

Welcome to the online FY2020-2021 Cultural Support Grant Program

BREVARD COUNTY OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2020-2021

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

The Tourist Development Council Cultural Support Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

June 22, 2020	Application opens
June 23, 2020	Information Meeting for applicants, 3:00pm, Government Center Viera
June 24, 2020	Virtual Information Meeting for applicants, 1:00pm
July 20, 2020	<u>Application deadline, NO LATER THAN 9:00am</u>
July 21, 2020	TDC Cultural Committee meeting, 2:00pm, Government Center Viera
July 20-28, 2020	Staff review of applications for completeness and eligibility
September 14, 2020	Online Scoring of Applications by Review Committee deadline, no later than 9:00am
September 22, 2020	TDC Cultural Committee meeting, Cultural Support Grants ranking and funding recommendations

September 23, 2020	Tourist Development Council meeting, Cultural Support Grants funding recommendations
October 2020	Brevard County Board of County Commissioners, FY21 Cultural Support Grant awards recommendations presented
October 2020	Notification of FY21 Cultural Support Grants awarded & execution of contracts
September 30, 2021	FY21 Cultural Support Grants period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or in the case of funds supporting "season" the final report is due by October 15, 2021. Failure to comply with the final report requests may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

3.0 ELIGIBILITY

These funds are budgeted and disbursed to promote arts and cultural tourism by funding tourist-oriented cultural and special events (such as visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities), services, activities, and venues which have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue to tourists.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must:

Be a non-profit, tax-exempt Florida corporation, as a result of being:

- a. Incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes. And,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report
- f. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funding will be available for the fiscal year 2020-2021 competitive grant program. These funds will support events or activities that promote Brevard County as a cultural destination that make a positive impact to Brevard County tourism, as described more fully in Section 1.0 of these guidelines.

For the fiscal year 2020-2021, the funding will be determined by the organization's total Operating Budget. Maximum funding is anticipated to be in the \$10,000 range, as a result of decreased Tourist Tax Collection revenue due to COVID-19.

Annual funding of this program is subject to available funding through the TDC Cultural fund.

The Tourism Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

5.0 ELIGIBLE USE OF FUNDS

Funds are to be used for the project or event as proposed in the applicant's grant application.

Funds must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to Brevard County tourism.

Allowables and Non-Allowables:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Funds may not be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may not be used for grant applications or routine maintenance.
- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, prize money or certificates;
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- Contributions and donations;
- Any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMISSION PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically. The unique link for the on-line application will be provided to potential applicants for opening day of June 22, 2020. All supporting documentation may be uploaded within the application. The application deadline is **no later than 9am EST on July 20, 2020** to be considered for funding. If you are unable to upload the required supporting documentation within the online application or other application questions please contact Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at Deborah.Webster@VisitSpaceCoast.com until the application deadline.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant organization may not apply under more than one organization.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2020 - September 30, 2021. The project start and end dates are not intended to be performance or event dates, but the entire period during

which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2020 may be submitted for reimbursement.

4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. **Credit Line Usage and Logo Requirement:** Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: **Sponsored in part by the Brevard County Board of County Commissioners, Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.**

8.0 EVALUATION CRITERIA

Excellent:	Good:	Fair:	Weak:
<p><u>15-16 points</u></p> <p>Refer to: Question 1</p> <p>Proposed activities are well-defined and clear and are achievable within grant period</p>	<p><u>13-14 points</u></p> <p>Refer to: Question 1</p> <p>Proposed activities are described and are achievable within grant period</p>	<p><u>9-11 points</u></p> <p>Refer to: Question 1</p> <p>Limited activities are proposed and/or concerns about achievability of the activities within grant period</p>	<p><u>1-8 points</u></p> <p>Refer to: Question 1</p> <p>Minimal or inadequate activities are proposed and/or concerns about achievability of the activities within grant period</p>
<p><u>11-12 points</u></p> <p>Refer to: Question 1</p> <p>Identifies clear and fully measurable goals and objectives</p>	<p><u>9-10 points</u></p> <p>Refer to: Question 1</p> <p>Identifies measurable goals and objectives</p>	<p><u>7-8 points</u></p> <p>Refer to: Question 1</p> <p>Limited identification of measurable goals and objectives</p>	<p><u>1-6 points</u></p> <p>Refer to: Question 1</p> <p>Does not identify measurable goals and objectives</p>
<p><u>15-16 points</u></p> <p>Refer to: Question 2</p> <p>Marketing plans are well-defined and clear and achievable within the grant period</p>	<p><u>13-14 points</u></p> <p>Refer to: Question 2</p> <p>Marketing plans are described and achievable within the grant period</p>	<p><u>9-11 points</u></p> <p>Refer to: Question 2</p> <p>Marketing plans are limited and may not be achievable within the grant period</p>	<p><u>1-8 points</u></p> <p>Refer to: Question 2</p> <p>Marketing plans are unclear or inadequately defined and unlikely to be achieved within the grant period</p>

<u>13-14 points</u> Refer to: Question 3 Evaluation methods are detailed and fully measurable and relate to program(s) and/or project(s)	<u>11-12 points</u> Refer to: Question 3 Evaluation methods are measurable and relate to program(s) and/or project(s)	<u>8-10 points</u> Refer to: Question 3 Measurable evaluation methods are limited in relation to program(s) and/or project(s)	<u>1-7 points</u> Refer to: Question 3 Evaluation methods are inadequately measurable and/or don't relate to program(s) and/or project(s)
<u>12-13 points</u> Refer to: Question 4 Provides compelling and specific description of positive impacts on Brevard County tourism	<u>10-11 points</u> Refer to: Question 4 Positive impacts on Brevard County tourism are described	<u>8-10 points</u> Refer to: Question 4 Impacts of Brevard County tourism efforts are described in a limited way	<u>1-7 points</u> Refer to: Question 4 Lack of impacts of Brevard County tourism efforts described
<u>10 points</u> Refer to: Question 4 Compelling evidence of promoting Brevard County as a cultural destination	<u>9 points</u> Refer to: Question 4 Evidence of promoting Brevard County as a cultural destination	<u>6-8 points</u> Refer to: Question 4 Evidence of promoting Brevard County as a cultural destination is lacking	<u>1-5 points</u> Refer to: Question 4 No evidence of promoting Brevard County as a cultural destination
<u>15-16 points</u> Refer to: Entire application High level of confidence in ability of organization to accomplish proposed activities, based on completed application	<u>13-14 points</u> Refer to: Entire application Confident in organization's ability to accomplish proposed activities, based on completed application	<u>9-11 points</u> Refer to: Entire application Some concerns about the organization's ability to accomplish proposed activities, based on completed application	<u>1-8 points</u> Refer to: Entire application Serious concerns about the organization's ability to accomplish proposed activities, based on completed application
<u>3 points</u> Overall quality of application	<u>2 points</u> Overall quality of application	<u>1 point</u> Overall quality of application	<u>0 points</u> Overall quality of application

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and evaluation through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to the attending the application review meeting. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards.

The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council recommendations will be forwarded to the Board of County Commissioners for final award.

Cultural Committee - Cultural Support Grant Program Review Meeting

1. Tourism Development Office staff will distribute the evaluation results. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80, or higher.
2. The chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendation, the chairman will entertain any comments from Committee members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link that will be emailed to each applicant with the executed contract when the funding is awarded. Status reports are due twice a year (mid-year and a final report) after the contract is executed. Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments will result in points being deducted from an applicant's future grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for events or activities costs expended on the event or activity in accordance with the application, specifically the Proposal Budget.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. Must submit a completed Final report.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made (for TDC funds).
3. Photograph(s) and/or a screenshot(s) clearly showing proof of credit logo usage (.jpg or .tif format).
4. A Final report must be completed. Report will be online through the application system and due NLT October 15, 2021. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination to both visitors and residents and made a positive impact on Brevard County tourism.

FY 2020-2021

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Monday, July 20, 2020 by 9:00am

Program/Activity Title *

TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year * ?

Organization Name *

Mailing Address: *

City: State: Zip Code: *

Federal Employer ID #: *

Web Site: *

Organization Telephone: *

Organization Email: *

Primary Contact Person: First: Last: *

Primary Contact Person Phone (if different from Organization Phone):

Primary Contact Person Email (if different from Organization Email):

Alternate Contact Person: First: Last:

Alternate Contact Person Phone (if different from Organization Phone):

Alternate Contact Person Email (if different from Organization Email):

Program/Activity Information

Proposal/Activity Summary (500 characters or less) * ?

How will you expend grant funds? *



Last year's total # of attendees or people directly served *

Methodology for total # of attendees or people served *



Percentage of out-of-county attendees:



Start Date *



(mm/dd/yyyy)

End Date *



(mm/dd/yyyy)

Please select the one category below for which funding is requested.

Grant Category *



ADA and Special Constituency Information

Are the applying organization's facilities and programs accessible to person with disabilities?

Accessible to persons with disabilities *



Have policies and procedures been established which address nondiscrimination against persons with disabilities?

*



Please provide the staff person's name and title responsible for Section 504, ADA, and Florida Statues 553 Compliance:

Name *

Title *

Three-Year Organization Budget

Please download the Three-Year [Budget template](#), complete it and upload it below. **All applicants must complete a Three-Year Budget.** This budget provides an overview of the organization's total operating budgets for your most recently completed fiscal year, your current fiscal, and projection for next fiscal year.

For example, if your fiscal year is October 1 - September 30, the budgets would cover the following:

- Completed: October 1, 2018 - September 30, 2019
- Current: October 1, 2019 - September 30, 2020
- Next: October 1, 2020 - September 30, 2021

Upload Three-Year Budget *

(maximum size 300MB)

Proposal Budget

Please download the [Proposal Budget template](#), complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget *

(maximum size 300MB)

Narrative Questions

1. Describe the organization's proposed activities or major program(s), with goals and objectives for which you are seeking funding. Please be concise and brief with 3,000 characters or less.

Maximum 3,000 characters *

2. Describe your marketing plans to support funded activities to target audience(s). Please be concise and brief with 3,000 characters or less.

Maximum 3,000 characters *

3. How will you measure and evaluate achievement of goals and objectives as described in question 1? Please be concise and brief with 3,000 characters or less.

Maximum 3,000 characters *

4. Explain how the proposed events/activities promote Brevard County as a cultural destination to both visitors and residents and make a positive impact on Brevard County tourism. Please be concise and brief with 3,000 characters or less.

Maximum 3,000 characters *

Required Documents to Upload

Describe key organization management staff or individuals, including brief biographies and noting whether position is paid or volunteer

Key management staff *

(maximum size 300MB)

IRS determination letter *

(maximum size 300MB)

Support Materials

Support materials provide panelists with a more complete picture of the applicant organization and are optional but strongly encouraged. Limit of 5 support material files.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

To electronically upload additional support material files, click "[Return to Menu](#)" further down this page. Then select "[Upload Additional Files](#)." Then click "[Select Files](#)" button and upload.

Optional support material file

(maximum size 300MB)

Optional support material file

(maximum size 300MB)

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(maximum size 300MB)

Optional support material file

(maximum size 300MB)

Optional support material file

(maximum size 300MB)

Optional support material file

(maximum size 300MB)

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

Statement of Responsibility

Certification and Submission

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name *

Title *