30% of the Media Placement and Production Costs line item shall be expended on advertising media costs attributable to in-county placement.**

Promotional Signs: Posters and banners (hanging and displayed outdoors).

Promotional Items: T-shirts and hats*.

(Out of County logo)

***Sales/Resale of TDC funded items:** Items funded, including creative and resulting work product, by the BOCC/TDC, in accordance with Florida Public Records Law, are owned by the BOCC/TDC and as such may not be sold.

Direct Mail Promotions: Brochures/postcards and pamphlets including postage/shipping. This is a direct mail promotional brochure/postcard/pamphlet utilized for pre-event advertising.

Programs/Play Bills: TDC will pay up to fifty percent (50%) of the cost of production and printing of an event program/play bills showing scheduled activities and information on the event, as outlined in contract budget.

Public Relations (PR): 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 TDC agency of record and/or a professional public relations agency shall be acceptable.

In-House Production: In-house production of any permissible expenditure will not be considered for reimbursement.

Event Marketing Reimbursement: TDC will only consider reimbursement of permissible marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility.

Amendments to Contract Budgets: No amendments to the line item budget will be permitted after the contract has been reviewed and approved.

Initial
Pages

IF FUNDED, EXHIBITS A, B, C and D WILL BECOME PART OF YOUR CONTRACT AND TRANSMITTED TO THE OFFICE OF THE CLERK OF THE COURT.

Read & initial _____

Logo/Acknowledgement Usage Guidelines For Cultural Events

Print Advertising:

Color ads four (4) color processing printing

Black & white ads shall include the Florida Keys and Key West logo in high resolution

Use on all printed material as listed under the Acceptable Event Marketing Expenses list (Exhibit A)

Hats and T-shirts: Must carry the "The Florida Keys & Key West" Out-of-County logo

TV Advertising: Logo must appear at the conclusion of commercial

Radio Advertising: No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council"

In-County Logo

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Jessica Taylor-Smith or John Underwood with Tinsley Advertising at 305-856-6060.

Out-of-County Logo

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Jessica Taylor-Smith or John Underwood at Tinsley Advertising at 305-856-6060.

EXHIBIT D

CULTURAL UMBRELLA EVENT BUDGET - FISCAL YEAR 2015

APPLICANT IS ADVISED PRIOR TO COMPLETING THIS BUDGET TO REFER TO THE ALLOWABLE MARKETING EXPENSES THAT WILL BE CONSIDERED FOR REIMBURSEMENT (PLEASE REFER to Page 3 – Exhibit A).

THERE WILL BE NO AMENDMENTS TO THIS BUDGET (EXHIBIT D) AFTER BOCC APPROVAL OF AGREEMENT.

Wish list - will be adjusted after May Mtg.
GW 2015
Get second approval from TDC

EVENT NAME	
*MEDIA PLACEMENT & PRODUCTION COST: (Only 30% of this line item may be spent on in-county advertising)	\$
PROMOTIONAL SIGNS:	\$
PROMOTIONAL ITEMS:	\$
DIRECT MAIL PROMOTIONS:	\$
PROGRAMS/PLAY BILLS:	\$
PUBLIC RELATIONS:	\$
**GENERAL NON-ALLOCATED:	\$
<u>TOTAL</u>	\$

*No more than **30%** of the Media Placement and Production Costs line item shall be expended on advertising media costs attributable to in-county placement (see Exhibit A of Application).

**The General Non-Allocated line item should not exceed 15% of the total funding allocation, and may only be utilized for acceptable event marketing expenses (see Exhibit A of Application).

Actual expenditures may deviate no more than 10% from the budgeted line items noted above.

Please note: The TDC will only consider reimbursement of permissible marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility.

EXHIBIT E

TDC RESOURCE MARKETING/SPENDING PLAN: The marketing plan must be approved ONE WEEK in advance by the advertising and public relations agencies of record. Attach your approval letters at end of application. **Tinsley Advertising, Ashley Miller. ashley@tinsley.com 800-273-1242, and NewmanPR Associates, Carol Shaughnessy. carol@newmanpr.com 305-797-0579.**

Include all aspects of the proposed event with estimated number of persons to be reached through the different media. Provide source of information for estimated numbers.

Specifically state how you plan to spend the Cultural Umbrella funds requested and summarized in Exhibit D. Please discuss **separately**: **A.** your planned activities with TDC funding requested and **B.** your planned out of county marketing with your own (not TDC) funding. (Limit 750 words.)

A. & B

Not Scored

EXHIBIT F

**NON-COLLUSION AFFIDAVIT
AND VERIFICATION**

I, _____, of the city of _____,
according to law on my oath, and under penalty of perjury, depose and say that:

1) I am _____, the bidder making the Proposal for
the project described as follows:

2) The prices in this bid have been arrived at independently without collusion, consultation,
communication or agreement for the purpose of restricting competition, as to any matter relating to
such prices with any other bidder or with any competitor;

3) Unless otherwise required by law, the prices which have been quoted in this bid have
not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to
bid opening, directly or indirectly, to any other bidder or to any competitor; and

4) No attempt has been made or will be made by the bidder to induce any other person,
partnership or corporation to submit, or not to submit, a bid for the purpose of restricting competition;

5) The statements contained in this affidavit are true and correct, and made with full
knowledge that Monroe County relies upon the truth of the statements contained in this affidavit in
awarding contracts for said project.

VERIFICATION

I HEREBY CERTIFY that I have read the forgoing application and that the facts stated herein are true
and correct to the best of my knowledge and belief.

President's Name Typed

President's Signature

Sworn to and subscribed before me this _____ day of _____, 20____

personally appeared _____, _____, and _____,
known to be the persons named in and who executed the foregoing document.

Notary Public - State of _____

My commission expires _____

(Printed, typed, or stamped commissioned
Name of notary public)

*Notarize
President*

II. PROPOSED EVENT INFORMATION

A. MONTH(s) OF EVENT: Please check the appropriate month. If an event takes place over a series of months the scores will be added to a maximum of 7 points.

January	2 <input type="checkbox"/>	July	4 <input type="checkbox"/>
February	1 <input checked="" type="checkbox"/>	August	6 <input type="checkbox"/>
March	1 <input type="checkbox"/>	September	6 <input type="checkbox"/>
April	1 <input type="checkbox"/>	October	4 <input type="checkbox"/>
May	4 <input type="checkbox"/>	November	4 <input type="checkbox"/>
June	4 <input type="checkbox"/>	December	3 <input type="checkbox"/>

1 2 3 4 5 6 7

B. NUMBER OF DAYS of event per year: ☐ (Please check the appropriate range.)

1 - 14 days ☒ 15 - 120 days ☐ 121+ days ☐

4 5 6

C. ATTENDANCE Number of people anticipated to attend the event, the number attending this current year, and actual past attendance:

Total Attendance for Events

	Anticipated 2015	Current 2014	Actual 2013
Monroe County Residents	<input type="text"/>	<input type="text"/>	<input type="text"/>
Out of County	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL	<input type="text"/>	<input type="text"/>	<input type="text"/>

DETERMINATION OF ATTENDANCE FOR EVENTS

DESCRIBE YOUR AUDIENCE: How do you determine your numbers, please mention walk-in how you count, how you ask county/out of county?

III. STATEMENT OF INCOME & EXPENSE for the EVENT(S); FOR PROPOSED EVENT, CURRENT YEAR, AND LAST COMPLETED YEAR

The treasurer of the producer must sign this statement. The figures for the last completed year should be actual.

EVENT NAME:

INCOME

EVENT INCOME (DO NOT INCLUDE IN-KIND)

PROPOSED
FY 2015

CURRENT
AS CONTRACTED
FY 2014

ACTUAL
AS REIMBURSED
FY 2013

A. CULTURAL UMBRELLA FUNDS	\$ [REDACTED]	\$ [REDACTED] *	\$ [REDACTED] **
ENTRY/ADMISSION/BOXOFFICE	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
PROMOTIONAL ITEMS	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
FOOD & BEVERAGE	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
SPONSORS/CONTRIBUTIONS	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
MEMBERSHIPS	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
GRANTS – State & Local	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
OTHER	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]

B. TOTAL EVENT INCOME	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
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Cultural Umbrella funds for the proposed FY are of [REDACTED] % Total Income. (A divided by B)

EVENT NAME: _____

EXPENSES

	PROPOSED FY 2015	CURRENT FY 2014	ACTUAL FY 2013
EVENT OPERATING EXPENSES			
C. CULTURAL UMBRELLA FUNDS *	\$ _____	\$ <u>8188</u>	\$ <u>0</u>
D. MARKETING/ADVERTISING ADDITIONAL TDC ALLOWABLE	\$ _____	\$ _____	\$ _____
MARKETING/ADVERTISING ADDITIONAL TDC NON-ALLOWABLE	\$ _____	\$ _____	\$ _____
EVENT OPERATING EXPENSES	\$ _____	\$ _____	\$ _____
OFFICE EXPENSES	\$ _____	\$ _____	\$ _____
RENT	\$ _____	\$ _____	\$ _____
SALARIES	\$ _____	\$ _____	\$ _____
MISCELLANEOUS	\$ _____	\$ _____	\$ _____

cell year

Programs

E. TOTAL EVENT EXPENSES	\$ _____	\$ _____	\$ _____
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NET PROFIT/LOSS (B minus E)	\$ _____	\$ _____	\$ _____
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CULTURAL UMBRELLA FUNDS PERCENT OF TOTAL ALLOWABLE ADVERTISING : _____ %

(Compute percent by dividing Line C by the total of C + D and then multiplying the answer by 100)
.....This will reflect the percent of the TDC funding to the total allowable funding for the event.....

*Cultural Umbrella funds may be spent only for allowable advertising and promotion listed on Exhibit A.

TREASURER NARRATIVE (optional)

Treasurer, Sign and Print

_____ 0 - 20

IV. QUALITY AND DESCRIPTION OF PROPOSED EVENT

NARRATIVE: Discuss the overall excellence of the event. Discuss the artistic excellence, the tourist appeal, and the extent to which the event is unique to Monroe County or the district. How does it promote and showcase the destination's cultural, historic, and/or environmental resources? Why do you think your event will help **draw** people from outside Monroe County?

Please do not assume the reader/scorer is familiar with your event. Include specific details -- walk us through your event(s). Please note: this section is worth 30 points. (LIMIT 750 WORDS)

Concise Creative Future Strategic Plan Bids Put in paragraph at a time

0 - 30

V. MEDIA/MARKETING PLAN

Describe all plans to market the event(s) to reach visitors outside of Monroe County. Include all marketing activities (paid and unpaid). Address opportunities for creative exposure of the events. (Including website, social media, newspapers and radio) Be specific and include details, how will you **EXPAND** your plan with the TDC funds. (LIMIT 750 WORDS)

0 - 25

VI. ACTION PLAN

Submit a detailed action plan including appropriate permit(s) if applicable, as to how parking/security and road closures will be handled during your event. The plan should include the following information:

1. Describe how your event plan will handle road closures. If applicable, enclose a copy of the approval by the appropriate county/municipal entity.

2. Describe how your event plan will accommodate parking and transportation.

3. Describe how your event plan will handle security.

4. Event Sustainability.

Our visitors come to enjoy events, but in the process, a tremendous amount of waste is generated, much of it recyclable. The single most effective tool in reducing waste at special events is planning ahead. **On the next page (page 15)**, complete a narrative on how you plan to reduce waste during your event by doing the following:

- a. Encourage recycling message within programs and brochures to recycle during the event and also at home.
- b. Encourage "Green" advertising (broadcast and digital).
- c. Encourage vendors to use biodegradable/compostable products (utensils; plates and cups; paper or canvas bags).
- d. Encourage the use of clearly identified recycling containers.
- e. Discourage use of single use plastic bags and other products.

Useful contact numbers:

Monroe County: (305) 289-6037

City of Key West: (305) 809-3902

City of Marathon: (305) 289-6037

Islamorada Village of Islands: (305) 853-3433

VII. EVENT SUSTAINABILITY ACTION PLAN

A.B.C.D.E. 

VIII. OVERALL ASSESSMENT OF APPLICATION

0 - 12

In-County Logo



Out-of-County Logo



October 2014							November 2014							December 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1		1	2	3	4	5	6
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			
							30													
January 2015							February 2015							March 2015						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31								29	30	31				
April 2015							May 2015							June 2015						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4						1	2		1	2	3	4	5	6
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				
							31													
July 2015							August 2015							September 2015						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1			1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

Holidays and Observances (United States)

Oct 13, 2014: Columbus Day	Oct 31, 2014: Halloween
Nov 11, 2014: Veterans Day	Nov 27, 2014: Thanksgiving Day
Dec 25, 2014: Christmas	Jan 01, 2015: New Year's Day
Jan 19, 2015: M L King Day	Feb 14, 2015: Valentine's Day
Feb 16, 2015: Presidents' Day	Apr 03, 2015: Good Friday
Apr 05, 2015: Easter Sunday	May 10, 2015: Mother's Day
May 25, 2015: Memorial Day	Jun 21, 2015: Father's Day
Jul 04, 2015: Independence Day	Sep 07, 2015: Labor Day