MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2026-2027 TOURIST DEVELOPMENT COUNCIL GRANT PROGRAM
GUIDELINES AND APPLICATION FORM

*****PLEASE READ ALL MATERIALS CAREFULLY*****

THE TOURIST DEVELOPMENT COUNCIL AND/OR THE DEPARTMENT OF CULTURAL AFFAIRS RESERVE THE RIGHT TO REVISE INFORMATION PUBLISHED IN THESE GUIDELINES AND APPLICATION FORM.

FIRST-TIME APPLICANTS:

1. Must attend a pre-grant Tourist Development Council Grants-specific workshop in-person or via virtual meeting platform. Visit https://miamidadearts.org/tourist-development-council-grants-tdc-program-workshop to RSVP to attend a workshop.

RETURNING/CONTINUING APPLICANTS:

1. Must attend a pre-grant Tourist Development Council Grants-specific workshop in-person or via virtual meeting platform. Visit https://miamidadearts.org/tourist-development-council-grants-tdc-program-workshop to RSVP to attend a workshop.

2. PRESENTING A **NEW** PROJECT/PROGRAM: Must schedule a phone consultation with the Program Administrator **no later than one week before the deadline to determine the new project/program's eligibility.** To schedule a consultation, contact Nikenna Smart at nikenna.smart@miamidade.gov. In these cases, the Program Administrator will determine the project's eligibility to move forward with an application at the time a request to apply is submitted.

FOR QUESTIONS PLEASE CONTACT:

Nikenna Smart, Program Administrator
Tourist Development Council Grants Program
Miami-Dade County Department of Cultural Affairs
111 NW 1st Street, Suite 625
Miami, Florida 33128
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(305) 375-5092 Phone

- **Para asistencia en español, llame a nuestra oficina, (305) 375-4634.**
- **Pou plis enformasyon sil vou ple rele biwo nou nan numewo, (305) 375-4634**

It is the policy of Miami-Dade County to comply with all the requirements of the Americans with Disabilities Act. To request materials in accessible format, sign language interpreters, and/or any accommodation to participate in any County-sponsored program or meeting, please contact Dana Pezoldt 305-375-4634 culture@miamidade.gov five days in advance to initiate your request. TTY users may also call 711 (Florida Relay Service)

PROGRAM OBJECTIVE

The Tourist Development Council (TDC) Grant Program is responsive on a quarterly basis to organizations/events which promote Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, and festivals) and television origination projects. The TDC's objective in funding events is to position Miami-Dade County as a must-experience destination through quality events and projects that attract tourists from outside of Miami-Dade County into the area; have a strong cultural component; encourage overnight stays in Miami-Dade County motels and hotels; and perpetuate an environment for growth in the tourism industry in Miami-Dade County.

The TDC is funded in part by the 2% Hotel/Motel Food and Beverage Surtax and the 2% Tourist Development Room Tax Revenue (established by Florida Statute 125.0140) applied to the rental fees paid by visitors for short-term accommodation such as hotel/motel rooms, condominiums, vacation homes and rental sources, like Airbnb. The TDC administers the funds collected from the tourist development tax on transient lodging sales and designates it to promote Miami-Dade County as a preferred visitor destination. Ideally the funds allocated by the TDC will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

Events funded through this program must demonstrate the intent and ability to attract visitors to Miami-Dade County. The TDC investments are focused on further developing exemplary existing programs and stimulating new activities. Applicants not meeting these criteria should consider applications to other Department programs.

The TDC will provide priority attention to grant requests for activities and events that serve as major tourism generators in the fourth quarter of the year (July – September). The TDC is a nine-member volunteer advisory board established by Florida Statute 125.0140 comprised of County and municipal elected officials and hotel and tourism leaders from the private sector. The TDC meets as a panel to review and make funding recommendations to the Miami-Dade County Mayor and Board of County Commissioners with the idea of developing and enhancing the image of Miami-Dade County locally, nationally, and internationally.

NOTE: TDC grants are made on a **REIMBURSEMENT BASIS**. As a condition of contract, grantees are required to submit, within forty-five (45) days of the event, documentation including copies of invoices and proof of payment conclusively demonstrating the expenditure of funds for grant award expenses as reviewed in the grant application and approved in the agreements. **Any project-related expenses paid in cash will not be reimbursed through this program.**

ELIGIBILITY

To be eligible to apply, an organization must:

- **be legally incorporated as a NOT-FOR-PROFIT corporation,** with a designated tax-exempt status under section 501(c)(3) of the United States Internal Revenue Code, or a unit of local GOVERNMENT/MUNICIPALITY, with a designated Federal Employment Identification number. **Applications from not-for-profit organizations designated tax-exempt under other subsections of 501(c) will be reviewed on a case-by-case basis.** Proof of incorporation (entire document with State stamp) and IRS tax-exempt designation is required at the time of application; or
- **be a FOR-PROFIT CORPORATION** with a designated Federal Employment Identification number. Proof of incorporation (entire document with State stamp) and IRS designation is required at the time of application. Projects presented by for-profit entities **must have less than a three-year track record in Miami-Dade County**. Funding for activities and projects presented by for-profit entities shall be considered only when such funding may be instrumental in attracting large-scale annual events to establish Miami-Dade County as their permanent location and/or in providing incentive to encourage for-profit organizations to choose Miami-Dade County as the location for major, one-time tourism-attracting activities or projects;
- be active and in good standing regarding its registration status with the Florida Division of Corporations pursuant to Chapter 617, Florida Statutes;
- present the project for which funding is being sought in Miami-Dade County for the benefit of Miami-Dade County tourists and residents;
- ensure that projects are open and accessible to Miami-Dade County tourists and residents;
- have both a strong tourism and arts and culture component;
- utilize hotels located within the boundaries of Miami-Dade County as their "event hotels"
- **NOT** be an educational organization or facility (such as a daycare/preschool or school);
- **NOT** be a school support organization (such as parent-teacher association, booster club or auxiliary organization);
- **NOT** be a higher education institution whose proposed project is:
  - for the benefit of degree seeking academic purposes;
  - in service of other academic purposes;
  - primarily for the academic community's benefit.

In addition to the eligibility requirements listed above for stand-alone arts organizations, **public or private institutions of higher education** must meet the following eligibility criteria:

- The application's primary mission is to present or produce artistic/cultural programming;
- The public at-large is the primary target audience and direct beneficiaries of the program;
- The organization's programming is not directly related to the university's academic programs; and
- The organization's programming is not primarily for the academic community's benefit.

The programming must be open to the public and meet all the requirements expressed in the guidelines.

- **NOT** be a religious organization whose proposed project, in whole or in part, is designed to promote religious or sectarian activities or to encourage the preference of a particular religion; and
- be in full compliance with grant agreement requirements of any previous grants provided through the Tourist Development Council or other Miami-Dade County funding sources, including timely and satisfactory submission of all reports.

Special Considerations:

At the time of application, it is essential that applicants denoting tourist hotel bookings and/or room blocks directly related to the proposed event(s) or activity(ies) provide a complete account of those room reservations and update the Tourist Development Council, as applicable, at the public review meeting. Tourists, for the purpose of this grant program, fall into two categories: 1) High-Value Visitors (those staying overnight in paid accommodations); and 2) Day Visitors (those coming from areas near Miami-Dade County who do not stay overnight). **Projects serving the local community without a confirmed tourism impact should consider application to other Department programs.**

The TDC requires successful applicants to demonstrate that they employ a well-conceived marketing and promotional strategy for their funded activity(ies). In order to realize the TDC's objective to develop and enhance the image of Miami-Dade County locally, nationally and internationally, the TDC will closely examine the impact of events and programs, as evidenced by: the amount of anticipated and, ultimately achieved national and international media coverage; the effectiveness and industriousness of the proposed marketing strategy; and the capacity of the event's presenter(s) to leverage media and public relations added value.

The TDC does not provide funding for national and international conventions, trade shows and tourism industry exhibitions, seminars and conferences. The TDC reserves the discretion to make very limited exceptions to this policy based on the TDC's support being instrumental to attracting major one-time national or international tourism industry-related events to this destination that include a major, marketed, and open-to-the-public event involving an artistic, entertainment, sports or media component as a significant part of their programs' scheduled activities. Groups offering conventions, trade shows and tourism industry exhibitions, seminars and conferences in Miami-Dade County not satisfying these criteria should contact the Greater Miami Convention and Visitors Bureau at (305) 539-3000 for assistance.

APPLYING UNDER FISCAL AGENCY SPONSORSHIP

The TDC typically does not accept applications under fiscal agency sponsorships. Consideration will be made on a case-by-case basis for individuals or unincorporated organizations contemplating applying under the fiscal agency sponsorship of an eligible not-for-profit, tax exempt organization whose mission is similar to theirs. **For-Profit organizations may NOT apply under fiscal agency sponsorship.** To determine eligibility,

interested applicants must contact the Program Administrator. In such cases, the application must be submitted by a sponsoring organization legally incorporated and recognized as being exempt from federal taxes as described in section 501(c)3 of the Internal Revenue Code (the "**fiscal agent**"). An organization applying as fiscal agent for an individual or another organization will be required to meet all eligibility and grant compliance requirements as outlined in these guidelines.

If applying through a fiscal agent, all information provided in the application form and the attachments to the application must reflect the activities of the **sponsored entity**. The sponsored entity is the individual(s) or organization producing or presenting the activities. Documentation from the fiscal agent will also be required.

It is important that both the fiscal agent and the sponsored entity be aware of and accept the responsibilities of the fiscal agent relationship. The fiscal agent is required to comply with all the requirements of the grant contract.

Consideration and funding, if any, provided to an application submitted through a fiscal agent is limited to no more than three (3) funding cycles, without exception. An organization applying as fiscal agent for an individual or another organization may apply again during the fiscal year for its own project. Organizations that receive an annual set-aside grant from the Tourist Development Council will not be considered for additional funding for the same or a different/separate project.

Charitable organizations whose primary mission does not reflect a strong arts, entertainment, sports or media focus and/or are dedicated to fundraising for a cause not associated nor related to the arts, entertainment, sports or media activities are not eligible to apply to the Tourist Development Council for funding support. An organization is ineligible if its charitable contribution, as defined, is "a donation made to a cause or an organization whose mission is unrelated to the donor organization's mission."

Grantees must provide the TDC with documentation substantiating the nature and purpose of each and any contribution(s) to other causes or organizations from proceeds generated from a TDC-funded project.

Note: Organizations may only apply once in a program-funding year (October 1 - September 30) except for colleges, universities, and units of governments. These groups are eligible to apply twice in a fiscal year if a different department, school or division within the college, university or government is the sponsor of the event.

Multiple organizations may not apply for the same project.

THE TOURIST DEVELOPMENT COUNCIL AND THE DEPARTMENT OF CULTURAL AFFAIRS WORK IN CAREFUL COORDINATION regarding funded activities. Projects awarded through both granting organizations are NOT permitted to use grant dollars for the same expense line items for the same project.

DEADLINES

Applications **must** be submitted by the corresponding deadline for the quarter that includes the first dates of the proposed publicly accessible activity. **Additionally, requests to apply to the program received at or after 5:00 PM on the program's final deadline will NOT be accepted.**

For application and deadline schedule information, visit the Tourist Development Council grant program information page at: https://miamidadearts.org/tourist-development-council-tdc-grants-program

Council staff reserves the right to defer the review of applications to future panel meetings.

Application Deadline:

Applicants are strongly encouraged to complete the application process at least 3 business days in advance of the application deadline to ensure successful submittal. At precisely 11:59 PM on the deadline date the online grant system will close access to the application. Organizations that fail to complete the submittal process by this deadline will be locked out of the system and deemed ineligible. Applications submitted by any other means are not acceptable.

Requests to apply to the program received at or after 5:00 PM on the program's final deadline will NOT be accepted.

First-Time Applicants - Program Administrator Review:

First-time applicants must submit their grant application no later than the program's technical review deadline and will receive an automatic courtesy review by the Program Administrator. Feedback and suggestions for strengthening and/or correcting the application will be provided approximately 7 days prior to the corrected/final application deadline. Applicants are solely responsible for making all revisions to their applications, should they choose. Department staff **will not** make corrections on behalf of applicants. Applicants are encouraged to complete their corrections at least 3 business days in advance of the corrected/final application deadline to ensure successful submittal. At precisely 11:59 PM on the corrections deadline date, the online grant system will close access to the application for corrections.

Returning Applicants - Program Administrator Courtesy Review (Optional):

Returning applicants have the option to submit a completed application, including **all** required support materials, **no later than 11:59 PM one full calendar week in advance of the grant program's published application deadline** for a "courtesy review" by the Program Administrator. Staff will read and review narratives, uploads and other sections of the application and provide feedback, comments and/or questions related to the proposal. Applicants who submit in time for a courtesy review will have the opportunity to finalize their applications during the program's corrections period and are **solely responsible** for making all revisions to their applications by the program's corrections deadline date, should they so choose. Department staff **will not** make corrections on behalf of applicants. The Courtesy Review process is a service and in no way guarantees that an application will be recommended for funding by the grants review panel.

Applications submitted in DRAFT form, have incomplete narrative or budget sections and/or are missing required support documents will NOT be eligible for a courtesy review.

Returning applicants who waive their option for a courtesy review and submit their applications by the grant program's published application deadline will receive a technical sufficiency review **only** (i.e., staff will check the forms to ensure the grant program's minimum eligibility criteria has been met and all required documents have been submitted; narratives, uploads and other sections of the application will be reviewed to confirm eligibility only). Comments, questions, and feedback will **NOT** be provided to the applicant during the program's corrections period. Applicants who waive their option for a courtesy review will have the opportunity to finalize their application during the program's corrections period and submit by the grant

program's corrections deadline date. **Applicants whose submissions do not meet minimum technical qualifications will be notified and their application will NOT be eligible for further consideration.**

Corrections Deadline – All Applicants:

Application corrections requested by the program administrator will be issued approximately 7 days prior to the corrected/final application deadline. Organizations are encouraged to complete their corrections at least three (3) business days in advance of the corrected/final application deadline to ensure successful submittal. At precisely 11:59 PM on the corrections deadline date, the online grant system will automatically close the application system for corrections.

APPLICATION INSTRUCTIONS

The Tourist Development Council (TDC) program utilizes an online application process through the Department's website. Access to the online application is available at www.miamidadearts.org by clicking on the GRANTS tab to access *SurveyMonkey Apply*, the Department's online grants program portal page.

Pre-Grant Submission Workshops/Consultations:

- ATTENDANCE AT A TOURIST DEVELOPMENT COUNCIL GRANTS SPECIFIC WORKSHOP PRIOR TO THE CORRESPONDING QUARTERLY DEADLINE IS REQUIRED FOR ALL FIRST-TIME AND CONTINUING APPLICANTS. THERE ARE NO EXCEPTIONS TO THE REQUIREMENT. NOTE: Previously funded applicants of the Tourist Development Council Grants Program who have not received funding in the last three (3) consecutive years are considered "First-Time Applicants" and must comply with the program's pre-grant submission workshop requirements.

- Continuing applicants who have not attended a TDC workshop for two (2) consecutive years are required to attend a workshop in the third year. THERE ARE NO EXCEPTIONS TO THE REQUIREMENT. To RSVP for one of the mandatory TDC pre-grant submission workshops, visit: https://miamidadearts.org/content/tourist-development-council-grants-tdc-program-workshop

  Visit the Tourist Development Council Grant Program information page on the website for a list of workshop dates, times and locations.

- Prospective applicants who did not attend mandatory workshop must schedule a consultation with Department staff by phone NO LESS THAN 10 BUSINESS DAYS PRIOR TO THE DEADLINE. There are no exceptions to this requirement.

Application Process:

1. Before you can access the grant application form, you must first complete and submit a **Grant Eligibility and Request Form**.
2. Once you have completed these steps your Grant Eligibility and Request Form will be reviewed by the Program Administrator to determine whether your organization is eligible to apply (this review may take up to 3 business days).

3. Only after the Program Administrator has confirmed your eligibility you will be provided access to the grant application form.

Applicants must complete all the tasks associated with the grant application via *SurveyMonkey Apply*. Make sure to allow enough time to complete each task to ensure compliance with the program's requirements. It is critical to keep these steps and this timeline in mind when preparing to submit a grant online.

Requesting access to the grant application less than 7 business days prior to an upcoming deadline is neither an adequate timeframe for successful completion nor a reasonable expectation of staff. **Requests to apply to the program received at or after 5:00 PM on the program's final deadline will NOT be accepted.**

For questions please contact Nikenna Smart, Program Administrator, by phone at (305) 375-5092 or via email at Nikenna.Smart@miamidade.gov and Doriamny Campbell, Program Assistant, by phone at (305) 375-46335 or by email at Doriamny.Campbell@miamidade.gov.

TECHNICAL REQUIREMENTS

TO SATISFY THE PROGRAM'S TECHNICAL REQUIREMENTS, APPLICANTS:

- ✓ **MUST** ATTEND THE MANDATORY TOURIST DEVELOPMENT COUNCIL GRANT SPECIFIC WORKSHOP OR SCHEDULE A CONSULTATION Click Here for Workshop Schedules
- ✓ **MUST** COMPLETE AND SUBMIT A GRANT ELIGIBILITY AND REQUEST FORM (PART 1) IN THE ONLINE GRANT SYSTEM AND BE ASSIGNED PERMISSION BY THE PROGRAM'S GRANT ADMINISTRATOR, BEFORE BEGINNING WORK ON THE GRANT APPLICATION (PART 2)
- ✓ **MUST** COMPLETE THE ENTIRE ONLINE APPLICATION PROCESS
- ✓ **MUST** SUBMIT A COMPLETE AND SELF-SUFFICIENT ONLINE APPLICATION AND SUPPORT DOCUMENTS
- ✓ **MUST** MAKE CERTAIN YOUR COMPLETE SUBMISSION (BOTH PART 1 AND PART 2) IS COMPLETED NO LATER THAN 11:59 PM ON THE DEADLINE DATE USING THE ONLINE APPLICATION GRANT SYSTEM.
- ✓ **MUST** ANSWER ALL QUESTIONS COMPLETELY AND UPLOAD **ALL** REQUIRED SUPPORT DOCUMENTS AND ATTACHMENTS. IF A QUESTION DOES NOT APPLY TO YOUR ORGANIZATION, MARK "N/A" OR "NOT APPLICABLE." DO NOT LEAVE ANY QUESTIONS BLANK. INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED FOR REVIEW.
- ✓ **MUST** LIST AS THE ORGANIZATION CONTACT PERSON AN INDIVIDUAL WHO IS KNOWLEDGABLE ABOUT THE PROJECT, ORGANIZATION AND BUDGET AND WHO CAN BE REACHED DURING REGULAR BUSINESS HOURS (MON-FRI: 9:00 AM - 5:00 PM).
- ✓ **MUST** PRINT/SAVE A COPY OF THE COMPLETED APPLICATION FOR YOUR RECORDS.
- ✕ ***CANNOT*** SUBSTITUTE AN APPLICATION OR ANY OF ITS PARTS WITH A SELF-CREATED OR SCANNED FORM. FAXED, MAILED, E-MAILED OR HAND DELIVERED APPLICATIONS WILL NOT BE ACCEPTED.

CATEGORIES

The Tourist Development Council awards grants to not-for-profit organizations, local government and/or municipalities, and for-profit organizations producing tourist-oriented activities in four categories:

- **Special Events/Promotions -** including major festivals, performances, events and programs with significant cultural or entertainment components that attract national and international attention and are promoted and open to the public.
- **Sporting Events -** including professional and amateur level national and international competitions that can provide specific evidence of substantially increasing the economic activity at hotels within Miami-Dade County. **Collegiate sporting activities are ineligible, except for major tournaments or events with significant, quantifiable tourism impact for Miami-Dade County, which will be considered on a case-by-case basis.**
- **Television -** telecast programs, syndicated productions, and documentaries promoting Miami-Dade County. **Commercial films/movies are not eligible for funding through the TDC**.
- **Government/Municipalities -** producing major festivals, performances, events, and programs with significant cultural or entertainment components that attract national and international attention and are promoted and open to the public.

FUNDING REQUEST CAPS

As outlined in the divisions below, funding request caps for New/First Time and Ongoing projects will be based on the applicant's total project budget (cash expenses + no more than 25% in-kind):

Division A - Total Project Budget of $50,000 or less may request up to $5,000

Division B - Total Project Budget of $50,001 - $100,000 may request up to $10,000

Division C - Total Project Budget of $100,001 - $250,000 may request up to $25,000

Division D - Total Project Budget above $250,000 may request up to $35,000

The TDC encourages applicants to diversify financial support by pursuing other public and private sources of funding. To this end, the TDC employs the following **reduction formula** when making funding recommendations for a return event or organizational activity (one that received funding in a prior funding cycle):

YEAR	NOT-FOR-PROFIT / GOVERNMENT ENTITY	FOR-PROFIT
1	Initial Grant Recommendation	Initial Grant Recommendation
2	No more than 90% of initial grant award	No more than 66% of initial grant award
3	No more than 80% of initial grant award	No more than 33% of initial grant award
4	No more than 70% of initial grant award	$0 recommended
5	No more than 60% of initial grant award	$0 recommended

6	Project is considered for a new cycle of funding based, in part, upon its demonstrated track record and the degree to which the project has increased its tourism and community impact	$0 recommended

To maintain meaningful levels of support through the TDC program, organizations that received a grant award of $10,000 or less in their initial year of funding are exempt from the multi-year reduction formula and will be reviewed annually based on the project's effectiveness in meeting program review criteria. **Funding in one fiscal year does not guarantee renewed or multi-year funding.**

A TOURIST DEVELOPMENT COUNCIL GRANT CARRIES NO COMMITMENT FOR FUTURE SUPPORT BEYOND THE TIME OF THE PROGRAM, PROJECT OR EVENT.

MATCHING FUNDS

All applicants must meet the program's $1:$1 grant match in cash, or a combination of cash and in-kind contributions. The project budget's cash-match must be no less than 50% of the grant request. In-kind contributions must not exceed 25% of the total cash project budget.

The Tourist Development Council Grants Program shall not be considered the sole source of funding for the proposed project. Applicants should thoroughly explore other funding sources prior to seeking support from this program.

Government Agencies/Municipalities producing tourist-oriented activities should explore and secure financial support from their local government and/or municipality in addition to applying to the TDC for funding consideration. These projects will be reviewed on a case-by-case basis, with the objective of encouraging cities to become self-sufficient in supporting their own sponsored events.

Funding requests for projects held in municipalities which collect and expend funds derived from a "hotel tax" (Miami Beach, Bal Harbour and Surfside) must make application to that funding municipality prior to applying to the TDC.

Miami Beach-based events/projects **must** explore financial support from the Miami Beach Visitor and Convention Authority (VCA) and/or the Miami Beach Cultural Arts Council (CAC) in addition to and before applying to the TDC for funding consideration. For more information about Miami Beach Funding opportunities, please call (305) 673-7050 or visit the website, www.miamibeachvca.com.

Note: If the event/project takes place wholly on Miami Beach and is denied funding support from either of the Miami Beach programs, then the event/project is not eligible to receive funding support from the TDC for that project.

Furthermore, sports-oriented events/projects are strongly encouraged to consider contacting the Greater Miami Convention and Visitors Bureau (GMCVB) Sports and Entertainment Tourism for additional assistance. For more information about GMCVB Sports and Entertainment Tourism, please call (305) 539-2973 or visit the website, miamiandbeaches.com.

ALLOWABLE GRANT EXPENDITURE CATEGORIES

Grant dollars may be used only for expenses directly related to the proposed project in the categories indicated below. General overhead or other operating expenses not directly related to the proposed project are not permitted. To maximize impact in the specified area, it is recommended that grant funds be allocated to no more than three budget line items.

- ✓ Personnel: Administration, Artistic, Technical/Production salary support (no more than 25% of grant request can be allocated amongst any combination of these line items), and/or outside other fees (i.e., consultant fees) related to the proposed program, project or event
- ✓ Marketing and public relations ***(highly recommended for this program)***
- ✓ Printing
- ✓ Postage
- ✓ In-County travel and transportation costs (i.e. event-related busses or shuttle services directly related to the project – *gas, rental cars and parking fees **are not** accepted*)
- ✓ Equipment rental
- ✓ Space rental (specific to performance/exhibition venues only)
- ✓ Insurance (specific to the event/project only)
- ✓ Expendable supplies/materials (specific to the event/project only)
- ✓ Honoraria
- ✓ Direct program costs
- ✓ Production costs related to proposed program, project, or event
- ✓ Publications directly related to the proposed program, project or event (must have a public outreach component and meet the TDC Grants Program's objectives)
- ✓ Equipment rental and personnel necessary to provide program accessibility as mandated by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973

GRANT USE RESTRICTIONS

- ✕ In-direct costs/overhead expenses such as office space/equipment rental/purchase, organizational insurance, and utilities
- ✕ Proposal preparation (includes grant writing and fiscal agent fees)
- ✕ Compensation for forfeited revenues, such as grantee issued complimentary tickets, admissions or scholarships
- ✕ Remuneration of County employees for any services rendered as part of a project receiving a grant from the Tourist Development Council
- ✕ "Bricks and mortar" or permanent equipment for the proposed project, unless the purchase price is less than the cost of rental (with prior approval by Department of Cultural Affairs' staff)
- ✕ Debt, mortgages, loans lines of credit, credit cards, interest payments, late fees or other penalties, regulatory fines or penalties, tax fees, penalties, or liens, or expenses related to activities prohibited by federal, state or local law
- ✕ Out of County travel or transportation (i.e., international/national airfare)

- ✕ Hotel and/or lodging expenses
- ✕ Salaries unrelated to the projects
- ✕ Fees incurred for the payment of regular wages (such as Payroll taxes, medical insurance, worker's compensation, pension contributions, etc.)
- ✕ More than 25% of grant request for administrative salaries related to the management of the TDC funded project, including personnel artistic and technical/production and/or outside other fees
- ✕ Professional services not related to the project (i.e., grant writers, consultant fees, accountants, etc.)
- ✕ Annual property taxes
- ✕ Construction costs, or for costs related to building maintenance, physical upkeep of grounds, or custodial expenses of facilities, venues or and structures
- ✕ Membership or Sponsorship Fees paid to other organizations
- ✕ Sales tax
- ✕ Regranting
- ✕ Merchandise/Concessions/Gift Shops inventory (i.e., t-shirts, mugs, CDs, etc.)
- ✕ Website design not related to marketing tourism related events promoting Miami-Dade County as a tourist destination to tourists/residents and tourism markets
- ✕ Social/Fundraising events or beauty pageants and fashion shows
- ✕ Personal vehicle travel expenses (such as rental cars, mileage, gas, tolls, parking fees)
- ✕ Hospitality costs, including private entertainment, food, beverages, decorations, or affiliate personnel
- ✕ Cash prizes, awards, plaques or scholarships
- ✕ Charitable contributions, donations, and/or expenses related to an income generating event(s) for an organization other than the applicant organization
- ✕ Events which are restricted to private or exclusive participation (e.g., by invitation and/or purchase requirements that exceed the cost of a typical, standard ticket to an event/performance), including restricting access to programs or facilities based on race or ethnicity, color, creed, national origin, religion, age, gender, sexual orientation or physical ability
- ✕ Expenses incurred prior to quarter activity dates *(with exception for marketing expenses that do not exceed more than 3 months prior to the quarter activity dates)*
- ✕ Programs that do not wholly or substantially take place within Miami-Dade County
- ✕ Publications not directly associated with the promotion of the event
- ✕ Lobbying and printing costs of propaganda materials specifically for the purpose of lobbying the County Commission or the Mayor, the judicial branch, or any public agency or office
- ✕ Fees owed to venues owned and/or managed by Miami-Dade County (Miami-Dade County Auditorium, African Heritage Cultural Arts Center, The South Miami-Dade Cultural Arts Center, etc.)
- ✕ Indirect costs: Fees for indirect costs may not be assessed against TDC Grant funded programs because of having been awarded a TDC Grant. Indirect costs assessed because of other, non-County grant support received by a TDC Grant funded program may not be assigned to, charged against or debited from County grant funds.

EVALUATION CRITERIA

A total of 100 points are possible and a minimum of 50 points are required to be eligible for funding.

NOTE: Full program criteria and point structure are used only during the first year of the multi-year cycle, at which the time each application is evaluated and scored based on:

- **Tourism Impact/Marketing Plan as determined by (50 points):**
  - program content
  - projected attendance figures
  - tourism industry support including hotels, airlines, etc.
  - comprehensive marketing strategies
  - ability to draw visitors from outside the local market and/or attract new visitor audiences
  - media coverage as evidenced by ads in travel publications or other outside publications, and electronic/social media
  - television coverage and viewership from a major network or cable provider
  - capability to serve as major tourism generators in the fourth quarter, "shoulder season" (i.e. July – September)

- **Hotel Accommodations as determined by (30 points):**
  - location of hotels/motels contracted
  - room block/booking contract(s) – both "guaranteed" room blocks (i.e., room blocks for which an organization has contracted to financially guarantee, wholly or partially) and "courtesy" rooms (i.e., rooms that are being held with no financial commitment from an organization)
  - number of hotel room nights booked/blocked (creditable overnight stays are based on rooms subject to the bed tax. Rooms exempt from payment of tax or provided on a complimentary (free) basis are excluded)
  - promotion of overnight stays
  - historic information on the number of room nights used during previous years of the same event

- **Quality/Track Record/Event Coordination/Management/Americans with Disabilities Act (ADA) Compliance as determined by (10 points):**
  - support material (media reviews, articles, catalogues, etc.)
  - reputation of the event/program/project
  - reputation of organization and its programs and services
  - history of organization and the event
  - nature and scope of the organization's program
  - impact on and involvement of Miami-Dade's multicultural community in the program
  - event's ability to attract high caliber and high-profile artists/participants
  - programs that have a track record or a demonstrable potential to provide a significant national and/or international return for Miami-Dade County regarding publicity and visitorship
  - brief resumes of key administrative staff
  - project description and implementation
  - feasibility of organizational structure in carrying out the event
  - geographic location of program and project

- effective evaluation methods
- past events
- efforts to comply with and incorporate ADA into projects, including ADA-focused marketing, facilities' compliance, involvement of artists, organizational hiring policies and board/volunteer recruitment with disabilities and technology (e.g., hearing assistance systems, audio descriptions, etc.)

- **Fiscal Feasibility/Accountability as determined by (10 points):**
  - financial stability of the organization
  - broad base of financial support
  - previous administration of Council grants
  - capacity to attract financial support from other private and public sources as evidenced in matching requirements and in-kind services
  - timely submission of final reports for applicants who have received previous TDC funding

The TDC can reject applications that do not meet eligibility or evaluation criteria satisfactorily or may refer such applications to Department of Cultural Affairs' grants programs to which the project may be better suited for funding consideration.

ORAL PRESENTATIONS

Applicants may choose to or be asked to address the Tourist Development Council. In accordance with Section 2-11.1(s) of the Code of Miami-Dade County, the Lobbyists Registration for Oral Presentation Affidavit must be completed, notarized and included with your application. The term "lobbyist" specifically includes the principal, as well as any agent, officer, or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. Individuals substituted for or added to the presentation team after submittal of the proposal and filing by staff, MUST register with the Miami-Dade County Clerk of the Board (Form BCCFORM2DOC) and pay all applicable fees.

GRANT APPLICATION REVIEW AND AWARD PROCESS

The TDC has a multi-level review process consisting of a mandatory pre-grant TDC-specific workshop/applicant consultation, administrative review, corrections period, Subcommittee recommendation, and Panel review and final funding recommendation. Applicants are encouraged to attend the Panel review meetings to benefit from the comments and discussions first-hand. The Panel may address questions directly to the applicant during the review meeting. **Applicants will be notified by email of the scheduled time, date, and location of the panel meeting. Applicants are not permitted to interact with Board Members at any time during the proceedings, unless registered to do so.** Presentations or involvement of any kind by the applicant, other than the above noted exceptions, may result in the disqualification of the application by the program panel and/or the withdrawal of the application by Department staff.

SUBMISSION AND REVIEW

- Upon submission, Department staff will review applications for technical eligibility and provide comments/suggestions to aid the applicant in improving the content and quality of the application.
- An application checklist will be posted in the online system indicating recommended corrections, corrections procedures, and deadline date to submit corrections and required materials. **Changes in**

projects (i.e., budgets, location, date, artists/programming) must be reported to the Administrator immediately in writing prior to panel review.

Note: Department staff **will not** review applications again after the corrections deadline. The application that is received online by the corrections deadline will be considered the applicant's final submission and forwarded for panel review. **Staff will not make any corrections on behalf of the applicant prior to distribution to the TDC Board. The applicant is solely responsible for the content of the application.**

SUBCOMMITTEE REVIEW

- Applications are reviewed and evaluated by a subcommittee of the Tourist Development Council (TDC) full board to make initial grant award recommendations.
- Applicants are then informed of their initial funding recommendation and panel meeting specifics such as date confirmation, time and location through the Application Speaker Registration Form which is provided via email.

PANEL REVIEW AND RECOMMENDATION

- Applications are reviewed and evaluated by the full TDC and final funding recommendations are determined. A list of the TDC members is available upon request and can be found on the Tourist Development Council specific page of the Department's website.
- **The TDC's decision is considered final and may not be appealed.**

APPROVAL PROCESS

- Upon approval by the TDC, recommendations are forwarded to a Committee of the County Commission and then on to the full Board of County Commissioners and the Mayor for final approval.
- Upon approval by the Board of County Commissioners and Mayor, properly completed grant agreements are submitted to the Office of the County Mayor (or Mayor's Designee) and the Clerk of the Board for review and execution.

AWARD NOTIFICATION AND GRANT AGREEMENT

- Successful applicants will be notified of award by e-mail following the Tourist Development Council's decision. **NOTE:** The grant agreements are disseminated ahead of the Board of County Commissioners' and Mayor's approval for completion and any corrections that may be required. The completion of the grant agreements at this time does not signify disbursement of grant funds; this is done in advance so that properly completed grant agreements can be submitted to the appropriate offices for final review and execution (signatures) once the required approvals are received.
- The grant award package will include information regarding the grant agreements (contracts), other required documents and detailed instructions for completion. **These documents must be properly completed before the grant award recommendation can be processed.** Upon receipt of the executed grant agreement, grantees may begin to submit invoices and canceled checks (front and back if applicable) or other electronic confirmations (i.e., electronic transfers, money wires) under the terms of the grant agreement budget. **Invoices and proof of payment must correspond to the budget detail as outlined in the application and contracted for in the grant agreement.**
- Funded applicants that fail to return a complete and correct grant agreement (contract) package within 60 days of the date on the award letter will have their grant recommendation rescinded by the Tourist Development Council, unless the Grants Program Administrator has approved an award agreement extension before the due date. If the grant agreement due date falls **on a** Saturday, Sunday or legal holiday, then the grant agreements will be due the following business day.

GRANT PAYMENT

- Once proof of payment and invoices have been received and approved, a check request, accompanied by a copy of the executed grant agreement, and the W-9 form, is submitted to the Miami-Dade County Finance Department. The grant award check is prepared and mailed directly from the Miami-Dade County Finance Department to the grantee at the address on record in the Finance Department. **It is imperative that grantees notify staff AND the Finance Department of any address changes during this process.**
- Grantees **may not** request pickup of checks. Grantees are strongly encouraged to sign up for Automatic Deposit of County funds directly into the organization's bank account. This is the fastest way to receive County funds once the request for payment has been processed by Finance. The Automatic Deposit sign up form and instructions can be downloaded at ach_form.pdf (miamidade.gov). It is critically important to follow the instructions for Direct Deposit carefully, and to always keep your account information current with the County's Finance Department.
- Grant payments are anticipated to be released beginning in December of the fiscal year for which the grant was awarded. Grantees can review payment status via the Miami-Dade County Department of Finance Vendor Payment Inquiry website: Homepage (miamidade.gov)

It is critically important to follow the instructions for Direct Deposit carefully, and to keep your account information current with the County's Finance Department. Grant payments are anticipated to be released beginning in December of the fiscal year for which the grant was awarded.

NOTE: THE APPROXIMATE TIMELINE FROM DATE OF APPLICATION TO RECEIPT OF CHECK BY SUCCESSFUL APPLICANTS IS SIX (6) MONTHS. GRANT AWARDS WILL BE AVAILABLE FOR RELEASE DURING THE COUNTY'S FISCAL YEAR FOR WHICH THE GRANT WAS AWARDED OCTOBER 1- SEPTEMBER 30. DUE TO THE STRICT CONSTRAINTS ACCOMPANYING EACH STEP OF THIS REVIEW PROCESS, IT IS CRITICAL THAT THE APPLICANT ADHERE TO ALL DEADLINES. FAILURE TO COMPLY WITH DEADLINES AND/OR INCORRECT EXECUTION OF CONTRACTS OR OTHER PAPERWORK WILL RESULT IN A DELAY OF PAYMENT OR CANCELLATION OF FUNDING. CLICK HERE TO REVIEW THE COMPLETE PROGRAM SCHEDULE.

PUBLICITY AND CREDIT REQUIREMENTS

By accepting County funds, the grantee is required to recognize and acknowledge Miami-Dade County's grant support in a manner commensurate with all contributors and sponsors of its activities at comparable dollar levels.

The Grantee must include the following credit line in all promotional and marketing materials related to this grant including web sites, news and press releases, public service announcements, broadcast media advertisements and announcements, event programs, and publications: ***"*The (insert event/program name) is made possible with the support of the Miami-Dade County Tourist Development Council, the Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners."**

For radio or television broadcast, the following voice-over language must be used: **"This program is supported in part by the Miami-Dade County Tourist Development Council."**

For television broadcast, display of the County logo and the "www.miamidadearts.org" web address is required. The grantee must also use the County's logo in marketing and publicity materials whenever possible. To download logos and review publicity and credit requirements, visit the Publicity and Credit Requirements section of the Miami-Dade County Department of Cultural Affairs website at: www.miamidadearts.org > Grants > Grant Resources > Publicity and Credit Requirements.

Non-use of the County logo is a contractual violation and may result in loss of future funding support. Given the timing of events and application review, Continuing applicants should consider utilizing these acknowledgement materials in advance of the TDC's review and recommendation. This recommendation assumes that funding will be granted according to the program's formula and contingent upon the submittal of a successfully completed application; however, advance use of these materials will not affect panel deliberations regarding the funding merits of the project/event.

- **First-Time applicants are NOT required to and SHOULD REFRAIN from using the County logo in their marketing efforts until they have been recommended by the Tourist Development Council to receive funding.**

COMPLIANCE REQUIREMENTS AND RELEASE OF FUNDS

A Final Report is required within forty-five (45) days of the project completion date. Final Report forms are submitted via the SurveyMonkey Apply (SMA) system. Information on completing the final report can be found on the Department of Cultural Affairs website at http://www.miamidadearts.org/grant-reporting-documents. All documents submitted to the Miami-Dade County Department of Cultural Affairs at any stage of the grant cycle process, including electronic submissions, are subject to the State of Florida Public Records Law, Chapter 119, Florida statutes. (Section119.011(12), Fla. Stat.).

Funded activities must take place within the County's fiscal year for which they are approved (October 1 - September 30). All funding recommendations are contingent upon approval of the Tourist Development Council's budget by the Miami-Dade County Mayor and Board of County Commissioners and are subject to the availability of funds. **Grant awards will be available for release during the County's fiscal year in which the grant was awarded, October 1- September 30. Grant awards will not be released until all final reports for previous years' funding from all Department programs are received.**

Grant funds not encumbered (contracted for) by the end of the County's fiscal year in which they were awarded, or for which a project extension has not been approved, shall revert to the TDC on September 30 of the same fiscal year.

All funded activities must provide equal access and equal opportunity in employment and services, and may not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation, physical ability, gender identity or gender expression, or status as a victim of domestic violence, dating violence or stalking, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17, § 1, 12-1-98.

Miami-Dade County provides equal access and equal opportunity in employment and services and does not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation or physical ability, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17, § 1, 12-1-98.

The Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council develop cultural excellence, diversity, access and participation throughout Miami-Dade County by strategically creating and promoting equitable opportunities for artists and cultural organizations, and our residents and visitors who are their audiences. Through staff, board and programmatic resources, the Department, the Council and the Trust promote, coordinate and support Miami-Dade County's more than 1,000 not-for-profit cultural organizations as well as thousands of resident artists through grants, technical assistance, public information and interactive community planning. The Department directs the Art in Public Places program and serves its board, the Art in Public Places Trust, commissioning, curating, maintaining and promoting the County's art collection. The Department also manages, programs and operates the Dennis C. Moss Cultural Arts Center, Joseph Caleb Auditorium, Marshall L. Davis Sr., African Heritage Cultural Arts Center, and Miami-Dade County Auditorium, all dedicated to presenting and supporting excellence in the arts for the entire community. The Department receives funding through the Miami-Dade County Mayor and Board of County Commissioners, The Children's Trust, the National Endowment for the Arts, the State of Florida through the Florida Department of State, Florida Division of Arts and Culture and the Florida Council on Arts and Culture, the John S. and James L. Knight Foundation, The Jorge M. Pérez Family Foundation at The Miami Foundation, and the Taft Foundation. Other support and services are provided by TicketWeb for the Culture Shock Miami program, the Greater Miami Convention and Visitors Bureau, the South Florida Cultural Consortium and the Tourist Development Council.