



TDC

**MIAMI-DADE COUNTY
DEPARTMENT OF CULTURAL AFFAIRS**

**FY 2019-2020 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM
GUIDELINES AND APPLICATION FORM**

*****PLEASE READ ALL MATERIALS CAREFULLY*****

THE TOURIST DEVELOPMENT COUNCIL AND/OR THE DEPARTMENT OF CULTURAL AFFAIRS RESERVE THE RIGHT TO REVISE INFORMATION PUBLISHED IN THESE GUIDELINES AND APPLICATION FORM.

FOR QUESTIONS AND ASSISTANCE REGARDING THE TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM, PLEASE CONTACT:

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- ♦ Para asistencia en español, llame a nuestra oficina, (305) 375-4634.
- ♦ Pou plis enformasyon sil vou ple rele biwo nou nan numewo, (305) 375-4634.

It is the policy of Miami-Dade County to comply with all of the requirements of the Americans with Disabilities Act. To request materials in accessible format, sign language interpreters, and/or any accommodation to participate in any County-sponsored program or meeting, please contact Francine Andersen 305-375-4634 culture@miamidade.gov five days in advance to initiate your request. TTY users may also call 711 (Florida Relay Service.)

PROGRAM OBJECTIVE

The Tourist Development Council (TDC) Grants Program is responsive on a quarterly basis to organizations/events which promote Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, and festivals) and television origination projects. The TDC's objective in funding events is to attract tourists from outside of Miami-Dade County into the area; encourage overnight stays in Miami-Dade County motels and hotels; and perpetuate an environment for growth in the tourism industry in Miami-Dade County. The TDC investments are focused on further developing exemplary existing programs and stimulating new activities. Applicants not meeting these criteria should consider applications to other Department programs. The TDC will provide priority attention to grant requests for activities and events that serve as major tourism generators in the fourth quarter of the year (July – September 2019). The TDC is a nine member volunteer advisory board established by Florida Statute, comprised of elected officials and hotel and tourism leaders from the private sector and other municipalities. The TDC meets as a panel to review and make funding recommendations to the Miami-Dade County Mayor and Board of County Commissioners with the idea of developing and enhancing the image of Miami-Dade County locally, nationally and internationally.

NOTE: TDC grants are made on a **REIMBURSEMENT BASIS**. As a condition of contract, grantees are required to submit, within forty-five (45) days of the event, documentation including copies of invoices and cancelled checks (front and back) conclusively demonstrating the expenditure of funds for grant award expenses as reviewed in the grant application and approved in the agreements. **Cash payment(s) to vendors will not be considered for reimbursement through public grant dollars.**

ELIGIBILITY

To be eligible to apply, an organization must:

- ◆ **be legally incorporated as a NOT-FOR-PROFIT corporation, with a designated tax-exempt status under section 501(c)(3) of the United States Internal Revenue Code**, or a unit of local GOVERNMENT/MUNICIPALITY, with a designated Federal Employment Identification number. **Applications from not-for-profit organizations designated tax-exempt under other subsections of 501(c) will be reviewed on a case-by-case basis.** Proof of incorporation (entire document with State stamp) and IRS tax-exempt designation is required at the time of application;

or

- ◆ **be a FOR-PROFIT CORPORATION** with a designated Federal Employment Identification number. Proof of incorporation (entire document with State stamp) and IRS designation is required at the time of application. FOR-PROFIT projects **must have less than a three-year track record in Miami-Dade County**. Funding for these FOR-PROFIT activities and projects only shall be considered when such funding may be instrumental in attracting large-scale annual events to establish Miami-Dade County as their permanent location and/or in providing incentive funding to encourage FOR-PROFIT organizations to choose Miami-Dade County as the location for major, one-time tourism-attracting activities or projects;
- ◆ active and in good standing with regard to its registration status with the Florida Division of Corporations pursuant to Chapter 617, Florida Statutes;
- ◆ **NOT** be an educational organization or facility (such as a daycare/preschool or school); **NOT** be a higher education institution whose proposed project is for degree seeking academic purposes or is primarily for the academic community's benefit; or **NOT** be a religious organization whose

proposed project, in whole or in part, is designed to promote religious or sectarian activities or to encourage the preference of a particular religion.

- ◆ present the project for which funding is being sought in Miami-Dade County for the benefit of Miami-Dade County tourists and residents;
- ◆ have both a strong tourism and cultural component;
- ◆ ensure that projects are open and accessible to Miami-Dade County tourists and residents;
- ◆ utilize hotels located within the boundaries of Miami-Dade County as their “event hotels;” and
- ◆ be in compliance with grant agreement requirements of any previous grants provided through the Tourist Development Council or other Miami-Dade County funding sources, including timely and satisfactory submission of all reports.

In addition to the eligibility requirements listed above for stand-alone arts organizations, **public or private institutions of higher education** must meet the following eligibility criteria:

- ◆ The application’s primary mission is to present or produce artistic/cultural programming;
- ◆ The organization’s programming is not directly related to the university’s academic programs;

The programming is open to the public and meets all the requirements expressed in the guidelines

Special Considerations:

At the time of application, it is essential that applicants denoting hotel bookings and/or room blocks directly related to the proposed event(s) or activity(ies) provide a complete account of those room reservations and update the Tourist Development Council, as applicable, at the public review meeting. Projects serving the local community without a confirmed tourism impact should consider application to other Department programs.

The TDC requires successful applicants to demonstrate that they employ a well-conceived marketing and promotional strategy for their funded activity(ies). In order to realize the TDC’s objective to develop and enhance the image of Miami-Dade County locally, nationally and internationally, the TDC will closely examine the impact of events and programs, as evidenced by: the amount of anticipated and, ultimately achieved national and international media coverage; the effectiveness and industriousness of the proposed marketing strategy; and the capacity of the event’s presenter(s) to leverage media and public relations added value.

The TDC does not provide funding for national and international conventions, trade shows and tourism industry exhibitions, seminars and conferences. The TDC reserves the discretion to make very limited exceptions to this policy based on the TDC’s support being instrumental to attracting major one-time national or international tourism industry-related events to this destination that include a major, marketed and open-to-the-public event involving an artistic, entertainment, sports or media component as a significant part of their programs’ scheduled activities. Groups offering conventions, trade shows and tourism industry exhibitions, seminars and conferences in Miami-Dade County not satisfying these criterion should contact the Greater Miami Convention and Visitors Bureau at (305) 539-3000 for assistance.

The TDC typically does not accept applications under fiscal agency sponsorships. Consideration will be made on a case-by-case basis for individuals or unincorporated organizations contemplating applying under the fiscal agency sponsorship of an eligible not-for-profit, tax exempt organization whose mission is similar to theirs. (For-Profit organizations may NOT apply under fiscal

agency sponsorship.) In such cases, the application must be submitted by a sponsoring organization legally incorporated and recognized as being exempt from federal taxes as described in section 501(c)3 of the Internal Revenue Code. An organization applying as fiscal agent for an individual or another organization will be required to meet all eligibility and grant compliance requirements as outlined in these guidelines. If applying through a fiscal agent, all information provided in the application form and the attachments to the application must reflect the activities of the **sponsored entity**. The sponsored entity is the individual(s) or organization actually producing or presenting the activities. Documentation from the fiscal agent will also be required. It is important that both the fiscal agent and the sponsored entity be aware of and accept the responsibilities of the fiscal agent relationship. **Consideration and funding, if any, provided to an application submitted through a fiscal agent is limited to no more than three (3) funding cycles, without exception.** An organization applying as fiscal agent for an individual or another organization may apply again during the fiscal year for its own project. Organizations that receive an annual set-aside grant from the Tourist Development Council will not be considered for additional funding for the same or a different/separate project.

Charitable organizations whose primary mission does not reflect a strong arts, entertainment, sports or media focus and/or are dedicated to fundraising for a cause not associated related to the arts, entertainment, sports or media activities are not eligible to apply to the Tourist Development Council for funding support. An organization is ineligible if its charitable contribution, as defined, is "a donation made to a cause or an organization whose mission is predominantly unrelated to the donor organization's mission."

Grantees must provide the TDC with documentation substantiating the nature and purpose of each and any contribution(s) to other causes or organizations from proceeds generated from a TDC-funded project.

Note: Organizations may only apply once in a program-funding year (October 1 - September 30) with the exception of colleges, universities and units of governments. These groups are eligible to apply as long as a different department, school or division within the college, university or government is the sponsor of the event.

Multiple organizations may not apply for the same project.

THE TOURIST DEVELOPMENT COUNCIL AND THE DEPARTMENT OF CULTURAL AFFAIRS WORK IN CAREFUL COORDINATION with regard to funded activities. Any and all projects awarded through both granting organizations CANNOT and will not be permitted to use grant dollars for the same expense line items for the same project.

DEADLINES

Applications **must** be received in the quarter corresponding to the dates of the proposed activity.

For application and deadline schedule information, go to the Tourist Development Council grant program information page at:

<http://www.miamidadearts.org/tourist-development-council-tdc-grants-program>.

Council staff reserves the right to defer the review of applications to future panel meetings.

Application Deadline:

Applicants are strongly encouraged to complete the application process at least 3 business days in advance to ensure successful submittal. At precisely **11:59 PM on the specified deadline date**, the online grant system will close access to the application. Organizations that fail to complete the submittal process by this deadline will be locked out of the system and deemed ineligible. Applications submitted by any other means are not acceptable. Request for retroactive support will not be accepted.

Please be aware that BEFORE you are able to access the Grant application FormSet, you must have a user account for basic log-in access and you must complete and submit a Grant Eligibility and Request Form. Once you have completed these steps, your Grant Eligibility must be reviewed by staff and must be determined to be eligible by the Program Administrator, which may take up to 3 business days. Only after staff has confirmed your eligibility can you be provided access to the grant application FormSet. It is critical to keep these steps and this timeline in mind when preparing to submit a grant online.

Requesting access to the grant application less than 3 business days prior to an upcoming deadline is neither an adequate timeframe for successful completion nor a reasonable expectation of staff.

It is the sole responsibility of the Organization to adhere to the prescribed deadlines relative to the application process. The Program's staff is not responsible for monitoring such deadlines or informing any organization of an impending or expired deadline.

First-Time Applicants: Program Administrator Review:

Applications received from first-time applicants by the grant program's published application deadline will be reviewed by the Program Administrator. Feedback and suggestions for strengthening and/or correcting the application will be provided approximately 7 days prior to the corrected/final application deadline. Applicants are solely responsible for making any and all revisions to their applications, should they so choose. Department staff **WILL NOT** make corrections on behalf of applicants. Applicants are encouraged to complete their corrections at least 3 business days in advance of the corrected/final application deadline to ensure successful submittal. At precisely 11:59 PM on the corrections deadline date, the online grant system will close access to the application for corrections.

Returning Applicants: Program Administrator Courtesy Review (Optional):

Prior applicants to the Tourist Development Council Grants Program have the option to submit a completed application, including **all** required support materials, **no later than 4:00 PM one full calendar week in advance of the grant program's published application deadline** for a thorough "**Courtesy Review**" by the Program Administrator. Staff will read and review narratives, uploads and other sections of the application and provide feedback, comments and/or questions related to the proposal. Applicants who submit in time for a Courtesy Review will have the opportunity to finalize their applications during the program's corrections period and are **solely responsible** for making any and all revisions to their applications by the program's corrections deadline date, should they so choose. Department staff **WILL NOT** make corrections on behalf of applicants. The Courtesy Review process is a service and in no way guarantees that an application will be recommended for funding by the grants review panel.

Applications submitted for Courtesy Review that are in DRAFT form, have incomplete narrative or budget sections and/or are missing required support documents, will NOT be eligible for a Courtesy Review.

Applicants who waive their option for a Courtesy Review and submit their applications by the grant program's published application deadline will receive a technical sufficiency review **only** (i.e. staff will check the forms to ensure the grant program's minimum eligibility criteria has been met and all required documents have been submitted; narratives, uploads and other sections of the application will NOT be read and reviewed). Comments, questions and feedback will **NOT** be provided to the applicant during the program's corrections period. Applicants who waive their option for a Courtesy Review will have the opportunity to finalize their application during the program's corrections period and submit by the grant program's corrections deadline date. **Applicants whose submission does not meet minimum technical qualifications will be notified and their application will NOT be eligible for further consideration.**

First-time and returning applicants who submit a substantially incomplete application at the time of program's published application deadline, as deemed by the Program Administrator and the Department Director, will receive notification via email and/or US mail from the Department Director as to the incomplete status of the application. A copy of this notice will be forwarded to the program panel prior to their review, alerting panelists to the status of the application at time of deadline.

Corrections Deadline:

Application corrections requested by the Program Administrator will be issued approximately 7 days prior to the corrected/final application deadline. The deadline for making application corrections is 11:59 PM on the specified date. Organizations are encouraged to complete their corrections at least 3 business days in advance of the corrected/final application deadline to ensure successful submittal. At precisely 11:59 PM on the corrections deadline date, the online grant system will automatically close the application system for corrections.

APPLICATION INSTRUCTIONS

The Tourist Development Council (TDC) program is utilizing an online application process through the Department's website. Access to the online application is available at www.miamidadearts.org by clicking on the GRANTS tab to access SurveyMonkey Apply, the Department's online grants program portal page.

Pre-Grant Submission Workshops/Consultations:

- **ATTENDANCE AT A TOURIST DEVELOPMENT COUNCIL GRANTS SPECIFIC WORKSHOP PRIOR TO THE CORRESPONDING QUARTERLY DEADLINE IS REQUIRED FOR ALL FIRST-TIME APPLICANTS. THERE ARE NO EXCEPTIONS TO THE REQUIREMENT.**
- **ALL CONTINUING APPLICANTS THAT HAVE NOT ATTENDED A TOURIST DEVELOPMENT COUNCIL SPECIFIC WORKSHOP FOR TWO (2) CONSECUTIVE YEARS ARE REQUIRED TO ATTEND A WORKSHOP IN THE THIRD YEAR. THERE ARE NO EXCEPTIONS TO THE REQUIREMENT.**

To RSVP for one of the mandatory TDC pre-grant submission workshops, go to:

<http://www.miamidadearts.org/workshop>

VISIT OUR WEBSITE AT WWW.MIAMIDADEARTS.ORG FOR A LIST OF WORKSHOP DATES, TIMES AND LOCATIONS.

- **A CONSULTATION WITH DEPARTMENT STAFF, EITHER IN PERSON OR BY TELEPHONE, IS REQUIRED ANNUALLY FOR ALL RETURNING APPLICANTS, NO LESS THAN 10 BUSINESS DAYS PRIOR TO THE ONLINE APPLICATION DEADLINE. THERE ARE NO EXCEPTIONS TO THIS REQUIREMENT.**

APPLICATION PROCESS:

To apply, Applicants MUST complete ALL of the “tasks” associated with the grant application via SurveyMonkey Apply by the program’s deadline date. Make sure to allow sufficient time to complete each task to ensure compliance with the program’s requirements.

Applicants are solely responsible for the content of their application packages. The application submission review conducted by Department staff and the corrections period is provided as a courtesy technical assistance service and in no way guarantees that an application will be recommended for funding by the TDC. Department staff will not make corrections on behalf of applicants.

NOTE: An organization that submits a substantially incomplete application at the time of deadline, as deemed by the program administrator and the Department Director, will receive notification via email and/or US mail from the Department Director as to the incomplete status of the application. **Substantially incomplete applications will not be provided to the TDC Subcommittee nor the TDC Board for consideration for funding.**

If you have questions or need assistance accessing the system and online application, please contact Nikenna Benjamin, Program Administrator at 305-375-5092 or via email at ndb1@miamidade.gov.

TECHNICAL REQUIREMENTS

TO SATISFY THE PROGRAM’S TECHNICAL REQUIREMENTS, APPLICANTS:

- ✓ **MUST** ATTEND THE MANDATORY TOURIST DEVELOPMENT COUNCIL GRANT SPECIFIC WORKSHOP IF APPLYING AS A FIRST TIME APPLICANT [Click Here for Workshop Schedules](#)
- ✓ **MUST** SCHEDULE AND COMPLETE A PRE-GRANT SUBMISSION CONSULTATION WITH THE PROGRAM ADMINISTRATOR IF APPLYING AS A RETURNING APPLICANT.
- ✓ **MUST** COMPLETE AND SUBMIT A GRANT ELIGIBILITY AND REQUEST FORM IN THE ONLINE GRANT SYSTEM AND BE ASSIGNED PERMISSION BY THE PROGRAM’S GRANT ADMINISTRATOR, BEFORE BEGINNING WORK ON THE GRANT APPLICATION
- ✓ **MUST** COMPLETE THE ENTIRE THREE-STEP ONLINE APPLICATION PROCESS (ELIGIBILITY AND REQUEST FORM, PART 1 AND PART 2).
- ✓ **MUST** SUBMIT A COMPLETE AND SELF-SUFFICIENT ONLINE APPLICATION AND SUPPORT DOCUMENTS (BOTH PART 1 AND PART 2).

- ✓ **MUST** MAKE CERTAIN YOUR COMPLETE SUBMISSION (BOTH PART 1 AND PART 2) IS COMPLETED NO LATER THAN 11:59 PM ON THE DEADLINE DATE USING THE ONLINE APPLICATION GRANT SYSTEM.
- ✓ **MUST** ANSWER ALL QUESTIONS COMPLETELY AND UPLOAD ALL REQUIRED SUPPORT DOCUMENTS AND ATTACHMENTS. IF A QUESTION DOES NOT APPLY TO YOUR ORGANIZATION, MARK "N/A" OR "NOT APPLICABLE." DO NOT LEAVE ANY QUESTIONS BLANK.
- ✓ **MUST** LIST AS THE ORGANIZATION CONTACT PERSON AN INDIVIDUAL WHO IS KNOWLEDGABLE ABOUT THE PROJECT, ORGANIZATION AND BUDGET AND WHO CAN BE REACHED DURING REGULAR BUSINESS HOURS (MON-FRI: 9:00 AM - 5:00 PM).
- ✓ **MUST** PRINT A COPY OF THE COMPLETED APPLICATION FOR YOUR RECORDS.
- ✗ **CANNOT** SUBSTITUTE AN APPLICATION WITH A SELF-CREATED OR SCANNED FORM. FAXED, MAILED, E-MAILED OR HAND DELIVERED APPLICATIONS WILL NOT BE ACCEPTED.

CATEGORIES

The Tourist Development Council awards grants to not-for-profit organizations, local government and/or municipalities, and for-profit organizations producing tourist-oriented activities in four categories:

- ◆ **Special Events/Promotions** - including major festivals, performances, events and programs with significant cultural or entertainment components that attract national and international attention and are promoted and open to the public.
- ◆ **Sporting Events** - including professional and amateur level national and international competitions that are able to provide specific evidence of substantially increasing the economic activity at hotels within Miami-Dade County. **Collegiate sporting activities are ineligible, except for major tournaments or events with significant, quantifiable tourism impact for Miami-Dade County, which will be considered on a case-by-case basis.**
- ◆ **Television** - telecast programs, syndicated productions, and documentaries promoting Miami-Dade County. **Commercial films/movies are not eligible for funding through the TDC.**
- ◆ **Government/Municipalities**

FUNDING REQUEST CAPS

As outlined in the divisions below, funding request caps for New/First Time and Ongoing projects will be based on the applicant's total project budget (cash expenses + no more than 25% in-kind):

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

The TDC encourages Applicants to diversify financial support by pursuing other public and private sources of funding. To this end, the TDC employs the following **reduction formula** when making funding recommendations for a return event or organizational activity (one that received funding in a prior funding cycle):

YEAR	NOT-FOR-PROFIT / GOVERNMENT ENTITY	FOR-PROFIT
1	Initial Grant Recommendation	Initial Grant Recommendation
2	No more than 90% of initial grant award	No more than 66% of initial grant award
3	No more than 80% of initial grant award	No more than 33% of initial grant award
4	No more than 70% of initial grant award	\$0 recommended
5	No more than 60% of initial grant award	\$0 recommended
6	Project is considered for a new cycle of funding based, in part, upon its demonstrated track record and the degree to which the project has increased its tourism and community impact	\$0 recommended

In an effort to maintain meaningful levels of support through the TDC program, organizations that received a grant award of \$5,000 or less in their initial year of funding are exempt from the multi-year reduction formula and will be reviewed annually based on the project's effectiveness in meeting program review criteria.

Funding in one fiscal year does not guarantee renewed or multi-year funding.

A TOURIST DEVELOPMENT COUNCIL GRANT CARRIES NO COMMITMENT FOR FUTURE SUPPORT BEYOND THE TIME OF THE PROGRAM, PROJECT OR EVENT.

MATCHING FUNDS

All applicants must meet the program's \$1:\$1 grant match in cash, or a combination of cash and in-kind contributions. **In-kind contributions must not exceed 25% of the total cash project budget.**

The Tourist Development Council Grants Program shall not be considered the sole source of funding for the proposed project. Applicants should thoroughly explore other funding sources prior to seeking support from this program.

Government Agencies/Municipalities producing tourist-oriented activities should explore and secure financial support from their local government and/or municipality in addition to applying to the TDC for funding consideration.

Funding requests for projects held in municipalities which collect and expend funds derived from a "hotel tax" (Miami Beach, Bal Harbour and Surfside) must make application to that funding municipality prior to applying to the TDC.

Miami Beach-based events/projects **must** explore financial support from the Miami Beach Visitor and Convention Authority (VCA) and/or the Miami Beach Cultural Arts Council (CAC) in addition to and before applying to the TDC for funding consideration. For more information about Miami Beach Funding opportunities, please call (305) 673-7050 or visit the website, www.miamibeachvca.com.

Furthermore, sports-oriented events/projects are strongly encouraged to consider contacting the Miami-Dade Sports Commission for additional assistance. For more information about Miami-Dade Sports Commission, please call (305) 818-7188 or visit the website, www.miamisports.org.

ALLOWABLE GRANT EXPENDITURE CATEGORIES

Grant dollars may be used **only for expenses directly related to the proposed project** in the categories indicated below. General overhead or other operating expenses not directly related to the proposed project are not permitted.

- ✓ Personnel: Administration, Artistic, Technical/Production salary support (no more than 25% of grant request can be allocated amongst any combination of these line items), and/or outside other fees (i.e., consultant fees, not including grant writers) related to the proposed program, project or event
- ✓ Marketing and public relations
- ✓ Printing
- ✓ Postage
- ✓ In-County travel and transportation costs (i.e., event-related busses or shuttle services – *gas, rental cars and parking fees **are not** accepted*)
- ✓ Equipment rental
- ✓ Space rental (specific to performance/exhibition venues only)
- ✓ Insurance (specific to the event/project only)
- ✓ Expendable supplies/materials
- ✓ Honoraria
- ✓ Direct program costs
- ✓ Production costs related to proposed program, project or event
- ✓ Publications directly related to the proposed program, project or event (must have a public outreach component and meet the TDC Grants Program's objectives)
- ✓ Equipment rental and personnel necessary to provide program accessibility as mandated by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973

GRANT USE RESTRICTIONS

Grant dollars may **not** be used in the categories listed below:

- × Remuneration of County employees for any services rendered as part of a project receiving a grant from the Tourist Development Council
- × Salaries unrelated to the projects
- × Fees incurred for the payment of regular wages (such as Payroll taxes, medical insurance, worker's compensation, pension contributions, etc.)
- × More than 25% of grant request for administrative salaries related directly to the management of the TDC funded project, including personnel artistic and technical/production and/or outside other fees (i.e., consultant fees, not including grant writers)
- × Annual property taxes
- × "Bricks and mortar" or permanent equipment for the proposed project, unless the purchase price is less than the cost of rental (with prior approval by Department of Cultural Affairs' staff)
- × Construction costs, or for costs related to building maintenance, physical upkeep of grounds, or custodial expenses of facilities, venues or and structures
- × Repayment of prior debt or deficit reduction, contingencies, fines and penalties, interest and other financial costs
- × In-direct costs/overhead expenses such as office space/equipment rental, insurance and utilities

- × T-shirts or any other item for resale
- × Compensation for forfeited revenues, such as grantee issued complimentary tickets, admissions or scholarships
- × Membership or Sponsorship Fees paid to other organizations
- × Sales tax
- × Merchandise /Concessions/Gift Shops inventory
- × Website Design that is not related to marketing tourism related events promoting Miami-Dade County as a tourist destination to tourists/residents and tourism markets
- × Social/Fundraising events or beauty pageants
- × Hotel and/or lodging expenses
- × Out of County travel or transportation (i.e., international/national airfare)
- × Personal vehicle travel expenses (such as rental cars, mileage, gas, tolls, parking fees)
- × Hospitality costs, including private entertainment, food, beverages, decorations, or affiliate personnel
- × Cash prizes
- × Charitable contributions or donations
- × Events not open to the public (see "Eligibility" section) which are restricted to private or exclusive participation (e.g., by invitation and/or purchase requirements that exceed the cost of a typical, standard ticket to an event/performance, or which require an established relationship with the presenting organization in order to participate), including restricting access to programs or facilities on the basis of race or ethnicity, color, creed, national origin, religion, age, gender, sexual orientation or physical ability.
- × Expenses incurred prior to quarter activity dates (*with exception for marketing expenses that do not exceed more than 3 months prior to the quarter activity dates*)
- × Programs that do not wholly or substantially take place within Miami-Dade County
- × Publications not directly associated with the promotion of the event
- × Lobbying or propaganda materials
- × Organizations who owe monies to venues owned and/or managed by Miami-Dade County (Miami-Dade County Auditorium, African Heritage Cultural Arts Center, The South Miami-Dade Cultural Arts Center, etc.)
- × Indirect costs: Fees for indirect costs may not be assessed against TDC Grant funded programs as a result of having been awarded a TDC Grant. Indirect costs assessed as a consequence of other, non-County grant support received by a TDC Grant funded program may not be assigned to, charged against or debited from County grant funds.
- × Grant expenditures not included in the applicant's original application as presented to and approved by the grant review panel, and/or not included in the Grantee's Restatement of Project budget as part of the Grantee's Grant Award Agreement and approved by the Director of the Miami-Dade County Department of Cultural Affairs.

EVALUATION CRITERIA

A total of 100 points are possible and a minimum of 50 points are required to be eligible for funding.

NOTE: Full program criteria and point structure are used only during the first year of the multi-year cycle, at which the time each application is evaluated and scored based on:

- **Tourism Impact/Marketing Plan as determined by (50 points):**
 - program content
 - projected attendance figures
 - tourism industry support including hotels, airlines, etc.
 - comprehensive marketing strategies
 - ability to draw visitors from outside the local market and/or attract new visitor audiences
 - media coverage as evidenced by ads in travel publications or other outside publications/electronic media
 - television coverage and viewership from a major network or cable provider
 - capability to serve as major tourism generators in the fourth quarter, "shoulder season" (i.e. July – September)
- **Hotel Accommodations as determined by (20 points):**
 - location of hotels/motels contracted
 - room block/booking contract(s) – both "guaranteed" room blocks (i.e., room blocks for which an organization has contracted to financially guarantee, wholly or partially) and "courtesy" rooms (i.e., rooms that are being held with no financial commitment from an organization)
 - number of hotel room nights booked/blocked (creditable overnight stays are based on rooms subject to the bed tax. Rooms exempt from payment of tax or provided on a complimentary (free) basis are excluded)
 - promotion of overnight stays
 - historic information on the number of room nights used during previous years of the same event
- **Quality/Track Record as determined by (10 points):**
 - support material (media reviews, articles, catalogues, etc.)
 - reputation of the event/program/project
 - reputation of organization and its programs and services
 - history of organization and the event
 - nature and scope of the organization's program
 - impact on and involvement of Miami-Dade's multicultural community in the program
 - event's ability to attract high caliber and high profile artists/participants
 - programs that have a track record or a demonstrable potential to provide a significant national and/or international return for Miami-Dade County in regard to publicity and visitorship
- **Event Coordination/Management/Americans with Disabilities Act (ADA) Compliance as determined by (10 points):**
 - brief resumes of key administrative staff
 - project description and implementation
 - feasibility of organizational structure in carrying out the event
 - geographic location of program and project
 - effective evaluation methods
 - past events
 - efforts to comply with and incorporate ADA into projects, including ADA-focused marketing, facilities' compliance, involvement of artists, organizational hiring policies and board/volunteer

recruitment with disabilities and technology (e.g., hearing assistance systems, audio descriptions, etc.)

▪ **Fiscal Feasibility/Accountability as determined by (10 points):**

- financial stability of the organization
- broad base of financial support
- previous administration of Council grants
- capacity to attract financial support from other private and public sources as evidenced in matching requirements and in-kind services
- timely submission of final reports for applicants who have received previous TDC funding

The TDC can reject applications that do not meet eligibility or evaluation criteria satisfactorily, or may refer such applications to Department of Cultural Affairs' grants programs to which the project may be better suited for funding consideration.

ORAL PRESENTATIONS

Applicants may choose to, or be asked to address the Tourist Development Council. In accordance with Section 2-11.1(s) of the Code of Miami-Dade County, **the Lobbyists Registration for Oral Presentation Affidavit must be completed, notarized and included with your application.** The term "lobbyist" specifically includes the principal, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. **Individuals substituted for or added to the presentation team after submittal of the proposal and filing by staff, MUST register with the Miami-Dade County Clerk of the Board (Form BCCFORM2DOC) and pay all applicable fees.**

GRANT APPLICATION REVIEW AND AWARD PROCESS

For application deadline and schedule information, go to the Tourist Development Council (TDC) grant program information page at:

<http://miamidadearts.org/tourist-development-council-tdc-grants-program>

The TDC has a multi-level review process consisting of an applicant consultation, administrative review, corrections period, Subcommittee recommendation, and Panel review and final funding recommendation. Applicants are encouraged to attend the Panel review meetings in order to benefit from the comments and discussions first-hand. The Panel may address questions directly to the applicant during the course of the review meeting. Applicants will be notified by email of the scheduled time, date and location of the Panel meeting. Applicants are not permitted to interact with Board Members at any time during the proceedings. Presentations or involvement of any kind by the applicant, other than the above noted exception, may result in the disqualification of the application by the program panel and/or the withdrawal of the application by Department staff.

SUBMISSION AND REVIEW

- ◆ Upon submission, Department staff will review applications for technical eligibility and provide comments/suggestions to aid the applicant in improving the content and quality of the application. An application checklist will be posted in the online system indicating recommended corrections, corrections procedures and deadline date to submit corrections and required materials. Changes in projects (i.e., budgets, location, date, artists/programming) must be

reported to the Administrator immediately in writing prior to Panel review. Note: Department staff **will not** review applications again after the corrections deadline. The application sets that are received online by the corrections deadline will be considered the applicant's final submission and forwarded for panel review. Staff will not make any corrections on behalf of the applicant prior to distribution to the TDC Board. The applicant is solely responsible for the content of the application.

SUBCOMMITTEE REVIEW

- ◆ Applications are reviewed and evaluated by a subcommittee of the Tourist Development Council (TDC) board to make initial grant award recommendations.
- ◆ Applicants are then informed of their initial funding recommendation and panel meeting specifics such as date confirmation, time and location through the Application Speaker Registration Form which is provided via email.

PANEL REVIEW AND RECOMMENDATION

- ◆ Applications are reviewed and evaluated by the full TDC and final funding recommendations are determined. A list of the TDC members is available upon request.
- ◆ The TDC's decision is considered final and may not be appealed.

APPROVAL PROCESS

- ◆ Upon approval by the TDC, recommendations are forwarded to the Economic Prosperity Committee and then on to the Board of County Commissioners and the Mayor for final approval.
- ◆ Grant agreement packages (contracts) and other required documents and instructions are provided to grantees. These documents must be properly completed before the grant award recommendation can be processed.
- ◆ Upon approval by the Board of County Commissioners and Mayor, properly completed grant agreements are submitted to the Office of the County Attorney, the Office of the Mayor and the Clerk of the Board for review and execution.

AWARD NOTIFICATION AND GRANT AGREEMENT

- ◆ **Successful applicants will be notified of award by e-mail following the Tourist Development Council's decision.** The grant award package will include information regarding the grant agreements (contracts), other required documents and detailed instructions for **proper completion. These documents must be properly completed before the grant award recommendation can be processed.** Upon receipt of the executed grant agreement, grantees may begin to submit invoices and canceled checks (front and back) or other electronic confirmations (i.e., electronic transfers, money wires) under the terms of the grant agreement budget. **Invoices and canceled checks must correspond to the budget detail as outlined in the application and contracted for in the grant agreement.**
- ◆ **Funded applicants that fail to return a complete and correct grant agreement (contract) package within 60 days of the date on the award letter will have their grant recommendation rescinded by the Tourist Development Council, unless the Grants Program Administrator has approved an award agreement extension before the due date. If the grant agreement due date falls on a Saturday, Sunday or legal holiday, then the grant agreements will be due the following business day.**

GRANT PAYMENT

- ◆ Once cancelled checks and invoices have been received and approved, a check request, accompanied by a copy of the executed grant agreement, and the W-9 form, is submitted to the Miami-Dade County Finance Department. The grant award check is prepared and mailed directly

from the Miami-Dade County Finance Department to the grantee at the address on record in the Finance Department. **It is imperative that grantees notify staff AND the Finance Department of any address changes during this process.** Grantees **may not** request pickup of checks.

Alternatively, grantees may sign up for Automatic Deposit of County funds directly into the organization's bank account. This is the fastest way to receive County funds once the request for payment has been processed by Finance. The Automatic Deposit sign up form and instructions can be downloaded at: <http://www.miamidade.gov/finance/direct-deposit.asp>. It is critically important to follow the instructions for Direct Deposit carefully, and to keep your account information current at all times with the County's Finance Department.

NOTE: THE APPROXIMATE TIMELINE FROM DATE OF APPLICATION TO RECEIPT OF CHECK BY SUCCESSFUL APPLICANTS IS FIVE (5) MONTHS. FY 2019-2020 GRANT AWARDS WILL BE AVAILABLE FOR RELEASE DURING THE COUNTY'S FISCAL YEAR, OCTOBER 1, 2018 - SEPTEMBER 30, 2019. DUE TO THE STRICT CONSTRAINTS ACCOMPANYING EACH STEP OF THIS REVIEW PROCESS, IT IS CRITICAL THAT THE APPLICANT ADHERE TO ALL DEADLINES. FAILURE TO COMPLY WITH DEADLINES AND/OR INCORRECT EXECUTION OF CONTRACTS OR OTHER PAPERWORK WILL RESULT IN A DELAY OF PAYMENT OR CANCELLATION OF FUNDING.

PUBLICITY AND CREDIT REQUIREMENTS

By accepting County funds, the grantee is required to recognize and acknowledge Miami-Dade County's grant support in a manner commensurate with all contributors and sponsors of its activities at comparable dollar levels.

The Grantee **must** include the following credit line in all promotional and marketing materials related to this grant including web sites, news and press releases, public service announcements, broadcast media advertisements and announcements, event programs, and publications: **"The (insert event/program name) is made possible with the support of the Miami-Dade County Tourist Development Council, the Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners."**

For radio or television broadcast, the following voice-over language must be used: **"This program is supported in part by the Miami-Dade County Department of Cultural Affairs."**

For television broadcast, display of the County logo and the "www.miamidadearts.org" web address is required. The grantee must also use the County's logo in marketing and publicity materials whenever possible. To download logos and review publicity and credit requirements, visit the Publicity and Credit Requirements section of the Miami-Dade County Department of Cultural Affairs website at: www.miamidadearts.org > Grants > Grant Resources > Publicity and Credit Requirements.

Non-use of the County's logo is a contractual violation and may result in loss of future funding support. **Given the timing of events and application review, applicants may want to consider utilizing these acknowledgement materials in advance of the TDC's review and**

recommendation; however, advance use of these materials will not affect panel deliberations regarding the funding merits of the project/event.

In addition, grantees receiving funds through the Department of Cultural Affairs' YAM, YEP, SAS-C and AKI grant programs must include The Children's Trust logo and the following statement in all materials related to the grant project, including but not limited to newsletters, press releases, brochures, fliers, websites or any other materials for dissemination to the media or general public:

"The (insert event/program name) is funded by The Children's Trust. The Trust is a dedicated source of revenue established by voter referendum to improve the lives of children and families in Miami-Dade County."

To download an electronic version of The Children's Trust logo, please go to: www.thechildrenstrust.org.

Note: In cases where funding by The Children's Trust represents only a percentage of the grantee's overall funding, the above language can be altered to read **"The (insert event/program name) is funded in part by The Children's Trust..."**

COMPLIANCE REQUIREMENTS AND RELEASE OF FUNDS

A Final Report is required within forty-five (45) days of the project completion date. Final Report forms are submitted via the Cultural Grants Online (CGO) system.

Funded activities must take place within the County's fiscal year for which they are approved (October 1 - September 30). All funding recommendations are contingent upon approval of the Tourist Development Council's FY 2019-2020 budget by the Miami-Dade County Mayor and Board of County Commissioners, and are subject to the availability of funds.

FY 2019-2020 grant awards will be available for release during the County's fiscal year, October 1, 2018 - September 30, 2019. Grant awards will not be released until all final reports for previous years' funding from all Department programs are received.

Grant funds not encumbered (contracted for) by the end of the County's fiscal year in which they were awarded, or for which a project extension has not been approved, shall revert to the TDC on September 30, 2019.

All funded activities must provide equal access and equal opportunity in employment and services, and may not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation, physical ability, gender identity or gender expression, or status as a victim of domestic violence, dating violence or stalking, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, 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, Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17, § 1, 12-1-98.

Miami-Dade County provides equal access and equal opportunity in employment and services and does not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation, physical ability, gender identity or gender expression, or status as a victim of domestic violence, dating violence or stalking, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, 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, Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17, § 1, 12-1-98.

The Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council develop cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and our residents and visitors who are their audiences. The Department directs the Art in Public Places program and serves its board, the Art in Public Places Trust, commissioning, curating, maintaining and promoting the County's award-winning public art collection. The Department also manages, programs and operates the South Miami-Dade Cultural Arts Center, a campus of state-of-the-art cultural facilities in Cutler Bay, as well as Miami-Dade County Auditorium, Joseph Caleb Auditorium and the African Heritage Cultural Arts Center, all dedicated to presenting and supporting excellence in the arts for the entire community. Through staff, board and programmatic resources, the Department, the Council and the Trust promote, coordinate and support Miami-Dade County's more than 1,000 not-for-profit cultural organizations as well as thousands of resident artists through grants, technical assistance, public information and interactive community planning. The Department receives funding through the Miami-Dade County Mayor and Board of County Commissioners, The Children's Trust, the National Endowment for the Arts, the State of Florida through the Florida Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture, and the John S. and James L. Knight Foundation. Other support and services are provided by TicketWeb for the Culture Shock Miami program, the Greater Miami Convention and Visitors Bureau, the South Florida Cultural Consortium and the Tourist Development Council.

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