

Tourist Development Council Meeting – August 28, 2017
Agenda Item 10 – Andy Witt (Action Required)

August 21, 2017

TO: St. Johns County TDC

RE: 2018 ACH Grant Awards Recommendations and Options to consider

The Approved ACH Grant budget for 2018 is \$618,000, up from \$583,000 in FY 17.

Attached is the list of the 2018 ACH Grant Applicants and the result of the Grant Panel meeting on August 9. The first list is broken down by: Guideline Category: Applicant; Request; Panel score; and Recommended dollar award. The award is determined by factoring the Score against the Request. When there are more dollars requested than funds available, an “iteration” formula then calculates awards until the “budget” is reached. At each iteration, this formula continues to award a higher percentage of request based on the higher score. A score of 75 or higher was required to receive funding.

Dollars available were included in the ACH Guidelines approved by the TDC and BOCC in March. Specific category amounts were part of the Guidelines;

Marketing Support would receive “up to 15%” of the Grant budget or \$92,700

Resource Development would receive “up to” \$60,000

Visitor Experience would receive “up to 20%” or \$123,600

Annual and Special Events would receive “at least 50%” or \$341,700

The attached chart allocates funds based on the score/request and since the totals in the first three categories were less than the budget, the underage was added to the Annual and Special Events category where the difference between requests and funds available was the greatest.

Note, to protect the integrity of the Panel scoring process, while funds may be available, no applicant should receive a higher dollar award than their respective score would show.

Scenario A:

The recommended funding scenario is to award funds in the four categories using the iteration formula which results in the following outcomes for each of the four grant categories.

Marketing Support Grants: four applications received with a total request of \$80,000. Scoring of the applications resulted in a recommended award of \$71,720 with all four applications receiving some level of funding. The unawarded \$20,980 from this category’s max allocation has been redirected to the Annual and Special Events category.

Resource Development Grants: three applications received with a total request of \$90,000. One application did not receive the required minimum score. Scoring of the applications resulted in a recommended award of \$52,290 with two of the three applications receiving funding commensurate with the score. The unawarded \$7,710 from this category's max allocation has been redirected to the Annual and Special Events category.

Visitor Experience Grants: 11 applications received with a total request of \$107,000. Scoring of the applications resulted in a recommended award of \$91,327, with all 11 applications receiving some level of funding. The unawarded \$32,273 from this category's max allocation has been redirected to the Annual and Special Events category.

Annual and Special Events Grants: This category picked up an additional \$60,963 in funds that were not awarded in the other grant categories resulting in a total available allocation of \$402,663. For this category, 22 applications were received with a total funding request of \$990,125.

Two applications did not receive the required minimum score. Scoring of the applications resulted in a recommended award of \$402,663 with 20 of the 22 applications receiving some level of funding through the "iteration" formula. A pro/rata adjustment of \$124 (0.002%) was added to the top scoring application to expend all of the allocated grant dollars.

A spreadsheet is available that shows the calculations.

Scenario B:

A second option, "Scenario B," would fund all eligible applications based on score against request, but only fund the ranking until the budget level is reached in each category.

In this scenario, the awards for the Marketing Support Grants category, the Resource Development Grants category and the Visitor Experience Grants category would not change from that outlined in Scenario A, as available funding exceeded the amount needed to provide funding for all qualified applications commensurate with the scores.

In this scenario, only the top 10 applications of the 22 total applications in the Annual and Special events grant category would receive funding with the Greek Festival (the lowest scoring of the funded applications) receiving only partial funding due to exhausted funds.

A spreadsheet is available that shows the calculations.



ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL
ST. AUGUSTINE | PONTE VEDRA
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2018 ACH Grant Applications - Panelist Master Score Sheet

Application #	Category	Applicant Organization Name:	Event/Program Information	Avg. Score	Option A	Option B
Marketing Support						
2018-0025	Marketing Support	St. Augustine Lighthouse & Maritime Museum	Stories of the Nation's Oldest Port	96.5	\$ 19,300	\$ 19,300
2018-0046	Marketing Support	Lightner Museum	General marketing Support	95.3	\$ 19,060	\$ 19,060
2018-0065	Marketing Support	Cultural Center Ponte Vedra	CCPVB Arts Marketing	87.8	\$ 17,560	\$ 17,560
2018-0062	Marketing Support	Limelight Theatre	Limelight Visitor Marketing Promotion	79.0	\$ 15,800	\$ 15,800
Marketing Support Grant Total					\$ 71,720	\$ 71,720
Resource Development						
2018-0047	Resource Development	Lightner Museum	Presentation & Interpretation of American Cut Glass and Ceramics Galleries	94.0	\$ 28,200	\$ 28,200
2018-0057	Resource Development	Friends of A1A Scenic & Historic Coastal Byway, Inc.	Byway Administrator	80.3	\$ 24,090	\$ 24,090
2018-0049	Resource Development	St. Johns River-to-Sea Loop Alliance	Original Farm-to-Table Corridor: Since 1565	49.8	\$ -	\$ -
Resource Development Grant Total					\$ 52,290	\$ 52,290
Visitor Experiences						
2018-0013	Visitor Experiences	Flagler College	A Gilded Age, Flagler's Folly and Two Centuries of Gulf Coast Maritime Adventure	93.3	\$ 9,330	\$ 9,330
2018-0060	Visitor Experiences	Historic Florida Militia, Inc	Searle's Sack/Drake's Raid	90.5	\$ 9,050	\$ 9,050
2018-0031	Visitor Experiences	Romanza-St. Augustine, Inc.	St. Augustine St. Patrick's Day Parade	89.5	\$ 8,950	\$ 8,950
2018-0036	Visitor Experiences	SEA Community Help Resource Center, Inc	SEA's 6th Annual Rails to Trails Festival	87.3	\$ 8,730	\$ 8,730
2018-0039	Visitor Experiences	St. Augustine Yacht Club	Holiday Regatta of Lights	86.5	\$ 6,920	\$ 6,920
2018-0059	Visitor Experiences	Historic Florida Militia, Inc.	Garrison Changing of the Guard	86.0	\$ 8,600	\$ 8,600
2018-0012	Visitor Experiences	The St. Augustine Art Association	9th Annual Nature & Wildlife Exhibition	83.0	\$ 8,300	\$ 8,300
2018-0051	Visitor Experiences	Flagler College	Gilded Age, Great War, and Global Influence: Reflections on the Russian Revolution	82.0	\$ 8,200	\$ 8,200
2018-0050	Visitor Experiences	Flagler College	A Gilded Age, Great War and Global Influence: The United States in the Twentieth Century	81.3	\$ 7,317	\$ 7,317
2018-0042	Visitor Experiences	Historic Florida Militia, Inc	Colonial Nightwatch	81.0	\$ 8,100	\$ 8,100
2018-0067	Visitor Experiences	City of St. Augustine Beach	Beach Blast Off	78.3	\$ 7,830	\$ 7,830
Visitor Experience Grant Total					\$ 91,327	\$ 91,327

