

FY 23/24 Application Training



Cultural
Council
FOR PALM BEACH COUNTY

Tourist Development Fund for:
Cultural Tourism **Cultural Marketing**
CATEGORY B **CATEGORY CII**

About the Program

- **Funded by tourist development tax (bed tax)**
- **Support marketing and cultural tourism expenses associated with the presentation and/or production of programs open to the general public**
- **For nonprofit arts and cultural organizations with a recognized ability to produce, present, and promote excellent programs that attracts a significant number of tourists and contribute to Palm Beach County's reputation as a national cultural destination**
- **Reimbursement-based program. Grantees submit quarterly reimbursements**
- **Two-year grant cycle (FY23/24 & FY24/25)**

Funding Period

October 1, 2023 – September 30, 2024

Funding Levels - Cultural Tourism Category B

- Annual operating revenues of at least \$1,175,000
- Funding levels are:
 - Operating Revenues of \$2 million or less: request 10% of operating revenues
 - Operating Revenues between \$2,000,001 and \$3,000,000: request \$200,000
 - Operating Revenues between \$3,000,001 and \$5,000,000: request \$250,000
 - Operating Revenues above \$5,000,000: request \$300,000

Funding Levels - Cultural Marketing Category CII

- Annual operating revenues of at least \$200,000
- Funding levels are:
 - Operating Revenues from \$200,000 to \$499,999: request 10% of operating revenues
 - Operating Revenues from \$500,000 to \$1,174,999: request \$50,000

Applicants request funds based on operating revenue reported in FY22 audit or FY22 fiscal year financial statements (profit & loss and balance sheet of assets and liabilities).

Eligibility

- Nonprofit organization 501(c)3, or part of an organization/unit of government which produces and/or presents a cultural program or festival
- Maintained working office and/or headquartered in Palm Beach County
- Minimum two years of fiscal operation as a nonprofit organization in PBC
- Registered with Guidestar (www.guidestar.org)
- Department of Agriculture Reference/License Number permitting solicitation (www.fdacs.gov)
- Board of directors composed of at least 1/3 PBC residents
- Employ one permanent full-time employee or one permanent full-time equivalent (FTE)
- Dollar-for-dollar match for the amount requested (contributed or earned income)
- Meet or exceed the operating revenue budget threshold:
 - Category B \$1,175,000
 - Category CII \$200,000
- Document a certain level of budgeted marketing activity for FY2023/2024
 - Category B \$100,000
 - Category CII \$25,000

Allowable Expenses

- **Professional in-house marketing staff; up to 50% of adjusted salary (gross salary less vacation, sick, personal, bereavement and holidays)**
- **Outside Professional Services specific to:**
 - **Artists**
 - **Marketing/PR**
 - **Production and Technical expenses**
- **Marketing and Advertising costs**
- **Space Rental**
- **Pre-payments made prior to grant period (see guidelines)**

Grant Restrictions

- General operating or administrative expenses; including travel, salaries and benefits
- Mortgage or rent of office building, renovation, or remodeling of facilities
- Purchase of permanent equipment, anything with a lifespan of one year or more
- Fundraising, galas, sponsorship, development, membership, annual reports, printed newsletters, private event invitations and program publications that include solicited (paid) advertising. (Including membership call center expenses and subscription renewals)
- Classes and other educational activities (instructional that imparts a skill). Lectures are reimbursable, provided proof shows the lectures were marketed 100+ miles outside of PBC
- Advertising and/or printing that omit the County, TDC, or Cultural Council logos and/or recognition
- Food and beverage expenses
- Student or Intern expenses
- Any awards, prizes, or contributions
- Any other non-program related expenses
- Prepaid expenses not defined allowable (see guidelines)
- Postage

Things to Note/Changes

- In your Project/Program Description, list **ONLY** programs that meet the definition of a program. *A program is defined as a specific event, exhibit, performance, or other activity which would attract out-of-town visitors.* **Do not list** all exhibits, programs etc. for the program year. Be specific – do not list TBA or dates and exhibits are subject to change.
- Expenses tied to classes and other educational activities are not reimbursable
- Travel/Supplies/Other is no longer a line item in the budget. Artist travel and lodging will fall under OPS: Artistic (must be stated clearly in contract) – see reimbursement guidelines
- Expenses tied to virtual programming no longer allowable
- Logos must be at least 0.35” in height for full page print advertisements
- Personnel: Marketing – 100% of staff time must be dedicated to marketing. If no dedicated marketing staff, consideration will be given to a support position that includes marketing duties

Application Review Criteria

Category B

- Cultural excellence of the organization – 20 pts
- Strength of proposed cultural tourism and marketing program – 60 pts
- Administrative excellence of the organization – 20 pts

★ Application must receive a score of 80 or above to be approved for funding

Category CII

- Cultural excellence of the organization – 20 pts
- Out of county marketing impact – 30 pts
- In county marketing impact – 20 pts
- Organization Stability – 20 pts
- Potential for growth – 10 pts

★ Application must receive a score of 75 or above to be approved for funding

Review Process



- Applications that meet eligibility will be reviewed by a panel of:
 - Cultural Council board members
 - TDC representatives
 - Community & regional volunteers
- Applicants will be required to participate in an “interview-style” review:
 - Provide a brief update of programming and organizational changes since the grant submission
 - Answer panelist questions
- A funding formula is used to calculate the award amount based on request amount, score and available funds

Appeal Process



- Applicants that feel there was a rating error can file a written appeal letter within two weeks of the conclusion of the panel
- The letter must:
 - Be signed by the authorizing official of the organization
 - Be sent to the Grants Director of the Cultural Council.
 - Include support evidence that the error was made and evidence of where the correct information can be found in the materials presented to the panel

The Grant Application

Online Applications Only

- **Access the online grants portal under the Applicant Toolkit on the Council's website**
- **New grant portal users will need to create an account**
- **Click on the “apply” button at the top of the Applicant Dashboard to see a list of available grants**
- **Select the correct application for your category and hit the “apply” button to the right to apply**

Required Submissions

- Final FY22 certified audit with auditor's opinion

Organizations that are on a calendar year and/or do not have a completed FY22 audit at the time of application must submit their FY22 financial statements signed and dated by the CEO or Board Chair, including:

- Statement of activities (profit & loss statement)
- Statement of financial position (balance of assets & liabilities)

PLEASE NOTE: a FY22 audit must be submitted to the Cultural Council by June 30, 2023, if not submitted at the time of application!

- Sample(s) of recent marketing/advertising material
- Budget Workbook (Excel), that includes:
 - FY23/24 budget
 - Explanation of any in-kind benefits
 - Explanation of budget surplus or shortfall (deficit)

Support Materials - Optional

- Recent annual report
- Recent performance/event reviews or recent articles on the organization
- Brochures, photos, videos etc.

Application Deadline

March 17, 2023, 11:59pm

READ THE APPLICATION
GUIDELINES FIRST!

FY23/24 Application
Guidelines can be found
in the Category B &
Category CII Application
Toolkits on the Cultural
Council website

Grant Contacts

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We are here to assist you!