

FY 21/22 Application Training



**Cultural
Council**
FOR PALM BEACH COUNTY

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

About the Program

- **Support marketing and cultural tourism expenses associated with the presentation and/or production of programs open to the general public**
- **For nonprofit arts and cultural organizations with a recognized ability to produce, present, and promote excellent programs that attracts a significant number of tourists and contribute to Palm Beach County's reputation as a national cultural destination**
- **Reimbursement-based program. Grantees submit quarterly reimbursements**
- **Two-year grant cycle (FY21/22 & FY22/23)**

Funding Period

October 1, 2021 – September 30, 2022

Funding Levels - Cultural Tourism Category B

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

Funding Levels - Cultural Marketing Category CII

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

Applicants request funds based on operating revenue reported in FY20 audit or FY20 fiscal year financial statements (profit & loss and balance sheet of assets and liabilities).

Eligibility

- Nonprofit organization 501(c)3, or part of an organization/unit of government which produces and/or presents a cultural program or festival
- Maintained working office and/or headquartered in Palm Beach County
- Minimum two years of fiscal operation as a nonprofit organization in PBC
- Registered with Guidestar (www.guidestar.org)
- Department of Agriculture Reference/License Number permitting solicitation (www.fdacs.gov)
- Board of directors composed of at least 1/3 PBC residents
- Employ one permanent full-time employee or one permanent full-time equivalent (FTE)
- Dollar-for-dollar match for the amount requested (contributed or earned income)
- Meet or exceed the operating revenue budget threshold:
 - Category B \$1,175,00
 - Category CII \$200,000
- Document a certain level of budgeted marketing activity for FY2021/2022
 - Category B \$100,000
 - Category CII \$25,000

Allowable Expenses

- **Professional in-house marketing staff; up to 50% of adjusted salary (gross salary less vacation, sick, personal, bereavement and holidays)**
- **Outside Professional Services specific to:**
 - **Artists**
 - **Marketing/PR**
 - **Production and Technical expenses**
- **Outside Professional Services utilized to create virtual performances exposing the cultural institution to potential visitors**
- **Marketing and Advertising costs**
- **Space Rental**
- **Travel/supplies/other (includes artist travel)**
- **Pre-payments made prior to grant period (see guidelines)**

Grant Restrictions

- General operating or administrative expenses; including travel, salaries and benefits
- Mortgage or rent of office building, renovation, or remodeling of facilities
- Purchase of permanent equipment, including musical instruments
- Fundraising brochures, membership magazines, annual reports, private event invitations and program publications that include solicited (paid) advertising. (Including membership call center expenses and subscription renewals)
- Advertising or public relations items which do not mention the specific program
- Advertising and/or printing that omit the County, TDC, or Cultural Council logos and/or recognition
- Food expenses
- Student or Intern expenses
- Any awards, prizes, or contributions
- Prepaid expenses not defined allowable (see guidelines)
- Postage (Category B ONLY)
- Any other non-program related expenses

Application Review Criteria

Category B

- Cultural excellence of the organization – 40 pts
- Strength of proposed cultural tourism and marketing program – 40 pts
- Administrative excellence of the organization – 20 pts

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

Category CII

- Cultural excellence of the organization – 40 pts
- Out of county marketing impact – 20 pts
- In county marketing impact – 10 pts
- Organization Stability – 20 pts
- Potential for growth – 10 pts

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

Review Process



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

Appeal Process



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

The Grant Application

Online Applications Only

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



Required Submissions

- Final FY20 certified audit with auditor's opinion

Organizations that are on a calendar year and/or do not have a completed FY20 audit at the time of application must submit their FY20 financial statements signed and dated by the CEO or Board Chair, including:

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

PLEASE NOTE: a FY20 audit must be submitted to the Cultural Council by June 30, 2021, if not submitted at the time of application!

- Sample(s) of recent marketing/advertising material
- Budget Workbook, that includes:
 - FY21/22 budget
 - Budget narrative
 - Explanation of any in-kind benefits
 - Explanation of budget surplus or shortfall (deficit)

Support Materials - Optional

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

Budget Workbook

FY21/22 Budget & Budget Narrative MUST BE COMPLETED

Budget FY20-21		TOURIST DEVELOPMENT FUND FY2021/2022						
		Category B - Cultural Tourism						
		INCOME/EXPENSE BUDGET						
Grantee Name:								
Program Budget Detail: October 1, 2021 to September 30, 2022 (Grant Fiscal Year)		Allocation of Category Grant Funds (Grant Request)	Other Program Funds (Include program matching funds)	Total Program Budget (ALL Exhibit A Income/ Expense) [C= A + B]	All Other Organization Operating Income and Expenses	Total Organization Operating Budget [E= C+D]	% of Total	In-Kind Support** (Amount included in "E" total)
Expenses		(A)	(B)	(C)	(D)	(E)	(F) %	(G)
Personnel: <i>Admin/Tech/Artistic</i>		N/A		-		-	-	
Personnel: <i>Marketing (50% of allowable)</i>				-		-	-	
Outside Professional Services: <i>Artistic</i>				-		-	-	
Outside Professional Services: <i>Marketing/PR</i>				-		-	-	
Outside Professional Services: <i>Other</i>				-		-	-	
Space Rental for Program				-		-	-	
Rent/Mortgage		N/A		-		-	-	
Marketing/Advertising				-		-	-	
Travel/Supplies/Other				-		-	-	
All Other Remaining Operating Expenses		N/A		-		-	-	
TOTAL EXPENSES*		\$ -	\$ -	\$ -	\$ -	\$ -	100%	\$ -
N/A (not funded by Tourist Development Fund)		*(Total Expenses in each column above must equal Total Revenues in same column below. Budgets must be balanced.)						
Revenue								
Admissions (Tickets/Subscriptions) Revenue						-	-	
Membership Revenue						-	-	
Contracted Services Revenue						-	-	
Other Revenue						-	-	
Corporate Contributions						-	-	
Foundation Grants						-	-	
Other Private Support						-	-	
Government Grants (Federal)						-	-	
Government Grants (State)						-	-	
Government Grants (Local)						-	-	
TDC Grant Award Amount		(Matches total of column A above)		-		-	-	
Grantee Cash-Budget shortfall (surplus)***						-	-	
TOTAL REVENUES*				\$ -	\$ -	\$ -	100%	\$ -
*(If any amounts appear on this line, then your Budget is out of balance. Please correct.)		\$ -	\$ -	\$ -	\$ -	\$ -	proof	\$ -
Explain any "In-Kind" amounts listed in Column G on B-2 worksheet		*Explain your cash/tur or cash shortfall/surplus on worksheet (tab 4)						

Budget Narrative FY21-22
Grantee Name:
<i>Provide a narrative description of the budget submitted. Type line-item descriptions for any budget line item for which a paacelist might be unfamiliar with its meaning or purpose. Explain line-item changes of +/- 10% from one year to the next. The intent of this narrative is to give you an opportunity to explain the budget for paacelists who might not understand your budget process or changes from one year to the next.</i>
Personnel: <i>Admin/Tech/Artistic (not funded by Tourist Development Fund)</i>
Personnel: <i>Marketing (50% of allowable)</i>
Outside Professional Services: <i>Artistic</i>
Outside Professional Services: <i>Marketing/PR</i>
Outside Professional Services: <i>Other</i>
Space Rental for Program
Rent/Mortgage (<i>not funded by Tourist Development Fund</i>)
Marketing/Advertising
Travel/Supplies/Other
Remaining Operating Expenses (<i>not funded by Tourist Development Fund</i>)

Budget Workbook

In-Kind Explanation & Shortfall-Surplus Explanation MUST COMPLETED IF APPLICABLE

Grantee Name:	
In declaring any "In-Kind" Revenue, please describe details below:	
Personnel: Admin/Tech/Artistic:	N/A
<i>Neither volunteer hours nor donated salaries are recognized as "In-Kind"</i>	
Personnel: Marketing (50% of allowable):	N/A
<i>Neither volunteer hours nor donated salaries are recognized as "In-Kind"</i>	
Outside Professional Services: Artistic	
Outside Professional Services: Marketing/PR	
Outside Professional Services: Other	
Space Rental for Program:	
Rent/Mortgage:	
Marketing/Advertising:	
Travel/Supplies/Other:	
Remaining Operating Expenses:	

Shortfall or Surplus Explanation FY21-22	
Grantee Name:	
Shortfall Explanation:	
<small>If Income/Expense creates a net shortfall (loss), please provide a short explanation of the source of funds (listed under "Applicant Cash") that will be used to cover that planned shortfall.</small>	
Shortfall:	
Surplus Explanation:	
<small>If Income/Expense creates a net surplus, please provide a short explanation of the planned use of those surplus funds (listed under "Applicant Cash").</small>	
Surplus:	

Application Deadline

April 2, 2021, 11:59pm

READ THE APPLICATION
GUIDELINES FIRST!

**FY21/22 Application
Guidelines can be found
in the Category B &
Category CII Application
Toolkits on the Cultural
Council website**

Grant Contacts

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We are here to assist you!