



March 1, 2010

Dear Applicant:

**Enclosed is the application for Cultural Umbrella funds for FY 2010-2011 (October 1, 2010 – September 30, 2011)** 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 8**

10 a.m. Marathon Community Theatre, 5101 Overseas Hwy., Marathon  
3 p.m. Murray Nelson Gov't. Center, 102050 Overseas Hwy., Key Largo

**Tuesday, March 9**

2 p.m. Eco-Discovery Center, 35 E. Quay Road, Truman Waterfront, Key West

Prior to the application deadline, submit pages **1, 2, 5, 6, 7, 12, 13** 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](mailto:sharon@tinsley.com)

**Stuart Newman Associates**, Carol Shaughnessy  
422 Fleming Street, Key West, FL 33040  
phone: 305-294-0320  
[calico2419@aol.com](mailto:calico2419@aol.com)  
*(write CU application in subject line)*

**The Application is due on Monday, May 3 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.**

- Provide one (1) original, notarized on page 8 and marked "original" on the front cover, and six (6) copies.
- Attach letters of approval from Tinsley Advertising and Stuart Newman Associates at the end of the original application. (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 page 14 "TDC Logo's." If you choose to include examples of media exposure, please limit to five pages. Please use clips in place of binders.

The Cultural Umbrella Committee will meet at **10 a.m. on Tuesday, May 18 at the MARATHON GOV'T. CENTER, MM 47.5 Overseas Highway (bayside)** 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. We look forward to assisting you in promoting your cultural event.

Sincerely,

Elizabeth Young  
Executive Director, Florida Keys Council of the Arts

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2010/2011

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