

**Introduction**

The Miami Beach Visitor and Convention Authority (MBVCA) is pleased to announce the guidelines and application forms for their Cultural Tourism Grants Program for FY 2018/2019. The objective of the program is to provide funding for **new** activities, events with yearlong cultural tourism promotion and programming that support and advance the mission of the MBVCA **This is a One-Time Grant for New Events. Organizations will be moved to the Major One Time Special Event or Special Projects grant category in year 2 of the event and must meet the criteria in place for those programs**

The MBVCA is a seven-member authority, appointed by the City of Miami Beach Commission, with the goal of encouraging, developing and promoting the image of Miami Beach locally, nationally and internationally as an outstanding tourist destination. To this end, the MBVCA strategically focuses its funding investments in a balanced manner, fostering outstanding existing programs, stimulating new activities, and encouraging partnerships. The MBVCA is committed to a careful, long-term plan for allocation of resources to help Miami Beach thrive as a destination with something for everyone.

The grant program is announced through published and disseminated guidelines and application forms and legally advertised deadlines. The grant program requires organizations to show evidence of matching funds from other public and private sector sources.

**MBVCA Mission Statement**

To proactively recruit, develop, promote, and financially support and partner with events, festivals, programs and activities that are innovative, high quality and representative of our City, which garner positive or noteworthy media awareness, which enhance and augment the reputation of Miami Beach and the experience for tourists, year-round, or which significantly impact our local hospitality and culinary business.

**Minimum Requirements are as follows, where two of three must be met at the time of application submission and post-event:** All criteria met at the time of application submission must be the same criteria met, POST EVENT. Qualifying criteria must be met and proven through executed contracts on the first deadline date, as noted within the Program Calendar.

<b>Contracted Hotel Room Nights in Miami Beach</b>	<b>Confirmed Media Impressions</b>	<b>Contracted Television and/or Cable Broadcast</b>
250	750,000	1,000,000

- **Hotel Contracts** must be fully executed and on Miami Beach in order to qualify for this grant program. Hotel pick up forms and/or reservation reports are required, post-event.
- **Media Contracts** must be fully executed in order to qualify for this grant program. Post-performance reports are required, post-event. Post-Performance reports from media outlets stating post media impressions; **analytics report** garnered from the organization’s PR Firm, or from a media monitoring/press clipping service such as BurrellesLuce. A copy of the analytics report obtained by the PR firm when generating their report for the client/grantee, is required.
- **Television/Cable Program Contracts** with audience delivery of adults 18+ as measured by Nielsen Live +3. Nielsen Live +3 indicates the total viewership will calculate for up to 3 days after the initial showing for those using a DVR. A post-performance report is required in order to be in compliance with the grant guidelines. **Note: The broadcast must be a stand-alone show, not a feature as part of another show, and a minimum of 30 minutes in duration.** Broadcast Post Performance Report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000). Nielsen, Over The Top (OTT), or Comscore/Rentrak Post Performance Reports are acceptable.

## Application Submission Process

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All applicants must register through the MBVCA's Application Portal at [www.miamibeachvca.com/Portal](http://www.miamibeachvca.com/Portal). Applications are submitted through a multi-step process where all required grant criteria and a draft application must be submitted and approved by the published deadline date before being able to move onto the next step in the process. If the documentation is not received or is not acceptable by the deadline date, the applicant may not continue with the grant process. Once the grant criteria and draft application are approved, the applicant may proceed to the next step of submitting the remainder of the required application attachments. Again, if the required documentation is not received by the published deadline, it will be deemed late and the applicant may not proceed with the application process. Once all documentation is received, corrections may be issued to the applicant. All corrections must be made by the published deadline date. Late applications will not be accepted and therefore, will not be considered by the Board.

## Additional Requirements

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- A detailed Marketing/Media Plan for your proposed program including a breakdown of impressions (confirmed and anticipated) must be provided.
- Applicant organizations must be incorporated for a minimum of one year from the event start date to be eligible to apply for a grant. If applicant organization has been incorporated less than a year, a Fiscal Agent, with a minimum of one year of incorporation from the event start date, may apply on their behalf.
- Applicants presenting to the Board must be registered as lobbyists with the City of Miami Beach.
- Applicants should be prepared to make a brief presentation about their program and be ready to respond to questions from the MBVCA Board. Applicants must be present at the meeting to be considered for funding.
- At least 50% of the events must take place within the City of Miami Beach.
- Brief resume of project director and principal staff.
- One-page organizational history.
- Organization's Board Member list including contact information.
- Organizations must provide a copy of their reviewed and/or audited financial statements, inclusive of a profit and loss statement, for the last completed fiscal year. Repeat applicants must submit their financials, as described above, with their application draft. Financials must be submitted by the CPA directly to the MBVCA.
- Programs must have accessibility to the public
- Programs must take place within the City of Miami Beach in the 2018/2019 fiscal year (October 1, 2018 through September 30, 2019).
- Sample survey of tourism evaluation method.
- Two support letters, on letterhead, from the applicable community agency(ies) listed on the application must be provided.
- Up to five press clips regarding the event or organization must be provided.

## Funding Procedures

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The Cultural Tourism Panel will meet in **three periods** to determine funding for the Cultural Tourism Grant Program. The grant program is announced through published and disseminated guidelines, and legally advertised deadlines. The grant program requires organizations to show evidence of matching funds from other public and private sector sources.

MBVCA grants are paid upon performance; therefore, funding is provided on a reimbursement basis. If an event is cancelled; has a significant venue change where 50% of the events no longer taking place within the City of Miami Beach; dates change to where it no longer takes place within the fiscal year in which the grant was awarded, or other circumstance not mentioned above, the grant will be reviewed and possibly rescinded.

A Cultural Tourism grant carries no commitment of future support. Organizations whose grants have been rescinded due to non-performance must wait a full fiscal year in order to re-apply. Fraudulent documentation and/or activity will suspend the organization and/or event from returning to the MBVCA for funding. Re-instatement for funding ability is Board determinative.

The MBVCA shall not be considered the sole source of funding. Applicants must provide their entire program budget. This budget must show sponsors, which have been secured prior to seeking support from the MBVCA and indicate those funding sources in the budget portion of the application. **Applicants must demonstrate a minimum of a four-to-one funding ratio.**

In order to receive reimbursement, the applicant must show proper documentation including invoices, and the front and back of cancelled checks. Applicant must also have completed all paperwork, including contract, reports, and evaluations in a timely manner. The formal reimbursement requests must be completed on the "Request for Reimbursement" sheet in a cohesive, line-itemed manner. Any goods or services listed in the "Funding Restrictions" section, and/or invoices and expenses incurred prior to the grant award date will not be considered. Reimbursement request is approved by the MBVCA.

## **Program Calendar**

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The MBVCA reserve the right to revise published information. Please phone 305-673-7050 to confirm information, including but not limited to, meeting dates and times.

### **Funding Project Activities between October 1, 2018 – September 30, 2019**

Cultural Tourism, Development Opportunities, Initiatives, Major One Time Special Event, Special Events Recurring, Special Projects, and Special Projects Recurring, will be reviewed according to the event and/or project date. Tourism Partnerships are only reviewed once, during the first period of each fiscal year.

#### **First Period: October 1, 2018 – January 31, 2019**

**Prospective Applicants must meet with MBVCA Staff by:** Friday, August 24, 2018 by 4:00 pm  
**Project Information and Required Grant Criteria must be submitted for approval by:** Friday, August 31, 2018 by 3:00 pm  
**Draft Application and Application Attachments must be submitted by:** Friday, September 7, 2018 by 3:00 pm  
**Final Application Deadline:** Monday, September 17, 2018 by 12:00 pm  
**Board Meeting Date:** TBA in late September/early October 2018

#### **Second Period: February 1, 2019 – May 31, 2019**

**Prospective Applicants must meet with MBVCA Staff by:** Friday, October 12, 2018 by 4:00 pm  
**Project Information and Required Grant Criteria must be submitted for approval by:** Friday, October 19, 2018 by 3:00 pm  
**Draft Application and Application Attachments must be submitted by:** Friday, October 26, 2018 by 3:00 pm  
**Final Application Deadline:** Monday, November 5, 2018 by 12:00 pm  
**Board Meeting Date:** TBA in November/December 2018

#### **Third Period: June 1, 2019 – September 30, 2019**

**Prospective Applicants must meet with MBVCA Staff by:** Friday, January 18, 2019 by 4:00 pm  
**Project Information and Required Grant Criteria must be submitted for approval by:** Friday, January 25, 2019 by 3:00 pm  
**Draft Application and Application Attachments must be submitted by:** Friday, February 1, 2019 by 3:00 pm  
**Final Application Deadline:** Monday, February 11, 2019 by 12:00 pm  
**Board Meeting Date:** TBA in March/April 2019

**The MBVCA reserves the right to revise published information.** Please phone 305-673-7050 to confirm information, including but not limited to, Board meeting dates and times.

## Panel Objectives/Priorities

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In order to be eligible for the Cultural Tourism Grant, the proposed program must have both a compelling and strong tourism and cultural component, and demonstrated ability to attract tourists to Miami Beach. **The program should generate a significant number of hotel room nights on Miami Beach, have significant artistic merit, and the ability to attract an audience that will consist mostly of Miami Beach visitors.**

### Funding Priorities

In regard to making funding decisions, the panel will provide priority attention to the following cultural tourism development objectives:

- Television Coverage – programs with confirmed television coverage and viewership from a major network or cable provider.
- Targeted–Development Areas – programs that occur during the months of June through September and during national holidays; programs which help expand the positive impact of tourism into underdeveloped geographic areas in Miami Beach.
- Confirmation of Hotel Room Nights – programs with confirmed hotel room blocks of 200 hotel room nights or more in a Miami Beach hotel.
- Significant Impact – programs which have a track record or a demonstrable potential to provide a significant national and/or international return for Miami Beach in regard to publicity and visitorship.
- Long-Term Planning – year-round activities, series of events and/or entire seasons that demonstrate comprehensive and strategic approaches to building effective cultural tourism programs
- Open to the Public – programs, events and activities that are open and accessible to Miami Beach visitors and residents.
- Event Quality/Reputation - events that attract high-caliber and high profile artists to perform in Miami Beach.

## Procedural Policies

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Once the panel has reviewed a proposal and funding was awarded or denied, the applicant organization cannot return to the MBVCA in the same fiscal year for the same project or proposal. **An organization may apply only once for any one project or event within a funding period. Please reference the Program Calendar for a list of funding periods.**

Non-use of the MBVCA logo is a contractual violation and may result in loss of funding support.<sup>1</sup> Given the timing of events and application review, applicants may want to obtain acknowledgement materials from the MBVCA Administrator for advance use; however, advance use of the MBVCA logo and credit line will not affect Board deliberations about the funding merits of a program. **Please check with the MBVCA Administrator for any changes to existing logos.**

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<sup>1</sup> For the duration of the grant, the Grantee shall prominently acknowledge the participation of the MBVCA in all press releases, publications, and promotional materials presented to the media or otherwise disseminated or published material concerning the project. Failure to comply with this request may affect the applicant's future funding.

## Financial Policies

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All programs are contingent upon the approval of the annual budget by the City of Miami Beach Mayor and Commission. Any diminution in budget funding levels to the MBVCA will reflect in a reduction of the grant award in the same percentage.

The maximum grant request is one quarter of the actual project budget, up to a maximum of **\$30,000**.

The MBVCA shall not be considered the sole source of funding. Applicants must provide their entire program budget. This budget must show sponsors, who have been secured prior to seeking support from the MBVCA, and indicate those funding sources in the budget portion of the application. **Applicants must demonstrate a minimum of a four-to-one funding ratio.**

In addition to applying to the MBVCA, all organizations are encouraged to explore financial support from other funding agencies such as the Miami Dade County Department of Cultural Affairs at 305.375.4634 or [www.miamidadearts.org](http://www.miamidadearts.org) and/or the Miami-Dade Sports Commission at 305.818.7188 or [www.miamisports.org](http://www.miamisports.org).

## Funding Restrictions

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The following are not eligible for funding support:

- Administrative Expenses to include payroll taxes, medical, insurance, worker's compensation, pension contributions, etc.
- Administrative salaries/Production Labor Costs/Labor Costs/Artist Fees/Performer Fees
- Applicant Organizations with less than one year of incorporation
- Capital expenses and permanent equipment
- Cash Prizes
- Charitable Contributions
- City Services (permit fees, off-duty police, insurance, etc.)
- Conventions and conferences that do not have significant national and/or international cultural tourism impact for Miami Beach.
- Debt Reduction
- Events not open to the public
- Film Productions
- Incomplete or misrepresented applications
- Light pole banner costs within Miami Dade County
- Local marketing and advertising costs (Miami Dade County publications) – only regional, national, and international
- Monthly/Annual Organizational Membership Fees
- Operational Expenses (utilities, office rental costs, legal fees, payroll fees, insurance, etc.)
- Organizations failing to meet Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and 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, and Section 504 of the Rehabilitation Act requirements.
- Organizations that are currently applying for or have received a grant from the Miami Beach Cultural Affairs Program (CAP) **within the current fiscal year**
- Organizations that have not filed their Final Report as required for prior MBVCA funded programs
- Organizations who owe monies to venues owned and/or managed by the City of Miami Beach (Byron Carlyle Theater, Colony Theater, Fillmore at the Jackie Gleason, Miami Beach Convention Center, Miami Beach Botanical Gardens, Bass Museum of Art, etc)
- Programs or expenses for programs that do not take place in the fiscal year
- Programs that do not wholly or substantially take place within the City of Miami Beach
- Publications not directly associated with the promotion of an event
- Social/Fundraising programs
- Television, Video, or Filming Expenses
- Travel and/or Hospitality costs
- Website Design/IT development and Maintenance

## Application Instructions & Evaluation

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**Please Note: Late or incomplete applications will not be considered.**

- A Table of Contents is required for **application attachments only**
- Acceptable file formats for attachments include: bmp, csv, doc, epf, gif, ico, jpg, odg, odp, ods, odt, pdf, png, ppt, swf, txt, xcf, xls, BMP, CSV, DOC, EPG, GIF, ICO, JPG, ODG, ODP, ODS, ODT, PDF, PNG, PPT, SWF, TXT, XCF, XLS.
- The maximum upload size on the Portal is 50MB-60MB per file.

Any application that has not met the above requirements shall not be reviewed by the MBVCA. All programs brought before the MBVCA Board will be evaluated on a point system that incorporates MBVCA priorities.

Changes in projects – i.e. budget, location, date, etc. – must be reported to the Administration's office immediately in writing. Any organization with a budget that has decreased or increased by more than 10% may be required to return to the MBVCA for re-evaluation and approval of such changes.

Project funding will be in jeopardy if procedures are not followed and organizations will risk losing all or part of the grant award.

**Please Note:** All organizations must be registered as lobbyists with the City of Miami Beach City Clerk's office prior to presenting to the MBVCA Panel. For more information, please call 305-673-7411 or visit [www.miamibeachfl.gov](http://www.miamibeachfl.gov).

## Application Attachments

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### Each application must have the following attachments:

- A copy of the organization's reviewed and/or audited financial statements, inclusive of a profit and loss statement, for the last completed fiscal year. Reviews and Audits must be conducted using Generally Accepted Accounting Principles (GAAP).<sup>2</sup>
- A detailed Marketing/Media Plan for your proposed program including a breakdown of impressions **(confirmed and anticipated)**
- Brief resume of project director and principal staff
- Confirmation of contracted hotel room nights through fully executed contracts
- Confirmation of media placement and/or coverage through signed/executed media contracts, barter agreements, sponsorship agreements, invoices, insertion orders. **All agreements must include the media impressions for the publication or media source.**
- Lobbyist Registration application copy and receipt from City Clerk's office<sup>3</sup>
- One page organizational history
- Organization's Board Member list including contact information
- Questionnaire (provided by staff)
- Sample survey of tourism evaluation method
- Table of Contents **(FOR ATTACHMENTS ONLY)**
- Two support letters from the applicable community agency(ies) listed below
- Up to five press clips regarding the event or organization

### The following attachments are required if applicable to the application:

- A copy of the previous year's completed MBVCA/CAC Final Report
- A fully executed television/cable program contract with confirmation of household ratings in hundred thousands (Please refer to the definition of a broadcast on page 1)
- Letter of Engagement from independent accountant for review/audit completion (If awarded, grant contract will not be released until financials are submitted). **Letter must come directly from CPA Firm via email or fax. Document is not to be uploaded to the Application Portal.**
- Supporting documents from Miami Beach hoteliers
- Up to two additional letters of support

**You may obtain letters of support from the following agencies as they apply to your proposed project: City of Miami Beach Department of Tourism, Culture & Economic Development, City of Miami Beach Office of Mayor and Commission; City of Miami Beach City Manager's Office; Greater Miami Convention & Visitors Bureau; Live Nation (c/o) Fillmore at the Jackie Gleason Theatre for the Performing Arts; Spectra by Comcast Spectacor (c/o) Miami Beach Convention Center; Miami Dade County Office of Cultural Affairs; Ocean Drive Association.**

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<sup>2</sup> **Financials must come directly from CPA Firm via email or fax. Document is not to be uploaded to the Application Portal.**

<sup>3</sup> All organizations must register as lobbyists with the City of Miami Beach City Clerk's office prior to presenting to the Board.