

FY 25/26 Application Training



Cultural
Council
FOR PALM BEACH COUNTY

Tourist Development Fund for:

Cultural Tourism Cultural Marketing

CATEGORY B CATEGORY CII

About the Program

- **Funded by tourist development tax (bed tax)**
- **Support marketing and cultural tourism expenses associated with the presentation and/or production of programs open to the general public**
- **For nonprofit arts and cultural organizations with a recognized ability to produce, present, and promote excellent programs that attracts a significant number of tourists and contribute to Palm Beach County's reputation as a national cultural destination**
- **Reimbursement-based program. Grantees submit quarterly reimbursements**
- **Two-year grant cycle (FY25/26 & FY26/27)**

Funding Period

October 1, 2025 – September 30, 2026

Funding Levels - Cultural Tourism Category B

- Annual operating revenues of at least \$1,175,000
- Funding levels are:
 - Operating Revenues of \$2 million or less: request 10% of operating revenues
 - Operating Revenues between \$2,000,001 and \$3,000,000: request \$200,000
 - Operating Revenues between \$3,000,001 and \$5,000,000: request \$250,000
 - Operating Revenues above \$5,000,000: request \$300,000

Funding Levels - Cultural Marketing Category CII

- Annual operating revenues of at least \$200,000
- Funding level:
 - Operating Revenues from \$200,000 to \$1,174,999 request up to \$150,000

Applicants request funds based on operating revenue reported in FY24 audit or FY24 fiscal year financial statements (profit & loss and balance sheet of assets and liabilities).

Eligibility

- Nonprofit organization 501(c)3, or part of an organization/unit of government which produces and/or presents a cultural program or festival
- Organization must be headquartered in Palm Beach County
- Years of fiscal operation as a nonprofit organization in PBC
 - 5 years – Category B
 - 2 years – Category CII
- Registered with Guidestar (www.guidestar.org)
- Department of Agriculture Reference/License Number permitting solicitation (www.fdacs.gov)
- Board of directors composed of at least 1/3 PBC residents
- Employ one permanent full-time employee or one permanent full-time equivalent (FTE)
- Dollar-for-dollar match for the amount requested (contributed or earned income)
- Meet or exceed the operating revenue budget threshold:
 - Category B \$1,175,000
 - Category CII \$200,000
- Document a certain level of budgeted marketing activity for FY2025/2026
 - Category B \$200,000
 - Category CII \$100,000

Allowable Expenses

- Professional in-house marketing staff; up to 50% of adjusted salary (gross salary less vacation, sick, personal, bereavement and holidays)
- Outside Professional Services specific to:
 - Artists
 - Marketing/PR
 - Production and Technical expenses
- Marketing and Advertising costs
- Space Rental
- Pre-payments made prior to grant period (see guidelines)

Grant Restrictions


- General operating or administrative expenses; including travel, salaries and benefits
- Mortgage or rent of office building, renovation, or remodeling of facilities
- Purchase of permanent equipment, anything with a lifespan of one year or more
- Fundraising, galas, sponsorship, development, membership, annual reports, printed newsletters, private event invitations and program publications that include solicited (paid) advertising. (Including membership call center expenses and subscription renewals)
- Funds cannot be used for expenses or program costs associated with sponsorships, co-op marketing opportunities or additional support from another TDC agency. Likewise, programs costs incurred in fulfilment of sponsorships, co-op marketing opportunities, or additional support from other TDC agencies are not eligible for reimbursement through this program
- Classes and other educational activities (exception, lectures: proof 80% or more attendance out-of-county)
- Advertising and/or printing that omit the County, TDC, or Cultural Council logos and/or recognition
- Food and beverage expenses
- Student or Intern expenses
- Any awards, prizes, or contributions
- Prepaid expenses not defined allowable (see guidelines)
- Postage
- Any other non-program related expenses

Reminders/Changes

- Online Application – be sure to read thoroughly and contact grants department if clarification is needed
 - Removed & modified questions
 - Request to list all programs FY26
 - Request to list programs you are requesting funding for FY26:
 - name of the **proposed** program(s)
 - description (3-4 sentences) of the program(s)
 - date/month of program(s) for the period October 1, 2025 - September 30, 2026
 - location of program(s)
- In your Project/Program Description, list **ONLY** programs that meet the definition of a program. *A program is defined as a specific event, exhibit, performance, or other activity which would attract out-of-town visitors. **Do not list** all exhibits, programs etc. for the program year. Be specific – do not list TBA OR dates and exhibits are subject to change.*
- Budgeted marketing Activity – Category B increase to \$200K and Category CII increase to \$100K
- Organization must be headquartered in PBC
- Five years fiscal operation – Category B
- Out of County Visitors FY24 & FY26 – Category B
- Funds cannot be used for expenses or program costs associated with sponsorships, co-op marketing opportunities or additional support from another TDC agency.
- Category B & Category CII applications must receive a score of 80 or above to be approved/recommended for funding

Application Review Criteria

Category B

- Cultural excellence of the organization – 20 pts
- Strength of proposed cultural tourism and marketing program – 60 pts
- Administrative excellence of the organization – 20 pts
-  Application must receive a score of 80 or above to be approved for funding

Category CII

- Cultural excellence of the organization – 20 pts
- Out of county marketing impact – 30 pts
- In county marketing impact – 20 pts
- Organization Stability – 20 pts
- Potential for growth – 10 pts
-  Application must receive a score of 80 or above to be approved for funding

Review Process



- Applications that meet eligibility will be reviewed by a panel of:
 - Cultural Council board members
 - TDC representatives
 - Community & regional volunteers
- Applicants will be required to participate in an “interview-style” review:
 - Provide a brief update of programming and organizational changes since the grant submission
 - Answer panelist questions
- A funding formula is used to calculate the award amount based on request amount, score and available funds

Appeal Process



- Applicants that feel there was a rating error can file a written appeal letter within two weeks of the conclusion of the panel
- The letter must:
 - Be signed by the authorizing official of the organization
 - Be sent to the AVP of Grants at the Cultural Council.
 - Include support evidence that the error was made and evidence of where the correct information can be found in the materials presented to the panel

The Grant Application Online Applications Only

- Access the online grants portal under the Applicant Toolkit on the Council's website
- New grant portal users will need to create an account
- Click on the “apply” button at the top of the Applicant Dashboard to see a list of available grants
- **Select the correct application for your category and hit the “apply” button to the right to apply**

Required Submissions

- Final FY24 certified audit with auditor's opinion

Organizations that are on a calendar year and/or do not have a completed FY24 audit at the time of application must submit their FY24 financial statements signed and dated by the CEO or Board Chair, including:

- Statement of activities (profit & loss statement)
- Statement of financial position (balance of assets & liabilities)

PLEASE NOTE: a FY24 audit must be submitted to the Cultural Council by June 30, 2025, if not submitted at the time of application!

- Sample(s) of recent marketing/advertising material
- Budget Workbook (Excel), that includes:
 - FY25/26 budget
 - Explanation of any in-kind benefits
 - Explanation of budget surplus or shortfall (deficit)

Support Materials - Optional

- Recent annual report
- Recent performance/event reviews or recent articles on the organization
- Brochures, photos, videos etc.

Application Deadline

February 28, 2025, 11:59pm

**READ THE APPLICATION
GUIDELINES FIRST!**

**FY25/26 Application
Guidelines can be found in the
Category B & Category CII
Application Toolkits on the
Cultural Council website**

Grant Contacts

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We are here to assist you!