

RESOLUTION NO. 89-34

WHEREAS, Florida Statutes 125.0104 authorizes the Board of County Commissioners to expend tourist development tax revenues for the purposes described in Part 2B of the Tourist Development Tax Budget Plan;

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of St. Johns County, Florida, that the St. Johns County Ancient City Arts Alliance is requested to use the guidelines attached hereto as Exhibit A and to receive and prioritize all request for money under Part 2B of the Tourist Development Tax Budget Plan in accordance with the guidelines. The prioritized list of requests for money should be submitted to the Tourist Development Council in a timely manner for its consideration, review, and forwarding to the Board of County Commissioners for approval and implementation. The final decision on the appropriation of the dollars from the Tourist Development Trust Fund shall reside with the Board of County Commissioners.

ADOPTED this 14th day of February, 1989.

BOARD OF COUNTY COMMISSIONERS
OF ST. JOHNS COUNTY, FLORIDA

BY 
Chairman

ATTEST: Carl "Bud" Markel

By Connie E. McDaniel
Deputy Clerk

ST. JOHNS COUNTY
TOURIST DEVELOPMENT TAX EXPENDITURE GUIDELINES
FOR TOURISM PROMOTION AND ADVERTISING
THROUGH CULTURAL EVENTS AND ACTIVITIES

FISCAL YEAR 1988

1. GOALS AND OBJECTIVES

A. Goal:

To promote and advertise tourism by assisting and expanding cultural events and activities which attract tourists from the State of Florida, nationally or internationally.

B. Objectives:

- (1) To attract tourists by offering a variety of cultural activities and events.
- (2) To advertise these activities and events in the State of Florida, nationally or internationally.

2. ELIGIBILITY REQUIREMENTS

A. Organizations that apply must meet at least one of the three criteria below:

- (1) The organizations must be legally incorporated in Florida as a not-for-profit corporation pursuant to Chapter 617, Florida Statutes. (Questions regarding corporate status may be addressed to: Florida Department of State, Division of Corporations, Correspondence Section, P. O. Box 6327, Tallahassee, Florida 32314. (904)-488-9866.)
- (2) The organization must be established as a tax-exempt organization as defined in Sections 501 (c)(3) or 501 (c)(4) of the Internal Revenue Code. (A copy of the I.R.S. determination letter provided by the applicant shall be sufficient to confirm federal tax-exempt status.)
- (3) The organization must be a public/private school within St. Johns County, Florida.

B. All organizations that are not Florida corporations must qualify with the Florida Department of State to do business in Florida.

- C. Applicant must propose a specific project or program that will assist the County in achieving the objectives described above.
- D. Applications submitted by individuals are not required to have proof of tax-exempt or non-profit status, but such individuals may not benefit financially from the project.
- E. Applicant's activities that are to be funded must be open to the public and advertised in such a manner to reach persons who are not residents of St. Johns County.
- F. Applicants must demonstrate compliance with the "match" criteria that is described in Sections 4 and 5 below, beginning with proposals submitted in 1989.
- G. The applicant's principal office must be in St. Johns County.

3. RESTRICTIONS

Funding cannot be provided for any of the following:

- A. Capital improvements, including expenditures for the acquisition, construction, or alteration of a facility.
- B. Mortgage payments.
- C. Purchase of equipment which has a useful life of over one year and a unit cost of \$500 or more.
- D. Payment of past deficits.
- E. Administrative costs unrelated to the proposed project.
- F. Activities and events intended only for the applicant's membership or local community.
- G. Activities and events which do not promote and advertise tourism.

4. FUNDING

- A. Tourist Development Tax Funds are intended to stimulate, rather than replace, private, corporate, and/or community support and are thus to be made on a "matching" basis beginning in fiscal year 1988. A One-Dollar-to-One-Dollar match, or better, is required for the project that will be funded with Tourist Development Tax Funds. Therefore, the funding amount requested may not exceed 50 per cent of the total project costs. In-kind or donated goods and services

may not exceed one-third of the total project costs.
(Note: Matching funds will not be required for fund
requests submitted for funding in fiscal year 1988.)

- B. No single Tourist Development Tax Funding to an organization will exceed \$10,000.
- C. An organization may apply for more than one funding in order to fund different artistic or cultural components under its aegis, but the total amount awarded in any one year may not exceed \$40,000.
- D. Funding may be less than the amount requested.

5. RECIPIENT AND APPLICATION REQUIREMENTS

- A. All applications for funds from the St. Johns County Tourist Development Trust Fund shall be submitted to the Ancient City Arts Alliance (hereinafter ACAA).
- B. All recipients of funds must give credit to the Tourist Development Tax Fund in all publicity concerning the funded project. This requirement may be waived by the Tourist Development Council.
- C. The applicant must submit sufficient written assurances that the monies received from the St. Johns County Tourist Development Trust Fund will be spent solely for activities or events within St. Johns County.
- D. The applicant must submit a total annual budget. The budget shall specify how funds from the St. Johns County Tourist Development Trust Fund will be spent. An appropriate financial statement must also be submitted with the application and the way in which the event will be promoted and advertised.
- E. Recipients must indicate (when applicable) how additional matching funds will be raised before the end of the funding calendar period if the recipient does not have its matching share available at the time of application.
- F. A project for which funds are awarded must be completed within one year of obtaining the funds.
- G. Recipients must agree to submit to ACAA (a) a timely interim report during the funding period detailing progress on the project and the matching fund status, and (b) a final project report in acceptable form within three months after completion of the project. ACAA will submit final report(s) to the Tourist Development Council.

6. DEADLINE

- A. Completed applications and all accompanying material must be received by ACAA not later than the times published in the St. Augustine Record and other county publications.
- B. Applicants must submit the number of copies of the application as shall be required by ACAA.
- C. No late applications can be accepted.

7. REVIEW CRITERIA

For each application, ACAA or the ACAA Funding Panel described below will complete rating sheets based on the following criteria:

- A. Artistic or cultural merit: 28 points
- B. Impact on tourism development in St. Johns County: 52 points
- C. Feasibility of project implementation: 10 points
- D. New, expanded, or enhanced project, as contrasted to the mere continuation of an existing project or activity: 10 points

8. REVIEW PROCEDURE

- A. ACAA may, but is not required to, create an ACAA Funding Panel to review applications and to administer the review procedure.
- B. The ACAA Funding Panel will consist of persons knowledgeable in cultural and artistic disciplines, who live and/or work in St. Johns County, and whose service on the panel will be limited to three consecutive years.
- C. References made herein to the ACAA Funding Panel shall mean ACAA if no Funding Panel has been created or is in existence.
- D. The ACAA Funding Panel will review each application. Applications with incomplete or incorrect information which may make them ineligible will receive specific guidance about the problem and will be given a deadline by ACAA for submitting an amended application. If the applicant does not respond by this deadline, the

applications may be given low priority or be recommended for denial without further review.

- E. Based upon the application, the Review Criteria, and the relative merit of the application as compared to other applications, the ACAA Funding Panel shall list each project proposal in order of a recommended funding priority from highest to lowest priority and may, if warranted, recommend denial of funding. In addition, the ACAA Funding Panel shall summarize the facts and opinions it believes justify the application's priority designation or denial and shall recommend the dollar amount it believes should be awarded.
- F. ACAA shall review the recommendations of the ACAA Funding Panel and shall adopt, or modify and adopt, them as its own. ACAA shall also designate the dates of the interim report and the final project report described in Section 5 above.
- G. ACAA shall submit its funding recommendations and findings to the Tourist Development Council. The Tourist Development Council shall then submit the ACAA funding recommendations and findings to the Board of County Commissioners of St. Johns County with such comments and critique as the Tourist Development Council shall deem appropriate.
- H. Applicants who do not receive favorable recommendation for funding will have critique guidance made available to them upon written request to ACAA.