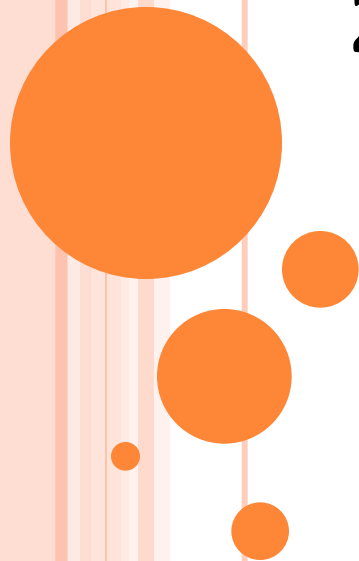


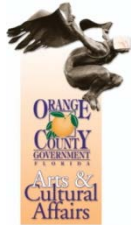
# UNITED ARTS OF CENTRAL FLORIDA

GRANT WORKSHOP

TUESDAY, MAY 11, 17, THURS MAY 19, 2016

## 2016-17 Cultural Tourism Funding





# FY17 Cultural Tourism Funding (CT)

## **ORANGE COUNTY OFFICE OF ARTS & CULTURAL AFFAIRS CULTURAL TOURISM FUNDING FOR 2016-17**

Supported by Tourist Development Tax (TDT) Revenues

- Directed by Terry Olson, Office of Arts & Cultural Affairs & Advisory Council, with Michael Osowski, Admin Office Coordinator
- Fiduciary & program management: Trudy Wild, United Arts of Central Florida



# FY17 Cultural Tourism Funding (CT)

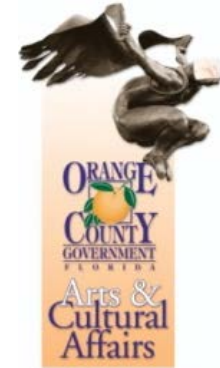
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## Mission

“To elevate the status of arts & culture to that befitting a world-class community.”

## Intended Outcomes

- Enhance the Orlando area’s arts and cultural identity
- Present quality arts and cultural experiences
- Promote tourism





# FY17 Cultural Tourism Funding (CT)

## History of CT Funding

**Total ALL CT funding FY03-16: \$19,004,578**

**Total Past Year FY16 CT funding: \$2,173,703**

26 grantees:

9 large requests - **\$1,240,000** (from \$90,000 to \$150,000)\*

8 medium requests - **\$589,703** (from \$68,000 to \$75,000)

9 small requests - **\$344,000** (from \$24,000 to \$40,000)





# FY17 Cultural Tourism Funding (CT)

## ELIGIBILITY AND CRITERIA FOR FUNDING:

- A cultural nonprofit 501(c)(3) exempt corporation registered & in good standing with the State of Florida, IRS, and current with open grants.
- Completed one year or more, providing cultural programming in Orange County that attracts tourists
- Produce in Orange County the arts event for which you are applying that is accessible and promoted to the general public, & event occurs during Jan 1-Dec 31, 2017.
- Market to potential visitors beyond the immediate four-county area (Orange, Osceola, Lake & Seminole counties)
- Show community support in donations SPECIFICALLY FOR THIS PROJECT, that matches the request (\$1 to each \$1 requested)
- Have a portrait in the Central Florida Foundation Nonprofit Search, bearing the “Reviewed” stamp
- Workshop attendance (first-timers) & complete application by deadline.





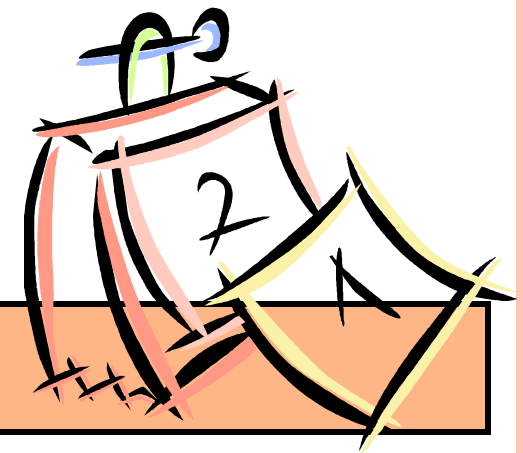
# FY17 Cultural Tourism Funding (CT)

## NEW ITEMS IN FY17:

- **Changed** - Adjusted Evaluation matrix –match scale adjusted, based on percentage of match and event start date. Hard score determined by staff. *Be aware of how much match is actually committed in time for you to use for your event (payments must be complete by end of project, but better if in hand to use as match to implement project!)*
- **NEW!** Portrait required one-month ahead of grant deadline (except for repeats, still 3 weeks)
- **Changed** Narrative Q7: Added to Outreach “including programming, audience, board & staff”
- **NOTE: OAP** – Make sure event is posted, or able to post in time for panel to make assessments on your programming and ability to market it to tourists (*Posting should be up 6 months ahead of event date*)
- **NOTE: Supplemental** – Any pages after the 10 allowable pages (plus 1 index page) will be removed before panel receives it.



# FY17 Cultural Tourism



## DATES TO REMEMBER:

**Nonprofit Search portrait due to Central Florida Foundation – Tues, June 21, 2016 for new portraits (Wed., July 1, 2016 for updates)**

**Application Deadline: Thurs., July 21, 2016, 5:00 pm, EST** (Also, deadline to meet with panel members and lobbying)

**Review Panel Meeting (MANDATORY) -- Thurs, Sept 8, 2016, 8:30 a.m. – 12:30 p.m. at UCF**

Arts & Cultural Affairs Advisory Council Meeting (funding recommendations)-- **Thurs., Sept 15, 2016**

Board of County Commissioners Meeting (final approval) -- **Tues., Oct 18, 2016**

Contracts issued with payment request/reports – Oct 18-31, 2016

- Project Period -- November 1, 2016 to December 31, 2017 (14 months)
- ***Event cannot begin before Jan 1, 2017 and must complete by Dec. 31, 2017***

**First Payment Available -- December 2016** (maybe sooner) – 50%; 2<sup>nd</sup>: 40%, Final: 10%





# FY17 Cultural Tourism Funding (CT)

## REQUEST LEVELS:

- Total funding pool: **\$2.458** million available (**pending BCC**)
- Three categories for requests (only one application to either):
  - Large, Medium or Small Requests
  - Request does NOT have to be maximum of that level
  - (**amount in each pool TBA; based on percentage of total requests in each pool**)







# FY17 Cultural Tourism Funding (CT)

## REQUEST LEVELS (CONTINUED):

### Large Requests

- Over \$75,000, up to \$150,000 / **Minimum score of 80 required**
- Match: *Cash match* equal to amount requested
  - **(100% Cash only, 0% In-kind allowed)**

### Medium Requests

- Over \$40,000, up to \$75,000 / **Minimum score of 75 required**
- Match: *Cash and In-kind* equal to amount requested
  - **(75% cash required; 25% In-kind maximum)**

### Small Requests

- Up to \$40,000 / **Minimum score of 70 required**
- Match: *Cash and In-kind* equal to amount requested
  - **(50% cash required; 50% In-kind maximum)**





# FY17 Cultural Tourism Funding (CT)



- 1. Identity (Q1&2):** project (innovation and uniqueness) & response (international/ national attention and peer group)
- 2. Quality (Q3&4):** product (artistic excellence) & reputation (profession acclaim)
- 3. Tourism (Q5a&b, 6a&b):** marketing and PR & projected attendance
- 4. Implementation (Q7, 8a&b, Forms, Financial Statements):** outreach, operational and financial readiness & match





# FY17 Cultural Tourism Funding (CT)

## APPLICATION INCLUDES THE FOLLOWING:

1. Project basic Information, title, description
  - Amount of the request \$X
  - Project Period and Event dates
  - Organization contact information
2. Nonprofit Search portrait: [cffound.org/nonprofit](http://cffound.org/nonprofit) search
3. Narrative responses (use Evaluation matrix as guide)
4. Forms & Attachments (Budget, Match, Marketing Detail, Supplemental)





# FY17 Cultural Tourism Funding (CT)

## QUESTIONS FOR THE NARRATIVE:

### Section 1: Identity

1. **(Project)/Q1 Innovation & Uniqueness:** How will this event be exciting, unique or innovative?
2. **(Response)/Q2 Attention /Standing:** How will this event will be of interest to colleagues in your field from across the world?

### Section 2: Quality

3. **(Product)/Q3 Artistic Excellence:** What elements of this and past events will assure the highest artistic excellence?
4. **(Reputation)/Q4 Feedback & Critical Acclaim:** Give evidence of your organization's high reputation and history of positive critical acclaim.



# FY17 Cultural Tourism Funding (CT)

## QUESTIONS FOR THE NARRATIVE:

### Section 3: Tourism

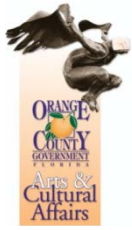
#### 5. Q5 Marketing & Public Relations

- A) Articulate your marketing and public relations plan—specify methods, mediums and materials, AND
- B) Detail timeline of entire event, including marketing and PR milestones within timeline of entire event.

#### 6. Q6 Projected Total & Tourist Attendance

**Projected total:** \_\_\_\_\_ **AND Projected segment of the total attendance who are tourists** (from outside the four-county area): \_\_\_\_\_ . Explain efforts to reach residents and visitors alike.





# FY17 Cultural Tourism Funding (CT)

## QUESTIONS FOR THE NARRATIVE:

6. **Section 4: Implementation: Q7 Outreach & Diversity:** Describe your plan for educational outreach and for reaching a broad spectrum of the community (including programming, audience, board & staff).
7. **Section 4: Implementation: Q8 Operational Readiness:** A) Describe the composition and strengths of your board and staff, AND B) What major logistical details for the event are confirmed.

**Section 4: Implementation: Q9 Financial Readiness** (Forms, financial statements, and **Q10 % of Match confirmed**)





# FY17 Cultural Tourism Funding (CT)

## HOW TO APPLY:

- Online application with United Arts: [www.UnitedArts.cc](http://www.UnitedArts.cc)

### Application System Instructional Videos

[How to Create an Account](#)

[How to Apply](#)





# FY17 Cultural Tourism Funding (CT)

## NONPROFIT SEARCH - PORTRAIT DUE 6/21/16

- [http://cfound.org/nonprofit\\_search](http://cfound.org/nonprofit_search)

**CENTRAL FLORIDA FOUNDATION 20 YEARS**

CONTACT | LOGIN | NEWS & ANNOUNCEMENTS | PROFESSIONAL ADVISORS

GIVE | RECEIVE | EXPLORE | **NONPROFIT SEARCH**

**YOUR PLACE FOR DISCOVERING CENTRAL FLORIDA NONPROFITS**  
Begin your search now

**IF YOU'RE LOOKING FOR FUNDING, CREATING A NONPROFIT PORTRAIT IS THE FIRST STEP**

To be considered for any of CFF's grants, you will need to create a portrait on our Nonprofit Search. Each nonprofit portrait contains in-depth information about the organization's management, governance, financials and programs. Please email Rachel Calderon to get started.

[EMAIL TO GET STARTED](#)

**ALREADY HAVE A PORTRAIT?**

If you have already created a nonprofit portrait in our Nonprofit Search, login here to access or update your information.

3:21 PM 5/28/2014







# FY17 Cultural Tourism Funding (CT)

## IF AWARDED:

- Contract (with United Arts)
- Insurance requirements (for duration of project)
  - Commercial General Liability - \$1,000,000
  - Commercial Automobile Liability – \$500,000
  - Workers' Compensation and Employer's Liability – \$100,000 as required by State of Florida
  - Employee Dishonesty/Crime Insurance – equal to or greater than 65% of the amount of award
- Proper acknowledgement to Orange County Arts & Cultural Affairs
- Pay Request required for each disbursement.
- Payments: 1) 50%, 2) 40% and 3) 10% (final is reimbursement)



PLEASE CONTACT TRUDY WILD FOR  
ASSISTANCE.

321.972.9837 Direct  
407.628.0333, x223

Trudy@UnitedArts.cc

