


**GRANT WORKSHOPS**  
Wednesday, May 12, 2021, 3-4:30 p.m.  
Friday, May 21, 2021, 9-10:30 a.m.  
Thursday, May 27, 2021, 5:30-7 p.m.  
(on Webex, hosted by Terry Olson/Hayley Owen)

**How to Apply for 2021-22  
Cultural Tourism Funding**



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FY22 Cultural Tourism Funding (CT)

**ORANGE COUNTY  
OFFICE OF ARTS & CULTURAL AFFAIRS**

**CULTURAL TOURISM FUNDING  
FOR 2021-22**

Supported by Tourist Development Tax (TDT) Revenues\*

- Office/Council created in Aug 2001, led by Terry Olson, Office of Arts & Cultural Affairs & Advisory Council, with Hayley Owen, Administrative Office Coordinator
- Fiduciary & Program Management: Trudy Wild, United Arts of Central Florida
- 13 members on Council, 7 committees
- Three to four will be rotating off/new for review panel



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## FY22 Cultural Tourism Funding (CT)

**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



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## FY22 Cultural Tourism Funding (CT)


### History of CT Funding

**Total ALL CT funding FY03-21: \$36,210,331\***

**Total past-year FY21 CT funding: \$3,732,169**

**30** grantees:

- **18** large awards - \$2,939,495 (from \$100,000 to \$172,000)
- **7** medium awards - \$578,674 (from \$75,000 to \$86,000)
- **5** small awards - \$214,000 (from \$30,000 to \$46,000)



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## CULTURAL TOURISM SUMMARY FY21

- Organizations requested funding: **30**
- Organizations recommended for funding: **30**
- Total project budgets: **\$26,849,414**
- TDT investment: **\$3,732,169**
- Funding awarded to:



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## FY22 Cultural Tourism Funding (CT)

### FY21 (PRIOR YEAR) GRANTEES & EVENTS DURATION:


- 1 1- to 3-day events
- 2 1- to 2-weeklong events
- 2 3- to 4-weeklong events
- 2 2-6 months /half-season events
- 12 7-11 months/ three-quarter season/year events
- 11 12 months full-season/year-long events

✓ 23% of all funded events ranged from 1 day to 6 months long.

✓ 77% of all funded events were 6+ months long.




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## FY22 Cultural Tourism Funding (CT)

### ELIGIBILITY AND CRITERIA FOR FUNDING: PART 1

1. A cultural nonprofit 501(c)(3) exempt corporation or an American Alliance of Museums (AAM)-accredited museum registered and in good standing with the State of Florida, IRS, and current with open grants (*organization's mission*)
2. Completed one year or more of providing cultural programming in Orange County that attracts tourists
3. Produce in Orange County the arts event for which you are applying that is accessible and promoted to the general public,
  - project period for prep & marketing Nov. 1, 2021, and
  - event occurs during Jan. 1-Dec. 31, 2022
4. Proposed arts and culture activities may not be a supplementary event at a non-arts conference, professional meeting, reunion, or other similar gathering.



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## FY22 Cultural Tourism Funding (CT)

### ELIGIBILITY AND CRITERIA FOR FUNDING:

5. Market to potential visitors beyond the "local" four-county area of Orange, Osceola, Lake and Seminole counties or 50-mile radius
  - ✓ "Tourist" attendance is from outside the 4-county, 50-mile radius.
6. Match: Show community support in donations SPECIFICALLY FOR THIS PROJECT, that matches the request (\$1 to each \$1 requested)
7. Attend workshop (mandatory for first-time applicants) & complete application by deadline
8. All applicants must have a checking account with a licensed financial institution.




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## FY22 Cultural Tourism Funding (CT)

ELIGIBILITY AND CRITERIA FOR FUNDING:

9. Applicant must prepare **at least quarterly financial statements** (Balance Sheet, and Profit & Loss) that are reviewed by the board; and **complete audit and Form 990 financial statements\* within 6 months of the fiscal year end**
10. Have a current profile (previously known as portrait) on the Central Florida Foundation Nonprofit Search website, bearing the "Reviewed" stamp. **Updates due by June 15, 2021, 5 p.m.**
  - Enter profile URL on grant application
11. Complete the online application: narrative questions, forms, and required materials as uploads




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## FY22 Cultural Tourism Funding (CT)

WHAT'S NEW IN FY22/REMINDERS AND CHANGES:

- ✓ **Reminder:** Request limited to 35% (Small) 30% (Medium) and 25% (Large) of operating revenue (cash) from prior year Form 990
  - use **NEW!** Form: Calculate Request Amount\*
- ✓ **NEW! Lower the funding caps for each level:**
  - Large request: ~~\$172,000~~ **\$155,000**;
  - Medium Request ~~\$86,000~~ **\$77,000**;
  - Small Request ~~\$46,000~~ **\$42,000**
- ✓ **Keep Lower score threshold\* one more year only!** Reduced 10 points for minimum eligibility for funding consideration:  
~~70~~ **60** for small requests; ~~75~~ **65** for medium; ~~80~~ **70** for large




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## FY22 Cultural Tourism Funding (CT)

**NEW IN FY22/REMINDERS AND CHANGES:**

- ✓ **Reminder: Keep Narrative Section V: COVID-19 Response** – Not rated  
- Highlight your response, virtual programming, education, etc.
- ✓ **NEW! Q7 - Outreach & Diversity** - Diversity means reflective of our community. What actions are you taking /what are you doing to proactively advance diversity, equity and inclusion (including programming, audience, board & staff).  
- **Note:** Matrix no longer references “educational” outreach\*
- ✓ **Reminder: Q8a** - Describe composition & strengths of your board and ~~staff~~ **project team**.
- ✓ **Reminder: Q8b** - List major logistical **milestones and status of each** (*not just those that are completed, but all, and status*)




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## FY22 Cultural Tourism Funding (CT)

**NEW IN FY22/REMINDERS AND CHANGES:**

- ✓ **Reminder: Know your economic impact** – to show the projections for the economic impact of your proposed project, using this tool from Americans for the Arts: ECONOMIC IMPACT CALCULATOR customized to Central Florida Region. This uses both project budget CASH, and proposed total IN-PERSON attendance.
- ✓ **New!** AEP6 is coming! Rollout in Fall 2021; data collection at events in 2022; all grantees will be required to participate
- ✓ **Reminder!** Let others know about your events – free marketing with OrlandoAtPlay.com  
- Applicants are encouraged to list events on OrlandoAtPlay.com  
- Grantees MUST listed funded events on OrlandoAtPlay.com - posted at least six months in advance, to get the best lead time in trip planning  
payments will be withheld for compliance.




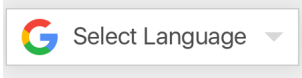


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## FY22 Cultural Tourism Funding (CT)

**NEW FY22/REMINDERS AND CHANGES:**

- **Translation options:**
  - **Application**
    - Using the Google Translate integration on the application portal will translate questions to Spanish, Haitian Creole, Vietnamese, Portuguese and more. Simply click on the icon (see right image) and select your preferred language.
- **Resources**
  - Workshop materials and additional support can be found on the United Arts website, [UnitedArts.cc](http://UnitedArts.cc)
  - When viewing resources on a browser, locate the BrowseAloud icon (see right image). Once there, locate the translate button (  ).


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## FY22 Cultural Tourism Funding (CT)

**NEW FY22/REMINDERS AND CHANGES:**

- ✓ **REMINDER!** Financial statements must be complete and submitted to United Arts within 6 months after fiscal year close – both audit AND Form 990, or you may not be eligible to apply in the next grant cycle.
- ✓ **NOTE:** if your financial statements do not end in the year 2021, please provide Profit & Loss and Balance Sheet from a period within 2021.
- ✓ **REMINDER!** If in-person attendance fell short of projections for prior, CT-funded event & would have lowered the score, explain attendance disparity the next application
- ✓ **REMINDER!** If there are changes from your proposal to the funding requested, you will update the budget and scope of services for the funding agreement. A written request must be submitted before making any significant changes in a project's budget, scope of work, event dates, or top artistic or management leadership



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## FY22 Cultural Tourism Funding




**DATES TO REMEMBER:**

- **Nonprofit Search profile deadline: Tuesday, June 15, 2021, 5 pm** for ALL profile input due to Central Florida Foundation – Civicore site
- **Application deadline: Thurs., July 8, 2021, 5 pm**  
(NOTE: also deadline for meeting with panel members and lobbying)
- **Review Panel meeting (MANDATORY) – (working date)**  
**Thurs., Sept. 23, 2021, 8:30-1:30pm** live/in-person - **TBA**
- Approvals:
  - A. Arts and Cultural Affairs Advisory Council (funding recommendations) – Thurs., Oct. X, 2021 - **TBA**
  - B. Board of County Commissioners meeting (final approval) – Tues., **Oct TBA**
- Contracts issued with payment request/reports – Oct 22-31, 2021
- Project period – November 1, 2021 to February 28, 2023 (16 months)
- **Event cannot begin before Jan. 1, 2022 and must complete by Dec. 31, 2022**
- **First payment (50%) available – Dec. 2021/Jan. 2022**




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## FY22 Cultural Tourism Funding (CT)


**REQUEST LEVELS:**

- ✓ Request limited to 35% (Small) 30% (Medium) and 25% (Large) of operating revenue (cash) from prior year Form 990
- ✓ - use **NEW!** Form: Calculate Request Amount\*
- **NEW!** Total funding pool: Approximately \$3.4 million\*
- Three categories for requests (only one application to either):
  - Large \$77,001 - \$155,000;
  - Medium \$42,001 - \$77,000;
  - Small \$1-\$42,000
  - Request does NOT have to be maximum of that level
  - Amount in each pool TBA; based on percentage of total requests each pool



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## FY22 Cultural Tourism Funding (CT)

**REQUEST LEVELS, CONTINUED – MATCH AND MIN. SCORE:**

### Large Requests


- Request: More than \$77,000, up to \$155,000
- Match: *Cash match* equal to amount requested
  - (100% Cash only, 0% In-kind allowed for match; [allowed toward project])
- Minimum score required: **70**

### Medium Requests


- Request: More than \$42,000, up to \$77,000
- Match: *Cash and In-kind* equal to amount requested
  - (75% Cash required; 25% In-kind maximum)
- Minimum score required: **65**

### Small Requests


- Request: Up to \$42,000
- Match: *Cash and In-kind* equal to amount requested
  - (50% Cash required; 50% In-kind maximum)
- Minimum score required: **60**




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## FY22 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 (professional acclaim)
3. **Tourism (Q5a&b, 6a&b):** marketing and PR plan & projected **in-person** attendance
4. **Implementation (Q7, 8a&b, Forms, Profile, Financial Statements):** outreach & diversity, operational and financial readiness & match




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## EVALUATION MATRIX

**Evaluation Matrix - Guidelines for Scoring**  
Rate in full point scores only.

		<b>Identity (25 Points)</b>		<b>Quality (25 Points)</b>	
		<b>Innovation &amp; Uniqueness</b>	<b>Attention/Standing</b>	<b>Artistic Excellence</b>	<b>Feedback/ Critical Acclaim</b>
		<b>IDENTITY: Project</b>	<b>IDENTITY: Response</b>	<b>QUALITY: Product</b>	<b>QUALITY: Reputation</b>
Score	Points possible	Q1	Q2	Q3	Q4
		15 (multiplier = 3)	10 (multiplier = 2)	15 (multiplier = 3)	10 (multiplier = 2)
5	<b>Excellent</b>	Breaks new ground and/or is different from what has been done elsewhere or involves taking great risk artistically.	Exceptional interest in and respect for this event from colleagues around the world. Highest recognitions from peer group association. Taking a lead in the field.	Exceptional elements of artistic excellence resulting in a world-class event.	Exceptionally positive reputation in regional, national, and international press and extremely high admiration expressed by critics, peers and audience.
4	<b>Above Average</b>	Stands out creatively from the state experiences of visitors and regional similar events.	Interest and respect for this event from the country. Recognized and involved in peer group association.	Impressive elements of artistic excellence resulting in a high-quality event.	Has a positive reputation with critics, peers and audience.
3	<b>Average</b>	Makes you stop, look and think. Is on the quality level of other similar experiences here or in the state.	Belongs to the network of the industry.	Quality elements of artistic excellence resulting in a high-quality event.	Reputation from critics, peers and audience.
2	<b>Below Average</b>	There are other similar experiences locally and this does not stand out.	Maintains connections with other organizations.	Quality elements of artistic excellence resulting in a high-quality event.	Positive reputation from critics, peers and audience.
1	<b>Poor</b>	There are more than enough similar experiences available locally and nationally that it is unlikely anyone would see this event unless they had a personal stake in it in some way.	Does not belong or participate in any peer or industry networks. Neither this organization nor this event is known outside the immediate area.	Unsatisfactory elements of artistic excellence resulting in an uninspired event.	Is not well respected or admired outside its own circle.

**Breaks new ground and/or is different from what has been done elsewhere or involves taking great risk artistically.**




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## EVALUATION MATRIX, CONTINUED:

**Evaluation Matrix – Guidelines for Scoring**  
**Tourism (30 Points)**

		<b>Projected Attendance</b>			
		<b>Marketing &amp; Public Relations (10 pts)</b>	<b>Total Attendance &amp; How you arrived at numbers (10 pts)</b>	<b>Total Attendance (10 pts)</b>	<b>Q</b>
Score	Points possible	10 (multiplier = 1)	8 (multiplier = 1)	5 (multiplier = 1)	5 (1)
5	<b>Excellent</b>	Exceptional marketing and P.R. plan that will attract regional, national and international attention to the event. Fully participating in OrlandoAtPlay.com, Nonprofit Search, as well as Visit Orlando and other resources and cross-promoting with other organizations.	Total attendance increase of 25% (major increase) 250 (medium) 250 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 25 (major increase) 25 (medium) 25 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 25 (major increase) 25 (medium) 25 (small) Base for comparison clearly established and supported by marketing plan and past performance.
4	<b>Above Average</b>	Strong marketing and P.R. plan that will attract regional, national and international attention to the event. Fully participating in OrlandoAtPlay.com, Nonprofit Search, as well as Visit Orlando and other resources and cross-promoting with other organizations.	Total attendance increase of 20% (major increase) 200 (medium) 200 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 20 (major increase) 20 (medium) 20 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 20 (major increase) 20 (medium) 20 (small) Base for comparison clearly established and supported by marketing plan and past performance.
3	<b>Average</b>	Competitive marketing and P.R. plan for attracting attention from outside the local community. Participating in OrlandoAtPlay.com, Nonprofit Search, as well as Visit Orlando and other resources and cross-promoting with other organizations.	Total attendance increase of 15% (major increase) 150 (medium) 150 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 15 (major increase) 15 (medium) 15 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 15 (major increase) 15 (medium) 15 (small) Base for comparison clearly established and supported by marketing plan and past performance.
2	<b>Below Average</b>	Marketing plan is adequate to attract attention to the event.	Total attendance increase of 10% (major increase) 100 (medium) 100 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 10 (major increase) 10 (medium) 10 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 10 (major increase) 10 (medium) 10 (small) Base for comparison clearly established and supported by marketing plan and past performance.
1	<b>Poor</b>	Inadequate marketing and P.R. plan to attract attention to the event.	Total attendance increase of 5% (major increase) 50 (medium) 50 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 5 (major increase) 5 (medium) 5 (small) Base for comparison clearly established and supported by marketing plan and past performance.	Attendance of 5 (major increase) 5 (medium) 5 (small) Base for comparison clearly established and supported by marketing plan and past performance.

**Exceptional marketing and P.R. plan that will attract regional, national and international attention to the event. Fully participating in OrlandoAtPlay.com, Nonprofit Search, as well as Visit Orlando and other resources and cross-promoting with other organizations.**




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**EVALUATION MATRIX, CONTINUED:**


**Implementation (20 Points)**

Outreach & Diversity Q7	Operational Readiness Q8 a&b	Financial Readiness Q9/(Forms)	Match Q10/(Form & Backup Doc)
5 (multiplier = 4)	5 (multiplier = 4)	5 (multiplier = 4)	5 (multiplier = 1) <i>(Score set by staff)</i>
Exceptional plan for addressing diversity, equity and inclusion reaching a broad spectrum of the community.	Extremely strong board and staff with nearly all logistic details confirmed.	Extremely solid project budget, organizational financial condition, and ability to manage the event based on past events.	At least 100% match confirmed Jan-Feb event start (Mar-May 80%, June-Aug 60%, After Aug 40%)
Above average plan for addressing diversity, equity and inclusion, reaching a broad spectrum of the community.	Better than average board and staff with a majority of logistic details confirmed.	Above average project budget, organizational financial condition, and ability to manage the event based on past events.	At least 80% of match confirmed Jan-Feb event start (Mar-May 75%, June-Aug 50%, After Aug 35%)
Average plan for addressing diversity, equity and inclusion, reaching a broad spectrum of the community.	Average board and staff with a good amount of logistic details confirmed.	Average project budget, organizational financial condition, and ability to manage the event based on past events.	At least 70% of match confirmed Jan-Feb event start (Mar-May 55%, June-Aug 40%, After Aug 30%)


At least 100% match confirmed  
Jan-Feb event start.  
(Mar-May 80%  
June-Aug 60%  
After Aug 40%)



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- FY22 Cultural Tourism Funding (CT)**
- APPLICATION INCLUDES THE FOLLOWING:**
1. **Project basic information:** project name (100 characters), description (600 characters)
    - o Amount of the request
    - o Project Period and Event - start and end dates
    - o Organization website, fiscal year & contact information
  2. **Nonprofit Search portrait:** [cfound.org/nonprofit\\_search](http://cfound.org/nonprofit_search) (portrait & financial statements, board/governance, programming), URL
  3. **Detailed Project Narrative** responses (use Evaluation Matrix as guide)
  4. **Forms & Attachments** (Request Calculation, Budget, Match, Marketing Detail, Supplemental)
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## FY22 Cultural Tourism Funding (CT)


### QUESTIONS FOR THE NARRATIVE:

**Section 1: Enhance Orlando Area's Arts & Cultural Identity (25 points)**

1. **(Project)/Q1 Innovation & Uniqueness (15 points):**  
How will this event be exciting, unique or innovative?
2. **(Response)/Q2 Attention/Standing (10 points):** How will this event will be of interest to colleagues in your field from across the world?



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## FY22 Cultural Tourism Funding (CT)


### QUESTIONS FOR THE NARRATIVE:

**Section 2: Present Quality Arts & Cultural Experiences (25 points)**

3. **(Product)/Q3 Artistic Excellence (15 points):**  
What elements of this and past events will assure the highest artistic excellence?
4. **(Reputation)/Q4 Feedback & Critical Acclaim (10 points):**  
Give evidence of your organization's high reputation and history of positive critical acclaim.



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## FY22 Cultural Tourism Funding (CT)

### QUESTIONS FOR THE NARRATIVE:

**Section 3: Promote Tourism (30 points)**

**5. Q5 Marketing & Public Relations (20 points)**


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 (5 points) & Tourist Attendance (5 points)**

A) **Projected total:** \_\_\_\_\_ AND B) **Projected tourists (in-person;**  
from outside the four-county area): \_\_\_\_\_.

- Explain your basis for calculating the proposed figures.
- Variance explanation – if actual attendance did not meet projection.



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## FY22 Cultural Tourism Funding (CT)

### QUESTIONS FOR THE NARRATIVE:


**Section 4: Implementation (20 points)**

**Q7 Outreach & Diversity (5 points):**  
Diversity means reflective of our community. **What actions are you taking /what are you doing to proactively advance diversity, equity and inclusion (including programming, audience, board & staff).**  
- Note: Matrix no longer references “educational” outreach


**7. Q8 Operational Readiness (5 points):**  
A) Describe the composition and strengths of your board and project team; AND B) What major logistical details for the event are confirmed?

**8. Q9 Financial Readiness (5 points):** (forms, profile, financial statements)

**9. Q10 Match – Percent of Match Confirmed (5 points):** (form, documents)



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## FY22 Cultural Tourism Funding (CT)


### QUESTIONS FOR THE NARRATIVE:

**Section 5:**

**NEW!** New Narrative Section 5: COVID-19 Response – Not rated (2,000 Ch)

Explain your **top three highlights** of how your organization has adapted and assisted the community in response to COVID-19:

- Pivot
- Virtual program delivery and,
- Arts education
- Attendance/expanded engagement
- Repurposing space/staff for PPE, food distribution, etc.



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## FY22 Cultural Tourism Funding (CT)

### HOW TO APPLY:

- Online application with United Arts:  
[www.UnitedArts.cc/grantee-resources/grants/](http://www.UnitedArts.cc/grantee-resources/grants/)
- **Application System Instructional Videos**  
[How to Create an Account](#)  
[How to Apply](#)

### ONCE YOU APPLY (& UNTIL THE FINAL APPROVAL BY BCC):

- **No lobbying** of Review Panel, Council members, or BCC
- You **MAY** invite them to public events, send e-news, press, etc., but no private appeals or meetings



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## FY22 Cultural Tourism Funding (CT)

**NONPROFIT  
SEARCH –  
PROFILE DUE  
6/15/21**




New: <https://www.nonprofit-search.org/createAProfile>

Update existing: <https://www.nonprofit-search.org/createAProfile>



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## FY22 Cultural Tourism Funding (CT)

**REVIEW PANEL:**


- ✓ All members of the Advisory Council review all grants (exc commissioner)
- ✓ Applicants are required to attend

**REMINDER!** During Review Panel meeting, applicant intro/update and responses will be limited to one minute unless panel requests further clarification

- ✓ Scores are compiled, on the average after high and low panelists score are removed.
- ✓ Resulting ranking in each request level will be considered by the full Council for funding recommendations.
- ✓ Full funding from the top score down (*usually*); *lowest scores may not be funded*
- ✓ Final decision is with Board of County Commissioners in Oct.




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## FY22 Cultural Tourism Funding (CT)

**IF AWARDED:**

- Contract (with United Arts)
- Insurance requirements (for duration of project)
  - Commercial General Liability – \$1,000,000
  - Business Automobile Liability – \$500,000
  - Workers’ Compensation and Employer’s Liability – \$100,000 as required by State of Florida
  - Employee Dishonesty/Commercial Crime Insurance – equal to or greater than 65% of the amount of award (NOTE – this applies to total of all OPEN awards)
- File ACH enrollment form to set up electronic payment processing (shorter processing time than payment by check)
- **NEW!** United Arts has moved to: 216 Pasadena Place, Orlando, FL 32801 please update COI; include [egranting@UnitedArts.cc](mailto:egranting@UnitedArts.cc) for email



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## FY22 Cultural Tourism Funding (CT)

**IF AWARDED:**

- **Proper acknowledgement** to Orange County Arts & Cultural Affairs
 

Use this:	Not this:
	

“This project is funded in part by Orange County Government through the Arts & Cultural Affairs Program.”
- **REMINDER: OrlandoAtPlay.com** – list events 6 months+ prior to event  
Indicate Category: OCACA to code events
- Submit photos/captions for *Orlando Arts Magazine* to [Cindy@UnitedArts.cc](mailto:Cindy@UnitedArts.cc)
- **Complimentary tickets (2 each)** to Terry Olson and Trudy Wild
- **Invite Arts and Cultural Affairs Advisory Council** to events



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## FY22 Cultural Tourism Funding (CT)

### PAYMENT REQUIREMENTS:

- ✓ Pay Request for each disbursement
- ✓ Change Request Form for event dates, scope, budget, and artistic or management leadership changes from proposed project (prior to pay report)
  - **Payment 1, 50% of award:** (Dec 2021/Jan 2022 timing)
    - Due 45 days after BCC approval/contract issued (*unless late start date*)
    - Submit project updates, at least 50% of match confirm & insurance
  - **Payment 2, 40% of award:**
    - Due 3 weeks before event starts or halfway through longer project (duration of 2 months or longer)
    - Submit interim report, at least 100% of match confirm, updates/status report, budget, expenditures
  - **Payment 3, 10% of award:** (Reimbursement; occurs after event)
    - Due 45 days after close of event and last day of project period; Submit final report; proof of match **received**, grant & match expenditures, all attendance, marketing, recognition, reports, etc.



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## TIPS FOR “A-STUDENT” GRANT WRITING

1. Write to the questions and the Matrix for scoring
2. Correct any typos and grammar; get fresh eyes
3. Don't overwhelm – limit use of acronyms, lengthy statistics, long blocks of type
4. Do use brief headers, break up paragraphs, bullets or dash
5. In **Q3 & 4** - Avoid generalized statements and unidentified quotes or sources; if using a quote, identify the source and year of the quote, or add descriptive reference. If it's too old don't use it.
6. Review high-scoring grants

Ask for help!

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## WORKSHOPS & OTHER RESOURCES

### United Arts 101

United Arts of Central Florida invites arts and cultural organizations to attend "UA 101" workshops. This workshop gives insight into all UA-funded programs, from free publicity opportunities to funding for nonprofit arts events and education programs, and serves as a great opportunity for new staff to learn about UA resources

Dates: **Thursday, June 3, 2021, 9:30 – 11 a.m.**  
 Location: Online, via Zoom. Link shared after registration.  
 Register at: <https://www.eventbrite.com/e/united-arts-101-tickets-151701720931>

[Rafael@UnitedArts.cc](mailto:Rafael@UnitedArts.cc) or [Ivan@UnitedArts.cc](mailto:Ivan@UnitedArts.cc)

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## WORKSHOPS & OTHER RESOURCES

### United Arts Grants


Program	Eligibility
Mini-Grants	Eligible: cultural events by nonprofit organizations based in Lake, Osceola and Orange counties that have presented at least one year of programming


Up to  
\$2,500

5 pm Aug 3, Feb 1 for projects starting one month later.




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 **WORKSHOPS & OTHER RESOURCES**

 **Florida Division of Cultural Affairs (DCA)**

Division grants support Florida's cultural organizations through several programs: July 1, 2021 – June 30, 2023. Grant period for all listed grants. For updates: <http://www.dca.state.fl.us/grants.html> <http://dca.state.fl.us/culturalaffairs>



United Arts offers an annual "Tips & Tricks" workshop on applying to the State (Tuesday, May 11, 2021 at 12 - 1 pm; Register [here](#))

**June 1, 2021, 5 pm - Grant Opportunities & Deadlines – through State legislature funding:**

- General Program Support (GPS, called Cultural and Museum Grants)
- Specific Cultural Projects (SCP, called Culture Builds Florida) – includes Individual Artist Grants – up to \$25,000 (requires dollar-for-dollar match)
- Cultural Facilities – contact Teri Abstein (850.245.6299)
- Cultural Endowment (applications not currently available)
- Grants information: <http://www.floridaculture.com/cultural/> or email DCAgrants@dca.state.fl.us; Technical support: 850.245.6470

**Sept 1, 2021, 5 pm – Fast Track Projects from Jan 1, 2022, to June 30, 2022**

- Program offered twice a year (March/Sept), supporting small organizations' arts and cultural projects, including, but not limited to, artist residencies, performances, or exhibitions.
- Awards range from \$1,000-\$2,500.
- Contact Sarah Stage 850.245.6459

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 **WORKSHOPS & OTHER RESOURCES**

**The Awesome Foundation**


The Awesome Foundation is a global community advancing the interest of awesome in the universe, \$1,000 at a time. Eligible to an individual or a group. Ongoing; awarded monthly. (Note: On hold until Fall 2021)

Easy application can be accessed [here](#) or contact Mr. Terry Olson at Orange County Arts & Cultural Affairs: Terry.Olson@ocaf.net, 407.836.5040.

For more resources click [here](#) or email contact Trudy Wild: Trudy@UnitedArts.cc, 321.972.9837

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## WORKSHOPS & OTHER RESOURCES

### Cultural Facilities Funding



*(Note: The Cultural Facilities program has been temporarily suspended due to budgetary restrictions from COVID-19.)*

**Eligibility:** Nonprofit museum- and/or government-leased or owned entities in Orange County, for: acquisition, construction, renovation or equipping of cultural museums or auditoriums.

**Request Amount:** Max: \$500,000; \$1-\$1 match, and other requirements

**Late December/January:** Letter of Intent and application deadline

**July 1, 20XX–Mar 31, 20XX:** Grant period of 21 months



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## WORKSHOPS & OTHER RESOURCES


### Blockbuster Fund

*(Note: This program has been temporarily suspended due to budgetary restrictions from COVID-19.)*

To encourage marquee-type arts and cultural blockbuster events in Orange County, Florida, that result in regional, statewide and national attendance.

**Eligible:** individual or organization. Ongoing program, as funds are available.

For information about proposals for Blockbuster projects in Orange County, see guidelines [here](#) or contact Mr. Terry Olson at Orange County Arts & Cultural Affairs: Terry.Olson@ocfl.net 407.836.5040.



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## WORKSHOPS & OTHER RESOURCES



[Cindy@UnitedArts.cc](mailto:Cindy@UnitedArts.cc)  
407.970.2831



United Arts  
FOR CENTRAL FLORIDA

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## PLEASE CONTACT TRUDY WILD FOR ASSISTANCE.

**321.972.9837 DIRECT**  
**407.628.0333, x223**  
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