TDC/A GUIDELINE UPDATES

Fiscal Year 2027

ARTS & CULTURAL ALLIANCE OF SARASOTA COUNTY

Tourist Development Cultural / Arts Grant Program

The **Tourist Development Cultural/Arts (TDC/A)** program offers competitive funding to arts and cultural organizations for the production and marketing of performances, exhibitions and events that attract tourists to Sarasota County.

Funding for the TDC/A program comes from the **Tourist Development Tax (TDT)** collected on room rentals for a term of six months or less in Sarasota County.

Pursuant to Florida law, the use of TDT revenues is limited to those events or projects whose primary purpose is to attract tourists. Offering high quality arts and cultural events maintains and strengthens Sarasota County’s reputation as Florida’s cultural coast.

Therefore, pursuant to Section 114-64 of the Sarasota County Code, TDT expenditures include support for cultural and fine arts activities, services, venues or events **which have, as one of their main purposes, the attraction of tourists** as evidenced by the promotion of the activity, service, venue or event to tourists.

Each year the **Arts and Cultural Alliance of Sarasota County (ACA)** sponsors a grant-making cycle to recommend contract awards to qualifying arts and cultural organizations of Sarasota County. The ACA issues a request for grant applications, assembles a panel to review applications, and then makes recommendations to the **Tourist Development Council (TDC)** and County staff presents the recommendation to the **Board of County Commissioners (BCC)** for consideration.

General Requirements

- 501c3 Organization in Sarasota County
- Arts/Cultural Event
- Demonstrate Tourist Appeal
- Have be electronically ticketed or have a manned entry point
- 50% of funds must be spent on marketing
- Survey must be sent to 100% of ticket buyers or offered to 100% of attendees upon admission
- Zip codes for all purchasers/attendees must be reported at the end of the grant period
- For 100% reimbursement of requests above $30,000, at least 25% of attendees must be non-local

Tourist Development Cultural Arts Grant Program

FY27 Proposed Guideline Updates

Adjusted Timeline

FY27 Guidelines Presentation: Moving from January to December to allow time for Board feedback before launch

Revised Application Timeline: Opens earlier, remains open longer, and provides additional review time for panelists

Updated Financial Statement Requirement

Applicants must submit Complete Financial Statements (P&L and Balance Sheet) — audited if available

Removes costly audit/review requirement ($10K–$15K)

Aligns with common practice among comparable programs

IRS Form 990 Clarification

Applicants must submit their most recently filed Form 990, regardless of fiscal year

Matching Funds Clarification

Up to 25% in-kind match remains allowed

If cash match exceeds 100% of grant, in-kind may also exceed 25%

Non-Peak Season Scoring

Moved from rubric to automated point adjustment

Rewards qualifying projects without penalizing others

Definitions of Terms

Now a separate reference document, not in main guidelines

Reduces document length and paper use while maintaining access

Deadline: March 13th at 5pm

More information and application:

https://sarasotaarts.org/tourist-development-cultural-arts-program/

Questions?