



March 11, 2009

Dear Applicant:

Enclosed is the application for Cultural Umbrella funds for FY 2009-2010 (October 1, 2009 – September 30, 2010) for the advertising and promotion of cultural events. The Florida Keys Council of the Arts is pleased to administer the Cultural Umbrella for the TDC and offers **three workshops** for assistance in developing your application. The schedule is:

Monday, March 23

10 a.m. Marathon Community Theatre, 5101 Overseas Hwy., Marathon
2 p.m. History of Diving Museum, 82990 Overseas Hwy., Islamorada

Tuesday, March 24

2 p.m. Gato Building, 1100 Simonton St., Key West (1st floor conference rm.)

Prior to the application deadline, submit pages **1, 2, 3, 6, 7, 8, 10, 16** to Sharon of Tinsley Advertising and Carol of Stuart Newman Associates for their **advance** approval. (Pages are marked * in the Table of Contents.)

Tinsley Advertising, Sharon Joseph
2660 Brickell Ave., Miami, FL 33129
phone: 800-273-1242 / 305-856-6060
fax 305-858-3877
sharon@tinsley.com

Stuart Newman Associates, Carol Shaughnessy
600 Whitehead St., Suite 101, Key West, FL 33040
phone: 305-294-0320
calico2419@aol.com
(write CU application in subject line)

The Application is due on Monday, May 4 before 5:00 pm in the office of the Florida Keys Council of the Arts, 1100 Simonton Street #2-263, Key West, Florida 33040. Unfortunately, **late applications will not be accepted.**

- Provide one (1) original, notarized in two places and marked “original” on the front cover, and six (6) copies.
- Attach letters of approval from the ad and PR agencies to the end of the original application. (Please note: copies of the agency letters of approval need not be included with the six copies.)
- In the interest of conservation, this cover letter and table of contents should be left out of the application submittal, as well as pages 11 & 12 “Financial Information” and 20 – 24 “Sample Funding Agreement.” Please limit examples of media exposure to five pages. Please use clips in place of binders.
- Do not include letters of support; however, letters or e-mails of *commitment* for contributions and in-kind contributions are *required to be submitted on CD*. Please provide a total of seven (7) CD’s, one to be included with the original and each of the 6 copies of the application.

The Cultural Umbrella Committee will meet at **10 a.m. on May 26 at the MARATHON GARDEN CLUB, 5270 Overseas Highway** to review the applications and make recommendations for funding. A representative of your organization who is familiar with the application and authorized to answer questions is invited to attend. 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 or Shirley Freeman, Chair of the Cultural Umbrella Committee, 305-294-2725. We look forward to assisting you in promoting your cultural event.

Sincerely,

Cris Sandifer
Chair, Florida Keys Council of the Arts

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 2009/2010

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* Submit these pages to agencies for approval. Include agency approval letters at end of original application packet.

** Provide CD containing letters or e-mails of commitment with each application packet.