



St. Johns County Tourist Development Council

## Arts, Culture and Heritage Grants

For programs and activities occurring between October 1, 2021 and September 30, 2022

Visit [StJohnsCulture.Com](http://StJohnsCulture.Com) for application deadlines and mandatory workshop dates

St. Johns Cultural Council  
15 Old Mission Avenue  
St. Augustine, Florida 32084

To support and enhance St. Johns County as a culturally interesting and vibrant destination, the St. Johns County Board of County Commissioners has allocated a portion of the Tourist Development Tax to aid in the operations and promotion of arts, cultural, and heritage activities that have - as a main purpose - the attraction of visitors as evidenced by promotion to tourists. A portion of these funds support an Arts, Culture and Heritage Grant program administered by the St. Johns County Cultural Council and supervised by the St. Johns County Tourist Development Council. Funding recommendations for Arts, Culture and Heritage Grants must be approved by the Board of County Commissioners.

**Applications will be scored by an evaluation team** that will present its funding recommendations to the Tourist Development Council for review and to the Board of County Commissioners for final approval. Evaluation team meetings are open to the public. Notice of such meetings will be provided in advance.

The total award amount for the Fiscal Year 2022 Arts, Culture and Heritage Grant Program will be determined as part of the County's annual budget process.

Organizations that are non-profit organizations with a primary mission of producing arts, culture or heritage programming for public audiences that wish to apply for funding must complete an online Letter of Intent no later than May 17, 2021. Such organizations who are eligible to apply for funding will be notified within ten days after submission of the LOI.

For-profit organizations, organizations not based in St. Johns County, and applicants whose primary organizational purpose or mission is **not** to attract an audience for arts, culture and heritage programming are not required to complete an LOI but must meet additional requirements found in these guidelines.

At least one staff member of each eligible organization must attend a mandatory grant workshop held in May or June. After notification of eligibility and completion of the workshop, a complete application must be submitted before the published deadline, with all requested information, through the online portal.

The deadline for FY2022 applications is 5 p.m. on Friday, **June 25, 2021**.

Questions regarding any portion of the application or application process must be submitted in writing via email to [grants@historiccoastculture.com](mailto:grants@historiccoastculture.com). The deadline for submitting questions is ten (10) calendar days before the application deadline. All questions will be answered and posted to StJohnsCulture.com.

The funding process is not over until the final award decisions are made by the St. Johns County Board of County Commissioners. To ensure fair consideration for all applicants, communication regarding this funding process to or with any County department, employee, elected official or any other person involved in evaluation of or consideration of the applications, until the County Commission has formalized its funding decision, is prohibited. The County's representative may initiate communication with an applicant in order to obtain information.

The intent of the ACH Grant Program is to accept and fund applications which, in the County's judgment, best serve the interests of the County and its residents and support a vibrant cultural

atmosphere that is attractive to visitors. St. Johns County reserves the right to accept or reject any application in whole or in part and to waive technicalities.

Responses to this grant and related documents and communications become public records subject to the provisions of Chapter 119, Florida Statutes, the Florida Public Records Law.

Applicants that are non-profit organizations with a primary mission of producing arts, culture or heritage programming for public audiences may request funding based on operating revenues reported in the organization's most recent 990 tax return and annual financial statements. Funding levels are as follows:

Annual budget over \$500,000: *maximum request equal to 10% of operating revenue, up to a maximum of \$60,000.*

Annual budget of \$300,000 to \$499,999: *maximum request equal to 15% of operating revenue, up to a maximum of \$50,000.*

Annual budget of \$200,000 to \$300,000: *maximum request equal to 20% of operating revenue, up to a maximum of \$45,000.*

Annual budget of \$50,000 to \$199,999: *maximum request equal to 25% of operating revenue, up to a maximum of \$40,000.*

Annual budget of up to \$50,000: *maximum request equal to 30% of operating revenue; volunteer hours and in-kind contributions may be included in calculation of operating revenue; up to a maximum of \$12,500.*

For-profit organizations, organizations not based in St. Johns County, and applicants whose primary organizational purpose or mission is **not** to attract an audience for arts, culture and heritage programming must also provide a separate event financial statement itemizing revenues and expenses directly supporting the grant-funded program. Maximum funding will be based on the program budget rather than the overall organizational budget, and volunteer hours and in-kind contributions may not be included in the budget. Special events that have received funding in more than **five** previous years may apply for out-of-county marketing support **only**, for up to 30% of the event budget but no more than \$20,000.

**A minimum of 25% of the grant award must be spent on out-of-county marketing. Out-of-county marketing is defined as advertising, promotion, publicity and sales activities that take place and are directly targeted to persons and groups residing outside the boundaries of St. Johns County, Florida. For media that reaches audiences both within and without St. Johns County, at least 51% of the listeners / readers / viewers of that media must reside outside of St. Johns County.**

All applicants must meet the following requirements at the time of application:

1. Only nonprofit arts, culture and heritage organizations with documented 501(c)3 status may apply for funding to support year-round programming, based on annual operating revenue.
2. For-profit businesses, institutions of higher education and municipalities located in St. Johns County may apply for funding for special events, based on the event budgets, but must be

qualified to do business in Florida. A single application may be submitted for multiple events produced by a municipality or institution of higher education.

3. All grant funded activities must occur within St. Johns County.
4. The proposed annual programming or event must have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the programming or event to tourists.

All grantees must include the Historic Coast Culture and St. Johns County Tourist Development Council logos and the statement “funded in part by the St. Johns County Tourist Development Council” on all event or program related websites and promotional materials, with a link to [historiccoastculture.com](http://historiccoastculture.com) whenever possible.

This grant is a reimbursement grant. Proof of compliance with marketing requirements and a log of all grant funded expenses, along with a year-to-date financial statement, must accompany all requests for funds. Organizations with annual programming or multiple events may request reimbursement, with proper documentation, one time in each calendar quarter. Requests for reimbursement for annual events must be requested within 60 days after conclusion of the event. All grantee reports are subject to audit; if selected for audit, grantee will provide copies of receipts and proof of payment for all expenses included in the report(s). Failure to provide appropriate records will result in repayment of the grant funds and grantee will be ineligible to apply for future grants.

The following expenditures are NOT reimbursable by grant funds:

Salaries, benefits, travel or expenses of personnel not directly related to the creation of programs, events or attractions that are open to the public;

Payment of rent, mortgage, or utilities;

Real property or capital improvements, including but not limited to new construction, renovation restoration, installation or replacement of fixtures and tangible personal property;

Interest or reduction of deficits or loans, fines, penalties or cost of litigation;

Expenses incurred or obligated prior to or after the funding period;

Member-only events, entertainment, or food or beverages;

Events which are restricted to private or exclusive participation;

Advertising, printing or other expenses that omit the required logos and support statement;

Benefits, projects and fundraisers that benefit organizations or individuals other than the contracted applicant;

Prize money, scholarships, awards, plaques, certificates, or contributions;

Political or religious events;

Food or beverage; and

Any expenditure not authorized by the St Johns County Code of ordinances.

### **Application Instructions**

All applicants must attend a grant workshop, virtually or in person, and complete and provide:

1. Online Letter of Intent (nonprofits presenting year-round programming for visitors only)
2. Online Grant Application
3. Up to 3 letters of support from sources outside of your organization
4. Up to 5 supporting documents, which may include examples of marketing materials and analytics; event programs; program reviews; photographs and video of past programming / events, or any other material that illustrates the quality of organizational programming
5. Proof of organizational status from the Florida Department of State
6. Board of Directors List, including names, business affiliation, and contact information for each board member
7. Financial information described below

### **Required Financial Information**

A complete copy of the organization's most recently filed IRS Form 990 / 990 EZ and a statement of revenues and expenses for the most recently completed fiscal year, signed by Board Chair / President or Executive Director. Organizations with revenues below \$50,000 must provide a financial statement but are not required to provide a 990.

The first page of the IRS Form 990 for the previous two years.

For profit organizations and organizations whose primary organizational purpose or mission is not to attract audience members must provide the tax return and financial statements required above AND a detailed project / event budget for the special event or activity, signed by Board Chair / President or Executive Director. Funding request amounts must be based on the project budget rather than the organizational budget.

Municipalities and institutions of higher learning must submit a detailed project / event budget for their special events or activities, signed by the appropriate staff member. Funding request amounts shall be based on the project / event budget.

FAILURE TO PROVIDE A COMPLETE COPY OF THE MOST RECENTLY FILED IRS Form 990, 990 EZ or 990N (if required) and /or detailed event budget statements will disqualify the application.

## Scoring of Grant Application

Each grant application will require information and shall be scored as follows:

### Section 1. Attendance (30 total points)

- a. Attendance Ratio Score (see calculation below) (20 points)
- b. Detailed explanation of how attendance estimates were determined (5 points)
- c. Report of attendance over previous two years with description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. **Include specific information about attendance by out-of-county visitors, including estimated room nights generated** (5 points)

### Attendance Ratio Score

A significant percentage of the score for each grant application will be based on the Attendance Ratio. The Attendance Ratio is calculated by dividing the funding request by estimated event or program attendance. Points awarded per ratio score are as follows:

| Ratio Score   | Points |
|---------------|--------|
| 9.9 and below | 20     |
| 10 – 14.9     | 15     |
| 15 and higher | 10     |

Example: An event requesting \$40,000 in funding for attendance of 2,000 would have a Ratio Score of 20 and would receive 10 points.

### Section 2: Cultural Significance, Quality and Community Support (35 total points)

1. Provide a history of your organization and its contribution to the cultural development of St. Johns County (5 points)
2. Provide detailed information about the programming you will provide during this fiscal year. If you are requesting a grant for a special event, provide dates and times of programming. If you are an organization providing an annual calendar of programming, provide the number of days and hours you are open to the public or presenting performances with a description of permanent exhibitions, special events and / or performances supported by this grant. How will this grant allow you to expand your existing programming? What is the artistic and / or cultural significance of this programming? How will you ensure that this programming and / or event is of high quality and likely to attract visitors to St. Johns County? (25 points)
3. Community support, grants, collaborations and / or in-kind contributions – help us understand the level of support your programming receives from the community by providing information about grants, volunteer support, collaboration with other organizations, and in-kind contributions. (5 points)

Excellent: 30 - 35 points. Organizational timeline and cultural contributions clearly demonstrate growth, sustainability, and expansion with specific examples. Projects are well-defined, achievable unique, and reflect excellence and strong interest to visitors. Organization clearly follows best practices in multi-sourced funding strategies with examples of diversified and

broad-based community support. The quality of the programming / event is so high that a significant number of overnight stays in paid accommodations are extremely likely to occur.

Good: 25 – 29 points. Organizational timeline and cultural contributions are defined. Projects are defined and achievable. Substantial examples of outside support. Evidence that programming is of good quality and of interest to visitors and likely to generate overnight stays in paid accommodations.

Fair: 15 - 24 points. Limited evidence of cultural contribution, sustainability or growth. Programs are not well defined or achievable. Other funding sources are lacking and there is limited evidence of broader community support. Overnight stays by visitors are not likely to be generated by this activity.

### **Section 3: Marketing Plan (25 total points)**

1. Describe your marketing plan including out-of-county marketing, and how your event or programming will be promoted to tourists (10 points)
2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists (10 points)
3. Provide supporting documents such as examples of past print advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts (5 points)

Excellent: 21 – 25 points. Well-defined marketing plan to grow attendance and attract tourists. Includes strategic use of multiple platforms (social, radio, web, etc.). Articulates understanding of target markets and the demographic profile of attendees. Includes plans for editorial press coverage. Clearly defines a return on investment for marketing and advertising expenditures.

Good: 16 – 20 points. Marketing plan should attract and grow attendance including out of county visitors. Includes multiple platforms.

Fair: 10 - 14 points. Undefined marketing plan; no clear evidence it will attract and grow audience.

### **Section 4: Financial Information (10 total points)**

Financial information will be reviewed for accuracy and reasonableness and evidence of organizational sustainability.

Excellent: 10 points. Financials provide strong support for long-term success of the organization. All of the financial information appears reasonable for the type of programming or event proposed. Financial information supports a conclusion that the organizational has excellent financial management.

Good: 7 - 9 points. Organization appears to be financially stable and all financial information appears reasonable.

Fair: 4 - 6 points. Financial information provided suggests a lack of financial strength. Event budget is unclear or unrealistic.

**Section 5: Optional Points for Exceptional First-Time Events (10 total points)**

Because a new event will not have previous attendance data or examples of past marketing efforts available, reviewers may award up to ten additional points to first-time events that provide exceptional value to visitors. Total points for the application may not exceed 100.

**Section 6: Mandatory Deduction for Events Occurring in Peak Season (5 point deduction)**

Special events or a series of events with most dates occurring during a peak visitor season (as defined by TDC staff) will receive an automatic 5 point deduction. This deduction will not apply to nonprofit organizations offering year-round programming.

**Scoring and Award Ratios**

| <u>Description of Total Score</u>  | <u>Score</u> | <u>Funding</u> |
|--|--------------|----------------|
| Exemplary demonstration of the public value of arts, culture & heritage. Extremely likely to generate a large number of overnight stays. Merits investment of St. Johns County funding.                                | 90-100       | up to 100%     |
| Strongly demonstrates public value of arts, culture and heritage. Very likely to generate overnight stays. Merits investment of St. Johns County funding.  | 80-89.9      | up to 85%      |
| Demonstrates public value of arts culture and heritage. Attractive to visitors. Merits investment of St. Johns County funding.   | 70-79.9      | up to 75%      |
| Makes an inadequate case for the public value of proposed arts, culture or heritage programming. Information is confusing, unclear, and lacks specific details. Does not merit investment of St. Johns County funding. | below 70     | No Funding     |

The evaluation team will present award recommendations to the Tourist Development Council for review and approval before the recommendations are submitted to the Board of County Commissioners for final approval. It may be necessary to apply a ratio to the amount each applicant qualifies for. The ratio will be determined by dividing the total funds available by the total eligible amount of all of the applicants.

For example: 30 organizations are eligible for funding totaling \$1,200,000, but only \$600,000 in funding is available. Available funding will be divided by eligibility ( $600,000 / 1,200,000$ ) to arrive at a ratio of .50. The actual funding amount will be 50% of the eligible funding amount, so an applicant who is eligible for \$20,000 in funding based on the scoring methodology will receive 50% of that amount, or \$10,000.

**ONLINE GRANT APPLICATION IS REQUIRED. THIS PDF IS FOR REFERENCE ONLY.**

# **Arts, Culture and Heritage Grant Application**

## **Grant Application Cover Page**

Requested Amount: \$ \_\_\_\_\_

Organization Name:

Mailing Address:

City / State / Zip:

Primary Contact Name:

Primary Contact Email:

Primary Contact Telephone:

Board President / Chair Name:

Board President / Chair Email:

Program / Event Name:

Program / Event Dates:

## **ONLINE GRANT APPLICATION IS REQUIRED. THIS PDF IS FOR REFERENCE ONLY.**

### **Section A. Attendance (30 Possible Points)**

1. Calculate your attendance ratio score: Funding Request / Total Attendance
2. Provide a detailed explanation of how attendance estimates were determined (250 words | 5 points)
3. Provide a report of attendance over the previous two years, including an explanation of how attendance is tracked and verified (ticket sales, research, surveys, etc). Include specific information about attendance by out of county visitors (300 words | 5 points)

### **Section B. Cultural Significance, Excellence and Community Support (35 Possible Points)**

1. Provide the history of your organization and its contribution to the cultural development of St. Johns County. (400 words | 10 points)
2. Described your proposed annual program or special event. Specifically explain how this grant will allow you to expand and / improve your annual program. Provide detailed information about its artistic and / or cultural significance and explain how you will ensure that it is of excellent quality and appealing to out of county visitors (500 words | 20 points)
3. Provide evidence of community support, including complete information about additional funding sources, volunteer participation, collaborations with other organizations, and in-kind contributions. Upload up to 3 letters of support. (300 words | 5 points).

### **Section C. Marketing (25 Possible Points)**

1. Describe your marketing plan, including out-of-county marketing, and how the proposed programming or event will be promoted to tourists (500 words | 10 points)
2. Provide a detailed description, with a budget breakdown, of how 25% of requested grant funding will be spent to attract out of county visitors (400 words | 10 points)
3. Marketing Support Documents – please provide examples from previous years, such as print ads; social media posts and analytics; media reviews; radio spots etc. to help us evaluate the quality of your marketing efforts. (upload | 5 points)

### **Section D. Financial Information (10 Possible Points)**

1. Upload proof of organizational status from SunBiz.
2. Upload required tax return / 990s
3. Upload event specific budget, if appropriate.

**ONLINE GRANT APPLICATION IS REQUIRED. THIS PDF IS FOR REFERENCE ONLY.**

**Section E. Acknowledgements**

The undersigned acknowledges, on behalf of the organization, that

All printed and / or digital collateral and advertisements, the event website, program newsletters and email notifications promoting funded programming must include the Historic Coast Culture and St. Johns County Tourist Development Council logos (with a link to [HistoricCoastCulture.com](http://HistoricCoastCulture.com));

Events and programs will credit the St. Johns County Tourist Development Council as a sponsor at the level equal to the grant award amount. For example, if the award is \$10,000 and that is a gold level sponsor, the TDC will be listed in all materials as a Gold Sponsor.

Event tickets for the appropriate sponsorship level must be delivered to the St. Johns Cultural Council.

All reporting requirements must be satisfied in order to receive reimbursement dollars.

I certify that the information provided in response to the application, including any uploaded material, is true and correct.

\_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_