

## **PROGRAM DESCRIPTION & DEFINITION**

The Orange County Arts & Cultural Affairs Advisory Council (ACAAC) was created to advise the Board of County Commissioners on investing three percent of the first four cents from a local option tourist developmental tax on occupied transient lodging sales, i.e., hotels/motels, campgrounds, etc.—**if available after the payment of certain other tourism related commitments**. ACAAC seeks to link the cultural community and regional tourism efforts in order to expand and enhance the use of tourism in the creation, presentation and promotion of the arts and cultural heritage in Orange County.

ACAAC cultural tourism development funds are intended to attract new visitors, stimulate local economies, generate new jobs, establish projects, which benefit from team efforts and cooperation, and create renewed pride and recognition of the value of the arts and cultural heritage of Orange County.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these allocations will be dependent upon the availability of the designated funds. Ideally, the allocations recommended to the Board of County Commissioners (BCC) regarding distribution for cultural tourism projects will eventually be returned through an increase in transient lodging sales and tourist development tax generated from those sales.

## **ALLOWABLE USES OF TOURISM TAX**

To receive Cultural Tourism Project Funding an event must qualify under the following section of Florida Statute Chapter 125:

To promote<sup>1</sup> and advertise tourism<sup>2</sup> in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

### **Unallowable Expenses--Grant funds may not be spent on:**

- General operating or administrative costs not specifically identified with the project;
- Out-of-county staff travel;
- Mortgage payments;
- Past due debts, contingencies, fines and penalties, interest;
- Space rental, improvement or maintenance not specifically identified with the project;
- Private entertainment, food and beverages, including alcohol;
- Lobbying expenses or political activities;
- Advertising which does not mention the specific project activities or omits required logos;
- Activities that are restricted to an organization's membership or other private or exclusive participation;
- Prizes or awards;
- Contributions and donations;
- Endowment contributions; and
- Any other expenses not specifically identified with the project.

<sup>1</sup>Promotion: Chapter 125.0140 (2) (b) – For purposes of this section: “Promotion” means marketing or advertising designed to increase tourist-related business activities.

<sup>2</sup>Tourist: Chapter 125.0140 (2) (b) – For purposes of this section: “Tourist” means a person who participates in trade or recreational activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in paragraph (3) (a).

## **TIME LINE**

Monday, June 13, 2005, 9 – 11 am	Applicant/Review Panel workshop
Friday, August 5, 2005 (received by 5:00 pm)	APPLICATION DEADLINE (Not a postmark deadline; Must be received by deadline even if mailed earlier.)
Thursday, September 15, 2005, 8:30 am-noon	A. Review Panel discussion (and questions of applicants if requested by the panel), B. Scoring of applications
Monday, September 19, 2005	Final scores and ranking released (not subject to change)
Thursday, September 29, 2005, 8:30 – 10 am	ACAAC meets to approve funding recommendation
Early October, 2005	Recommendations to Board of County Commissioners for approval
November, 2005	Mandatory contract meeting of grantees; award letters/funds available from fiscal agent, United Arts

**\*\*LATE OR INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED\*\***

## **REQUIRED REPORTS**

All grant recipients will be required to submit reports periodically, as requested, with a final report due 60 days after completion of the project.

## **GRANT PERIOD**

All projects<sup>3</sup> must be initiated after November 1, 2005 and the amount awarded must be fully obligated or expended by April 30, 2007.

## **ELIGIBLE APPLICANTS**

- Nonprofit arts and cultural organizations and museums
- Units of government
- Nonprofit schools

## **GENERAL CRITERIA**

Organizations must have a demonstrated, successful history of service in and to Orange County, and must:

- Provide a feasible work-plan and timetable for the proposed project.
- Provide a feasible budget to achieve the goals of the proposed project that includes a dollar-for-dollar match for the grant. Orange County funds may not be used to match TDT dollars.
- Provide a project or activity that will be accessible and promoted to the general public.
- Provide a methodologically sound evaluation plan that includes measurement of numbers of out-of-county visitors attracted, estimated economic impact (ancillary spending estimates, etc.) and, if applicable, a plan for documentation of room nights (attested to by hotels/motels used).
- The project or event must be physically located in Orange County and of benefit to Orange County businesses and/or residents.
- Amount requested from the ACAAC shall not exceed 50 percent of total project costs.

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<sup>3</sup> **DEFINITION:** The "project" for which you apply may be a phase of a larger undertaking. Include information on total undertaking but can apply only for the phase occurring during grant period.

## **MATCHING REQUIREMENTS**

**All proposals are subject to the dollar-for-dollar match. Additional match requirements are based on the request amount, as detailed below.**

Note: Project revenue, Orange County funding and United Arts General Operating Support Grants are not allowable as matching funds.

1. Request for \$1 - \$50,000  
Does not REQUIRE additional match, however projects with a strong show of matching donations for this project will receive a higher score. (In-kind may not exceed 50% of the match amount) –
2. Request for \$50,001 - \$100,000  
Requires cash and in-kind match equal to the amount requested. Matching money must be from donations and grants specifically for this project. In-kind may not exceed 25% of the match amount. (At least 75% cash match)
3. Request for \$100,001 - \$250,000  
Requires **cash match equal to the amount requested**. No in-kind allowed. Matching money must be from donations and grants specifically for this project. (At least 100% cash match)
4. Request for \$250,001 or more  
Requires cash match of **two dollars for every dollar** requested. No in-kind allowed. Matching money must be from donation and grants specifically for this project. (At least 200% cash match)

## **REVIEW PROCESS**

Orange County staff will check each application for technical eligibility. Staff does not provide subjective evaluations or comments on the content or quality of any grant application – that is the role of the advisory council. A committee of at least nine advisory council members will review applications competitively in open, posted sessions, which all applicants are encouraged to attend. During the Review Panel discussion on September 15, 2005, applicants should be available in order to respond to questions from panelists; no presentations are otherwise permitted. Grants are highly competitive; not all projects of merit will be funded. All applications must receive an average score (after the elimination of the highest and lowest scores) of at least 80 points to be eligible for funding. Some projects may be partially funded. Final scores will be determined by the Review Panel members by the close of the public review meeting and will be posted on Monday, September 19, 2005 on the County Web site: [www.ocfl.net/arts](http://www.ocfl.net/arts).

**Funding decisions will be finalized after October 1, 2005 and notification will be made by mail by mid-November 2005, pending approval by the Board of County Commissioners.**

## **ACKNOWLEDGEMENT REQUIREMENT**

All applicants receiving funding will be issued a contract by United Arts of Central Florida, acting as fiscal agent for Orange County. The contract will require appropriate acknowledgement (logo and verbiage) to be included in publications and printed materials, such as: “This project is funded in part by Orange County Government through the Arts & Cultural Affairs Program.”

## **AMOUNTS AVAILABLE**

- Applicants for Large Project Funding application may apply for up to \$160,000.
- Applicants for the Small Project Funding application may apply for up to \$40,000.

**Applicant organizations may submit only one application** to the Cultural Tourism Project Funding program each year and must choose either Large Project Funding OR Small Project Funding.

## **AUDIENCE DATA COLLECTION**

### **A. Large Project Funding**

All organizations receiving Cultural Tourism funding must conduct audience research as directed by the Arts & Cultural Affairs Office. Further, any organization receiving Large Project Funding must use a professional market survey company for data collection and will be responsible for any costs associated with that data collection.

### **B. Small Project Funding**

All organizations receiving Cultural Tourism funding must conduct an audience research study as directed by the Arts & Cultural Affairs Office.

## **INSURANCE REQUIRED**

All applicant organizations that receive Cultural Tourism Large Project Funding will be required to provide a Certificate of Insurance proving current coverage for the following types and limits of coverage:

- Commercial General Liability, \$1,000,000;
- Commercial Automobile Liability, \$300,000;
- Workers' Compensation and Employer's Liability, \$100,000 if required by law;
- Employee Dishonesty, Crime Insurance, equal to the amount of the Orange County Cultural Tourism Project funding.

Compliance requirements, types and limits of coverage will be detailed in the award agreement. Any organization that does not meet the limits of coverage may request a waiver with explanation of their request for exemption or change in the amount of coverage. Request for waiver does not ensure exemption from requirements.

## APPLICATION INSTRUCTIONS

Complete application must include:

- ❑ Application Form—on form provided—with required signatures (Tab 1)
  - ❑ Project Description—on form provided (Tab 2)
  - ❑ Financial Section (Tab 3):
    - A. Budget Summary—on form provided;
    - B. Budget Detail;
    - C. Detail of Matching Funds—on form provided;
    - D. Marketing Budget, itemized (to support narrative of Tab 9)
  - ❑ Project Narrative (Tabs 4 - 9) **NO MORE THAN TEN (10) PAGES**
  - ❑ Required Attachments (Tab 10 - 15)
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- ✓ Application Form, BRIEF Project Description, Budget Summary, and Detail of Matching Funds must be submitted on the forms provided.
  - ✓ Narrative responses to tabbed evaluation criteria sections 4 – 9 may not exceed 10 pages in total. DO NOT EXCEED THIS LIMIT. This does not pertain to the Financial Section forms and requirements, i.e., Budget Summary, or required attachments (Tabs 10 - 15).
  - ✓ Submit 15 applications (1 original and 14 copies) of all required materials collated on single-sided 8-1/2 X 11” paper. Set margins to 1” and do not use a typeface smaller than 11 pt.
  - ✓ Label the original application packet “ORIGINAL” and place on top on the copies.
  - ✓ Number all pages and organize by section using pre-printed tabs provided by the Arts & Cultural Affairs Office.
  - ✓ Put your organization’s name on all materials.
  - ✓ Please use an appropriate size binder: not wider than needed, but wide enough so that pages can easily be turned without falling out of the binder.

Faxes and electronic applications will not be accepted (pending technical investigation).

**Submit applications to:**

**Orange County Arts & Cultural Affairs  
P.O. Box 1393  
Orlando, FL 32802**

**or in person to: PLEASE NOTE THAT THIS IS A NEW OFFICE LOCATION  
450 E South St, 3rd Floor  
Orlando, FL 32801.**

## QUESTIONS

All questions should be referred to Terry Olson, Orange County Arts & Cultural Affairs Director, 407/836-5540 or [Terry.Olson@ocfl.net](mailto:Terry.Olson@ocfl.net).