

RESOLUTION NO. 2012- 148

**A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, CHANGING THE NAME OF THE CATEGORY II FUNDING PANEL; ADOPTING THE BY-LAWS OF THE ARTS, CULTURE & HERITAGE FUNDING PANEL; AND ADOPTING REVISED GUIDELINES FOR THE ARTS, CULTURE & HERITAGE FUNDING PROGRAM; PROVIDING AN EFFECTIVE DATE.**

**RECITALS**

**WHEREAS**, the Board of County Commissioners through adoption of Ordinance 2010-13 amended the St. Johns County Tourist Development Plan including renaming the Funding Categories; and

**WHEREAS**, the St. Johns County Tourist Development Council has recommended revisions to the By-Laws (attached and incorporated herein) for the Arts, Culture & Heritage Funding Panel; and

**WHEREAS**, the St. Johns County Tourist Development Council has reviewed and recommended revisions to the Arts, Culture & Heritage Funding Guidelines (attached and incorporated herein).

**NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA as follows:**

**Section 1.** The above Recitals are incorporated by reference into the body of this Resolution, and such Recitals are adopted as Findings of Fact.

**Section 2.** The St. Johns County Board of County Commissioners hereby changes the name of the Category II Funding Panel to the Arts, Culture & Heritage Funding Panel.

**Section 3.** The St. Johns County Board of County Commissioners approves and adopts the attached and incorporated Arts, Culture & Heritage Funding Panel By-Laws.

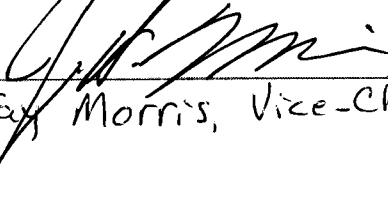
**Section 4.** The St. Johns County Board of County Commissioners approves the attached and incorporated Arts, Culture & Heritage Funding Guidelines which will become effective with the 2013 Fiscal Year funding program.

**Section 5.** To the extent that there are typographical or administrative errors that do not change the tone, tenor, or concept of this Resolution, then this Resolution may be revised without subsequent approval of the Board of County Commissioners.

**Section 6.** This Resolution shall be effective upon adoption by the Board of County Commissioners.

**PASSED AND ADOPTED** by the Board of County Commissioners of St. Johns County, Florida, this 15<sup>th</sup> day of May, 2012.

BOARD OF COUNTY COMMISSIONERS  
OF ST. JOHNS COUNTY, FLORIDA

By:   
Jay Morris, Vice-Chair

ATTEST: Cheryl Strickland, Clerk

By:   
Deputy Clerk

RENDITION DATE 5/17/12



**Clean Version**

**Arts/Culture/Heritage Funding Panel**

**Bylaws**

**BYLAWS**  
**ARTS/CULTURE/HERITAGE FUNDING PANEL**

**ARTICLE I**

**MISSION**

Utilize Tourist Development Tax funds available for the Arts/Culture/Heritage Funding Program to best achieve Tourist Development Goals of generating incremental overnight visitor stays, generating incremental visitor expenditures within St. Johns County, and advancing the quality of the Arts, Culture, and Heritage industries in St. Johns County as a tourism demand generator.

**PURPOSE**

The Funding Panel is an advisory committee to the St. Johns County Board of County Commissioners. Their charge is to evaluate and rank funding applications in accordance with the approved funding guidelines and make recommendations regarding funding levels for specific requests as enumerated by their mission and goals established by the Tourist Development Council and in accordance with Chapter 125.0104, Florida Statutes.

**ARTICLE II**

**MEMBERSHIP**

- A. **Members** - The Funding Panel will consist of seven (7) members appointed by the Board of County Commissioners consistent with County Commission Rule 2.201.
1. No less than five members shall be residents of St. Johns County.
  2. No more than two members may reside outside of St. Johns County and be Arts/Culture/ or Heritage professionals with knowledge of tourism development and promotions.
  3. Three members shall be residents who are actively engaged in the tourism/hospitality industry.
  4. Two members shall be residents who are actively engaged in the arts, culture and heritage industries.
- B. **Terms of Office** – SJC Resident Members shall be appointed for a term of two (2) years and may be appointed for up to four full consecutive terms. The two members designated as non-resident professionals shall serve a one year term and may be reappointed for up to four consecutive terms.
- C. **Vacancies** - Any vacancy in membership shall be filled consistent with Rule 2.202.
- D. **Removal from Membership**- The absence of any member from three consecutive regular or special meetings without proper notification, will declare vacant the seat of such member, in which event the vacancy created shall be filled pursuant to Article II A.

### ARTICLE III

#### ORGANIZATION

- A. Officers - The officers of the Funding Panel will be a Chairman and a Vice Chairman. A Chairman and Vice Chairman will be elected at the first regular meeting of the Funding Panel initially and then at the first meeting of each ensuing year.
- B. Duties of Chairman - The Chairman shall preside at all meetings of the Funding Panel and at any workshops as deemed necessary. The Chairman may also appoint sub-committees when deemed necessary to carry out the goals and objectives of the Committee. The Chairman shall make reports to the TDC regarding action of activity of the Funding Panel.
- C. Duties of Vice Chairman - The Vice Chairman shall in the absence of the Chairman, assume the duties of the Chairman and perform such other duties as delegated by the Chairman.

### ARTICLE IV

#### MEETINGS

- A. Regular Meetings - Regular quarterly meetings of the Funding Panel shall be established by the Funding Panel and shall be held in the County Administration Building at 500 San Sebastian View, St. Augustine, Florida.
  - 1. Non-resident professional members may participate in the regular quarterly meetings via video/conference call.
  - 2. Meetings for the purpose of evaluating, scoring and recommending funding of proposals submitted, shall be in-person only. Call in participation shall not be permitted.
- B. Special Meetings - Special meetings may be called by the Chairman or upon request from a majority of the panel.
- C. Quorum - A majority of the members constitute a quorum.
- D. Open Meetings - All meetings of the Funding Panel shall be in accordance with Florida's Sunshine Law provisions and County policies regarding electronic recording of proceedings and preparation of meeting minutes.
- E. Meeting Related Travel Expense - For those meetings where in-person attendance is required, non-resident professional members of the Funding Panel may be reimbursed for

reasonable and actual expenses for travel from their home to St. Augustine in accordance with Section 125.9404 Florida Statutes and as approved by the St. Johns County Board of County Commissioners.

- F. Other – All other rules of attendance, alternates and vacancies contained within Section 2.202 of the RULES AND POLICIES of the ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS shall apply.

**Clean Version**

**Arts, Culture & Heritage Funding**

**Program FY2013**



ST. JOHNS COUNTY, FLORIDA  
TOURIST DEVELOPMENT COUNCIL  
St. Augustine | Ponte Vedra on Florida's Historic Coast

# ARTS, CULTURE & HERITAGE FUNDING PROGRAM FY2013

**For Festivals, Events & Programs Occurring Between October 1, 2012 and September 30, 2013**

**St. Johns County Cultural Council**  
15 Old Mission Avenue  
St. Augustine, Florida 32084  
904.808.7330  
Andrew Witt, Executive Director

# DATES TO REMEMBER

## Program Workshops

- **Wednesday, April 18, 2012, 3:00 pm, Ponte Vedra Concert Hall, Ponte Vedra**
- **Thursday, April 19, 2012, 3:00 pm, Prosperity Bank Community Room, St. Augustine**

## Application Deadline

- **Applications must be received no later than 4:00 pm Friday, May 18th, at the St. Johns County Cultural Council Office, 15 Old Mission Avenue, St. Augustine, FL 32084. A DATED POSTMARK DOES NOT COUNT. Late applications will NOT be accepted.**

## Oral Presentations

- Applicants will have a 3-minute opportunity to “update” their request directly to the funding panel followed by a question and answer period. This time is not to attempt to present your entire application. What you submit should stand by itself. “Update” means add new information such as grants or sponsorships received since submission. . You will have the opportunity beginning May 21<sup>st</sup> to schedule your presentation. Presentations will start at 9:00 am Wednesday, June 13, 2012 in the County auditorium. Appointments will be scheduled on a first-come, first-served basis.

## Preliminary Decision

- Announcement of recommended funding will be made during the TDC meeting Monday, July 16, 2012 beginning at 1:30 pm.

# TDC MEMBERS

<b>Jack Peter</b>	Ponte Vedra Beach
<b>Hon. Rich O'Brien</b>	Commissioner, St. Augustine Beach
<b>Hon. Joseph Boles</b>	Mayor, St. Augustine
<b>Hon. Kenneth Bryan</b>	County Commissioner, St. Augustine
<b>Irving Kass</b>	St. Augustine
<b>Fred Cozby</b>	Ponte Vedra Beach
<b>Bill Hughes</b>	Ponte Vedra Beach
<b>Scott Bartosch</b>	St. Augustine
<b>Executive Director</b>	Glenn Hastings
<b>Office Manager</b>	Dena Masters

# A/C/H FUNDING PANEL

The Arts, Culture, & Heritage Funding Panel consist of seven members appointed by the Board of County Commissioners and serves to review proposals received under this program, evaluate and score the proposals based on criteria developed by the SJC Cultural Council, then recommend funding levels for each qualifying proposal received. Their recommendations are reviewed by the Tourist Development Council and the forwarded to the Board of County Commissioners as part of each year's budget approval process.

The Funding Panel is independent of the St. Johns County Cultural Council and is managed by the TDC Office Staff at 500 San Sebastian View, St. Augustine. All Funding Panel meetings are advertised and open to the public.

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# Introduction

## **Statement of Organization & Legal Authority**

The St. Johns County Board of County Commissioners (BCC) established the Tourist Development Council originally through Ordinance 86-72. As an advisory panel to the BCC, the TDC recommended a Tourist Development Plan to Commissioners which included imposition of the Local Option Tourist Development Tax and included a plan for how the tax proceeds would be used. The current Tourist Development Plan is comprised of four primary initiatives, one of which is entitled "Arts, Culture & Heritage."

In 2011, the St. Johns County Board of County Commissioners contracted with the St. Johns County Cultural Council to promote tourism through the County's arts, culture and heritage assets and administer the A/C/H Grants Program(s).

Florida Statute 125.0104 (the Tourist Development Act), is the state enabling legislation for the Local Option Tourist Development Tax and is the basis for Arts, Cultural & Heritage programs.

## **Tourist Development Tax Revenues**

Tourist Development Tax revenues are generated by overnight visitors staying in St. Johns County's hotels, motels, apartment hotels, rooming houses, RV parks / campgrounds, and condominiums. Generally, any short-term accommodation of six month or less is subject to the 4 percent tax in addition to the general state sales tax.

## **Definitions & Allowable Uses per Florida Statute & By County Ordinance**

Florida law provides for tourist development tax use categories. Generally speaking, they are:

1. Convention centers, sports stadiums, and museums, which are publicly owned and operated or owned and operated by not-for-profit organizations and opened to the public;
2. To promote and advertise tourism; to fund convention and tourist bureaus and/or visitor information centers, and;
3. To finance beach improvements and maintenance, fishing pier, and similar beach related projects.

Additionally, language provides two definitions:

**PROMOTION:** Marketing or advertising designed to increase tourist-related business activity.

**TOURIST:** A person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

# Purpose of the Category II Arts, Cultural & Special Events Funding Program

**Purpose:** Encourage development of programs and special events that will showcase St. Johns County's unique arts, culture and heritage through various means of expression, interpretation and engagement that will attract visitors, enhance the visitor experience and support the brand "St. Augustine | Ponte Vedra on Florida's Historic Coast" through authentic, high quality presentations.

Culture and heritage can be expressed through our local customs, crafts, cuisine, visual and performing arts, history, literature and oral traditions.

Simply put, the TDC's Funding Program is permitted under state statutes only as a means of advertising and promoting tourism.

## **Characteristics of Event Tourism**

An event is a temporary occurrence, either planned or unplanned. A special event is an infrequently occurring event outside the normal program of activities of the sponsoring or organizing body. A festival is a public themed celebration.

*Donald Getz, Ph.D.; EVENT MANAGEMENT & EVENT TOURISM  
1997 Cognizant Communications, publisher.*

## **PROGRAM GOALS:**

- 1. Generate Incremental Overnight Stays in Paid Accommodations**
- 2. Generate Incremental Economic Activity within St. Johns County**

**Objectives of the program are:**

*Create a portfolio of activities which...*

- 1. Attract Visitors During Periods With Moderate to High Growth Capacity**  
Because of the impact on the quality of visitors' experience, priority consideration will be given to proposals for events which will attract visitors when tourism is relatively slow. These periods will vary by geographic areas of the County, but generally speaking, major holidays and the months of March, April and July are peak tourism months in SJC.
- 2. Reinforce Existing Positive Images**  
Events which set SJC apart from other destinations by focusing attention on the area's unique touristic offerings.
- 3. Encourage Increased Visitor Spending**  
The TDC wishes to avoid programs that compete with private sector businesses. Events should stimulate additional economic activity rather than displace normal expenditure patterns.
- 4. Provide Added Value to a SJC Visit**

Value can be defined in two ways. First events may provide "emotional value" by exceeding the anticipated satisfaction level of visitors (...*that was a pleasant surprise.*) Events can also provide "financial value" by providing no-cost or low-cost activities of interest to visitors during otherwise slow times.

To assist in achieving these goals, proposals will be evaluated in the following categories:

*Economic Benefits*  
*Appropriateness*  
*Growth Potential*  
*Community Support*

*Sustainability*  
*Image Enhancement*  
*Event Quality*

## Eligibility For Funding Consideration

**1. ALL EVENTS, PERFORMANCES, OR PROGRAMS FUNDED BY THE TOURIST DEVELOPMENT COUNCIL MUST BE OPEN & ACCESSIBLE TO THE GENERAL PUBLIC**

Events, performances or programs must be promoted to the public and cannot be unreasonably restrictive through admittance fees, public access or crowd capacity, which limits participation by visitors. One of the main purposes of the events must be to attract overnight visitors to SJC. Events which require a visitor to purchase a ticket to a third-party venue will not be considered for funding.

**2. IMPACT BENEFITS ST. JOHNS COUNTY.**

Events, performances or programs must take place in St. Johns County. If these events, performances or programs are to be used for fund raising purposes, profits must go wholly to programs that benefit St. Johns County residents or charities.

**3. MUST BE A NOT-FOR-PROFIT ORGANIZATION QUALIFIED TO DO BUSINESS IN FLORIDA.**

- a. Your organization must be legally incorporated in Florida.
- b. Your organization must be recognized as a tax-exempt organization by the IRS under the Internal Revenue Code, Section 501c, subsections 3,4,5,6 or 7.
- c. A copy of the most recent IRS determination letter must be provided to confirm your organization's federal tax-exempt status.

- d. In addition to having the IRS not-for-profit status, organizations that are not Florida Corporations must qualify with the Florida Department of State to do business in Florida.
- e. All organizations must have a bank checking account.

#### **4. PUBLIC SCHOOLS OR OTHER GOVERNMENT ORGANIZATIONS ARE ALSO ELIGIBLE.**

K-12 Public schools support organizations such as PTA's and Education Foundations are eligible to apply. Individual schools are ineligible. Units of Higher Education or municipal/county government organizations within St. Johns County are eligible to apply, however, the program, event, or activity must fall within the definitions of Arts, Culture & Heritage.

## **Event Classifications**

The following classification of events will assist both the members of the A/C/H Funding Panel and the applicant by providing consistent evaluation criteria for all requests. The Tourist Development Council, at its discretion, may consider funding requests other than those described below and may exceed published funding levels.

### **A. REGIONAL EVENTS – multiple consecutive day recurring events**

Maximum Request of up to \$100,000 of which 50% must be spent targeting out-of-market audiences. Consortium or collaboration partner events are eligible but ACT grant funds from one partner may not be used to match ACH grant funds for the event or activity. Requires a minimum 1:1 match of which not more than 25% may be documented in-kind services or products. In-kind volunteer hours are not eligible to be included in the match.

### **B. Arts Culture & Heritage annual or ongoing Cultural Programming Development and Presentation**

Maximum Request up to \$50,000 are available to not-for-profit cultural institutions for support of *extraordinary*, visitor-related programming. Programs may consist of significant traveling exhibits, or a sustained presentation of literary, performance or visual arts representative of St. Johns County's culture. Grants under this program require a minimum \$2 cash match for every \$1 provided by the TDC. Expenses not

directly related to securing or staging exhibits or special programs will not be reimbursed (the TDC will not pay for ordinary operational expenses of the institution.) *Grants in this category should be considered "venture capital" funds to plan, develop and present projects and events that expand organizational capacity and awareness for both the grant and future program years.*

- Extraordinary presentations – not part of your organization's usual presentations. There must be a clear line between your organization's special program and normal programming. Cannot be used for operational expenses not related directly to special programs or exhibits. TDC will not consider normal staffing or "rent" paid to institutions for staging special exhibit or programming as part of the organization's matching amount or for reimbursement.

**C. Enhancement Events that have no or little income potential**

Enhancement Events have relatively low tourist draw, yet are an appealing activity for visitors who come here for another reason. These events enhance an area's image by reinforcing positive "selling points" about the area's tourist appeal, and differentiating one destination from any other option available. The draw for enhancement events is their uniqueness based on local culture and heritage, high quality, and value to the visitor.

Enhancement events should add value to a visitors stay and stimulate incremental economic activity through the quality of the visitor experience, by encouraging visitors to extend their stay, or providing excellent "word of mouth" exposure.

Maximum Request up to \$10,000. 1:1 Match of which 75% maybe documented in-kind services or products excluding volunteer hours.

**D) Fundraising Events that are Arts Culture & Heritage focused**

Maximum Request up to \$10,000. 1:1 cash match. 50% of ACH Grant must be allocated to out-of-market advertising and promotion.

**E Fundraising Events that are Arts Culture and Heritage focused but support projects or programs of non-ACH related applicants.**

**Maximum Request up to \$10,000. 1:1 cash match. 100% of ACH Grant must be allocated to out-of-market advertising and promotion.**

# Preparing Your Proposals

- **Nine (9) copies of the application are required. All applications must be 3-hole punched and signed by your organization's president or other top officer. Submit only ONE application per organization. If applying for multiple events or programs, combine them into one application and narrative statement. However, label and submit budget detail for each event or program, i.e. Project A Budget Detail, Project B Budget detail etc.**
- Be sure to describe the event or promotion in sufficient detail to include dates, schedules, venues, and special features. Remember that **proposals will be judged heavily on this content**. Be thorough in addressing how your event will help the TDC meet the program goals. Do not spend a lot of time on what your organization has done in the past or what great things you will do with the money raised by your event.
- Do not include newspaper clippings, brochures or other materials that will divert the reader's attention from the detail of the proposal. **SAVE YOUR MONEY...** Do not put your presentation in a fancy binder. Include photos only if they are absolutely necessary to illustrate a particular feature of your event that words alone cannot adequately describe. Materials not specifically requested may be discarded before the proposals are reviewed.
- Utilizing the budget worksheets include event specific income and expense information with a clear indication of where matching funds are coming from.
- Remember the matching fund requirements vary slightly by event categories. Also remember to itemize the budget information where indicated. Remember that in-kind administrative expense cannot be considered part of your matching funds. Expenses must be event specific!
- T-shirts are not considered as advertising or promotion. Any items (merchandise, food, etc.) that you intend to sell at your event, cannot be paid for with TDC funds.
- Please review the category descriptions. Your proposals should reflect characteristics outlined in the category descriptions.

## General Guidelines & Conditions

### Scheduling & Event Clustering

Event clustering and non-peak scheduling will be encouraged through funding priorities. The Funding Review Panel and the TDC reserve the right to negotiate with organizations or make funding amounts contingent upon issues relative to event scheduling. **If your events dates are changed, your award will be automatically terminated unless you have received written permission from the TDC executive director prior to announcing a new date.**

## Conditions For Matching Funds

All TDC funding under ACH programs require matching funds. The ratio of matching funds varies by program categories. Most of the programs allow for a percentage of your matching funds to be in-kind services provided by local businesses.

- In-kind services are defined as goods or services provided for the festival, event or program for which you would normally have to pay. The value of the match should be based on what you would normally have to pay for the goods or services, and what you actually have to pay. **The funding amount requested may not exceed 50% of total project costs excluding advertising.**
- If full matching funds are not available at the time of application, recipients must indicate how additional funds will be raised before the end of the funding period.
- In-kind or donated goods and services may be used to provide a portion of the required match. Please refer to the "Events Classifications" section for specific limits.
- Volunteer time or hours are not eligible as in-kind donations.

## Miscellaneous

While tourist development tax dollars designated for the Arts, Culture & Heritage Category will remain in the Category, the Tourist Development Council reserves the rights to allocate any portion of the projected available funds based upon quality and appropriateness of the funding requests. Non-allocated funds from these programs will be forward to subsequent fiscal years.

All grants are for one year.

- The grant year begins October 1st of each year and runs through September 30th of the following year.
- No payments or reimbursements for expenses occurring outside of that time period are allowed without the written consent of the TDC Executive Director.
- No grants are guaranteed to be renewed.
- Projects must be completed within the grant year for which funds are awarded.

Requests for payment must be signed by the organization chief officer.

**TDC funds are intended to supplement, not supplant the sponsoring organization's project budget.**

## Reporting Requirements

1. Recipients (1) must submit an interim report when applying for reimbursement, detailing the progress of their event and status of matching funds if final report is

incomplete, and (2) must file a final report within two months after the event. **An automatic 15 day extension will be provided IF the event organizers request one in writing at least 7 days prior to the original due date.**

2. Any funded event or activity that fails to file reports required in the application will not be eligible for TDC funding during the next funding period. **Under no circumstances, will payment be made for an event with reports outstanding.**
3. Recipients must provide the Cultural Council office , at least **150 days** prior to the event, any event detail not included in the application including any changes in dates or program information. Failure to do this can result in suspension of the grant and jeopardize future funding.
4. All information provided to the TDC in conjunction with the Category II Funding Program will become a matter of public record.

## **Miscellaneous**

1. Funding recipients agree to distribute economic impact surveys or otherwise collect visitor related information from event attendees.
2. Recipients must give credit to the St. Johns County Tourist Development Council in all advertising and publicity for the event.
  - a. For in-county advertising & promotion, the TDC's logo must be used or the words Supported ***in part by the St. Johns County Tourist Development Council.***
  - b. Out-of county advertising and promotion must include the phrase ***Discover the charm of Historic St. Augustine | Ponte Vedra on Florida's Historic Coast ...Call 1-800-OLD-CITY or visit www.floridashistoriccoast.com for your free vacation guide and calendar of events together with the St. Augustine | Ponte Vedra on Florida's Historic Coast logo.***
3. The TDC reserves the right to request additional information beyond that requested in the funding application.

# RESTRICTIONS

Funding cannot be provided for any of the following:

1. Capital improvements, including expenditures for the acquisition, construction or alteration of a facility, unless allowed by Florida Statutes, Chapter 125.0104, Paragraph 5 Authorized Uses of Revenue.
2. Mortgage payments.
3. Purchase of equipment, which has a useful life of one year or more and a unit cost of \$100.00 or more.
4. Payment of past deficits.
5. Administrative costs.
6. Activities and events intended only for the applicant's membership or local community.
7. Activities and events, which do not promote and advertise tourism in St. Johns County.
8. Food, lodging, and personal transportation for traveling out-of-county.
9. Rent paid to a sponsoring organization for hosting a special event.

## REVIEW PROCEDURE

The Funding Panel will begin reviewing the submitted applications the week of May 21rd. Funding applications must be submitted by 4:00 PM, May 18th. A schedule is attached listing the date, time and place of each meeting and the events/activities to be reviewed. The Funding Panel, as an appointed Board under Florida Statutes, must advertise each meeting and be open to the public. Applicants requesting funding are invited to attend **but will not participate in discussions unless called upon to do so**. Attendance by applicants at the Oral Presentations is optional. The Funding Panel will complete its review by July 9th and forward its recommendations to the Tourist Development Council.



**ST. AUGUSTINE  
PONTE VEDRA**  
ON FLORIDA'S HISTORIC COAST

**Destination or TDC Logo should be incorporated into your event's printed materials.**



**ST. JOHNS COUNTY, FLORIDA  
TOURIST DEVELOPMENT COUNCIL**  
St. Augustine / Ponte Vedra on Florida's Historic Coast  
**ARTS, CULTURE & HERITAGE DIVISION**

## DEFINITIONS

**Admissions:** Revenue from the sale of admissions, ticket subscriptions, and memberships for the program.

**Paid Media:** Paid advertising placements in traditional publications such as newspapers or magazines; web-based placements on commercial sites; paid broadcast spots on television or radio; and/or event-specific direct mail (electronic or traditional).

**Earned Media:** Public relations / publicity costs associated with efforts to generate editorial mentions in traditional media.

**Application Cash:** Funds from Applicant's present and/or anticipated resources that Applicant plans to provide to proposed project.

**Budget Detail:** Itemized breakdown of proposed program expenditures and income.

**Contracted Services Revenue:** Revenue derived from fees earned through sale of services. Include sale of workshops, etc., to other community organizations, government contracts for specific services, performance or residency fees, etc.

**Foundation Grants:** Revenue from grants by private foundations.

**Fundraisers:** Events that produce revenues beyond what is needed for event expenses and intended proceeds are designated for other purposes.

**Government Grants - Federal:** Revenue from grants by agencies of the federal government.

**Government Grants - State/Regional:** Revenue from grants by the State government and/or multi-state consortiums of state agencies.

**Government Grants - Local:** Revenue from grants or appropriations by city, county and other local government agencies including the St. Johns County Tourist Development Council.

**Holidays:** New Year's week, one week prior to Palm Sunday to one week after Easter Sunday, Memorial Day weekend, July 4th weekend, Labor Day weekend, Thanksgiving weekend, Christmas week.

**In-Kind Contributions:** Donated goods and services for which a fair market value shall be calculated, if an organization chooses to use them as partial matching funds. **Do not include volunteer / administrative personnel.**

**Multi-Day Event:** Any event that lasts longer than one day and less than 32 days.

**Multi-Month Event:** Any event that spans two or more months, or extends more than 31 days.

**Other Private Contributions:** Revenue from cash donations including gross proceeds from fund raising events.

**Outside Professional Services - Cultural:** Payments to performers, guest speakers or curators whose services are specifically and exclusively engaged for a funded program performed by non-employees.

**Outside Professional Services - Other:** Payments to firms or persons for non-cultural services that are specifically and exclusively incurred for a funded program or festival performed by non-employees.

**Personnel:** Payments for administrative, marketing, curatorial, technical/promotion employees including salaries, wages, fees and benefits to organization staff, specifically identified with the funded program.

**Pooled Advertising:** Several events may be listed in one advertisement or brochure.

**Promotion:** Activities for the purpose of disseminating tourist information and attracting visitors.

**Publicity:** News releases, event or program specific newsletters, photography for promotional purposes.

**Remaining Operating Expenses:** All expenses not entered in other categories.

**Space Rental:** Payments specifically identified with this project

**Total Operating Budget:** Gross itemized summary of organization's probable or actual expenditures and income for a proposed current or completed fiscal year.

**Travel:** Costs directly related to travel of an individual or individuals specifically identified with the program. Costs must be in accordance with Florida State Statute 112.061.

### **PEAK / NEAR PEAK / MODERATE DEMAND PERIODS – FY 2013**

Also visit [www.floridashistoriccoast.com/events](http://www.floridashistoriccoast.com/events) for more information

**NOTE: The application scoring criteria encourages and awards additional points for events and activities that promote cultural tourism in off-peak periods.**

## **Peak / Major Holidays**

**November:** Thanksgiving Day 4-day Weekend  
December: Week between Christmas and New Years

**February** Valentine's Day (closest weekend)  
President's Day Weekend  
Daytona Speed Weeks

**April** Easter Week (Palm Sunday to Easter Day)

**May** THE PLAYERS CHAMPIONSHIP Week  
Mother's Day Weekend

Memorial Day Weekend

**July 4, 2012**  
Independence Day week

**September 3, 2012**  
Labor Day Weekend

**October 28 – October 30, 2011**  
Florida – Georgia Weekend –

## **Near Peak**

**January**  
Martin Luther King Jr. Holiday Weekend

**March**  
Bike Week

## **DEADLINE**

All completed applications must be postmarked or hand delivered by 4:00 PM on May 18, 2012 to:

Andrew Witt  
St. Johns County Cultural Council  
15 Old Mission Avenue  
St. Augustine, FL 32084

## **FOR MORE INFORMATION**

You must attend one of the Workshops. Failure to do so will result in disqualification of your request. If you have any questions or need assistance, please call the Cultural Council at (904) 20808-7330.

Rev. 3/19/12