



Dear Applicant:

Enclosed is the application for Cultural Umbrella funds for **FY 2011-2012 (Oct.1, 2011 – Sept.30, 2012)** for the advertising and promotion of cultural events. *A cultural event is defined by a specific quality that encourages audience attendance due to its limited engagement and/or is in addition to regular program activities.*

The Florida Keys Council of the Arts is pleased to administer the Cultural Umbrella for the TDC and offer **workshops** for assistance in completing your application. **New** this year are special marketing/media buy workshops with the TDC's agencies of record.

NEW - Marketing/Media Workshops

Tuesday, February 8, 2011

10:00 a.m. Gato Building, 1100 Simonton St., Key West
3:00 p.m. Cheeca Lodge, MM 82, Islamorada

Application Workshops

Tuesday, March 8, 2011

1:00 p.m. Gato Building, 1100 Simonton St., Key West

Wednesday, March 9, 2011

10:00 a.m. Banana Bay Resort, 4590 Overseas Hwy., Marathon
3:00 p.m. Murray Nelson Government Center, 102050 Overseas Hwy., Key Largo

Prior to the application deadline, submit your entire application by email to Sharon of Tinsley Advertising and Carol of Stuart Newman Associates for their **advance** approval. **New this year...**you must have received agency approvals prior to April 18th.

Tinsley Advertising, Sharon Joseph
2000 S. Dixie Highway, Miami, FL 33133
phone: 800-273-1242 or 305-856-6060
sharon@tinsley.com

Stuart Newman Associates, Carol Shaughnessy
P.O. Box 212, Key West, FL 33041
phone: 305-797-0579
carol@newmanpr.com *(write CU application in subject line)*

The Application is due on Monday, April 25 before 5:00 pm in the office of the Florida Keys Council of the Arts, 1100 Simonton Street #2-263, Key West, Florida 33040. **Late applications will not be accepted nor will they be considered.**

- Provide **one (1) original**, notarized on page 8 and marked "original" on the front cover, and **six (6) additional copies**.
- Attach letters of approval from Tinsley Advertising and Stuart Newman Associates at the end of the **original** application **only**. (Do **not** include copies of the agency letters with the six copies.)
- Do **not** include this cover letter, the table of contents, nor the TDC Logos pages.
- If you include examples of media exposure, please limit to **five** pages.
- Use clips in place of binders.

The Cultural Umbrella Committee will meet at **10 a.m. on Thursday, May 12 at the MARATHON GOV'T. CENTER, MM 47.5 Overseas Highway (bayside)** to review the applications and make recommendations for funding. In addition to the committee member's scores, the method used by the State of Florida's Division of Cultural Affairs will be used to determine funding recommendations. A representative of your organization who is familiar with the application and authorized to answer questions is invited to attend. **All 5 districts will be reviewed in the morning session.** Recommendations then go to the TDC in July and to the BOCC in August for final approval.

For more information please contact Liz Young at the Arts Council office 305-295-4369. We look forward to assisting you in promoting your cultural events.

Sincerely,
Elizabeth Young, Executive Director
Florida Keys Council of the Arts

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2011/2012

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Include agency approval letters at end of original application packet.
If they are omitted, your application will **not** be considered for funding.