ARTS AND CULTURE GRANTS APPLICATION PROCESS
FY 2025-2026

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SESSION OUTCOMES

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SESSION OUTCOMES

- Describe the grant process for FY 2025-2026

- Understand the two types of grants

- Review the application system

- Understand the financial guidelines and budget forms for application completion

- Discuss the application process

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ARTS AND CULTURE GRANT PROGRAM

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TOURIST DEVELOPMENT TAXES

14.28%

PAYING DEBT SERVICE ON AND OPERATING CERTAIN FACILITIES, (CONVENTION CENTERS, SPORTS STADIUMS/ARENAS, COLISEUMS, OR AUDITORIUMS, AQUARIUMS/MUSEUMS)

PROMOTE ZOOLOGICAL PARKS, MUSEUMS

7.68% COUNTY MUSEUMS

1.91% NON-COUNTY MUSEUMS

33.57%
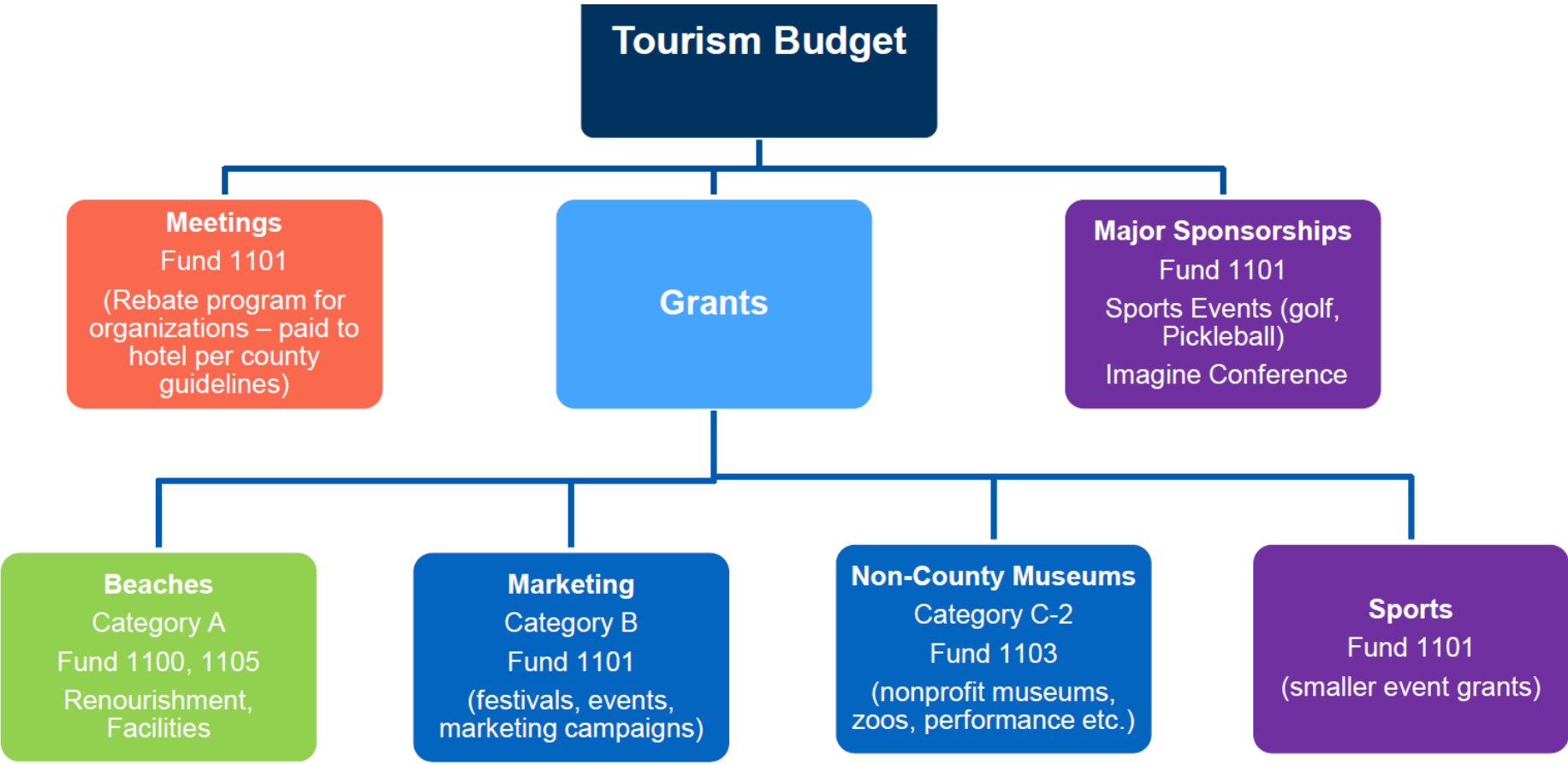
PROMOTE AND ADVERTISE TOURISM, CONVENTION BUREAUS

3.58%

FINANCE BEACH PARK FACILITIES

38.98%

BEACH MAINTENANCE, RENOURISHMENT, RESTORATION, AND EROSION CONTROL INCLUDING SHORELINE PROTECTION

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TOURIST DEVELOPMENT TAX PROGRAMS

Tourism Budget

Meetings
Fund 1101
(Rebate program for organizations – paid to hotel per county guidelines)

Grants

Major Sponsorships
Fund 1101
Sports Events (golf, Pickleball)
Imagine Conference

Beaches
Category A
Fund 1100, 1105
Renourishment, Facilities

Marketing
Category B
Fund 1101
(festivals, events, marketing campaigns)

Non-County Museums
Category C-2
Fund 1103
(nonprofit museums, zoos, performance etc.)

Sports
Fund 1101
(smaller event grants)

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GENERAL INFORMATION

- The Tourist Development Council provides grants for arts and cultural organizations.

- Grant Submissions are found online-- GoSmart platform.

- Grant applications are due by Monday, June 2, 2025 at 9:00 AM.

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ARTS AND CULTURE GRANT TYPES

• Organizations will fall into one of two types for the grants and choose one for submission

   • Non-County Owned Museum (Category C-2)

   • Marketing and Special Event (Category B).

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NON-COUNTY MUSEUM GRANTS (CATEGORY C-2)

- The County has updated the definition of "Museum" for the Museum Grant, which has come from the County Attorney's office and utilizes the Florida Statute as a guideline.

- A "Museum" must reside in Collier County and is defined as one of the two items below:

  - (1) A museum is a building or institution that care for and displays a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. Many public museums make these items available for public viewing through exhibits that may be permanent or temporary.

  - (2) A museum is **a non-profit**, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

  Contact John Melleky to determine if you fit into this Category.

  An invitation code is needed for this application.

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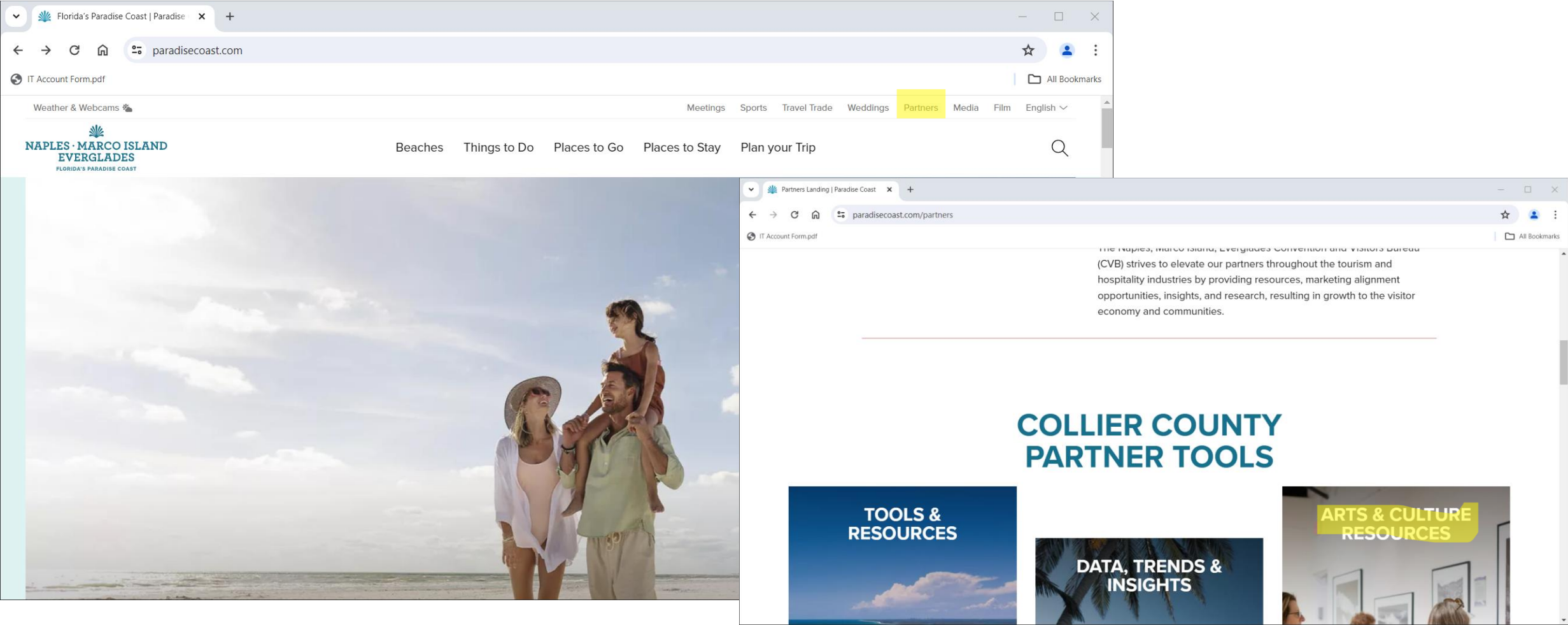
MARKETING GRANTS (CATEGORY B)

- All other organizations fit into this type.

- Can be submitted by a for-profit or a nonprofit organization.

- Project can include a festival, event or marketing function.

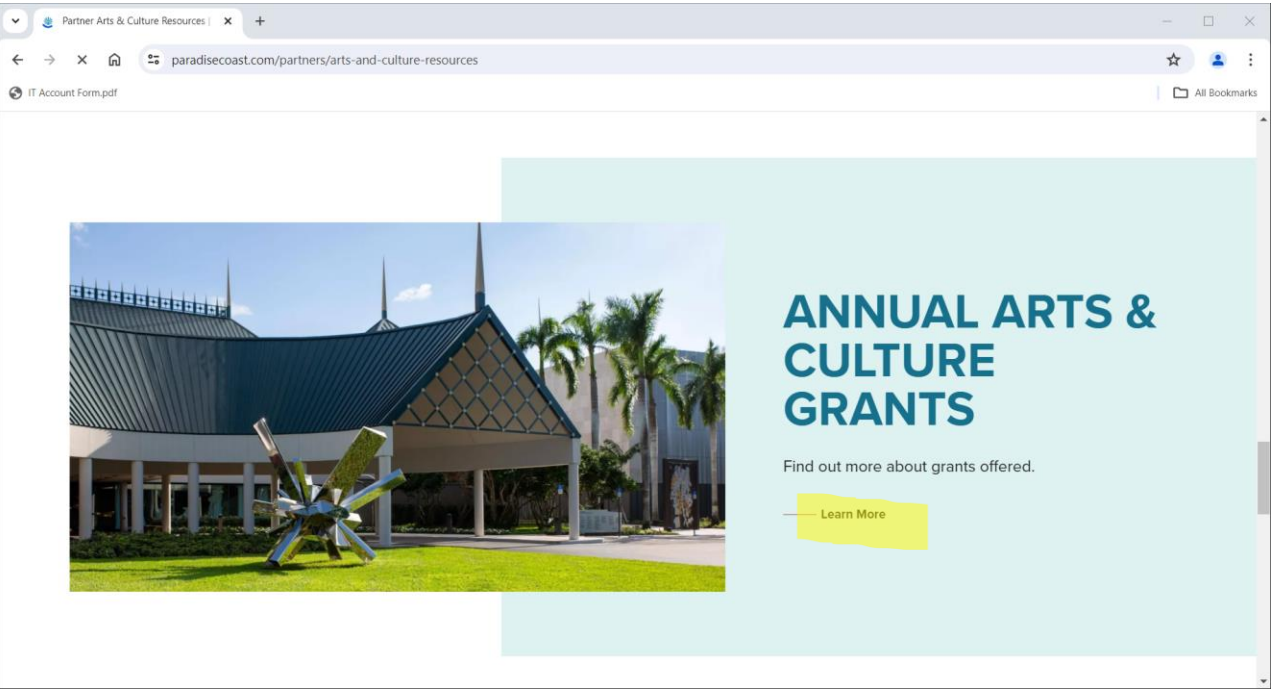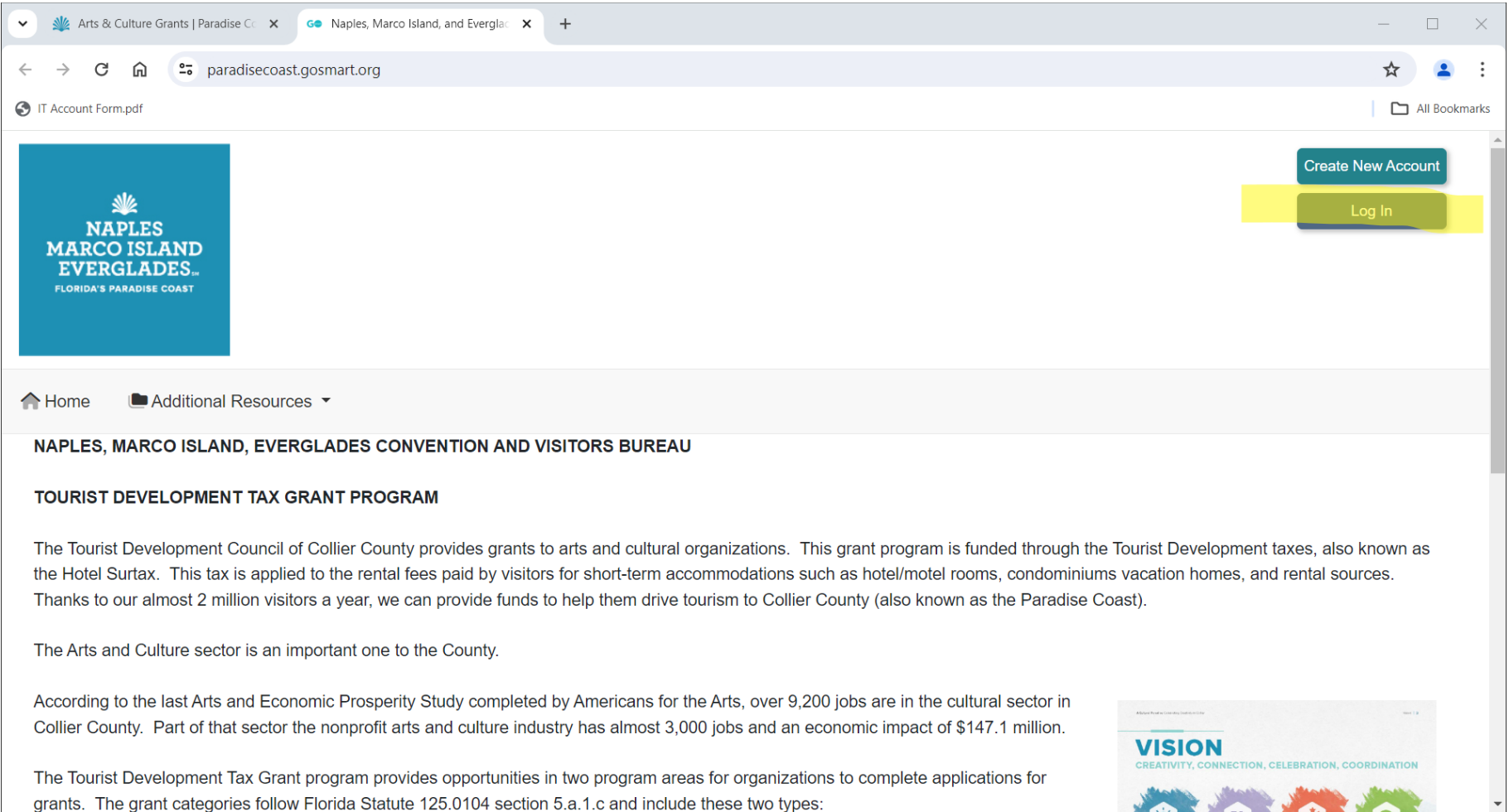- Project must take place in Collier County or the organization is in Collier County.

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3

LOGIN PROCESS

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ARTS AND CULTURE GRANT PORTAL PARTNERS/ARTS AND CULTURE RESOURCES
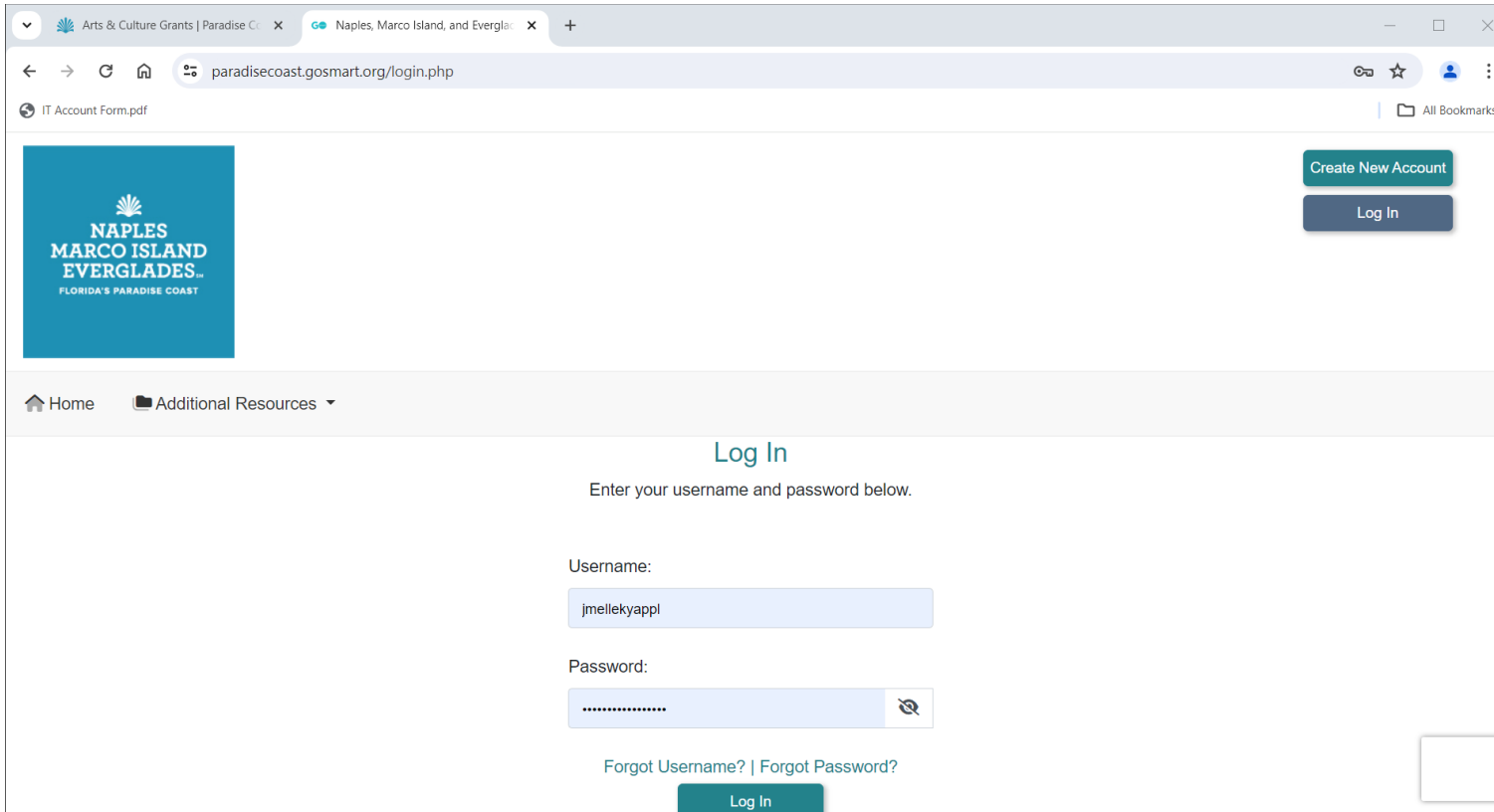
ARTS AND CULTURE GRANT PORTAL

PARADISECOAST.GOSMART.ORG

LOGIN SCREEN

- New users must enter as an organization.

- One login per organization.

CREATE YOUR ORGANIZATION LOGIN

- Choose Organization.

- Enter your Primary Contact Information.

CREATE YOUR ORGANIZATION LOGIN

- Legal Name must be the organization's name from your 501-c(3) paperwork.

Applicant Information

* Legal Name
(Organization or Individual)

Date of 501(c)3 incorporation
(if applicable)

* FEIN/TAX ID

* Address

Address (line 2)

* City

* Country   UNITED STATES

* State/Province   Select...

* Postal Code

* Phone

Fax

* Organization Type   Select...

* Applicant Status   Select...

* Applicant Discipline   Select...

* Date Organization Formed

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CREATE YOUR ORGANIZATION LOGIN

- Mission and History are short.

* Fiscal Year Ends Date

[dropdown]

[dropdown]

* Mission Statement

This field does not accept or reflect formatting that includes bullets, numbered lists, or hard returns.
(Maximum Characters: 1,600)
Current number of characters: 0

[text area]

* Organization History

This field does not accept or reflect formatting that includes bullets, numbered lists, or hard returns.
(Maximum Characters: 1,600)
Current number of characters: 0

[text area]

DUNS Number

[text field]

To retrieve your DUNS number please visit https://www.dnb.com/duns-number.html.

* UEI

[text field]

* Web Address

http:// [text field]

* Denotes a required field

[ ] I'm not a robot   reCAPTCHA
Privacy - Terms

Submit

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BUILD YOUR MEDIA LIBRARY

- File can be stored in the system.

- This is a file drawer for your organizational records.

- All files should be in .pdf format.

- NEW: E-Verify form for organizations that have not provided it to Collier County in the past.

- Current organizations should update files as needed.

Welcome back, Naples Marco Island Everglades CVB (jmellekyappl)
Granting Agency: Naples, Marco Island, and Everglades CVB (Collier County Tourism)

Log Out

Home   Edit Profile   Grant Applications & Forms   Media Library   Additional Resources ▾

Grant Applications & Forms

Add invite-only password

Home   Edit Profile   Grant Applications & Forms   Media Library   Additional Resources ▾

Media Library

Welcome! This is a space for you to upload and manage your media files. **This is not your application.**

You can upload new files and modify, remove, and/or duplicate existing files.

If your application, interim, or final report is requesting media from this library, there will be a page within that form where you will attach the appropriate files. Learn more about that page and how to use this library by watching these videos.

Files that need to be uploaded for organizations include the following types. The grant application will also have a checkbox question for you to make sure that this information is uploaded into your files. File names should be standardized in the following way:
Your Org Name File Description (description is listed in bullets below in parentheses).

• Charter, Articles of Incorporation (Articles)

• ByLaws (Bylaws)

• Proof of IRS Status (IRS Doc)

• Proof of Current State of Florida Status (updated each year) (FL Status)

• Most recent Form 990 or Tax Filing (updated each year) (IRS Filing)

• List of Board of Directors (updated each year) (board)

• Current W-9 for organization (updated each fiscal year) (W9)

• Collier County Tax Receipt (update each fiscal year) (Collier Tax Receipt)

• Certificate of Insurance listed Collier County as an additional insured (follow County guideline for form) (update each fiscal year) (COI)

• Workers Comp (update each fiscal year) (Worker Comp).

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BUILD YOUR MEDIA LIBRARY

- File can be stored in the system.

- Store by type.

- Documents - .PDF is preferred.

- Can update these files anytime throughout the year.

- Make sure icon appears so the document is uploaded.

- These are not attached to the application for the review process.

You have used 0 MB of your 250 MB storage quota.
(249 MB remaining)

Images

This is where you can upload and manage your digital image files.

Allowable Image Files: JPG, JPEG

Audio

This is where you can upload and manage your audio files.

Allowable Audio Files: MP3, WAV, AIF, WMA

Video

This is where you can upload and manage your video files.

Allowable Video Files: MP4, MOV, MPG, MPEG, MXF, WMV

Documents

This is where you can upload and manage your written document files.

Allowable Document Files: XLS, DOC, PDF, XLSX, DOCX

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NEW FORM 2025-2026 AFFIDAVIT

- New form for this grant cycle

- Must be included

- Filled out and notarized

- Uploaded into your application

AFFIDAVIT REGARDING LABOR AND SERVICES

Effective July 1, 2024, pursuant to § 787.06(13), Florida Statutes, when a contract is executed, renewed, or extended between a nongovernmental entity and a governmental entity, the nongovernmental entity must provide the governmental entity with an affidavit signed by an officer or a representative of the nongovernmental entity under penalty of perjury attesting that the nongovernmental entity does not use coercion for labor or services.

Nongovernmental Entity's Name:	
Address:	
Phone Number:	
Authorized Representative's Name:	
Authorized Representative's Title:	
Email Address:	

AFFIDAVIT

I, _____(Name of Authorized Representative), as authorized representative attest that _____(Name of Nongovernmental Entity) does not use coercion for labor or services as defined in § 787.06, Florida Statutes.

Under penalty of perjury, I declare that I have read the foregoing Affidavit and that the facts stated in it are true.

_____   _____
(Signature of authorized representative)   Date

STATE OF _____

COUNTY OF _____

Sworn to (or affirmed) and subscribed before me, by means of ☐ physical presence or ☐ online notarization this _____ day of _____ , 20___, by_____ (Name of Affiant), who produced their _____ as identification or are personally known to me.

_____
Notary Public

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FILE NAMING STANDARDS

- *Org Name File Description (Below)*

- Charter, Articles of Inc – *Articles*

- ByLaws – *Bylaws*

- Proof of IRS Status - *IRS Doc*

- State of Florida Status – *FL Status*

- Form 990 or Tax Filing - *IRS Filing*

- Board of Directors – *Board*

- E-Verify – *Everify*

- Affidavit - *Affidavit*

- Current W-9 - *W9*

- Collier County Tax Receipt - *Collier Tax Receipt*

- Certificate of Insurance – *COI*

- Workers Comp - *Worker Comp*

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CHOOSE YOUR APPLICATION

- Find the application you want to work on.

- Scroll down to find the correct application.

- Any previous applications still open will show.

- Non-County Museum – needs an invitation code.

- Marketing Grant (Category B) will show up for everyone.

- Only one submission per organization.

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APPLICATION

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APPLICATION SECTIONS

- Always on Left Side of System.

- Can click on section and go to that page.

- Both grant applications are the same –
  - Budget section is different for Category C-2 and Category B.

Category "C-2" Non-County Owned and Operated Museum Grants 2024-2025 #C2-24-25-0001

Table of Contents

- Contact Information
- Project Information
- Marketing Plan
- Marketing Plan - Email Marketing
- Recognition Plan
- Project Attendance
- Attendance Information Description
- Visitor Information
- Budget
- Project Income - Sponsorship Detail
- Detailed Project Budget/Request
- Financial Explanations
- Support Material
- Submission Checklist
- Submission Page

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HINT – INCOGNITO WINDOW

- Web Browser

- Click on the three dots in the top right

- Choose New Incognito Window

- Sign in to the system using the Incognito Window
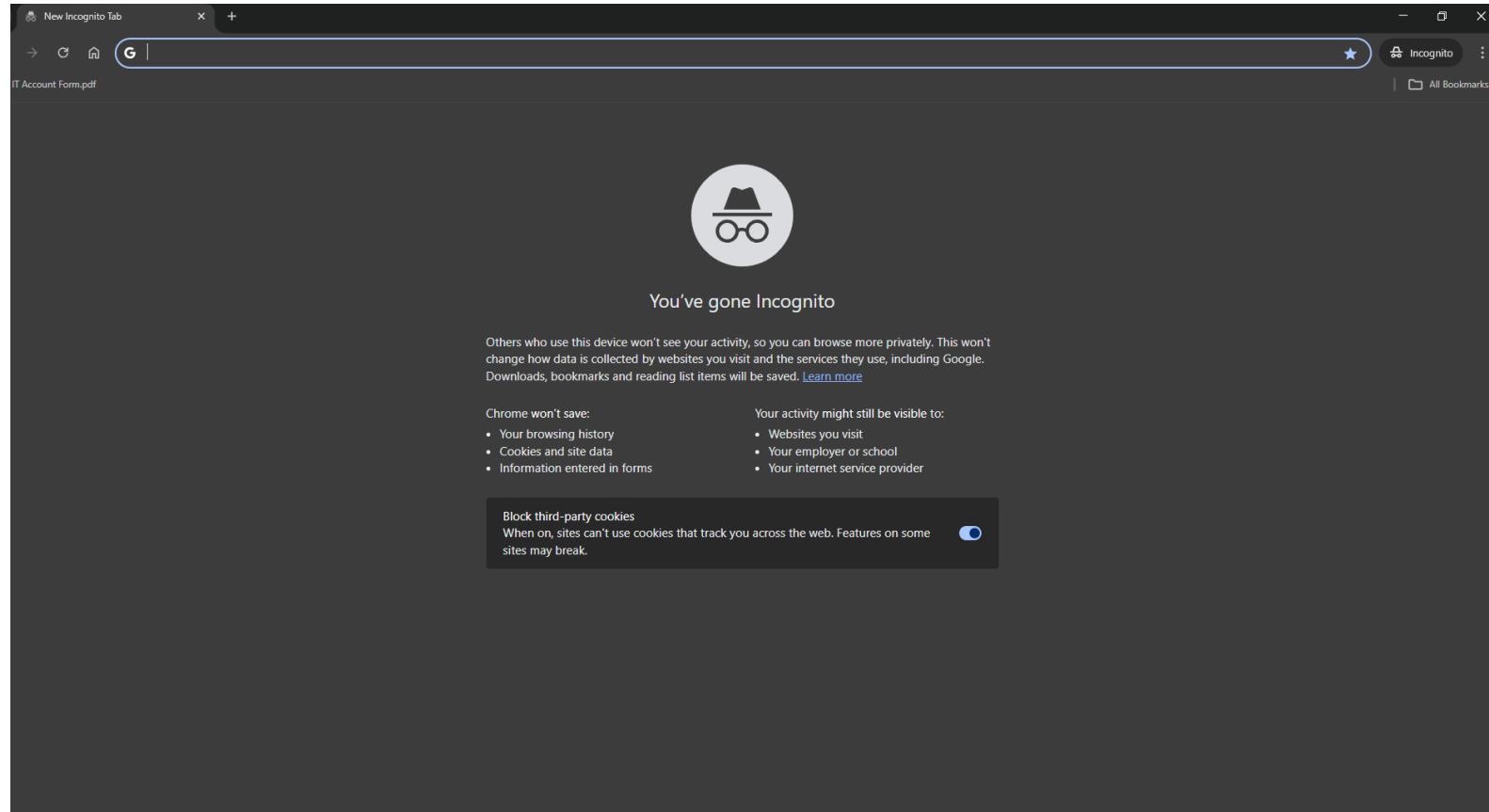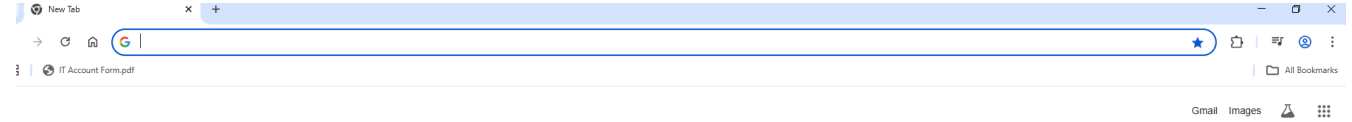
CONTACT INFORMATION

- **Organization Information**
  - Legal Name – must be your name as found on your 501-c(3) paperwork and your Sunbiz listing.
  - This name must match exactly – it is used for the contract process.

Contact Information

To assist us in evaluating the impact your project may have on Collier County and to better understand what support you are requesting, the following questions must be answered in full.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly. *(required)*

DBA For Organization

(List the name of your organization if you have a "Doing Business As" Name.)

Federal ID Number *(required)*

Organization Web Address *(required)*

ORGANIZATION ADDRESS

Street Address *(required)*

City *(required)*

State *(required)*

Zip *(required)*

PHONE AND FAX

Main Phone Number *(required)*

Fax Number

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CONTACT INFORMATION

CHIEF EXECUTIVE INFORMATION

Chief Executive Title *(required)*

First Name *(required)*

Last Name *(required)*

Email Address *(required)*

Phone Number *(required)*

ORGANIZATION STRUCTURE

Organizational Structure *(required)*

○ Government Agency

○ Nonprofit

○ For Profit Corporation

(IRS Structure of Organization)

Save Work

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PROJECT INFORMATION

- Support Type choose Seasonal or Single.

- Seasonal – more than one project/ season of exhibitions or performances.

- Part of ARTE VIVA! – choose Yes or No.

- New Project Type – if something that has not been run before.

- Include detail if New is chosen.

Project Information

This section provides information on the project or support you seek. If you are seeking seasonal support, all projects, exhibitions, or productions must be listed in the Detailed Project Description.

GENERAL PROJECT INFORMATION

Support Type *(required)*

[Select... ▾]

Project Name *(required)*

[   ]

(Name of Project - if season support, State Seasonal Support for (Project Name) and YYYY-YYYY)

Location of the Project *(required)*

[   ]

Character Count: 0 out of 500

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival? *(required)*

[Select... ▾]

(If any portion of this project could be considered an event or activitiy as part of ¡ARTE VIVA! a Celebration of Hispanic Arts and Culture, select Yes.)

Start Date *(required)*

[mm/dd/yyyy 📅]

End Date *(required)*

[mm/dd/yyyy 📅]

Project Type

Check all that apply. *(required)* ℹ

☐ Exhibition
☐ Performance
☐ Festival
☐ Event
☐ Marketing Support
☐ New
☐ Other - list detail below

PROJECT INFORMATION

- **Project Description**
  - Has a short summary and then more detail.
  - The detail section includes schedules, any collaborations, or ticket information.
  - For seasonal support, list the activities – can be an upload in the application.

PROJECT DESCRIPTION

Short Summary of Project *(required)*

Character Count: 0 out of 2000

Detailed Project Description *(required)*

(Clear and concise description of the project including schedule, collaborations, and ticket information. If for seasonal support, list activities included in the season or specific projects that would be included.)

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PROJECT INFORMATION

- **Project Impact**
  - Important in scoring.
  - Review artistic and cultural goals – how the project adds to our cultural landscape.
  - How the project promote and drive tourism.
  - Impact on the project and your programming if funding is not obtained.

PROJECT IMPACT

What is the artistic and cultural goals and vision for this project? *(required)*

Character Count: 0 out of 5000

How will this project promote and drive tourism to Collier County/the Paradise Coast? *(required)*

Character Count: 0 out of 5000

What is the impact on this project and your programming if this funding is not received? *(required)*

Character Count: 0 out of 1000

Save Work

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MARKETING PLAN

- Goals are important as this is the detail on how the grant will be reviewed and scored.

- In each section, include information or statistics of where your marketing is currently.

- Showcase what has improved.

- Response does not have to be long for each section but should be there for each type of marketing strategy you implement.

- List the measures you will use to evaluate the results.

MARKETING GOALS

Describe and list your marketing goals for this project. *(required)*

Character Count: 0 out of 5000

EMAIL MARKETING

Describe any plans for email marketing or building your mailing list.

If not applicable, enter N/A. *(required)*

(Include information on the current status of your mailing list and how many are local vs. out-of-town.)
Character Count: 0 out of 5000

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MARKETING PLAN

- Determine what marketing efforts will be used to promote to visitors to Collier County.

- Marketing outside of Collier County – can include Lee County as those might be day tourists.

- Local media – needs a reach outside of Collier County.

- Many local media now have regional packages.

- Print – can be ads in hotel magazines.

- Rack cards – must include some way to measure impact – code to track results.

PRINT ADVERTISING AND MATERIALS

What are your print advertising plans and objectives, including target areas for advertising placement.

If not applicable, enter N/A. *(required)*

Character Count: 0 out of 5000

What type of other print materials are you including in your marketing initiatives?

If not applicable, enter N/A. *(required)*

(Examples include catalog mailings (to out-of-market visitors), brochures, rack cards, etc. Rack cards should have some way to measure the results to show the effectiveness of this type of initiative.)

Character Count: 0 out of 10000

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MARKETING PLAN

- Digital Marketing – digital ads, online.

- Social Media – Reflects ads purchased on social media platforms and any organic posts.

DIGITAL MARKETING

What types of digital advertising are you planning for this project?

If not applicable, enter N/A. *(required)*

(What are the target markets and how will those be obtained and tracked? This can include digital or texting campaigns. Social media campaigns are covered separately.)

Character Count: 0 out of 10000

SOCIAL MEDIA

What social media ads or posts are you planning for this project.

If not applicable, enter N/A. *(required)*

(Describe social media platforms used, number of followers, and top clicks from any campaigns for similar projects.)

Character Count: 0 out of 10000

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MARKETING PLAN

- Website – what changes do you need to make to reflect the new program or season.

WEBSITE

Describe any website updates that would be included in this grant request.

If not applicable, enter N/A. *(required)*

Character Count: 0 out of 5000

RADIO

Describe any radio advertising campaigns. *(required)*

(If not applicable, enter N/A.)
Character Count: 0 out of 10000

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MARKETING PLAN

- **Broadcast/Video Includes:**
  - Television commercials
  - Video filming to be used in campaigns.

BROADCAST/VIDEO

What types of broadcast or video advertising are you planning for this project?

If not applicable, enter N/A. *(required)*

(Describe target markets, campaigns, and other information.)

Character Count: 0 out of 5000

OUTDOOR AND OUT OF HOME

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.

If not applicable, enter N/A. *(required)*

Character Count: 0 out of 5000

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MARKETING PLAN

- Each section will be tracked in budget – so if you are requesting dollars, that corresponding section should be completed.

- Think about final report measures – clicks, impressions, etc.

- Trends over time are important.

- Each section is required – enter N/A if not applicable.

- Upload of full marketing plan is available but is not required.

OTHER MARKETING INITIATIVES

Describe any other marketing initiative you are planning for this project.

If not applicable, enter N/A. *(required)*

Character Count: 0 out of 10000

Upload your marketing plan.

No file uploaded.

upload file *(An upload of your marketing plan can also be attached. This is not a required field. If a new applicant, feel free to include copies of similar or past advertisements as an example. Files should be in .pdf format.)*

Save Work

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MARKETING PLAN

- Determine the geographic distribution of your e-mail mailing.

- Required if you have an email strategy.

- Looking for this information over time and changes to this information over time.

- This is a part of the final report to measure changes.

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

April 2024
Email List Distribution
Collier County
Lee County
Other Florida
U.S. - Out of State
International
Unknown
Subtotals: 0
Grand Totals: 0

Save Work

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RECOGNITION PLAN

- Important to include details of recognition of the TDC.

- More than just logo placement.

- **Logo placement is required on all ads submitted for reimbursement.**

- Recognition should include a listing in your donor lists.

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) This can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The organization listing should be Collier County Tourist Development Council.

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council. *(required)*

Character Count: 0 out of 5000

Save Work

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RECOGNITION PLAN

- **NEW** questions on the recognition levels.

- Include a list of the recognition levels in use.

- Want to know how levels and logo placements are determined.

- Other recognition if guidelines were updated to receive items of value.

How are recognition levels and placements set and determined? *(required)*

Character Count: 0 out of 3300

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.

Enter N/A if not applicable. *(required)*

Character Count: 0 out of 3300

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PROJECT ATTENDANCE

- Numbers need to be entered.

- Form will automatically calculate Subtotals and Grant Total.

- Enter total in Unknown if you do not know the geographic location.

- Collier County and Lee County now divided into two categories.

- This is setting a baseline so that growth over future years can be tracked.

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Local attendance refers to individuals that attend that are within a 50-mile radius from the event location.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

	Estimated Attendance
Adult Totals	
Collier County	
Lee County	
Other Florida	
U.S. - Out of State	
International	
Unknown	
Subtotals:	0
	Estimated Attendance
Children Totals	
Collier County	
Lee County	
Other Florida	
U. S. - Out of State	
International	
Unknown	
Subtotals:	0
Grand Totals:	0

Save Work

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ATTENDANCE INFORMATION DESCRIPTION

- **Ticket Information**
  - Used for economic impact calculations.

- **Yearly Attendance**
  - Yearly attendance at your organization.
  - If your project is your season, then the attendance figures should match the other form.
  - Yearly Attendance in Collier County for Adults.

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

TICKET INFORMATION

Average Ticket Price Adult

If free, enter 0 *(required)*

(Enter the number with a $ in front and round to the nearest dollar.)

Average Ticket Price Child

If free, enter $0 *(required)*

(Enter the number with a $ in front and round to the nearest dollar.)

YEARLY ATTENDANCE

Total Yearly Attendance For Organization - Adults *(required)*

(Enter the total yearly attendance for all functions, events, and activities.)
Character Count: 0 out of 100

Total Yearly Attendance for Organization for Adults from Collier County *(required)*

Total Yearly Attendance - Children *(required)*

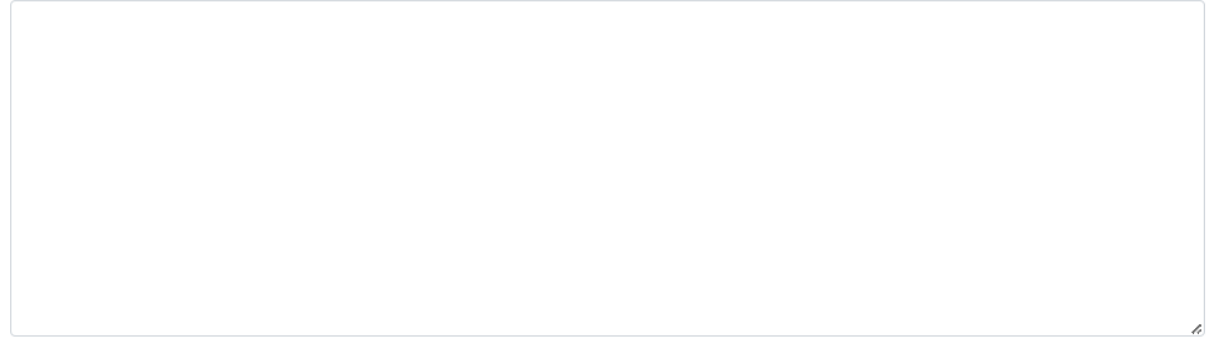*(Enter the total yearly attendance for all functions, events, and activities.)*
Character Count: 0 out of 100

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ATTENDANCE INFORMATION DESCRIPTION

- Describe in detail how you collect attendance information.

- The final report will request attendance information in a summary form.

- We can provide assistance with surveys through our data firm, Downs & St. Germain.

ATTENDANCE FIGURE DESCRIPTION

How will you collect attendance figures reported in the attendance projections? *(required)*

(Any attendance survey data or ticket sales that helps support this response can be uploaded in the next question. For seasonal support, include an upload of attendance by season exhibitions or productions. The upload button is below.)

Character Count: 0 out of 5000

Upload any files that helps support the attendance figures.

No file uploaded.

upload file *(This should include an upload by exhibition/production for season support that matches the total of the total attendance on the previous page. This upload is not required. Files should be in .pdf format.)*

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VISITOR INFORMATION

- **ESTIMATED VISITOR ROOM INFORMATION**
  - If average visitor stay and Number of Room Nights are unknown, enter 1.
  - If these are larger than 1, upload information on the calculation and measurement.
  - This can include data from past surveys.
  - Calculation and measure is important to help determine how you are developing the numbers.

ESTIMATED VISITOR ROOM INFORMATION

Average Visitor Stay (in number of nights) *(required)*

(Estimated average length of stay per individual/couple. If unknown, enter 1.)

Number of Rooms Per Night *(required)*

(If unknown, enter 1.)

How are you calculating and measuring the Average Stay and Room Nights? *(required)*

(Include detail on how these calculations are made or devised, including if it is from past survey data.)
Character Count: 0 out of 2500

Upload any additional files, charts or data on average stays or room nights.

No file uploaded.

upload file *(Files should be in .pdf format.)*

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VISITOR INFORMATION

- **NEW: PROJECT ROOM BLOCK INFORMATION**
  - This section appears if you choose any of the room block types.
  - If No Room Blocks chosen, move onto the next section.
  - Need the average room block rate the E-Verify total number room nights in a block.
  - Provide room contracts as needed.
  - These will be added into your economic impact calculation.

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply. *(required)*

- ☑ Hotel Room Block
- ☑ VRBO
- ☑ AirBnB
- ☑ Other Rental - Bed Tax Collected
- ☑ Rentals - unsure if Bed Tax Collected
- ☐ No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

[   ]

For this project, what is the room block rate?

[   ]

(Enter $ and commas as needed. If no room block exists, enter $0.)

For this project, list any hotels/realtors/rental agencies used to build your room block.

[   ]

For this project, upload any room block reports from your hotel(s). Use .pdf format.

No file uploaded.

[upload file]

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VISITOR INFORMATION

- **NEW: OTHER ROOM BLOCKS**
  - We want to measure other room blocks you might create throughout the year.
  - If you have other room blocks throughout the year, choose yes.
  - Same types of questions appear about the total room nights, average room block rate and listing the partners.

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects? *(required)*

◉ Yes
○ No

For other projects, what are the total room nights in your various room blocks?

[   ]

For other projects, what is your average room block rate?

[   ]

(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

[   ]

Character Count: 0 out of 1000

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.

No file uploaded.

[upload file]

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ECONOMIC IMPACT CALCULATION

- Data entered in the Attendance Figures, Visitor Information, and Room Block pages will drive this calculation.

- CVB staff will now enter the figures into the Destinations International Module for Festivals and Events.

- The Economic Impact – Direct Spend of your visitors.

- This is added into your final application during the review process.

- Economic Impact is part of the scoring rubric.

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BUDGET

- NEA Template – cannot change.
- Instructions are part of the template.
- **Only include the project (or season) budget.**
- More budget details will follow on later pages.

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Please fill in the spaces below with the organization's operating income and operating expenses for each fiscal year.
(NOTE: Universities should list only the department or presenting series budget, not the entire school budget.)

Fiscal Year	Previous	Current	Next
Operating Income	0	0	0
Operating Expense	0	0	0

Project Expenses

Total artistic fees for this project	0
Total expenses for this project	0

Project In-kind

Total In-kind for this project	0

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BUDGET

- **Season Project**
  - It is recommended to upload a budget that is broken out by project on later financial pages.

Sources of Project Cash Income

A. Earned income	0
B. Contributed income	0
C. State arts agency income	0
D. Local government income	0
E. Other income (include applicant cash)	0
F. Total project cash income	0

Save Work

Sources of Project Cash Expenses - Actual Cash Expenses

A. Artistic Fees	0
B. Production Costs (personnel, equip.)	0
C. Space rental	0
D. Marketing (publicity, etc.)	0
E. Other Expenses	0
F. Total project cash expense	0

Save Work

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PROJECT INCOME SPONSORSHIP DETAIL

- Enter the Project Name in the First Line.
- List your Top Five cash sponsors and the dollar amount.
- $ is not allowed, but enter commas.
- Various sections to enter sponsors.
- Can list up to 8 projects.
- Season projects- should be separated, depending on your sponsorship structure.

Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*

- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

	Amount Sponsorship/Donation
Project 1 Sponsors - list Project Name in first line	
Project A	Leave Blank
Sponsor 1	5,000
Sponsor 2	2,000
Subtotals:	0

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FINANCIAL GUIDELINES – MARKETING EXPENSES BOTH GRANTS

- All expenses should be completed by August (check cashed by vendor) for final report completion.

- Marketing expenses for the season or project for advertising to visitors (out-of market audiences).

- Can include updates of website, design work for promotional materials, email programs that include outside visitors, social media, advertising campaigns, billboards/out of home advertising, commercials, and digital campaigns.

- In region marketing can include marketing targeted to tourists.

- Discuss with CVB staff before spending.

- Will need proof of audiences from the media outlet.

- Examples:
  - Magazine for tourists or magazines only in hotels
  - Rack cards in the market – but tracking efforts need to be included.

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FINANCIAL GUIDELINES – C-2 NON-COUNTY MUSEUM GRANTS

- Up to 50% of exhibition costs during the time frame of the grant.

- Up to 50% of most production costs for performances.

- Full and part time staff working on a project are not eligible.

- Has two sections to the budget:
  - Marketing Expenses
  - Exhibition/Production Expenses.

- Financial reimbursement must have at least 50% be marketing expenses to meet the grant criteria.

- Reimbursement will need to include marketing dollars and needs to be at least 50% of the reimbursement.

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FINANCIAL GUIDELINES – NON-ALLOWABLE USES OF FUNDING

- Prize money, scholarships, awards, plaques.

- Endowment funds.

- Projects restricted to private or exclusive participation.

- Educational or tradeshow offerings such as conference expenses, lectures, workshops, registration fees, speaker fees.

- Advertising and promotional giveaways at the project.

- Travel.

- Admission to cultural programs, exhibits, or performances.

- Benefits and projects planned for fundraising purposes.

- Legal, medical, engineering, accounting, auditing, or feasibility studies.

- Salaries or supplements to salaries for existing or future staff related to the project or event.

- Tangible personal property – includes costumes, wigs, and tangible personal items in a production.

- Payments for services or goods purchase.

- Payments for expenses that occur or are delivered prior to the effective date of the agreement – always Oct. 1.

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DETAILED PROJECT BUDGET MARKETING EXPENSES

- Can enter additional rows if needed – 3 blank rows.

- Correlates to the marketing plan – reviewers will check the marketing plan against the budget.

	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Marketing Expenses					
Email Marketing		+		=	0
Print Advertising		+		=	0
Other Print Materials		+		=	0
Digital Advertising		+		=	0
Social Media		+		=	0
Website		+		=	0
Radio		+		=	0
Broadcast		+		=	0
Video		+		=	0
Outdoor		+		=	0
Out of Home (OOH)		+		=	0
Design/Production		+		=	0
		+		=	0
		+		=	0
		+		=	0
Subtotals:	0	+	0	=	0

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DETAILED PROJECT BUDGET EXHIBITION/PRODUCTION

- Contracts of exhibitions and performance rights:
  - Try to make the last payment of your contract/invoice be Oct. 1 of grant year so that at least some of the costs can be included in the grant process.

- Budget lines include what you cannot request money for from the TDT grant.

- Grant request amount is the total at the bottom of the budget sheet.

- Organization must provide at least 50% of costs in cash (shown in the Amount Org to Pay).

	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Exhibition/Production Expenses					
Artist/Entertainment Fees		+		=	0
Exhib. Fees /Perf. Rights		+		=	0
Equipment/Supplies		+		=	0
Materials - Costume,Wigs No TDT		+		=	0
Materials - Lighting		+		=	0
Materials - Rentals		+		=	0
Materials - Scenic		+		=	0
Materials - Sound		+		=	0
Materials - Other		+		=	0
Signage/Collateral No TDT		+		=	0
Personnel - Ind Contract		+		=	0
Personnel - Staff No TDT		+		=	0
Shipping/Freight		+		=	0
Transportation - Personal No TDT		+		=	0
Venue Rental		+		=	0
		+		=	0
		+		=	0
		+		=	0
Subtotals:	0	+	0	=	0
Expense Totals:	0	+	0	=	0

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DETAILED PROJECT BUDGET FINANCIAL EXPLANATIONS

- Form allows you to provide additional explanations.

- List any expenses of the project with any entity of Collier County.

- Seasonal support – upload budget for each project/exhibition/performance here.

- To also make it easier and to build future applications, there is now an upload of the complete project(s) budget.

- With seasonal support, each sub project should be included along with a total column for the season.

Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.

(Enter other information if needed to explain calculations in the project budget, sponsorship, or request pages.)
Character Count: 0 out of 1000

Enter any other general explanations you feel are necessary.

Character Count: 0 out of 1000

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.

For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A. *(required)*

Character Count: 0 out of 1000

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget. *(required)*

No file uploaded.

upload file

Upload any .pdf files for any financial explanations if needed.

No file uploaded.

upload file

Save Work

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ESTIMATED SALES TAX

- **NEW**: List any sales tax collections.

- Project – if yes, other questions appear.

- Approximate sales tax collections.

- What areas collect the sales tax.

- Organization sales tax – if yes the same questions appear for the organization as a whole.

Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County? *(required)*

- ● Yes
- ○ No

What are the estimated sales taxes that would be paid concerning the application project(s)?

(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Character Count: 0 out of 500

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year? *(required)*

- ● Yes
- ○ No

What is the estimated sales tax the organization pays in a fiscal year?

(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Character Count: 0 out of 1000

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SUPPORTING MATERIAL

- .PDF format.

- Chance to provide images or additional backup.

- Keep to a minimum.

Support Material

Please include any other information or support material for this project. This is not required but allows you to provide additional information such as descriptions, brochures, or other media. This does not include information that you have already uploaded into your Media Library section, such as the Organizational Documents required.

If you are submitting for Seasonal Support, a budget by project by be submitted to match the budget information in the application.

The uploads will be by file type as listed below.

Attach media from your Media Library by doing the following:
- Click any of the Attach buttons below (ie. Attach Image, Attach Audio, etc).
- Check the box for the desired file(s)
  - If you have not yet uploaded your desired media to your Media Library:
    - Click the green Upload New Media file button. This will take you to the upload form in your Media Library.
    - Follow the Media Library instructions to upload your file(s). Upload or modify additional files while in the Media Library.
    - Click the Return to Application button to return to this application.
    - Click the Attach button
    - Check the box for the desired file(s)
- Click Save
- Review the Attached Media section to verify your selection

Attach Image

- You may attach up to 12 image file(s).
- You have attached 0 image file(s).
- Image file size must not exceed 6.00 MB.

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SUBMISSION CHECKLIST

- Section has been modified to determine type of application.

- From the first question, then the rest of the questions appear or are eliminated.

- Always required:
  - State of Florida Status
  - Most recent tax filing
  - W-9
  - Certificate of insurance
  - Worker's Comp.

- **NEW:** Affidavit form on employees.

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed. *(required)*

○ First Time Applicant
○ Prior Applicant with Updates to Organization Paperwork
○ Applicant in FY 2024-2025
○ Applicant Prior to FY 2024-2025

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SUBMISSION CHECKLIST

- Checklist of all uploads and files in your Media Library for backup.

- E-Verify – for any organizations that have not submitted the form to us since Oct 2023.

- Everify.gov

- If no employees, find the exemption form under Resources.

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Uploads to Media Library

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Charter/Articles of Incorporation *(required)*
○ Yes

Bylaws *(required)*
○ Yes
○ Not applicable

IRS Status Letter *(required)*
○ Yes

List of Current Board of Directors or Governing Body/Officers of the Corporation *(required)*
○ Yes

State of Florida Status *(required)* ⓘ
○ Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024. *(required)*
○ Yes
○ Previous Submission

Copy of Most Recent Tax Filing *(required)*
○ Yes

Financial Information - Updated by Oct. 1 each year

W-9 *(required)*
○ Yes

Collier County Tax Receipt *(required)*
○ Yes

Certificate of Insurance *(required)*
○ Yes

(See sample in Sample Documents)

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not. *(required)*

Worker's Comp Coverage *(required)*
○ Yes
○ Not applicable

(See sample in Sample Documents)

Upload Worker's Comp Certificate. If one is not available, upload a letter stating why. *(required)*
No file uploaded.

upload file *(If not applicable, upload a letter stating such.)*

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SUBMISSION CHECKLIST

- Checklist for all Tables and Forms in the application.

- Final certifications – legal requirements and review.

Tables/Forms in Application

Project Attendance Table/Form *(required)*

○ Yes

Budget Form/Table *(required)*

○ Yes

Detailed Project Budget TDT Request Table/Form *(required)*

○ Yes

(Check that the Detailed Project Budget form is completed and that the Total in the Request for TDT Grant column total matches your request amount.)

Project Income Sponsorship Detail Form/Table *(required)*

○ Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application. *(required)*

○ Yes

I certify that the information included in this grant application is accurate and complete. *(required)*

○ Yes

I understand that once this application is submitted, the information cannot be updated or changed. *(required)*

○ Yes

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DRAFT REVIEW

- Organizations have a chance to have their draft reviewed before the final submission date.

- Deadline for a Draft Review submission is Wednesday, May 14 at 5 PM.

- When submitting, choose Draft Review Submission.

- Applications will be reviewed on a first come, first served order basis.

- All reviews are expected to be completed by May 19.

- Notes and suggestions will be included as comments in an email to you.

- Once reviewed, you can return to your application.

- You cannot make any modifications to your draft while it is in Draft Review.

- Click EDIT and make your modifications.

- When ready, then go to the Submit Page to submit for Final Submission.

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SUBMISSION PAGE

- You must choose Final Submission on the Submit page to complete the application process and submit the application.

- You will receive an email stating the application has been submitted.

- Once the application is submitted, you cannot make any changes.

- **DEADLINE:** MONDAY JUNE 2, 2025 9:00 AM.

Submission Page

⚠	You have **NOT** met all requirements for Category "C-2" Non-County Owned and Operated Museum Grants 2024-2025.	
Page	**Question**	**Action**
Budget	You must enter some values	✎ Edit
Contact Information	Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.	✎ Edit
Contact Information	Federal ID Number	✎ Edit
Contact Information	Organization Web Address	✎ Edit
Contact Information	Street Address	✎ Edit

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APPLICATION SCORING

•**Artistic Value (10 out of 100)**
•The artistic value and cultural impact of the project. This can include scoring of a project that is unique to Collier County for the time period.

Tourism Impact (30 out of 100)
The impact on tourism of the project. This includes the description in the application of the tourism impact. It also includes the attendance estimates of individuals from outside of the County that is attending the project and how those estimates were calculated.   This also includes a project where Collier will be one of a few places for the project, such as a traveling exhibition or a premiere of a production.

Marketing Plan (40 out of 100)
The detail and depth of the marketing plan and its use to promote tourism. This includes various initiatives in the marketing plan and the goals and objectives of the plan. Also taken into consideration is the growth of the marketing plan or initiative from the previous year.

Economic Impact (10 out of 100)
A score of the economic impact generated from the Event Impact Module from Destinations International. This figure will be calculated by staff utilizing the entry of figures in the application. This score also evaluates current hotel rooms, hotel room blocks, or rental home blocks that all contribute to the Tourist Tax base.

General Impact of Project (10 out of 100)
 A score used to identify the general impact of the project and its benefit to arts and culture and tourism of Collier County and the recognition plan for the project.

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OTHER INFORMATION

- **Evaluation and Decisions**

    •Scores will be evaluated, and a presentation will be completed at the Tourist Development Council (TDC) meeting

    •Meetings are on the third Tuesday of the month at 9:00 AM at County Administration Building 3rd Floor

        •May 20, June 17, and July 15

    •Estimated time frame for presentation is July or August

- **Future Tools**

    - Ripe – way to link to hotel rooming for your event or activities

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THANK YOU

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