



ALACHUA COUNTY BOARD OF COUNTY COMMISSIONERS

NATURE AND CULTURE DESTINATION ENHANCEMENT GRANT APPLICATION

Applications must be received no later than 5 p.m. on Friday, August 2, 2019
Late applications will not be considered.

For programs and activities occurring between October 1, 2019 - September 30, 2020.

Alachua County Visitors and Convention Bureau
33 North Main Street
Gainesville, Florida 32601
(352) 374-5260



Nature and Culture Destination Enhancement Grant Application

Purpose

In order to support and enhance Alachua County as a culturally interesting and vibrant destination, the Alachua County Board of County Commissioners has allocated a portion of the Tourist Development Tax revenue to aid in the operations and promotions of arts, cultural, and nature events that have, as one of their main purposes, the attraction of tourists as evidenced by the promotion of the event to tourists.

The total estimated award amount for the Fiscal Year 2020 Grant is \$1,000,000.

Application Submission

Applications should be submitted with all requested information. Missing or re-worded questions constitute an incomplete application. Each applicant is responsible for full and complete compliance with all laws, rules and regulations which may be applicable. Applications should be bound/stapled on the left side. **One (1) Original and one (1) Electronic Thumb Drive should be submitted.**

Applications should be placed in a sealed envelope and labeled on the outside:
"Nature and Culture Destination Enhancement Grant Program"

It is the complete responsibility of the applicant to compile and package its proposals according to instructions.

ALL applications must be received no later than 5 p.m. on Friday, August 2, 2019 to:

**Alachua County Visitor and Convention Bureau
33 North Main Street, Gainesville, Florida 32601
(352) 374-5260**

Inquiries/Questions

Questions regarding any portion of the application or application process must be made in writing via email to the VCB at info@visitgainesville.com. All questions must be submitted no later than 10 calendar days before the proposal due date. All questions will be answered and posted to the VisitGainesville.com website. It is essential that applicants check the website for Addenda.

<http://www.visitgainesville.com/partner-resources>

Please print the question and answers, sign and include with your application.



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Prohibited Communications

The funding process is not over until the final award decisions are made by the County Commission. To ensure fair consideration for all applicants, the County prohibits communication regarding this funding process, including the funding recommendations to or with any 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. Communication includes both oral and written. The County's representative may initiate communication with an applicant in order to obtain information.

Acceptance/Rejection of Applications

Alachua County reserves the right to reject any application which may be considered irregular, show serious omission, or unauthorized alteration of form. Alachua County reserves the right to accept any application in whole or in part, to waive technicalities, or to accept applications which, in the County's judgment, best serve the interests of the County.

Public Records

Responses to this grant, upon receipt by the County, become public records subject to the provisions Chapter 119 F.S., Florida Public Records Law.

Program Guidelines/Funding Levels

Applicants are able to request funds based on operating revenues reported in the organization's last filed 990. The funding levels are as follows, with two exceptions as noted below:

Annual budget over \$1,000,000	Maximum Request 10% of budget
Annual budget up to \$ 999,999	Maximum Request 15% of budget
Annual budget up to \$ 499,999	Maximum Request 20% of budget
Annual budget up to \$ 199,999	Maximum Request 25% of budget
Annual budget up to \$ 100,000	Maximum Request 30% of budget

1. The maximum request amount for an Educational or Government Agency is \$50,000.00 regardless of the number of program applications submitted. Educational and/or Governmental Agencies that submit multiple applications are subject to the total award amount of \$50,000.00.
2. For applicants whose primary organizational purpose or mission is not to attract audience members, a separate event budget with direct expenses and revenues for the program is required. Funding request amounts will be based on that figure rather than the organizational budget.



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A minimum of 25% of the award must be spent on out-of-county marketing. Out-of-county marketing is defined as advertising, promotion, direct sales, publicity and sales activities that take place and are directly targeted to persons and groups who live outside the boundaries of Alachua County. To qualify for reimbursement, the marketing must reach at least 51% of the listeners/readers/viewers from beyond the Alachua County borders.

Eligibility

Applicants must fulfill the following at the time of application.

1. Be an arts, nature or culture organization.
2. Operate within the boundaries of Alachua County.
3. The proposed event has as one of its main purposes the attraction of tourists as evidenced by the promotion of the event to tourists.
4. Be a nonprofit organization under the Florida Department of State Division of Corporations. A copy of Active Status from Sunbiz.org must be attached to the application.
5. Have documented IRS nonprofit, tax-exempt status.
6. Governmental and educational organizations are eligible to apply for arts, nature or culture programs and events, within the request limit.

Credit Attribution Requirements

All grantees must include the Visit Gainesville, Alachua County, FL logo and the following statement, "Funded in part by Visit Gainesville, Alachua County" on all organizational and promotional materials, including but not limited to print brochures, flyers, programs, posters, postcards, website, digital, radio, television, billboards, and promotional items.

Allowable Marketing and Promotion Expenditures

Out-of-county marketing must reach 51% outside Alachua County, including but not limited to, newspapers, magazines, radio, television, billboards and websites. Printing and postage of promotional materials distributed to over 51% out-of-county addresses.

Social Media Promotion Guideline

Guidelines for expenditures on social media. Please include screenshots of the promotions as backup with invoices. Facebook / Twitter / Instagram / YouTube / Other social media outlets: Tag post with "Funded in part by Visit Gainesville, Alachua County, FL" (Text or Logo) and use hashtags #WhyILoveGNV or #WhatsGoodAlachuaCounty

Non-Allowable Expenditures

This grant will not reimburse for the following disallowable expenditures:

- Salaries, benefits, travel, or expenses of personnel not directly related to the creation of the programs, events or attractions that are open to the public;
- Payment of any bills of a personal nature, such as rent, mortgage, utilities, personal vehicles;
- Real property; capital improvements, including but not limited to new construction, renovation, restoration, installation or replacement of fixtures, and tangible personal property;



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- Interest or reduction of deficits or loans, fines, penalties, or cost of litigation;
- Expenses incurred or obligated prior to or after funding period;
- Member-only events, entertainment, food or beverages for private events;
- Events which are restricted to private or exclusive participation;
- Making payments or reimbursements for goods or services purchased for previous or other events, invoices paid outside of contract period;
- Advertising, printing or other expenses that omit the Visit Gainesville, Alachua County, FL logo and/or recognition.
- Benefits, projects, and fundraisers that benefit organizations other than the contracted applicant.
- Benefits and projects planned primarily for fundraising purposes;
- Prize money, scholarships, awards, plaques, certificates, or contributions;
- Political or religious events;
- Alcohol;
- Any expenditure not authorized by Alachua County Code of Ordinances.

Reimbursement

All funds are available on a reimbursement basis only. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information which shows proof-of-payment must accompany all requests for funds.

Invoices for events should be submitted within 60 days of the conclusion of the event. Invoices for ongoing programs should be submitted quarterly.

Evaluation Team Selection

Applications will be scored by the evaluation team who will present their funding recommendations to the County Commission.

Budget Information

1. A complete copy of your filed IRS Form 990.
2. Detailed organizational budget or profit and loss statement which has been accepted into the minutes of a board meeting and signed by the Board President.
3. For applicants whose primary organizational purpose or mission is not to attract audience members, a separate event budget with direct expenses and revenues for the program is required. Funding request amounts will be based on that figure rather than the organizational budget.
4. Governmental and educational institutions are exempt from providing IRS form 990, but must provide detailed program budgets.

Failure to provide a complete copy of your filed IRS Form 990 (if required) and detailed budgets will disqualify the application.



Nature and Culture Destination Enhancement Grant Application

INSTRUCTIONS

Complete and provide the following:

- Grant Application Cover Page
- Addenda Question and Answers; initialed

Required Budget Documents

- Budget / Profit & Loss Statement
- A complete copy of your filed IRS Form 990, past 2 years (Private non-profits only.)
- Detailed project / event budget for applicants whose primary organizational purpose or mission is not to attract audience members and for governmental and educational institutions. (Note: funding request amounts will be based on that figure rather than the organizational budget.)
- Board Meeting Minutes accepting Budget / Profit & Loss Statement

Required Organizational Documents

- Authorized Signatory – Provide proof of persons authorized to sign contracts by submitting a Florida Department of State, Division of Corporations registration copy, board resolution or other evidentiary document.
- Board of Directors – Provide a list indicating officers and all directors' contact information including business and home addresses and telephone numbers.
- Current State of Florida Solicitation License from the Florida Department of Agriculture.

(Continued on next page.)



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Attendance (40 Points)

- Attendance Ratio Score Calculation (see chart below). (34 points)
- Detailed explanation of how attendance estimates were determined. (2 points)
- Attendance over previous two years with evaluation report of how is attendance is tracked and verified based on ticket sales, research, surveys, etc. (4 points)

Attendance Ratio Score

Funding request divided by attendance = Ratio Score

4.0 and below = 34 points | 4.1 – 9.9 = 30 points | 10-14.9 = 25 points | 15 and higher = 20 points

Examples:

Funding Request	Attendance	Ratio	Points
\$10,000	20,000	.5	34 points
\$100,000	100,000	1	34 points
\$200,000	50,000	4	34 points
\$75,000	10,000	7.5	30 points
\$35,000	6,000	5.8	30 points
\$100,000	10,000	10	25 points
\$80,000	5,000	16	20 points
\$50,000	2,000	25	20 points

Calculate
Your Ratio
Here →



Nature and Culture Destination Enhancement Grant Application

Cultural Merit and Support (30 points)

1. History of the organization and its contribution to the cultural development of Alachua County. (10 points)
2. Artistic and/or cultural significance, creativity, and quality of the proposed project(s). (10 points)
3. Community support, grants, collaborations and/or in-kind contributions. (5 points)
4. Up to 5 letters of support. (5 points)

Excellent: 25-30 points: Organizational timeline and cultural contributions clearly demonstrate growth, sustainability, and expansion with specific examples. Projects are well-defined, achievable, unique, and reflect excellence. Clear evidence the organization follows best practices in multi-sourced funding strategies with examples of diversified and broad-based community support.

Good: 20-24 points: Organizational timeline and cultural contributions are defined. Projects are defined and achievable. Funding strategies provide examples of outside support.

Fair: 15-19 points: Little evidence of cultural contributions, sustainability or growth. Programs are not well-defined or achievable. Outside funding sources are lacking and there is little evidence of broader community support.

Marketing and Advertising Plan (30 points)

1. Describe the organization's marketing plan, including out-of-county marketing, and how the proposed event will be promoted to tourists. (15 points)
2. Provide a detailed description with budget breakdown of how 25% of requested grant funding will be spent to attract tourists. (10 points)
3. Additional supporting documents, attach examples of past brochures, programs, reviews, advertising, social media posts, and social media metrics and engagement reports. (5 points)

Excellent: 25-30 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: 20-24 points: Marketing plan to attract and grow attendance. Includes multiple platforms (social, radio, web, etc.).

Fair: 15-19 points: Undefined marketing plan to attract and grow attendance.



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SCORING AND AWARD RATIOS

Description	Score	Funding
Strongly demonstrates public value of arts, nature, and culture. Merits investment of Alachua County funding.	90 - 100	Up to 100%
Satisfactorily demonstrates public value of arts, nature, and culture. Merits investment of Alachua County funding.	80 – 89.99	Up to 90%
Demonstrates public value of arts, nature, and culture. Merits investment of Alachua County funding.	70 – 79.99	Up to 80%
Makes an incomplete and/or inadequate case for the public value of arts, nature, and culture. Information is confusing, unclear, and lacks specific details. Does not merit investment of Alachua County funding.	69.99 or below	No Funding

At time of funding, Evaluation Team award recommendations will be submitted to the Board of County Commissioners. It may be necessary to apply a ratio to the amount each applicant qualifies for. The ratio will be determined by dividing the funds available by the total eligible amount of the applicants. For example: 30 vendors were awarded funding totaling \$1,200,000.00. You will take the available funding (ex. \$1,000,000.00) divided by the awarded funding \$1,200,000.00 giving you a ratio of 0.833. Take your awarded amount and multiply it by the new ratio to give you your actual funding amount.



Nature and Culture Destination Enhancement Grant Application

GRANT APPLICATION COVER PAGE

Requested Amount:	\$				
Organization Name:					
Authorized Contact Name and Contact:					
Board President Name and Contact:					
Project/Activity Name:					
Project/Activity Dates:					
Mailing Address:					
City:		State:		Zip:	
Contact:		Phone:			
Email Addresses for Primary Contact:					

Please attach the following:

- Addenda Question and Answers; initialed

Required Budget Documents

- Budget / Profit & Loss Statement
- A complete copy of your filed IRS Form 990, past 2 years (Private non-profits only).
- Detailed project / event budget for applicants whose primary organizational purpose or mission is not to attract audience members and for governmental and educational institutions. (Note: funding request amounts will be based on that figure rather than the organizational budget.)
- Board Meeting Minutes accepting Budget / Profit & Loss Statement



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Required Organizational Documents

- Authorized Signatory – Provide proof of persons authorized to sign contracts by submitting a Florida Department of State, Division of Corporations registration copy, board resolution or other evidentiary document.
- Board of Directors – Provide a list indicating officers and all directors’ contact information including business and home addresses and telephone numbers.
- Current State of Florida Solicitation License from the Florida Department of Agriculture.

Application Documents

- Up to 5 letters of support.
- Additional supporting documents, attach examples of past brochures, programs, reviews, advertising, social media posts, and social media metrics and engagement reports.

Attendance (40 points)

1. Attendance Ratio Score Calculation (see chart below). (34 points)

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Your Ratio
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Attendance (40 points)

2. Detailed explanation of how attendance estimates were determined. (2 points – 250 words) _



Nature and Culture Destination Enhancement Grant Application

Attendance (40 points)

3. Attendance over previous two years with evaluation report of how is attendance is tracked and verified based on ticket sales, research, surveys, etc. (4 points – 300 words)



Nature and Culture Destination Enhancement Grant Application

Cultural Merit and Support (30 points)

1. History of the organization and its contribution to the cultural development of Alachua County.
(10 points – 400 words)



Nature and Culture Destination Enhancement Grant Application

Cultural Merit and Support (30 points)

2. Artistic and/or cultural significance, creativity, and quality of the proposed project(s).
(10 points – 400 words)



Nature and Culture Destination Enhancement Grant Application

Cultural Merit and Support (30 points)

3. Community support, grants, collaborations and/or in-kind contributions. (5 points – 300 words)



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Cultural Merit and Support (30 points)

4. Up to 5 letters of support. (5 points – Attach.)

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1. Describe the organization's marketing plan, including out-of-county marketing, and how the proposed event will be promoted to tourists. (15 points—500 words.)



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Marketing and Advertising Plan (30 points)

2. Provide a detailed description with budget breakdown of how 25% of requested grant funding will be spent to attract tourists. (10 points – 400 words)



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Please initial next to each item below, signifying that you have read and understand the conditions of the Tourism Marketing Program.

_____ I understand that an optional Pre-Application Workshop is available to ask questions and review the grant application details.

_____ I understand that all printed and/or digital collateral and advertisements must include the Visit Gainesville, Alachua County, FL logo as one of the event sponsors and on any and all advertising/marketing materials, the event website (with link to VisitGainesville.com), programs, and any newsletters or email notifications promoting the event.

_____ I understand that the event will credit Visit Gainesville, Alachua County, FL at the level equal to the award amount. For example, if the award is \$15,000.00 and that is a gold level sponsor, Visit Gainesville Alachua County is to be listed as a gold sponsor.

_____ Tickets for the appropriate level sponsorship must be delivered/mailed to Visit Gainesville, Alachua County, FL for promotional activities.

_____ I understand that all reporting requirements must be satisfied in order to receive reimbursement dollars.

_____ I understand that the event must be ADA accessible.

_____ I understand that a statement on letterhead that the applicant is a governmental entity or a copy of the Organization's Active Status from Sunbiz.org must be attached to be eligible for funding.

_____ I certify that my agency operates within the boundaries of Alachua County.

_____ I understand that the budgets are required to be eligible for funding. Failure to do so will disqualify the application.

_____ I understand that I should complete and submit Grant Application Packet by the due date.

×

Signature of authorizing official (Board Chair)

×

Signature of Contact Person