

Introduction

The Miami Beach Visitor and Convention Authority (VCA) and the City of Miami Beach Cultural Affairs Program (CAP) are pleased to announce the guidelines and application forms for their Cultural Tourism Grants Program for FY 2010/2011. The objective of the program is to provide funding for activities, events with yearlong cultural tourism promotion and programming that supports and advances the missions of the VCA and the CAP.

Funding for the Cultural Tourism Grants is determined by a combined panel of VCA and Miami Beach Cultural Arts Council (CAC) members. The panel meets once a year to review grant applications.

The VCA is a seven-member authority, appointed by the City of Miami Beach Commission, with the goal of encouraging, developing and promoting the image of Miami Beach locally, nationally and internationally as an outstanding tourist destination. To this end, the VCA strategically focuses its funding investments in a balanced manner, fostering outstanding existing programs, stimulating new activities, and encouraging partnerships. The VCA is committed to a careful, long-term plan for allocation of resources to help Miami Beach thrive as a destination with something for everyone.

The Cultural Arts Council (CAC) is an eleven-member council created in 1997 for the purpose of developing, coordinating and promoting the performing and visual arts in the City of Miami Beach. The CAC serves as arts advocates before governmental bodies, coordinates collective marketing initiatives for the local arts community and funds not-for-profit arts organizations.

The grant program is announced through published and disseminated guidelines and application forms and legally advertised deadlines. The grant program requires organizations to show evidence of matching funds from other public and private sector sources.

VCA Mission Statement

To proactively recruit, develop, and financially support and partner with events, festivals, programs and activities that are innovative, high quality and representative of our City, which garner positive or noteworthy media awareness, which enhance and augment the reputation of Miami Beach and the experience for tourists, year-round, or which significantly impact our local hospitality and culinary business.

CAC Mission Statement

The Cultural Affairs Program in the Department of Tourism and Cultural Development (TCD) serves as an invaluable resource for the Miami Beach community and beyond. Working closely with the CAC, the advisory board which was founded in 1997, the Program sustains, develops and supports the arts in Miami Beach for the enjoyment, education, enrichment, and benefit of residents and visitors.

Minimum Requirements are as follows, where two of three must be met at the time of application submission:

Contracted Hotel Room Nights in Miami Beach	Confirmed Impressions	Confirmed Viewership
200	500,000	1,000,000

Program Calendar

The VCA and CAP reserve the right to revise published information. Please phone 305-673-7050 to confirm information, including but not limited to, meeting dates and times.

Funding project activities, that occur between October 1, 2010 and September 30, 2011

Prospective applicants must meet with VCA and CAP staff prior to: **Monday, June 7, 2010**

Completed application must be submitted for corrections by: **Monday, June 14, 2010, 5:00 pm**

Final application deadline: **Monday, June 21, 2010, 12:00 pm**

Panel meeting date: **Wednesday, July 7, 2010, 11:30 am**

The panel will meet in the City of Miami Beach Department of Tourism and Cultural Development Conference Room, located at 555 Seventeenth Street (Courtyard Entrance), Miami Beach, Florida 33139.

Panel Objectives/Priorities

In order to be eligible for the Cultural Tourism Grant, the proposed program must have both a strong tourism and cultural component. **Only non-profit cultural organizations with a 501(c)(3) tax-exempt status or cultural departments within an educational institution (college or university) licensed by the state with tax exempt status under other sub-sections of 501(c)(3) are eligible.** The VCA and CAP will determine eligibility and discuss guidelines with applicants during the required applicant interview. Organizations applying through a "fiscal agent" are not eligible. **The program should generate a significant number of hotel room nights on Miami Beach, have significant artistic merit, and the ability to attract an audience that will consist mostly of Miami Beach visitors.**

Funding Priorities

In regard to making funding decisions, the panel will provide priority attention to the following cultural tourism development objectives:

- Television Coverage – programs with confirmed television coverage and viewership from a major network or cable provider.
- Targeted Development Areas – programs that occur during the months of June through September and during holidays which help expand the positive impact of tourism into underdeveloped geographic areas in Miami Beach.
- Significant Impact – programs which have a track record or a demonstrable potential to provide a significant national and/or international return for Miami Beach in regard to publicity and visitorship.
- Long-Term Planning – year-round activities, series of events and/or entire seasons that demonstrate comprehensive and strategic approaches to building effective cultural tourism programs
- Open to the Public – programs, events and activities that are open and accessible to Miami Beach visitors and residents.
- Event Quality/Reputation - events that attract high caliber and high profile artists to perform in Miami Beach; events with an outstanding national or international reputation.

Procedural Policies

Programs must take place within the City of Miami Beach in the 2010/2011 fiscal year (October 1, 2010 through September 30, 2011).

Once the joint panel has reviewed a proposal and funding is awarded or denied, the applicant organization cannot return to the VCA or CAP either jointly or separately in the same fiscal year. Organizations that have previously received VCA grant funding and which did not comply with the Grant Agreement and or other requirements pursuant to said, are ineligible to apply.

An organization may apply only once for the same project or event in a program-funding year. Multiple organizations may not apply towards the same project. **Organizations that are currently applying for, or have received a grant from the CAP within the 2010/2011 fiscal year are ineligible to apply.**

Applicants should be prepared to make a brief presentation about their program and be ready to respond to questions from the Cultural Tourism Panel. Applicants must be present at the meeting to be considered for funding.

Non-use of the VCA and CAP logos is a contractual violation and may result in loss of funding support. Given the timing of events and application review, applicants may want to obtain these acknowledgement materials from the VCA Assistant Director for advance use; however, advance use of the VCA and CAP logos and credit lines will not affect panel deliberations about the funding merits of a program. ¹ **Please check with the VCA Assistant Director for any changes to existing logos for both organizations.**

Financial Policies

All programs are contingent upon the approval of the annual budgets of the VCA and CAP by the City of Miami Beach Commission. Any reduction in budget funding levels to the VCA and/or CAP will reflect in a reduction of the grant award in the same percentage.

The maximum grant request is one quarter of the actual project budget, up to a maximum of **\$30,000**.

The VCA and CAP shall not be considered the sole source of funding. Applicants must provide their entire program budget. This budget must show sponsors, which have been secured prior to seeking support from the VCA and CAP, and indicate those funding sources in the budget portion of the application. **Applicants must demonstrate a minimum of a three-to-one funding ratio.**

Organizations must provide a copy of their reviewed and/or audited financial statements, inclusive of a profit and loss statement, for the last completed fiscal year. Applicants who received funding during the prior fiscal year must submit their financials, as described above, with their application draft. Letters of intent from the applicant's accountant will no longer be accepted.²

A Cultural Tourism grant carries no commitment for future support beyond the time of the program, project or event.

Once a contract is signed, the CAP's portion of the grant monies will be issued to the grantee through the VCA. The remaining portion will be awarded by the VCA after the successful completion of the event. In order to receive reimbursement, the applicant must show proper documentation including invoices, and the front and back of cancelled checks. Applicant must also have completed all paperwork, including contract, reports, and evaluations in a timely manner. The formal requests for reimbursement must be completed on the "request for reimbursement" sheet in a cohesive, line-itemed manner.

¹ For the duration of the grant, the Grantee shall prominently display the participation of the VCA and the CAC in all press releases, publications, and promotional materials presented to the media or otherwise disseminated or published material concerning the project. Failure to comply with this request may affect the applicant's future funding.

² If the application deadline is before the closing of the applicant's fiscal year, a letter of intent will be accepted and the financials must be submitted within 90 days of the end of the organization's fiscal year.

Funding Restrictions

The following are not eligible for funding support:

- Administrative salaries/Labor Costs/Artist Fees/Performer Fees
- Capital expenses and permanent equipment
- Cash Prizes
- Charitable Contributions
- City Services (permit fees, off-duty police, insurance, etc.)
- Conventions and conferences that do not have significant national and/or international cultural tourism impact for Miami Beach.
- Debt Reduction
- Events not open to the public
- Film Festivals (must apply under Cultural Tourism Grant Program)
- Film Productions (must apply under Film Incentive Grant Program)
- For-Profit organizations
- Incomplete or misrepresented applications
- Light pole banner costs within Miami Dade County
- Operational Expenses (utilities, office rental costs, etc.)
- Organizations failing to meet Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, and Section 504 of the Rehabilitation Act requirements.
- Organizations that are currently applying for or have received a grant from the Miami Beach Cultural Affairs Program (CAP)
- Organizations that have not filed their Final Report as required for prior VCA or CAP funded programs
- Organizations who owe monies to venues owned and/or managed by the City of Miami Beach (Byron Carlyle Theater, Colony Theater, Fillmore at the Jackie Gleason, Miami Beach Convention Center, Miami Beach Botanical Gardens, Bass Museum of Art, etc)
- Programs or expenses for programs that do not take place in the fiscal year
- Programs that do not wholly or substantially take place within the City of Miami Beach
- Publications not directly associated with the promotion of an event
- Social/Fundraising programs
- Television, Video, or Filming Expenses
- Travel and/or Hospitality costs
- Web-Site Design/IT development and Maintenance

Application Instructions & Evaluation

The VCA and CAP have developed a multi-level review process consisting of an applicant interview, administrative review, corrections period, panel discussion, and finally funding recommendations.

This process will be discussed completely during the mandatory applicant interview, as well as award funding constraints, contract performance specifications, reporting and monitoring procedures, and enforcement provisions. Failure to meet the specified timelines will constitute in application disqualification.

Organizations must submit the original complete corrected application and **twelve (12) copies** with attachments to: Eileen de la Cuesta, Assistant Director, Miami Beach Visitor & Convention Authority, 777 Seventeenth Street, Suite 402A, Miami Beach, Florida 33139. Be sure to keep a copy of your completed application and attachments on file for your use.

Note: Late or incomplete applications will not be considered and will be returned to the grant applicant(s) unopened.

- All applications must be in the original format and typewritten.
- Altered applications will not be accepted.
- Do not use cover pages, dividers, or bind in notebooks.
- Applications must be no bigger than 8 ½ x 11.
- Applications must be stapled or bound with binder clips.

All programs brought before the Cultural Tourism Panel will be evaluated on a point system that incorporates both VCA and CAP priorities.

Changes in projects – i.e. budget, location, date, etc. – must be reported to the Administration's offices immediately in writing. Any organization with a budget that has decreased or increased by more than 10% may be required to return to the VCA/CAP for re-evaluation and approval of such changes. Project funding will be in jeopardy if this is not done and organizations will risk losing all or part of the cultural tourism grant award.

Please note: All organizations must register as lobbyists with the City Clerk's office, prior to presenting to the Cultural Tourism Panel. For more information, please call 305-673-7411.

Organization/Contact Information

Organization Name:		
Organization Address:		
City:	State:	Zip:
Contact Name:		
Phone:	Other Phone:	Fax:
Website:	Email Address:	
FEI #: -	Corporate Status: <input type="checkbox"/> Non- Profit 501(c)(3)	

Project Information

Project Title:	
Project Location(s):	
Project Date(s):	
Project Director:	
Total Expected Attendees:	% of Attendees that are Tourists:
Targeted Demographic:	

Project Summary

Amount Requested \$_____

(Please note this amount should be no more than ¼ of budget of the actual project budget up to a maximum of **\$30,000**)

Describe the Project in two or three short sentences:

Amount Requested

Total Grant Request: \$ _____

Please state what the funds will be used for (be specific):

Category	Amount	Breakdown
Marketing		
Publicity/PR		
Advertising		
Event Production		
Other Expenses		

Project Funding History

Please list information regarding this project for the previous three fiscal years:

	2007/2008	2008/2009	2009/2010
VCA/CAP Grant Amount Requested			
VCA/CAP Grant Amount Awarded			
Total Project Budget			
Total Organizational Budget			

Organization Funding History

List all VCA and CAP grants to your organization over the past three years. Use additional sheets if necessary:

Fiscal Year	Grant Program Name	Amount Requested	Amount Awarded

Project Details

1. Please describe the essence of this project
2. How many events are planned on Miami Beach? (if more space is required please use additional sheet)
3. Who are the principal participants involved in the project?
4. Justify how this program has both cultural and tourism aspects?
5. Please list the admissions policy for your event (s). (Please include the total number of complimentary tickets for children and/or seniors if applicable):

Marketing/Publicity

1. Briefly describe your marketing plan. Describe what specific efforts will be made to generate tourism on Miami Beach. Affix the full marketing plan as an attachment.

2. Identify specific media (radio, TV, Internet, magazines, periodicals, etc.) committed to covering the event. Also include media partnerships. Please include letters of interest/commitment as attachments.

3. Who will be handling the marketing/advertising and PR for this event?

Tourism Impact

1. Number of hotel room nights on Miami Beach secured as of application date. ____
(Please attach contract and other support documentation for this number, to application)

2. Number of additional hotel room nights anticipated in Miami Beach hotels. ____

How did you arrive at this figure? (Please account for single occupancy, double occupancy, etc.)
____ Tourists/participants staying an average of ____ nights

3. How does the amount of hotel room nights compare with numbers from the previous year(s)?

4. Describe how the project will enhance the image of Miami Beach as an exciting and sophisticated tourist destination with outstanding tourist attractions and visitor services. Describe the significant cultural components that will attract tourists to Miami Beach. Please include figures.

5. How will this project create a regional, national, or international tourism impact?

6. Please describe what methods you will use to evaluate the tourism impact of this event (attach surveys and other methods of evaluation to the application)

7. Please fill out the following information:

TOURISM IMPACT PROJECTION	Projected number of Event Personnel/Crew/Staff	Projected number of Spectators/Attendees³
Miami-Dade County Residents		
Out of County		
Out of State		
Out of Country		
TOTAL		

³ Number should match total number of attendees indicated on the first page of the application
FY 2010 – 2011 Cultural Tourism

Application Attachments

Please provide a page with the table of contents for the attachments you will be including. Each application must have the following attachments:

- A copy of the organization's 501 (c)(3) non-profit status letter or proof of non-profit tax exemption under sub-section 501 (c)(3), dated within the past 2 years. ⁴
- A copy of the organization's reviewed and/or audited financial statements, inclusive of a profit and loss statement, for the last completed fiscal year⁵
- A detailed Marketing/Media Plan for your proposed program including a breakdown of impressions
- Brief resume of project director and principal staff
- Confirmation of hotel room nights
- Lobbyist Registration application copy and receipt from City Clerk's office⁶
- One page organizational history, including names of organization's board members
- Organization's Board Member list including contact information
- Two support letters from the applicable community agency(ies) listed below

The following attachments are required if applicable to the application

- A copy of the previous year's completed VCA and/or CAP Final Report
- Letters of commitment from media committed to covering the event
- Letters of intent from all artists appearing as guests with the applicant organization
- Sample survey of tourism evaluation method
- Supporting documents from Miami Beach hoteliers
- Up to five press clips regarding the event or organization
- Up to two additional letters of support

You may request letters of support from the following agencies as they apply to your proposed project:

City of Miami Beach Office of Economic Development, City of Miami Beach Office of Mayor and Commission, City of Miami Beach City Manager's Office, Greater Miami Convention & Visitors Bureau, North Beach Development Corporation, Live Nation (c/o) Fillmore at the Jackie Gleason Theatre, SMG Management (c/o) Miami Beach Convention Center, Ocean Drive Association.

Signature

I certify that all information contained in this application and attachments are true and accurate. I certify that the VCA and CAP Logo and tagline will be used in all marketing, advertising and publicity.

AUTHORIZING SIGNATURE _____ **DATE** _____
TYPED/PRINTED NAME _____ **TITLE** _____

All funded activities must provide equal access and equal opportunity in employment and services and may not discriminate on the basis of disability, race or ethnicity, color, creed, national origin, religion, age, gender, or sexual preference, in accordance with Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, and Section 504 of the Rehabilitation Act of 1973.

grantees must use the VCA and CAP logos in all promotional marketing materials related to this grant including news releases, public announcements, press releases, print and broadcast media.

⁴ Updated letters can be obtained via fax and mail by calling the Internal Revenue Service at 1.877.829.5500.

⁵ Non-profit organizations with gross revenues under \$50,000 may submit IRS 990 Form, compilation of financial statements and a review of their gross revenues by an independent accountant

⁶ All organizations must register as lobbyists with the City of Miami Beach City Clerk's office prior to presenting to the Panel.