



The **Arts and Cultural Alliance of Sarasota County (ACA)**, a non-profit local arts and cultural agency, is designated by the Sarasota County Board of Commissioners as the official arts organization for Sarasota County. Established in 1986, under the name Sarasota County Arts Council, the mission of the ACA is to promote, develop and coordinate the arts and culture 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 Arts and Cultural Alliance of Sarasota County sponsors a grant-making cycle to recommend contract awards to qualifying arts and cultural organizations of Sarasota County. The ACA 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 Statute 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 2012-2013

Th, Jan 5	Applicant Info Session, Gulf Coast Community Foundation, Venice, 10 a.m.-12 p.m.
F, Jan 6	Applicant Info Session, ACA Downstairs Conference Room, 10 a.m.-12 p.m.
Feb 13-17	Optional internal review for completeness of application
F, Feb 24	Grant Application Deadline at 5:00 p.m.
Tu, Mar 6	Grants Policy Committee meeting to review ineligible applications (if necessary). ACA Downstairs Conference Room, 10 a.m.-11 a.m.
F, Mar 16	Grant Panel Orientation, ACA Offices, 10 a.m.-12:00 p.m. (Panelists only)
W, Apr 4	Deadline for Panelists to Submit All Initial Questions Electronically
W, Apr 11	Deadline for ACA Staff to Forward Panelists' Questions to Applicants
W, Apr 18	Deadline for Applicants to Submit Replies to Panelists' Questions
F, Apr 27	First Grant Panel Meeting, ACA Downstairs Conference Room, 9 a.m.-5 p.m.
F, May 4	Second Grant Panel Mtg., ACA Downstairs Conference Room, 9:30 a.m.-5:00 p.m. Attendance required only for applicants with unresolved questions.
M, May 7	Deadline for Panelists to Submit Final Scores to ACA Staff
F, May 11	Scores Announcements, ACA Downstairs Conference Room, 2:00 p.m. (optional) Score notifications sent to applicants by e-mail on this date.
W, May 16	Deadline for Request for Reconsideration
W, May 23	Program Evaluation Meeting, ACA Downstairs Conf. Room 10 a.m.-12 p.m.
W, May 23	Grants Policy Committee Meeting, ACA Downstairs Conf. Room 12-1pm
Th, Jun 21	Tourist Development Council (TDC) Reviews Awards Recommendations
Tu, Jul 10	Board of County Commissioners (BCC) Presented Recommended Awards for Approval. New release follows official BCC approval.
M, Jul 16	County Sends Notice of Grant Awards to Applicants
Jul TBD	County Agreement Workshop Agreement documents and other grant forms distributed
Aug TBD	Grants Policy Committee Meeting
Mid-Sept TBD	Deadline for Agreements to be Returned to County
End Sept	Grant Agreements Executed by County.
Oct 1, 2012	Projects Must Start On or After October 1, 2012. Reimbursement Period Begins.
Sept 30, 2013	Projects Must End by September 30, 2013

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ELIGIBILITY

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

1. The applicant organization must have been registered as a Florida non-profit for at least one full year of operation prior to application deadline.
2. The applicant organization must have shown at least one year of stable arts/cultural programming prior to application deadline.
3. 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.
4. Applicant's activities must be Sarasota County-based.
5. Project must take place within the County's fiscal year, October 1, 2012 through September 30, 2013.
6. Applicant's project must be accessible to the public and to persons with disabilities.
7. Applicant must submit a list of the Board of Directors with addresses and occupation or affiliation.
8. 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.
9. Applicant must register and submit applications electronically at <http://sarasota-arts.cgweb.org/>. Paper applications will not be accepted.
10. Applicant must demonstrate that the project has an artistic/cultural purpose.
11. Applications solely for marketing programs will not be eligible.
12. Applicant must have a Diversity Policy.
13. 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;
 - Of \$50,000 to \$100,000 require a review or audit by a CPA;
 - Over \$100,000 require an audit by a CPA

* Grant request amounts, not organization's operating budget

14. INCOMPLETE APPLICATIONS WILL NOT BE REVIEWED.

CRITERIA FOR GRANT EVALUATION

Artistic/Cultural Purpose (8 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
- Set a creative/cultural goal that shows a willingness to stretch artistically/culturally
- Create an implementation plan that leads to the desired results
- Design a simple plan for evaluating the desired results
- Identify a clear, meaningful qualitative or quantitative performance target to include within the overall evaluation plan

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.

Tourist Appeal (8 points)

The Tourist Development Cultural/Arts program contributes support for maintaining the reputation of Sarasota County as a destination for arts and culture. Applicants are expected to identify at least two of the following strategies for appealing to tourists:

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, 2013 through April 7, 2013
3. Collaborating with hotels to offer tourist packages that draw new people to the area or collaborating with restaurants and other tourist venues to service tourists once they arrive
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

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

- Connect to at least two of the wider tourism goals as stated above
- Identify a targeted tourist segment that aligns with organization's strategic plan or annual goals
- Design a tourist marketing plan that reaches the targeted market segment (s)
- Identify one clear, meaningful quantitative performance target to include within the overall evaluation plan
- 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
- Use innovative approaches to reach targeted tourist segment(s)

Administrative Competence (4 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. This includes the ability to:

- Present an accurate and feasible budget for the project
- Demonstrate financial stability³

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
- Report on performance targets
- Submit final reports that show the ability to link proposal plans with actions and to analyze results

³ Possible indicators of financial stability include having a positive, unrestricted net asset balance or a plan to eliminate any such deficit. 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.

EXCLUSIONS

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 ACA, advises the ACA Board and oversees the granting process. Terms begin October 1 and end September 30.

The ACA Board will appoint the chairperson of the committee, who will be a non-voting member. The Board will also appoint the non-standing members of the committee annually upon recommendation from the ACA executive director and the GPC chair. These members will serve a single, one-year term and will be eligible for reappointment. Composition of the committee includes:

STANDING MEMBERS –

- President of Sarasota County Convention & Visitors Bureau (ex-officio)
- One member of the TDC- appointed by the TDC
- One member of ACA Board who is not a grantee- appointed by the ACA Board
- TDC/A Panel Chair (ex-officio, non-voting)
- Executive Director ACA (ex-officio, non-voting)

MEMBERS BY APPOINTMENT

- Two TDC/A Grantee Representatives
- One member of Community-at-Large
- One member of TDC/A Grant Panel

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 who facilitates the panel as a non-voting member and serves on the Grants Policy Committee. In the appointment process, the ACA will invite applications and nominations from the community with County-wide representation as a goal. At least one panelist must live in South County, south of Blackburn Point Road. Members should be individuals having expert knowledge in a variety of cultural and arts areas as well as tourism, marketing and finance. Application forms for TDC/A grant panelists may be found on the ACA 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. The ACA staff will set an optional review period prior to the application deadline during which applicants may request a review of their applications for completeness and adherence to guidelines.
3. After staff review of submitted applications, the Grants Policy Chair and the Executive Director of the ACA will review the list of ineligible applicants and convene the Grants Policy Committee to assure that guidelines are being properly applied to ineligible applications.
4. Applications will then be reviewed by the Grant Panel. The Tourist Development Council and the Sarasota County Convention and Visitors Bureau will each be invited to have one member present at the application evaluation meetings for counsel and advice. The Grant Panel will evaluate applications according to the criteria for grant evaluation as described previously.
5. The Grant Panel will meet in a Panel Orientation where panelists will first receive the applications and their instructions.

6. 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 projects prior to the first application evaluation meeting. Applicants are asked to provide timely responses to panelists' questions to ACA 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 responses 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.

7. Grant panelists will comment and score each application, supplying comments specific to the scoring criteria so that applicants may receive feedback, if requested.
8. 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.

9. The Grants Policy Committee shall meet immediately following the annual evaluation session to review the results of the evaluation session and to validate that the grant making cycle proceeded according to the guidelines. Recommendations will then go to the Board of Directors of the ACA for ratification. The Board will accept the recommendations of the Grants Policy Committee.

10. The ACA recommendations will be sent to the Tourist Development Council, and then to the Sarasota Board of County Commissioners for final approval of the grants.

11. Notification of actual grant award amounts will be sent to applicants by the County immediately following the approval of the Board of County Commissioners.

12. The ACA 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 who is a non-voting member. To request reconsideration of a funding decision, applicant must submit a written request to the ACA for review. Such requests should be germane and concise. The deadline for reconsideration requests is May 16, 2012. 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 not followed by the panel
2. Data error by staff or panel
3. 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 ACA holds public meetings on grant guidelines, policies and procedures. Recommendations for policy changes are discussed. The ACA Board and the Tourist Development Council then review these policy changes.

1. The Tourist Development Cultural/Arts program supports projects, not organizations, that directly support Sarasota County tourism. 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 or independent contractor 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 some organizations may 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 ACA by the Sarasota County liaison for review by panelists.
11. Applicants are encouraged to take advantage of the meetings of the ACA 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 organization;
 - c. Tickets are for use on a seat-available basis so that 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 2011–2012 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, with the exception of public/private direct support organizations who must provide the financial statement from their 501 (c) 3 and an accounting of arts/cultural related expenses from their general operating budget.

- 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
20	100%	\$100,000	\$100,000
16	80%	\$100,000	\$ 80,000

Applications scoring less than 16 points 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 11 will need to sign in and select TDC/A FY 12 to preview the application package. Others will have to follow the instructions for site registration before beginning. The ACA screens applications for completeness.

INCOMPLETE APPLICATIONS WILL NOT BE REVIEWED FOR FUNDING.

Complete applications include:

1. Completion of all required fields in the e-application.
2. IRS Form 990 for most recent tax year
3. Financial statement for most recent fiscal year (see guidelines p. 4 and 12 for details)
4. Project budget that shows at least a one-to-one match (see guidelines p. 4 for details)
5. List of Board of Directors
6. Diversity Policy
7. IRS Non-Profit Status Letter

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