

Introduction

The Miami Beach Visitor and Convention Authority (VCA) is pleased to announce the guidelines and application forms for their FY 2009/2010 Tourism Advancement Program. The objective of the program is to provide funding for activities and events with yearlong tourism promotion and programming that support and advance the mission of the VCA.

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.

Grant Categories and Eligibility Criterion

The Tourism Advancement Program grants are awarded in the following categories (**PLEASE CONTACT THE GRANTS ADMINISTRATOR FOR ELIGIBILITY**):

Major One Time Special Events - organizations with a new or one-time event that has the potential to become recurring, can generate a significant tourism return for Miami Beach, and that has extraordinary national and/or international tourism impact for Miami Beach;

Special Events Recurring - organizations with an event that has a minimum of one year track record as a successful tourism activity in Miami Beach and who have received VCA funding in the past and has maintained the eligibility criteria established in the Major One Time Special Events grant category;

Minimum Requirements are as follows, where two of three must be met:

Grant Category	Contracted Hotel Room Nights in Miami Beach	Confirmed Impressions	Confirmed Viewership
Major One Time Special Event	250	500,000	1,000,000
Special Events Recurring	250	500,000	1,000,000

Funding Procedures

The VCA Board will meet in **three periods** to determine funding for the Tourism Advancement Program. The grant program is announced through published and disseminated guidelines, and legally advertised deadlines. The grant program requires organizations to show evidence of matching funds from other public and private sector sources.

All funding requests for cultural arts programs are the responsibility of the Miami Beach Cultural Affairs Program (CAP). For more information, contact 305-673-7577, or visit www.mbculture.org.

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.

Program Calendar

Funding Project Activities between October 1, 2009– September 30, 2010

Major One Time Special Events, Special Events Recurring, Initiatives, and Development Opportunities will be reviewed according to the event and/or project date. Tourism Partnerships are only reviewed once, during the first period of each fiscal year.

First Period: October 1, 2009– January 31, 2010

Prospective Applicants must meet with VCA Staff prior to: Tuesday, September 8, 2009
Completed Application must be submitted for Corrections By: Monday, September 14, 2009
Application Deadline: Monday, September 21, 2009, 12:00 pm
Panel Meeting Date: TBA in late September/early October 2009

Second Period: February 1, 2010– May 31, 2010

Prospective Applicants must meet with VCA Staff prior to: Monday, October 26, 2009
Completed Application must be submitted for Corrections By: Monday, November 2, 2009
Application Deadline: Monday, November 9, 2009, 12:00 pm ET
Panel Meeting Date: Tuesday, December 1, 2009

Third Period: June 1, 2010– September 30, 2010

Prospective Applicants must meet with VCA Staff prior to: Monday, January 18, 2010
Completed Application must be submitted for Corrections By: Monday, January 25, 2010
Application Deadline: Monday, February 1, 2010, 12:00 pm
Panel Meeting Date: TBA in late February/early March 2010

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

Panel Objectives/Priorities

In order to be eligible for the Tourism Advancement Program, the proposed program must have a compelling tourism component and demonstrated ability to attract tourists to Miami Beach. **The proposed program must also be able to meet the eligibility criterion at the time of application submission.**

Funding Priorities

The panel will provide priority attention to the following tourism development objectives in regard to making funding decisions:

- **Television Coverage** – programs with confirmed television coverage and viewership from a major network or cable provider.
- **Development Areas** – programs which occur during the months of June - September and during national holidays; programs which help expand the positive impact of tourism into North Beach and other under-utilized areas of Miami Beach.
- **Confirmation of Hotel Room Nights** – programs with confirmed hotel room blocks of 250 hotel room nights or more in a Miami Beach hotel.
- **Significant Impact** – programs that 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 which 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 2009/2010 fiscal year (October 1, 2009 through September 30, 2010).

Once the panel has reviewed a proposal and funding was awarded or denied, the applicant organization cannot return to the VCA in the same fiscal year for the same project or proposal. **An organization may apply only once for any one project or event within a funding period. Please reference the Program Calendar for a list of funding periods.** An organization applying as fiscal agent for an individual or another organization may apply again in a separate grant category during the fiscal year for another project. **Fiscal agents** must fill out the 'Fiscal Agent Form' and include it as part of their applications. Forms may be obtained from the VCA Administrator. The fiscal agent becomes the legal applicant of record, redistributes the funds to the intended recipient, and is entirely responsible for all published requirements of the grants program. These include contracts, revised budgets, fiscal records and reports.

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

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

¹ For the duration of the grant, the Grantee shall prominently acknowledge the participation of the VCA 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.
FY 2009 – 2010 Tourism Advancement Program

Financial Policies

All programs are contingent upon the approval of the annual budget by the City of Miami Beach Mayor and Commission. Any diminution in budget funding levels to the VCA 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 **\$50,000**. The board may, in its sole discretion, opt to exceed the above noted request cap amounts for projects that demonstrate high-quality programming.

The VCA shall not be considered the sole source of funding. Applicants must provide their entire program budget. This budget must show sponsors, who have been secured prior to seeking support from the VCA, 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. 'Special Events Recurring' applicants must submit their financials, as described above, with their application draft.²

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 reimbursement requests must be completed on the "Request for Reimbursement" sheet in a cohesive, line-itemed manner. Any goods or services listed in the "Funding Restrictions" section, and/or invoices and expenses incurred prior to the grant award date will not be considered. A VCA grant carries no commitment of future support.

All funding requests for cultural arts programs are the responsibility of the Miami Beach CAP.

Funding Request Caps

The VCA encourages applicant organizations to diversify financial support by securing other public and private funding assistance in addition to the Tourism Advancement Grants Program. To this end, the VCA employs a policy of recommending funds for events in a declining formula implemented over a multi-year period. In supporting tourist-oriented activities, the VCA observes the following reduction formula when recommending funding for recurring special events:

	Non Profit	For Profit
Year 1	Initial Grant Award	Initial Grant Award
Year 2	No more than 90% of Eligible Request	No more than 85% of Eligible Request
Year 3	No more than 80% of Eligible Request	No more than 75% of Eligible Request
Year 4	No more than 70% of Eligible Request	No more than 55% of Eligible Request
Year 5	No more than 60% of Eligible Request	No more than 35% of Eligible Request
Year 6	New Cycle Begins	New Cycle Begins

² If the application deadline is before the closing of the applicant's fiscal year, the previous year's review/audit with a letter of intent to conduct another review/audit for the following fiscal year will be accepted and the financials must be submitted within 90 days of the end of their 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
- City Services (permit fees, off-duty police, insurance, etc.)
- Conventions and conferences, which do not have significant national and/or international impact for Miami Beach
- Events not open to the public
- Expenses incurred prior to grant award date
- Fiscal Agents may not be used by organizations that are applying to or receiving funding from the CAP, during the current fiscal year
- Incomplete or misrepresented applications
- Operational Expenses (utilities, office rental costs, general office supplies/expenses)
- Organizational fundraising programs
- 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 or have received a grant from the Miami Beach Cultural Affairs Program (CAP)
- Organizations which have not filed their Final Report for prior VCA funded programs
- Programs or expenses for programs which do not take place within 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
- Shipping, Freight and/or Packaging expenditures
- Television, Video, or Filming Expenses and all other production-related expenses
- Travel and/or Hospitality costs
- Web-Site Design/IT Development and Maintenance

Application Instructions & Evaluation

The VCA has developed a multi-level review process consisting of an applicant interview, administrative review, corrections period, and finally board funding recommendations. The grant award 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. **Failure to submit appropriate eligibility documents at time of application submission will also result in disqualification.**

Organizations must submit the **original complete, corrected, and signed application and twelve (12) additional 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.

- All applications must be in the original format and typewritten
- Altered applications will not be accepted
- Applications must be no bigger than 8 ½ x 11. **Do not use dividers or bind**
- Applications must be stapled or clipped with binder clips
- Include an itemized cover sheet/table of contents for attachments

Any application that has not met the above requirements shall not be reviewed by the VCA Board and packages will be returned to the grant applicant unopened. All programs brought before the VCA Board will be evaluated on a point system that incorporates VCA priorities.

Changes in projects – i.e. budget, location, date, etc. – must be reported to the Administration's office 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 for re-evaluation and approval of such changes.

Project funding will be in jeopardy if procedures are not followed and organizations will risk losing all or part of the grant award.

Please Note: All organizations must be registered as lobbyists with the City of Miami Beach City Clerk's office prior to presenting to the VCA board. For more information, please call 305-673-7411 or visit www.miamibeachfl.gov.

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 <input type="checkbox"/> For Profit	

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 up to a maximum of **\$50,000**)

Describe the Project in two or three short sentences:

Project Budget

List all expenses related to the project requesting funding. Round amounts to the nearest dollar (do not show cents). In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties, which consist of real property or the value of goods and services.

<u>CASH EXPENSES</u>		ACTUAL	IN KIND	<u>CASH REVENUE</u>	SECURED	ANTICIPATED
PERSONNEL TOTAL (ADMINISTRATIVE + ARTISTIC + TECHNICAL)				ADMISSIONS		
ADMINISTRATIVE				VENDORS		
ARTISTIC				CONTRACTED SERVICES		
TECHNICAL				PRIVATE CONTRIBUTIONS		
OTHER ARTISTIC FEES				CORPORATE SUPPORT		
				1.		
				2.		
MARKETING TOTAL (FEES + PRINT + DESIGN)				FEDERAL GRANTS		
FEES				1.		
PRINT				2.		
DESIGN				STATE GRANTS		
ADVERTISING TOTAL (PRINT + DESIGN)				1.		
PRINT				2.		
DESIGN				LOCAL GRANTS		
PUBLIC RELATIONS (FEES + PRESSMATERIALS)				1.		
FEES				2.		
PRESS MATERIALS				3.		
POSTAGE/COURIER				FOUNDATION GRANTS		
TRAVEL				1.		
EQUIPMENT RENTAL				2.		
SPACE RENTAL				OTHER REVENUES		
CITY SERVICES				1.		
INSURANCE				2.		
SUPPLIES/MATERIALS				3.		
OTHER EXPENSES (ITEMIZE BELOW):						

_____				CASH ON HAND		
_____				AMOUNT REQUESTED (VCA)		

Total Expenses:				Total Revenues:		
				Total Secured + Anticipated Revenues		

Please note: Total Actual Cash Expenses must equal Total Secured & Anticipated Revenues. Do not include In-Kind Dollars in these Totals. Outdoor events should get an estimate for City Services from the City of Miami Beach Special Events Office at 305-673-7577. **All breakdowns for Personnel, Marketing, Advertising, and Public Relations should be in dollars.**

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:

	2006/2007	2007/2008	2008/2009
VCA Grant Amount Requested			
VCA Grant Amount Awarded			
Total Project Budget			
Total Organizational Budget			

Organization Funding History

List all Miami Dade County 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 actual production of the event/project?

4. Please list the admissions policy for your event:

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?

4. How many impressions did the proposed project receive last year (total ads x circulation)?

5. How many media buys/impressions are contracted as of the application date (total ads x circulation)?

Tourism Impact

1. Number of hotel room nights on Miami Beach contracted as of the application date.¹
 (Please attach contract and other documentation of 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

Note: Breakdown should only be for additional hotel room nights anticipated in Miami Beach hotels

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

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 Attendees/Spectators²
Miami-Dade County Residents		
Out of County		
Out of State		
Out of Country		
TOTAL		

¹ Please reference the minimum eligibility criterion for the grant category in which you are applying

² Number should match total number of attendees indicated on the first page of the application

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 reviewed and/or audited Financial Statements, inclusive of a profit/loss statement, for the last completed fiscal year³
- A detailed Marketing/Media Plan for your proposed program with total media buys
- Brief resume of project director and principal staff
- Confirmation of hotel room nights
- Lobbyist Registration application copy and receipt from City Clerk's office⁴
- One page organizational history including names of organization's board members
- 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 Final Report
- Confirmation of household ratings in hundred thousands, provided on station letterhead (applicable for confirmed television viewership)
- Fiscal Agent Form
- Letters of commitment from media committed to covering the event
- 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 obtain 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 for the Performing Arts, Global Spectrum (c/o) Miami Beach Convention Center, Miami Dade Office of Cultural Affairs, Ocean Drive Association.

Signature

**I certify that all information contained in this application and attachments is true and accurate.
I certify that the VCA logo 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 logos in all promotional marketing materials related to this grant including news releases, public announcements, press releases, print and broadcast media.

Visit Florida offers a supplemental insurance in the event a hurricane strikes when your event is scheduled to take place. For more information on Cover Your Event (CYE) Insurance, please visit www.cye.VISITFLORIDA.com

³ 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

⁴ All organizations must register as lobbyists with the City of Miami Beach City Clerk's office prior to presenting to the Board