



SARASOTA COUNTY ARTS COUNCIL, INC.

The **Sarasota County Arts Council, Inc.** (SCAC), a non-profit local arts agency, is designated by the Sarasota County Board of Commissioners as the official arts organization for Sarasota County. Established in 1986, the mission of the SCAC is to promote, develop and coordinate the arts in Sarasota County, continuing to enrich the tradition of Sarasota's cultural heritage.

TOURIST DEVELOPMENT CULTURAL/ARTS PROGRAM

The **Tourist Development Cultural/Arts** (TDC/A) program is a fee-for-services program that offers competitive funding to arts and cultural organizations for the production and marketing of performances, exhibitions and events that attract tourists to Sarasota County. Monies for the TDC/A program come from the **Tourist Development Tax** (TDT) dollars collected on Sarasota County room rentals from tourists whose stay is six months or less.

As authorized by the State of Florida, the purpose of expending TDT dollars is to attract additional tourists to the state.¹ Offering high quality arts and cultural events maintains and strengthens Sarasota County's reputation as Florida's cultural coast. Therefore, Sarasota County further defines its TDT expenditures to include support of arts and cultural events that appeal to tourists.²

Each year the Sarasota County Arts Council sponsors a grant-making cycle to recommend contract awards to qualifying arts and cultural organizations of Sarasota County. The SCAC convenes a Grants Policy Committee (GPC) to guide the program, ratifies the GPC's recommendations, issues a request for proposals, assembles a panel to review applications, and then makes recommendations to the **Tourist Development Council** (TDC) which in turn sends its recommendations to the **Board of County Commissioners** (BCC) for final approval.

¹ The Florida State Statute definition of a "tourist": 125.0104 (2) (b) 2. "Tourist" means a person who participates in trade or recreation activities outside the county of his or her permanent residence or (emphasis added) who rents or leases transient accommodations as described in paragraph (3) (a). 125.0104 (3) (a) It is declared to be the intent of the Legislature that every person who rents, leases, or lets for consideration any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment motel, rooming house, mobile home park, recreational vehicle park, or condominium for a term of six month or less is exercising a privilege which is subject to taxation under this section. ...Florida State Statue 125.0101 (5) 2: To promote and advertise tourism 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.

² The Tourist Development Plan adopted by the County provides that certain of the revenues generated by the Tourist Development Tax is reserved for "... cultural and fine art entertainment, festivals, programs and activities that directly promote Sarasota County tourism."

SCHEDULE AND DEADLINES FOR TDC/A PROGRAM

2010-2011

Wed, Feb 17	Applicant Information Session, Arts Council Downstairs Conference Room, 2-4 p.m.
Th, Feb 18	Applicant Information Session, Gulf Coast Community Foundation, Venice, 10 a.m.-12 p.m.
Tu, Mar 16	Performance Indicators Review and Critique Session (optional)
Mon, Mar 29	Grant Application Deadline
Th, Apr 1	Grant Panel Orientation, Arts Council Offices, 10 a.m.-12:00 p.m. (Panelists only)
Mon, Apr 19	Deadline for Panelists to Submit All Initial Questions Electronically
Mon, Apr 26	Deadline for SCAC Staff to Forward Panelists' Questions to Applicants
Mon, May 10	Deadline for Applicants to Submit Replies to Panelists' Questions
Fri, May 14	First Grant Panel Meeting, Arts Council Offices, 9:30 a.m.-5 p.m. (required)
Fri, May 21	Second Grant Panel Meeting, Arts Council Offices, 9:30 a.m.-5:00 p.m. <i>Attendance required only for applicants with unresolved Panel questions remaining from the first Panel meeting; attendance by all others is optional.</i>
Tu, May 25	Deadline for Panelists to Submit Final Scores to SCAC Staff
Th, May 27	Final TDC/A Meeting, Arts Council Offices, 2:00 p.m. (optional) <i>Score notifications sent to applicants by e-mail on this date.</i>
Wed, Jun 2	Deadline for Request for Reconsideration
June (TBD)	Arts Council Board and Grants Policy Committee Review Awards
Wed, Jun 9	Panelist and Applicant Program Evaluation Meeting
Th, Jun 17	Tourist Development Council (TDC) Reviews Awards Recommendations
Mon, Jun 21	Grants Policy Committee Meeting
Tu, Jul 13	Board of County Commissioners (BCC) Presented Recommended Awards for Approval.
Mon, Jul 19	County Sends Notice of Grant Awards to Applicants
Jul TBD	County Agreement Workshop <i>Agreement documents and other grant forms distributed</i>
Mid-Sept TBD	Deadline for Agreements to be Returned to County
End Sept	Grant Agreements Executed by County.
Oct 1, 2010	Projects Must Start On or After October 1, 2010. Reimbursement Period Begins.
Sept 30, 2011	Projects Must End by September 30, 2011

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ELIGIBILITY

Grants are available to organizations with recognized ability to produce, present and promote cultural and arts activities that attract tourists. Applicants must meet these specific requirements.

1. The applicant must have completed one full year of operation prior to application deadline.
2. Applicant must be Sarasota County-based as reflected on IRS form 990.
3. Project must take place within the County's fiscal year, October 1, 2010 through September 30, 2011.
4. Applicant's project must be accessible to the public and to persons with disabilities.
5. Applicant must submit a list of the Board of Directors with addresses and occupation or affiliation.
6. Applicant must match the amount requested on a dollar-for-dollar basis, showing revenue specifically contributed for program (25% of this match may be in-kind). All in-kind revenue/expense must be properly documented and included with the application or such revenues/expenses will not be accepted.
7. Applicant must register and submit applications electronically at <http://sarasota-arts.cgweb.org/>. Paper applications will not be accepted.
8. Applicant must demonstrate that the project has artistic purpose. Applications solely for marketing programs will not be eligible.
9. Applicant must have a Diversity Policy.
10. Applicant must be exempt from taxation under Section 501(c)(3) of the Internal Revenue Code. Support groups and guilds may not apply on their own behalves.
11. Applicant must provide most recent IRS Form 990 and the following information:
 - Grant request amounts:
 - up to \$50,000 require a compilation or review by a CPA or licensed public accountant;
 - of \$50,000 to \$100,000 require a review or audit by a CPA;
 - over \$100,000 require an audit by a CPA.

CRITERIA FOR GRANT EVALUATION

Artistic/Cultural Purpose (40 points)

Arts and cultural organizations are vital to maintaining Sarasota County's reputation as Florida's cultural coast. High quality, creative offerings contribute significantly to our quality of life and bring tourists to the County.

Applications for TDC/A grant proposal will be assessed on an organization's ability to:

- Set a creative/cultural goal or vision for this project that meets the organization's mission, strategic plan or annual goal
- Create an implementation plan that leads to the desired results
- Design a simple plan for evaluating the desired results
- Identify a clear qualitative or quantitative performance target to accompany the evaluation plan
- Align the above criteria so that what is proposed, implemented and evaluated create information to determine effectiveness

In other words, applicants must explain what they plan to do, how they plan to do it, and how they will know that they are successful.

A Narrative Example that Integrates the Above Bullets

Goal: As a part of its strategic plan, a local art center wants to raise the quality of its public exhibitions while showcasing the work of community artists.

Implementation: To achieve this goal, the center plans to reserve one exhibition space to bring in regional and national touring shows that have already received rave reviews and high attendance rates in other parts of the country. The center also plans to use a second exhibition space to highlight the work of an emerging artist. A third space will be reserved for juried shows of members' work to be judged by regionally or nationally recognized artists.

Qualitative Performance Target: The center wants to know whether its plan is working. The exhibition committee has already identified annual themes and has used descriptions, images, and reviews from touring shows to determine which exhibits to book and which emerging artists to select. All of their planned regional/national exhibitions have received good to excellent reviews in recognized art journals

Quantitative Performance Target: One remaining piece of its goal – to showcase high quality community artists – remains to be assessed. The art center would like to see whether 60% of its membership identifies an increase in quality from last year's community exhibitions to this year's.

Evaluation Plan: They have designed a survey to e-mail to all members who have been with the center for at least two years to ask questions about the perceived quality of the community exhibitions. If local members perceive an increase in quality this year, the center plans to survey tourists about their perception of our community artists next year.

Tourist Appeal (40 points)

The Tourist Development Plan adopted by the County provides that certain revenues generated by the Tourist Development Tax are reserved for cultural and fine art entertainment, festivals, programs and activities that directly promote Sarasota County tourism.³ The most recent Nichols Gilstrap report, presented in January 2003⁴, identifies several important ways in which arts and cultural organizations can add tourist value to Sarasota County by:

1. Attracting a wider range of tourists such as families, eco-tourists and baby-boomers
2. Expanding arts and cultural offerings beyond the peak season of February 1, 2010 through April 11, 2010
3. Collaborating with hotels to offer tourist packages that draw new people to the area
4. Creating new offerings to help maintain a competitive edge for Sarasota County in the tourist market
5. Collaborating with other arts and cultural organizations or County agencies to coordinate and maximize impact
6. Tracking attendance by length of stay -- Sarasota or Manatee County full or part-time resident, visitor staying in paid lodging (six months or under), visitor staying with family or friends or day-tripper
7. Participating in confidential audience surveys conducted by the Sarasota Convention & Visitor Bureau's marketing research firm [during the 2011 season].

Applications for TDC/A grants will be assessed on the proposal's ability to:

- Connect to at least **two** of the wider County tourism goals as stated above
- Identify a targeted tourist market that aligns with organization's strategic plan or annual goals
- Design a tourist marketing plan that reaches the targeted market
- Define a measurable outcome to determine return on investment to Sarasota County
- Use current measurement best practices suited to the budget and scope of the project
- Report general attendance figures by local, in-state tourist, out-of-state and international visitors, using a reliable method of counting

³ See footnote 1 for details.

⁴ Development of a new tourist plan is underway by Bill Geist Zeitgeist Consulting and will be completed in March 2010.

Administrative Competence (20 points)

An organization needs to be able to meet the financial obligations that accompany project funding and to be responsive to the administrative requirements of the County in terms of contracting, reimbursement and reporting. Part of an organization's score for Administrative Competence is assessed based on the financial data submitted with the application. This includes the ability to:

- present an accurate and feasible budget for the project
- demonstrate financial stability*

The remaining portion of the score is derived from County reports about an organization's previously-demonstrated ability to:

- attend required workshops
- submit required paperwork to the County within the specified deadlines
- meet contractual agreements correctly and on time

* Possible indicators of financial stability include having a positive, unrestricted net asset balance or a plan to eliminate any deficit, unrestricted net asset balance. Also give an explanation for any rapid year-to-year swing in either revenue or expenses or changes to endowment (current status, plans for acquiring or expanding), etc.

GRANTS WILL NOT BE AWARDED FOR ANYTHING UNRELATED TO THE PROJECT INCLUDING, BUT NOT LIMITED TO:

1. Capital support, including new construction, renovation or equipment
2. Cash reserve
3. Attendance at conferences and seminars
4. Endowment
5. Entertainment expenses
6. Alcoholic beverages
7. Fellowships/scholarships
8. Fundraising
9. General operating support
10. Administrative costs unrelated to the project
11. Space rentals not related to the project
12. Travel unrelated to the project
13. Complimentary tickets
14. Audition expenses
15. General organizational marketing programs and/or expenses

THE GRANT REVIEW PROCESS

Grant Policy Committee

The Grant Policy Committee, a committee of the Arts Council, advises the Arts Council Board and oversees the granting process. Terms begin October 1 and end September 30.

The SCAC Board will appoint the chairperson of the committee, who will be a non-voting member. The Board will also appoint other members of the committee annually. They will serve a single, one-year term and will be eligible for reappointment.

Composition of the committee generally includes:

1. Representatives from the community at-large, distributed geographically whenever possible
2. Members from arts, cultural and tourist organizations, including two grantee members
3. The Executive Director of the Arts Council, who will serve ex-officio as a non-voting member

It will be the responsibility of the committee to oversee and evaluate the entire granting process, and to make recommendations for the continuation of the granting program. Committee meetings are open to the public.

Grant Panel

The Grant Panel is composed of seven (7) to nine (9) members, including the chair of the Grant Policy Committee who serves as Grant Panel chair, provides oversight and is a non-voting member.

In the appointment process, the Arts Council will invite applications and nominations from the community with County-wide representation as a goal. Members should be individuals having expert knowledge in a variety of cultural and arts areas as well as tourism, marketing and finance. Recommendation forms for TDC/A grant panelists may be found on the Sarasota County Arts Council website at www.SarasotaArts.org.

Any conflicts of interest on the part of any grant panelist will be disclosed at the time of the Grant Panel orientation. Grant panelists subject to any such conflicts shall recuse themselves during any discussion and/or consideration of any project and/or organization that gives rise to such conflict. A conflict of interest occurs when any grant panel member is on the operating board of an organization requesting funds, an employee, or a spouse of a board member or employee of that organization, or anyone with a contractual relationship with that organization.

All panel meetings are open to the public and will be recorded.

Application Review

All grant applications will be handled in the following manner:

1. Grant applications will be entered on the e-application website and reviewed by staff for completeness and eligibility.
2. Applications will be reviewed by the Grant Panel. The Tourist Development Council and the Convention and Visitors' Bureau will each be invited to have one member present for counsel and advice. The Grant Panel will evaluate applications according to the criteria for grant evaluation as described previously.
3. The Grant Panel will meet in a Panel Orientation where panelists will first receive the applications and their instructions.
4. The Grant Panel will convene for two application evaluation meetings as follows:

Applicants will receive a compiled list of questions from the Panel about their project prior to the first application evaluation meeting. Applicants are asked to provide timely responses to panelists' questions to SCAC staff, who will forward these answers to panelists before the first evaluation meeting.

At this first meeting applicant representatives from each organization will meet with panelists to address any continuing concerns or issues, to review response to questions, and to allow applicants to provide additional or updated information.

At the second evaluation meeting, panelists will continue to discuss the applications and will invite applicants for whom there are remaining questions to return for a second interview.

5. Grant panelists will comment and score each application, supplying comments specific to the scoring criteria so that applicants may receive feedback, if requested.
6. A public meeting will be held to announce preliminary recommendations. After which, applicants have the right to reconsideration based on the criteria detailed in the next section.
7. Once requests for reconsideration have been heard and determined, the grant scores and award amounts from the Grant Panel will go to the Grant Policy Committee for review of appropriateness to established policy.
8. Following approval by the Grant Policy Committee, the scores and award amounts will go to the Board of Directors of the Arts Council for ratification. The Board will accept the recommendations of the Grants Policy Committee unless they determine that the guidelines have not been followed, there is a data error by staff or panel, or a conflict of interest exists.

9. The Arts Council recommendations will be sent to the Tourist Development Council, and then to the Sarasota Board of County Commissioners for final approval of the grants.
10. Notification of actual grant award amounts will be sent to applicants by the County immediately following the approval of the Board of County Commissioners.
11. The Arts Council shall assist the County in monitoring and evaluating the activities of the funded applicants during the time the funded activity is being conducted by holding an evaluation meeting of panelists and applicants after recommendation of awards is completed, assigning staff and panelists to visit funded projects and to approve grant change request forms.

Reconsideration

There will be a Reconsideration Committee consisting of members representing each level in the granting process:

1. Two (2) members of the Grant Panel
2. Two (2) members of the Grant Policy Committee
3. One (1) Tourist Development Council member serving ex-officio

The Reconsideration Committee will be chaired by the chairperson of the Grant Policy Committee. To request reconsideration of a funding decision, applicant must submit a written request to the Arts Council for review. Such requests should be germane and concise. The deadline for reconsideration requests is June 2, 2010. Written requests must be delivered on or before this deadline. Neither the Tourist Development Council nor the County will accept requests for appeal.

The only criteria for judging the validity of the reconsideration request are:

1. Guidelines were not followed by the panel
2. Data error by staff or panel
3. A conflict of interest occurred

Should the Reconsideration Committee uphold the applicant's appeal, the Reconsideration Committee shall adjust the score of the grant proposal.

Grant Policies

Each year the Sarasota County Arts Council holds public meetings on grant guidelines, policies and procedures. Recommendations for policy changes are discussed. The Arts Council Board and the Tourist Development Council then review these policy changes.

1. The Tourist Development Council supports projects, not organizations. Projects are evaluated on Tourist Appeal, Artistic/Cultural Purpose and Administrative Competence.
2. New projects will not necessarily be given preference over established projects.

3. Any collaboration between two organizations described in a grant application must be supported by letters from the Director or President of the collaborating organizations.
4. Lobbying of panelists is not allowed.
5. Support groups and guilds may not apply on their own behalf.
6. An employee of an organization requesting funds may not serve on the grant panel.
7. Adjudicators and awards for visual art shows are allowable expenses.
8. Because arts organizations have difficulty raising funds, 25% of matching funds may be in-kind.
9. Standardized documentation of in-kind contributions will be required.
10. Accountability is a factor considered by the grant panel. The panel reviews results from the previous year's applicants. The final reports from the previous year will be supplied to the Arts Council by the Sarasota County liaison for review by panelists.
11. Applicants are encouraged to take advantage of the meetings of the Arts Council and the Sarasota Convention and Visitor's Bureau and other meetings related to cultural tourism initiatives to learn more about the tourism industry.
12. Panelist names are available so that applicant organizations can include them in general mailings. Special mailings to panelists are not allowed.
13. Panel members will be convened in October/November and assigned attendance at specific applicant events to assure that every applicant has been visited.
14. To encourage panelists to experience the artistic product of each of the applicants, panelists will be given identification cards to be used to obtain tickets to applicant events. Suggestions for the use of complimentary tickets are listed below.
 - a. Ticket usage should not take the place of regular paid admissions if panelists would otherwise attend a performance;
 - b. Tickets should be requested only one time at any one arts organization;
 - c. Tickets are for use on a seat-available basis so that arts organizations do not lose patron revenue;
 - d. Panelists may not request complimentary tickets to attend funding events or expensive galas;
 - e. Panelists are to avoid lobbying efforts by applicants.

FUNDING CALCULATION PROCESS

In the 2010–2011 grant year, a funding calculation process will be employed to determine the grant awards for each applicant organization, utilizing a capping system combined with a funding formula. Scores will be directly tied to the grant award amount. The following outlines the process that will be used:

1. Organizations will be divided into four categories based on their annual operating expenses as reported in their annual financial statements for their most recently completed fiscal year and prepared in accordance with generally accepted accounting principles:

- a) under \$100,000
- b) \$100,000 to \$349,000
- c) \$350,000 to \$1,999,999
- d) \$2,000,000 & over

2. The following funding caps will apply for each of these categories respectively:

- a) \$25,000
- b) \$50,000
- c) \$100,000
- d) \$175,000

The cap will be the LOWER of the grant request OR 15% of the organization's operating expenses as reported in its annual financial statements for its most recently completed fiscal year OR the cap described above.

3. The following funding formula will be applied to the capped amount to arrived at the Unadjusted Grant Amount:

Sample Total Scores	% of Top Score	Amount Requested	(Amount Requested) X (% of Top Score) = Unadjusted Gross Amount
100	100%	\$100,000	\$100,000
80	80%	\$100,000	\$ 80,000

Applications scoring less than 76 will not be funded.

4. The Unadjusted Grant Amount will then be adjusted proportionately based upon the TDT funds available for the grant year.

HOW TO APPLY

The TDC/A e-application is located at <http://sarasota-arts.cgweb.org/>. Organizations that applied in FY 10 will need to sign in and select TDC/A FY 11 to preview the application package. Others will have to follow the instructions for site registration before beginning.

All new applicants are encouraged to contact Fern Tavalin ftavalin@sarasotaarts.org.