



# Cultural Tourism Program (CTP)

Cultural Tourism Program (CTP)  
Application Guideline FY 2014  
(October 2014 through September 2015)

Fiscal Year

# 2015

Deadline: January 25, 2014

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Broward County Board of County Commissioners /Broward Cultural Council



Broward Cultural Council and the Greater Fort Lauderdale Convention & Visitors Bureau



**Broward Cultural Division  
Cultural Tourism Program FY 2015  
FY2015 Guideline (October 1, 2014 - September 30, 2015)  
Application and attachment outline**

**Purpose/Use:** To use the arts as a means of promoting tourism in Broward County. Municipalities, agencies or political subdivisions of state government and sovereign Native American Nations located in Broward County, or not-for-profit organizations that meet general eligibility requirements for funding from the Broward County Board of County Commissioners, or a consortium of organizations or entities with each individual member of which meets the eligibility requirements, may apply for funding. Any award and expenditures of tourist development tax funds must comply with the express authorized use(s) of such funds pursuant to Florida Statutes Section 125.0104. Applicants shall ensure that the proposed use(s) and, if awarded, the actual use of the tourist development tax funds are expressly permitted by Section 125.0104, and shall provide documentation sufficient to substantiate same to County upon request.

**Application Deadline:** **January 25, 2014 on, or before, 11:59 PM.** All applications must be submitted electronically online on, or before, January 25 at 11:59PM. (**Note:** If such deadline falls on a Saturday or Sunday, the deadline shall automatically become 11:59PM of the following Monday, January 27.) Late applications cannot be accepted without specific action by the Board of County Commissioners.

**Who May Apply:** Any organization meeting the general eligibility requirements which also is applying for project and/or festival support which:

- (a) Is a non-profit organization:
  - (1) Whose primary mission is cultural.
  - (2) Which has a governing board at least fifty percent (50%) of whom reside in Broward County or which has a proportionate number, based on the number of South Florida counties served, of members of the organization's policy and decision-making governing board residing in Broward County.
  - (3) Which has a governing board which meets regularly and operates under a set of bylaws.
  - (4) Whose principal office address, as recorded in the Secretary of State's office, is in Broward County with a minimum of one (1) full-time staff position in that office, except for designated Regional Organizations.
  - (5) Which has tax exempt status under Section 501 (c)(3) of the Internal Revenue Code.
  
- (b) An American Association of Museum (AAM) accredited museum that is part (a division) of a not-for-profit university in Broward County that will provide recurring cultural and exhibit programming; producing a full season of programming and exhibits on a yearly basis and has an advisory board which governs the activities of the museum's programs, and at least fifty percent (50%) of whom reside in Broward County. County funding must be used to support the accredited museum's cultural and exhibition programming.

Such organization shall also meet the following requirements:

- (1) The principal office address, as recorded in the Secretary of State's office, shall be in Broward County with a minimum of one (1) full-time staff position in that office, except for designated Regional Organizations

- (2) The organization has tax-exempt status under Section 501(c)(3) of the Internal Revenue Code.
- (3) The organization receives Broward community support through subscriptions, memberships, earned income, and/or planned fund raising.

(c) Is a Public Entity which is a municipality, state government agency, or political subdivision of state government located primarily in Broward County, or sovereign Native American nation.

(d) Has been operational in its cultural discipline(s) for a minimum of two (2) uninterrupted years immediately preceding the date of application.

(e) A consortium of organizations or entities, each individual member of which meets eligibility requirements for one (1) of the categories listed in (a), (b), (c), and (d) listed above. A consortium must designate one (1) member to serve as the lead applicant and to coordinate efforts for the project festival.

**What May Be Funded:** Reimbursable project expenses associated with:

(a) All activities funded under this Program must be of high artistic quality and contribute to Broward County's reputation as an attractive destination for tourists. All activities must contain a significant tourist-related component which will contribute to the cultural development of Broward County and enhance its reputation as a tourist destination.

(b) This Program may fund exhibitions, performances, or other cultural activities.

(c) This Program may fund Projects and Festivals which contain the development of new activities, and marketing to attract tourists. These efforts will involve initiatives, especially new ones, that are targeted at further developing the market for cultural tourists in Broward County. Particular emphasis will be given to development of greater inclusiveness in cultural tourism offerings to reflect the full range of cultural activity—including historical and ethnically specific activities—in the County; create an authentic visual identity for Broward County; develop an annual signature event to attract participation in the arts by visitors and residents; and, which celebrate local and indigenous arts and culture traditions.

(d) A project may be a single event or a series of cultural events but must have a specific tourism marketing strategy. The event or series may not be the applicant's entire season of cultural programming.

(e) **Festivals and Projects:**

(1) A festival is an annual cultural event of short duration (measured in days), bearing the same format or theme and offered by the same organization (or consortium of organizations/entities) from year-to-year, and which is typically a large outdoor event, staged in a public place, and offered free or at a modest ticket price to attendees.

(2) Cultural Tourism Program funds should be used to develop and nurture quality festivals and projects. Festival incentive recipients are required to place monies earned from festivals back into the festival budget to be used for the same annual festival the following year. Applicants must provide a three (3) year plan, updated yearly, for enhancing and growing the festival.

(f) All applicants must provide a narrative description of the proposed festival or project with a timeline for implementation and a marketing strategy describing the media to be used, where, when, a description of the target tourist population and a timeline for implementation. A consortium lead applicant is responsible for submitting the consortium's application.

(g) **Additional Requirements:**

(1) For consortium projects and/or festivals, the lead applicant must submit a comprehensive single-year application for the entire consortium.

(A) The application must include a narrative description of the project or festival and the contribution to be made by each consortium member to the project or festival. The application must include letters of commitment from each consortium member, on a form to be provided by the Cultural Division. A timeline or project implementation is also required. Marketing strategies must relate to a specific cultural arts project or festival. If the project involves marketing of an existing product, provide a description of the incremental increase in ticket sales to tourists that should result from the new marketing strategy.

(B) Each participating member of a consortium must meet the eligibility requirements for the Cultural Tourism Program, the consortium application will be scored as a whole. No members of the consortium may submit a separate application for Cultural Tourism Program funds during a project period for a funded consortium project.

(2) For projects festivals by an individual applicant: The applicant must submit a comprehensive single-year application.

(A) The application must include a narrative description of the project or festival and a timeline for project implementation.

(B) Marketing strategies must relate to a specific cultural arts project or festival. If the project involves marketing of an existing product, provide a description of the incremental increase in ticket sales to tourists that should result from the new marketing strategy.

**Eligibility Requirements**

The eligibility requirements must be met at the time of application deadline. Applicants must have complied with all reports and financial reporting requirements of previous Broward County agreements, if any. An applicant organization may not apply under more than one organizational name in one Broward County fiscal year unless a new name is registered with the Secretary of State during that period. A late or incomplete application will not be eligible for funding. An incomplete application (i.e., missing attachments, lack of proper support materials, missing pages, etc.) may be rejected at the Staff level and not recommended to the Panel for consideration. Applications with deficiencies will receive a lower score.

An applicant may submit only **one application** to the Cultural Tourism Program per fiscal year.

**Request-Award Size:**

(a) Awards may range from \$10,000 to \$65,000; however, applicant (or consortium member) may request no more than twenty-five percent (25%) of its anticipated total Cultural Tourism Program project/festival projected revenues, including the amount requested.

(b) Applicant must provide a dollar-for-dollar match for funds awarded (cash match). In-kind services will not be allowed for matching purposes.

(c) Awards to consortia will be contracted with the lead applicant or with some combination of the lead and participating organizations at the option of the consortium members to be indicated on the commitment letters; however, no organization's contract may exceed the amount for which that organization is eligible under these guidelines.

## Cultural Tourism Program Applications

### Part A

**Individual Organization Application - For projects and /or festivals by an individual applicant** (organizations, or entities) - The applicant must submit a comprehensive single-year application.

- The application must include a narrative description of the project or festival and a time-line for project implementation.
- Marketing strategies must relate to a specific cultural arts project or festival. If the project involves marketing of an existing product, provide a description of the incremental increase in ticket sales to tourists that should result from the new marketing strategy.

### Part B

**Consortium Application-** For organizations and/ or entities that plan to apply together as a *Consortium*. For projects and/or festivals, the lead applicant must submit a comprehensive single-year application for the entire consortium.

- The application must include a narrative description of the project or festival and the contribution to be made by each consortium member to the project or festival. The application must include letters of commitment from each consortium member, on a form to be provided by the Cultural Division. A time-line for project implementation is also required.
- Marketing strategies must relate to a specific cultural arts project or festival. If the project involves marketing of an existing product, provide a description of the incremental increase in ticket sales to tourists that should result from the new marketing strategy.
- While each participating member of a consortium must meet the eligibility requirements for the Cultural Tourism Program, the consortium application will be scored as a whole. No members of the consortium may submit a separate application for Cultural Tourism Program funds during a project period for a funded consortium project.

### Funding Restrictions

Funds **May Not** be used for: These funding restrictions are applicable to all Council incentive programs unless such expenditures are specifically authorized in program guidelines. Incentive funds may not be used for:

- a) Expenses incurred or obligated prior to or after the incentive period.
- b) Capital Construction or real property.
- c) Interest or reductions or deficits or loans, fines, penalties, or cost of litigation.
- d) Prize money, scholarships, awards, plaques, certificates, or contributions.
- e) Benefits and projects planned primarily for fund raising purposes.
- f) Entertainment and promotions, including related expenses such as receptions, food, beverages, flowers, and t-shirts.
- g) Projects or organizations whose primary purpose is not secular and programs where the primary effect of funding would be to support a religion.
- h) Travel.
- i) Any expenditure not authorized by Section 1-90 Broward County Code of Ordinances, as amended.
- j) Matching funds for another Council funding program.
- k) Admissions to cultural programs, exhibits or performances.

l) Projects that are restricted to private participation, including those programs which would restrict public access on the basis of race, color, national origin, sex, religion, age, marital status, political affiliation, familial status, disability, sexual orientation, pregnancy, or gender identity and expression (including, but not limited to, Broward County Code, Chapter 16½), as amended.

m) Telemarketing. AND..... Funds **May Not** be used for:

- Any other expenditure not authorized by Section 1-90 Broward County Code of Ordinances
- Annual operating expenditures not directly related to the activity or project.
- Salaries of regular full-time administrative staff or supplements for the salaries of existing administrative staff.
- Professional, legal, medical, engineering, accounting, auditing or consultant services.
- Capital improvements, including but not limited to new construction, renovation, restoration and installation or replacement of fixtures in the permanent facility of the organization.
- Tangible personal property including but not limited to copy machines, typewriters, light fixtures, musical instruments, other equipment and permanent collections.

**Application Deadline: January 25, 2014 on, or before, 11:59 PM (12:00 Midnight)**

**Funding project period: October 1, 2014 - September 30, 2015**

All applications must be submitted on or before January 25, 2014 at 11:59 PM. Late applications cannot be accepted without specific action by the Board of County Commissioners. Applications filed electronically online: Any application filed electronically online must be filed by midnight of the deadline listed as described. If such deadline falls on a Saturday or Sunday, the deadline shall automatically become midnight of the following Monday. If the deadline falls on a Broward County, State of Florida, or national (federal) holiday, the application deadline will become midnight of the following business day.

#### **Review & Scoring Process**

**Staff Review** – The Staff reviews the application for its completeness and compliance with all program policies, guidelines, and requirements. Incomplete applications will not be forwarded to the panel for consideration. Official documents such as corporate status, bylaws, and board roster are checked and verified for accuracy.

**Technical Review**- The Cultural Division staff reviews original applications for the *technical* requirements. Staff members do not make any **qualitative** assessment of the proposal.

**Peer Panelists** - Appointed by the Broward Cultural Council, Peer Panelists consider the applications and rate them. Any panelist having a Conflict of Interest (as defined by Chapter 112, Part III, Code of Ethics, Florida Statutes) with an applicant is prohibited from participating in the evaluation process for that applicant's application.

**Qualitative Review** - The quality of the information in the entire application and, especially the responses to the Review Criteria section, is what is evaluated by the Panelist. The qualitative review of the applicant's project, and their program's impact on the community, is done by the panelists.

**Two-Stage Panel Scoring Process** - The applicant must first receive at least the average passing score of a minimum of thirty (30) points out of the possible maximum of forty (40) points on the "Tourism Impact-Marketing Strategy" criteria from the Tourism Subpanel in order for such applicant to be eligible to proceed to the second stage of the scoring process. If such applicant receives at least the average passing score, such applicant will then be eligible to be scored by the Cultural Subpanel which will score both the "Cultural Merit" criteria and the "Organizational Merit" criteria. If the applicant fails to receive at least the average passing score from the Tourism Subpanel, the applicant shall not be eligible to receive any score for the Cultural Subpanel, and such applicant shall be removed as an applicant from further consideration in the award process. Subject to the applicant first receiving at least the average passing score from the Tourism Subpanel, a six (6) member Cultural Subpanel of the review panel (composed of the three (3) Council members and the three (3) cultural experts) will then score such applicant on the "Cultural Merit" criteria and the "Organizational Merit" criteria.

**Panel Review Meetings Are Public** - Applicants are encouraged to attend and be prepared, if asked, to respond to questions panelists may have about their applications.

**Scoring-** Peer panelists score applicants based upon review criteria as listed in the incentive program guidelines.

The funding formula will fluctuate based on the final scores of the entire panel and reward quality.

- If the Panel's composite scores ranging from 25 points (between the highest and lowest scored applicant) the distribution of funding will be distributed from 100% to 25%.
- If the Panel composite scores ranging from 20 points (between the highest and lowest scored applicant) the distribution of funding will be distributed from 100% to 50%
- If the Panel composite scores ranging from 10 points (between the highest and lowest scored applicant) the distribution of finding will be distributed from 100% to 75%
- One high score, and one low score, for the applicant will be discarded and the score re-averaged.

An applicant must receive a minimum total score of 75 points to be considered for an award. Suggested funding recommendations are based upon the applicant's score and funds available.

**Funding Approval** - The Panel's funding recommendations are forwarded to the Broward Cultural Council for consideration. After the Council has confirmed and/or altered the recommendations, they are sent to the Board of County Commissioners for approval.

### **Review Criteria**

#### **What the Panel Will Consider...**

A nine (9) member Broward Cultural Council review panel composed of three (3) Broward Cultural Council members (one of which will chair the panel), one whom has served on the Broward Cultural Council for at least five years, and one who is the Tourist Development Council liaison to the Broward Cultural Council), three (3) hoteliers, and three (3) cultural experts.

### **Two-Stage Scoring Process**

- I. Tourism Subpanel** A five (5) member Tourism Subpanel, comprised of three (3) hoteliers, the TDC liaison to the Broward Cultural Council, and one (1) member from the Broward Cultural Council who has at least five years of service with the Cultural Council, will score each applicant based on the following criteria: **Tourism Impact/ Marketing Strategy.**

**II. Cultural Subpanel** A six (6) member Cultural Subpanel comprised of three (3) Broward Cultural Council members (the TDC liaison, and the Council member who has served at least five years serving also on the Tourism Subpanel, plus the Council member serving as the Chair), and three (3) cultural experts will score each applicant based on the following criteria: **Cultural Merit and Organizational Merit.**

**Cultural Merit** (Maximum Points: 40)

- (1) Artistic and/or cultural significance, creativity, and quality of the proposed project/festival.
- (2) Qualifications and caliber of participating artists. Reputation of the organization and its programs and services
- (3) History of the organization and its contribution to the cultural development in Broward County.

**Tourism Impact/Marketing strategy** (Maximum Points: 40)

- (1) Evidence that the project was developed for the specific purpose of contributing to Broward County's reputation as an attractive destination for tourists.
- (2) Comprehensive and realistic marketing strategy for the proposed project/festival targeting visitors.
- (3) Qualifications and caliber of marketing professional involved in developing marketing strategy.
- (4) Quality and impact of cultural tourism program content.
- (5) Estimated number of visitors to be served by project/festival based upon marketing strategy to reach targeted tourist population(s) or an evaluation report of visitor impact based upon target marketing research or tourist survey.
- (6) Evidence of support from tourism industry (e.g., hotels, airlines, etc.).
- (7) Project takes place during the off-season commencing on the Monday immediately following the Easter Holiday through December 24.

**Organizational Merit** (Maximum Points: 20)

- (1) Completeness, error-free presentation, and clarity of the incentive application.
- (2) Accuracy and feasibility of proposed project budget.
- (3) Financial stability of the organization.
- (4) Staffing structure and competence.
- (5) Evidence in planning of effective governance and fund raising, board involvement, and policy development.

**Bonus Points:** Applicants may receive up to three (3) bonus points based upon documented hotel room nights generated during the most recently completed Cultural Tourism Program project/ festival. Prior to scoring by the Panel, the Cultural Division and the Fort Lauderdale Convention and Visitor's Bureau's Vice President of Cultural Tourism will review the Project Report (including documentation of room nights generated by the project) to determine the adequacy of the documentation and eligibility for the bonus points. Points will be awarded as follows:

- 500 room nights 1 point
- 1,000 room nights 2 points
- 1,500 room nights 3 points



## **Appeals Process**

Applicants have two opportunities (oral and written) to appeal the review panel's recommendation regarding their applications. Each applicant must substantiate at least one of the following reasons for any appeal:

### Reasons for an Appeal

The Review Panel failed to follow published procedures for applications and review.  
The Review Panel acted in an unfair manner, or,  
The Review Panel's decision was based on insufficient information through no fault of the applicant.

### Oral Appeals at the Panel Review Meeting

After all applications have been scored by the panel, the Chair announces a break while scores are computed and ranked. If an applicant receives a score of less than 75, Chair inquires if the applicant wants to present an oral appeal based on any of the three reasons for appeals.

Speaking time is limited to three minutes per organization. The representative of the organization making the appeal must state on which of the three reasons the appeal is based.

Upon conclusion of the oral appeal(s), Chair asks if any panelist wants to alter a score for the applicant(s) making an oral appeal. Panelists must state the name of the applicant and a revised score at this time.

Revised scores for the appealing applicant are re-averaged and all scores are ranked. Panel makes funding motions and votes on them.

### Written Appeals

Written appeals are to be addressed to the Chair, Broward Cultural Council, 100 S. Andrews Avenue, Fort Lauderdale, FL 33301-1829 and submitted within 14 days of the date of the review panel meeting. Written appeals must state the reason for the appeal. Staff will prepare a fact sheet concerning the application and scoring by the panel. The appeals are then forwarded to the Council for consideration in an appeals workshop. The appeals workshop occurs at the next Council meeting.

## **AT THE APPEALS WORKSHOP**

1. Chair opens public workshop.
2. Chair calls upon organization(s) that submitted a written appeal. (Speaking time is limited to three (3) minutes per organization).
3. Chair calls upon Chair of the Review Panel to address the Council concerning the appeals(s).
4. The Appeals Workshop is adjourned.

## **COUNCIL MEETING CONVENED**

Council may discuss the appeal(s), may vote to alter the funding recommendations, or may vote on a motion concerning the funding recommendations on the consent agenda.

If the motion on the consent agenda is passed, Chair explains the ramifications to the appealing applicant(s).

## Administration and Managing the Award

**Revisions and Defining Units of Service** - Awardees will be first notified in writing by the Cultural Division. Before an Agreement can be issued, awardees are asked to provide updated information regarding changes in the project/program that have been made since the date of the original application. At that time you also will be asked to help define the "units of service" that serve as the basis on which the award will be paid.

**Agreements and Workshop** - After submitting revisions, and the units of service are defined, awardees are sent an agreement for services which will have to be executed in a timely manner. A workshop is offered, as well as a detailed administration manual to assist in managing the agreement.

**Change Requests** - Awardees must keep the Contract Administrator informed about any changes in the project or program that effect provisions found in "Exhibit A" of the agreement. All changes must be submitted on a *Change Request* form prior to their implementation.

**Invoices and Project Evaluation Reporting** - Awardees are required to keep accurate records and receipts of funded activity and document such on invoices and the final report (Exhibit B) to the county. Payment of all awards is on a reimbursement basis, contingent upon successful completion of the project or program and meeting the requirements of the agreement. Exhibit B - *Project Evaluation Report* - awardees are to provide a Project Evaluation Report (Exhibit B) for the CTP project funded through the agreement, and provide the completed form, online, to the Contract Administrator no later than thirty (30) calendar days after the completion of the term of the project/program on Exhibit A, the expiration or earlier termination of the Agreement, or at the time of the submittal of the final invoice, whichever is earliest.

**Insurance Requirements** - If insurance is required by the County's Risk Management Division, Contractor shall furnish a Certificate of Insurance or endorsements evidencing the insurance coverages specified by the agreement and such Certificate of Insurance shall be attached and incorporated as part of the agreement. Such required Certificate shall be provided prior to Contractor beginning performance of work under the agreement. The Certificate must name **Broward County** as an additional insured. Failure to provide an up-to-date, or renewed Certificate could delay the execution of the agreement until insurance requirements are met.

**Documentation of the Cultural Tourism Program project** - The final *Project Evaluation Report* (Exhibit B) will require samples of program books (playbills) or similar documentation for any concerts or performances presented. Also, the agreement requires a detailed outline of the marketing activities tied to each market segment, copies of marketing invoices, and marketing materials verifying marketing costs for each tourist market.

**Tourism Survey** - Remember to design and administer a tourism survey of your patrons, attendees, and audience members, etc. during the project/festival period. The Project Evaluation Report requires a sample copy of the tourism survey instrument and a copy of the survey form with tabulated zip code results and survey results (i.e. room nights, audience figures)



**Extensions/Waivers** - If an awardee is unable to file project evaluation reports on time, then the awardee will have to request either an extension and /or waiver of the deadline for submission.

**The Correct Use of County Logos and Attribution in Printed Materials** - Awardees must adhere to all provisions of the agreement giving appropriate attribution to the Broward County Board of County Commissioners, the Broward Cultural Council, and other participating funders (e.g., The Tourist Development Council). Failure to use the correct attribution to the County in printed publication/ publicity materials could be detrimental to future funding.



For LOGOS: <http://www.broward.org/ARTS/FUNDING/Pages/Logos.aspx>

**For Cultural Tourism Program (CTP) funded projects.** - Use both the Broward County Logo and the Greater Fort Lauderdale Convention and Visitors Bureau (CVB) Logo with the funding statement (listed below) in flyers, programs, brochures, newsletters, direct mail, sponsor recognition, signage, etc. In press releases only the funding statement is required.

**Example:**

	
<p>Funding for this event is provided in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and Greater Fort Lauderdale Convention &amp; Visitors Bureau.</p>	

or

	
<p>Funding for this event is provided in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and Greater Fort Lauderdale Convention &amp; Visitors Bureau.</p>	

**ArtsCalendar.com, South Florida's Complete Guide to the Arts**, is collaboration between ArtServe and Broward Cultural Division and includes listings of all cultural arts events, directories, reviews, auditions, calls for artists, classes and workshops and so much more. ArtsCalendar.com is the leading online resource for Arts and Cultural information for Broward County.



During the term of the agreement, if an awardee's program was funded by Broward County, these programs, or events, are to be added into the ArtsCalendar.com. event schedule

See: (<http://www.artscalendar.com/> ).

Awardees must post the **ArtsCalendar.com** banner web link on their organization's website. Go to: <http://www.broward.org/Arts/Funding/Pages/ArtsCalendar.aspx> for instructions. There is no need to upload any images to your site, simply copy the code into body of your webpage at its designated location. The logo will appear in the location linked to ArtsCalendar.com.

## **Application Process**

Plan ahead - Applicants are advised to plan ahead and begin preparation of an application well in advance of a due date for submission. Before starting the writing process, applicants should read the incentive guidelines and instructions carefully and follow them. Failure to follow instructions could result in disqualification of an application.

1. Attend the workshop designed for applicants to the Cultural Tourism Program.  
RSVP to workshops: <https://patronsecure.com/bccd/events.cfm>
2. Schedule a meeting with a member of the staff if you would like personal guidance regarding your application.  
**Note:** First-time applications to the CTP program are required to meet with a staff member prior to submitting an application for funding. This requirement applies even if the applicant receives funding through another Broward Cultural Division program.
3. Check and double check - Applications should be checked carefully to assure that all portions of the application form are completed and required attachments are provided in the order listed in the application form(s).

The Cultural Division cannot allow applicants to insert omitted attachments, or other documents once the deadline for submission has passed. Guidelines require that an application be complete and that it meets all applicable eligibility requirements at the program deadline for submission of applications.

## **Online Application Outline**

The landing page for the Cultural Tourism Program (CTP)  
<http://www.broward.org/Arts/Funding/Programs/Pages/CTPGrant.aspx>

See: Forms and Links  
Start a new Online Application  
Resume previously started Online Application (In progress application)

## **Application Guidance**

NOTE: The application is password protected, a separate password will be provided to eligible applicants, via a separate e-mail, sent by the Cultural Division. Only eligible organizations for the Broward County Cultural Tourism Program (CTP) will be directly sent a password to access the application template. Complete the Cultural Tourism Program application form, as follows and submit no later than 11:59 PM on January 25.

Start a new Online Application- Go to the Division web-site and under "FUNDING" select the "Cultural Tourism Program CTP program" page. <http://www.broward.org/Arts/Funding/Programs/Pages/CTPGrant.aspx>

### **Complete either:**

#### **Part A – CTP Application - Individual Organization Applicant**

[https://www.grantrequest.com/SID\\_391/Default.asp?CT=CT&SA=SNA&FID=35090](https://www.grantrequest.com/SID_391/Default.asp?CT=CT&SA=SNA&FID=35090)



(click once to start a new application)

Or

**Part B – CTP Application - Consortium Applicant**

[https://www.grantrequest.com/SID\\_391/Default.asp?CT=CT&SA=SNA&FID=35031](https://www.grantrequest.com/SID_391/Default.asp?CT=CT&SA=SNA&FID=35031)



(click once to start a new application)

**Part A or B - To resume a previously started Online Application**

(In Progress application) Sign-in to your ACCOUNT profile

[https://www.GrantRequest.com/SID\\_391?SA=AM](https://www.GrantRequest.com/SID_391?SA=AM)



For the editable Forms, Application Instructions, Guidelines, SEE: Cultural Tourism Program CTP landing program page. <http://www.broward.org/Arts/Funding/Programs/Pages/CTPGrant.aspx>

Part A- Individual Organization Applicant  
Part B- Consortium Applicant (LEAD Applicant)

**Page 1- Introduction**

**Page 2- Organization Information-** Enter the legal name of the applicant organization as registered with the Florida Secretary of State.

**Contact Person – (Primary contact for the application)** List the name, title, e-mail address of the person with in-depth knowledge of the organization and its application to be contacted in the event there is a question concerning the application. If the project is funded, this person will be listed as the official contact in the agreement and the person to whom incentive program related correspondence should be sent.

**Federal Identification Number -** Provide the organization's federal employer identification number (FEIN) as established by the IRS and the number of people employed by the organization.

**Date Incorporated -** List the month, day, and year in which the organization was incorporated (as shown on the organization's charter as filed with the Secretary of State).

**Month and Day Fiscal Year Ends -** List the month, day, year the organization's fiscal year ends.

**Last Fiscal Year Data -** List the number of performances, exhibits, or events in Broward County provided by the organization during the previous fiscal year; the total attendance at those events; and the number of paid subscribers/members during the fiscal year. Please enter the number of Full-time; Part-time; and Contract employees within your organization (For consortium Part B application, please provide the figures for ALL partners).

**Page 3- Project Description (Summary)** - Provide a brief summary (250 words) of your organization's yearly program of activities for which you are requesting support. Cultural disciplines- Select the discipline(s) most appropriate for the project, or program. Use the "drop down" feature to select the correct discipline(s).

**Page 4- Project/ Festival Overview** -- Describe the proposed CTP project/ festival in the space provided. Be clear and concise. Is this a new project or festival? If yes, do you have plans to continue it on an annual basis? What specific efforts will you make through this project to collaborate with other cultural and community organizations? Tell us how many tickets (or seats, or admissions, impact of marketing campaign, etc.) are available for sale to tourists for this project or festival. If application is by a Consortium, please describe, briefly, the contribution made by each member of the Consortium.

**Page 5- Financial Information** - Please provide a summary of the organization's financial information. The detail financial information will be submitted in Attachment I the Excel sheet (Income, Expenses, In-Kind Volunteer)

What impact would the maximum award on your project and your organization. The application score will heavily influence the size of award you receive, explain here the true impact of you receiving the largest award possible within the competitive pool of applicants. Also help the panelists measure the impact of a lesser award on the quantity/quality of your activities proposed during the award period.

Indicate if any extraordinary or special fiscal circumstances exist for your organization at this time. Include any significant change in annual operations (growth or decline), and the reason for any deficits and the plan to solve them.

**Page 6- Organization's Project / Festival Detail** - list all programs, projects, exhibits, events, etc., locations, and dates projected for the CTP project year (**October 1, 2014 - September 30, 2015**) in Broward County. This should be a major program, or project, or a series that will have significant attraction to tourists. This should not be the same programming as listed for general operating support. Provide a time-line for implementation. If the project is a Festival, please outline a three-year plan, (that will be updated yearly), for enhancing and growing the Festival.

**Page 7- Project Budget Detail** - Provide a budget narrative of the proposed project detailing how award funds and matching funds will be spent, identifying the line item expenditures and revenues. In-kind services are not eligible for matching purposes. Awarded CTP funds cannot be used for salaries of regular full-time administrative staff, or supplements for the salaries of existing administrative staff.

**Page 8- Marketing Strategy** - Describe how the organization will market the proposed project targeting visitors and including outreach efforts with the hospitality industry to package the project to attract visitors. This is the most important component for the panelists will score under the Tourism Impact/Marketing Strategy section. Be comprehensive in your explanation. A key component of an effective cultural tourism project is the Marketing Strategy you create and implement to support the project. In the space provided, describe in detail how you intend to market the project's activities and successfully attract the tourist market. How will your own marketing efforts complement what the Cultural Tourism office will do on your behalf? Marketing strategies must relate to a specific cultural arts project or festival. If the project involves marketing of an existing product, provide a description of the incremental increase in ticket sales to tourists that should result from the new marketing strategy.

**Page 9- Review Criteria** - This is the basis on which a review panel scores or evaluates an application. State how the proposed project complies with specific review criteria listed in the guidelines for the Cultural Tourism Program. List each criterion and show how the project meets it.

**Page 10- Demographic Information** – Describe the demographic composition of the organization's staff, board, and volunteers. Enter the "number" (not percentage) of members in each category are minorities, senior citizens, and persons with disabilities.

What geographic area in Broward County does the organization serve? - Are there any unique populations in the organization's service area? (e.g. at-risk youth, the disadvantaged, persons with disabilities, elderly, underserved populations). How does your organization meet the needs of these individuals? Briefly describe the organization's efforts for reaching its audiences, and plans for developing new audiences. Describe, briefly, the demography of the targeted tourist population (out-of-county, out-of-state, international etc.) your proposed CTP project/ festival would reach.

Commissioner districts served - Please use the drop-down box(es) and select the appropriate box indicating the Commissioner districts that will be served by your funded projects /programs next year.

To locate the correct Commissioner district: Click on

<http://bcgis.maps.arcgis.com/apps/OnePane/basicviewer/index.html?appid=c7f7450dc0b147d4b4b9526d9b1f93e7>

and type in the street address and zip code of the program's venue, or location. If your County funded projects/programs will occur at different venues, please indicate all the districts that would apply.

D&B D-U-N-S Number: All artists and arts organizations are encouraged to obtain their own free Dun & Bradstreet (D&B) number — or if you already have a D&B number, to ensure that they are accurately coded as an arts organization or artist. To find your DUNS number, please go to <http://smallbusiness.dnb.com>

If you do not have a DUNS number, you can get one for free by either calling. 1-800-333-0505

**Page 11- ADA Compliance** - Answer the questions for ADA compliance (drop down feature).

**Page 12- Technical Assistance Programs** - Answer question concerning workshops and attendance to capacity-building programs.

**Page 13- Certification Page** – Enter the name of the person responsible for preparing the application and that of the Chief Executive Officer.

### **Page 14 – Attachments (for Consortium Part B, see below)**

At the ATTACHMENTS page: Use the "drop down" feature to select the correct "Title" for each Attachment. "Browse-in" in your attachment files, then, click the "Upload" button to attach the title to the file. Upload the attachment files in chronological order (1, 2, 3 etc.) one- at- a- time. The maximum size for all attachments combined is 50 MB. Please note that files with certain extensions (such as "exe", "com", "vbs", or "bat") cannot be uploaded.

Attachment 1 - In an Excel spreadsheet format- Financial Information - Operating Budget- (Cash Revenues, Expenses, Volunteer and In-Kind) Created in an Excel file format which you can download from the Broward Cultural Division Web-site: Funding-> Find the incentive program that is right for you -> Cultural Tourism Program. [ <http://www.broward.org/Arts/Funding/Programs/Pages/CTPGrant.aspx> ]

At the LINKS Download the blank Excel form "Financial Form" xls to your computer and complete and upload. Note three pages: Sheet 1- Income; Sheet 2- Expenses; Sheet 3 - Volunteer In-Kind.

Attachment 2 - In an Excel spreadsheet format- CTP Project Budget Information (Cash Revenues and Cash Expenses, In-kind for project). Project Budget Information - Describe the proposed CTP project.

Attachment 3 - Names, qualifications and support material (news clippings, programs, biographical information, resume, etc.) for creative artists involved in the proposed project.

Attachment 4 - Letters of commitment from participating artists for the proposed project. For festival projects submit either deal memorandum, booking status report, or schedule of programmatic intent.

Attachment 5 - The organization is to provide funds for project expenses, provide letters of commitment to substantiate matching funds from individuals, corporations, governments, etc. If the applicant is providing funds through cash revenues, a letter must be written to this effect and signed by the President of the applicant organization.

Attachment 6 - List of exhibits, programs, events or performances presented in the last 12 months (include dates and locations).

Attachment 7- Brief resumes of key staff personnel involved in the organization's exhibits and programs.

Attachment 8- Letters of commitment from co-sponsors for proposed project.

Attachment 9-

Part 1 - Provide an organizational history which includes a founding date.

Part 2 - Provide the organization's mission statement.

Part 3 - Provide your organizational and programmatic goals for the next three years. Explain how they relate to the mission statement.

Do you assess your progress in accomplishing goals at least annually? When did the governing board last review and approve the goals and objectives you have provided with this application?

Attachment 10 - List of current officers and board members showing term, residential address, and phone number and e-mail addresses.

Attachment 11 - Appropriate and clearly labeled supportive material (not to exceed 10 pages).

Attachment 12 - Copy of tourism survey documenting visitor count and a zip code tabulation for projects presented during the most recently completed fiscal year. (If new applicant, please disregard, and submit a page explaining that this is the first time application).

Attachment 13 - Provide a detailed time -line for the implementation of the Festival project. Provide an outline of the three-year plan for enhancing and growing festival.



Audits- Not required with application submission. However, the most recent certified audited financial statement of the organization that is on file with the Division will be reviewed.

### **Consortium Applicant Part B, only**

**Attachment 1:** Information, only, for Lead Applicant Organization of Consortium.

In an Excel spreadsheet format - Financial Information – Three- year Operating Budget (Cash Income, Expenses, and Volunteer & In-kind services). In an Excel spreadsheet format, Excel file is in three tab sections; provide financial information for Income, Expenses, and Volunteer In-Kind services for:

- Column one - most recently completed fiscal year,
- Column two - current year, and
- Column three - the year for which you are requesting funding.

**Attachment 2:** In an Excel spreadsheet format- If submitting a CTP Application Part B- Consortium Applicant, please provide project/ festival budget appropriate information for the entire Consortium. (**This Consortium project budget should be equal to the aggregate of the Project Budgets provided in Attachment 15 of the members of the entire Consortium**). Awards may range from \$10,000 to \$65,000; however, an applicant (or consortium member) may request no more than twenty-five percent (25%) of its anticipated total Cultural Tourism Program project/festival projected revenues including the amount of the award requested.

### **Attachments 3 through 13. (see above)**

For the Lead Applicant Organization and for each Applicant Member participating in the Consortium,

**Attachment 14:** Application by a Consortium, attach the completed, and signed, the *Individual Commitment Form* from each individual applicant member organization that will be participating in the Consortium.

**Attachment 15:** In an **Excel spreadsheet format** - Application by a Consortium, provide a copy of the completed Project / Festival Budget for each individual applicant member participating in the Consortium. (These project budgets, aggregated, will provide the response to Project / Festival Budget in the application for the entire Consortium).

**(All Applications) To Submit the Application:**

- 1.) CLICK: the button, or tab: "Review My Application." This will take you to a review screen. This function will generate one continuous page of your entire Application for easy review (proof reading stage). If there are errors on your Application, red notes will be listed next to the field in error. Make the edits, or add the missing attachments. Once you have fixed any errors, CLICK the UPDATE button to save your changes.
  
- 2.) CLICK: SUBMIT button to send in your Application to the Division.

**Broward Cultural Division  
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<http://www.broward.org/arts/Pages/Default.aspx>



**Broward County Cultural Division**