

County	Max grant funding awarded	Criteria for grant selection	grant can be used for:	actualized room nights calculated
Collier County	<p>The recommended maximum grant amount of any single event is \$25,000.</p> <p>2. Priority for grant funding will be given to events held during our destination's shoulder and slow season (May- November).</p> <p>3. Events must be at least two (2) days in duration.</p> <p>4. Events must generate at least 100 hotel room nights per day of the event. The Point System below will be used to determine the recommended level of funding for repeating applicants.</p> <p>*Up to 50% funding may be recommended if room night projections from the last grant award was met. The amount and priority of funding recommended for approval will be based on the final score in the Evaluation process by the Grant Review Panel and the TDC. That total must be at least 75.</p>	<p>The Tourist Development Council (TDC) will receive the recommendations from the Grant Review Panel, and will vote on each qualifying applicant and prepare, in priority order, their recommendations for funding for Fiscal Year 2014-15.</p>	<p>Advertising and promotional campaigns supporting events or marketing projects in media such as broadcast, web and regional print and distribution and must be placed in media outside the Fort Myers DMA (De Soto, Charlotte, Glades, Lee, Hendry and Collier). Expenditures with these publications, broadcast and brochure distribution outside of the Ft. Myers DMA will be acceptable for reimbursement at full value. Coverage percentages in those outlets within Collier County will reduce the amount of reimbursement value available.</p> <p>2. Printing and distribution of promotional pieces, creative design, printing, copying, ad placement cost and out of the Ft. Myers DMA (De Soto, Charlotte, Glades, Lee, Hendry and Collier) distribution of direct mail.</p> <p>3. Creating an internet web site promoting the event linked to the County's Tourism website to increase participation, attendance and awareness of the event and to generate hotel room nights and spending throughout the County.</p>	<p>Event organizers receiving tourist tax funding assistance must track visitors using a special tracking forms or surveys and complete and provide Collier County with a post event report on those results. Event promoter or rights holder will be required to collect these forms from all participants and teams participating in the event.</p>
Leon County	<p>There are no maximum restrictions for funding request. The estimated number of room nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the committee's discretion and available funding levels. As an example, if the committee believes the event has overstated the potential room nights, the committee has the right to place the application in a lower funding category.</p> <p>Estimated Room Nights  Room Night Funding Range  500 and over - \$4,500 +  200 to 499 - \$2,400 - 4,499  100 to 199 - \$1,201 - 2,399  Less than 100 - \$0 - \$1,200</p>	<p>The committee will score each application on a 50 point scale</p>	<p>Promotion, marketing and programming expenses, paid advertising that reaches beyond Leon County with potential to drive overnight visitation, and media buys, production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging. Item #19 of the Application requires all applicants to describe how the grant funds will be used. Any changes to the items submitted in #19 MUST be submitted in writing to Visit Tallahassee and will not be allowed without written approval from Visit Tallahassee staff.</p>	<p>In order to assess the impact of each event on the Tallahassee-Leon County transient lodging industry, the TDC wants to emphasize the importance of tracking the number of overnight visitors attending the event.</p> <p>Should your event use a registration procedure, we encourage you to utilize the attached Visitor Tracking Form (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room. Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending each event. Furthermore, the information can be used to determine the growth of a particular event. Subsequently, the growth of an event can impact the funding level of the grant awarded to the organization.</p>
Clay County	<p>One and two-day community special events will be limited to \$1,500. High profile events that attract substantial visitors, publicity or significantly enhance the county's marketability as a tourist destination may be considered for additional funding.</p>	<p>100 point grant evaluation criteria</p>	<p>TDC funds used for advertising and promotion of special events must be placed in out-of-Clay County media. This is to ensure that funds will be used to attract event participants who reside outside of Clay County and who may stay at least one night in paid lodging. No media expenditures within Clay County will be reimbursed.</p>	<p>No proof of actualized room nights is required</p>

St. Johns County	<p>Categories: Product Development max \$80,000, Ongoing programs \$40,000, enhancement events \$20,000. Matching Funds: all proposal categories require matching funds to ensure that the applicant organization has a vested interest in the success of the event and a commitment of existing financial resources or the means of raising the requires funds.</p>	<p>Each member scores each application independently prior to an ‘in-person” public meeting where a representative(s) of each may offer brief updates and respond to questions from the panel. The panel may revise scores following applicant presentations. Once all applicants have been heard and scores set, the high and low score of the panelists are removed from consideration and the remaining five scores averaged.</p>	<p>Simply put, the TDC’s Arts, Culture &amp; Heritage Funding Program is permitted only as a means of advertising and promoting tourism. Therefore, projects funded through this program must demonstrate the intent and effect of attracting visitors to St. Johns County.</p>	<p>Funding recipients agree to allow TDC staff access to their program or event for the purpose of determining economic impact and ROI. If tickets are required for the program or event, the funding recipient is required to collect either a street address or email address along with the purchaser’s name for the purpose of surveying the purchaser about attendance at the program or event. Recipients must cooperate with the TDC staff and/or contractors in providing email addresses of ticket buyers and vendors for the purpose of surveying.</p>
Martin County	<p>Individual funding amounts shall not exceed \$25,000 (1st year events may only apply for up to \$10,000. The average grant amount may vary based upon the individual event and available funds).</p> <ul style="list-style-type: none"> <li>· 1st Year – Up to 100% of requested funding</li> <li>· 2nd Year – Up to 80% of requested funding</li> <li>· 3rd Year – Up to 75% of requested funding</li> <li>· 4th Year – Up to 70% of requested funding</li> <li>· 5th Year and Beyond – Up to 60% of requested funding</li> </ul>	<p>100 point grant evaluation criteria</p>	<p>Funds are to be used for</p> <ul style="list-style-type: none"> <li>· youth and adult sporting activities,</li> <li>· nature-based and eco-tourism,</li> <li>· heritage tourism,</li> <li>· cultural, fine and non-fine arts entertainment,</li> <li>· festivals, programs and other activities which directly promote county overnight tourism.</li> </ul> <p>2. Funding may only be used for local promotions, events and/or activities.</p>	<p>Visitor Questionnaires (as provided in application packet) based on the estimated attendance of the event.</p> <ul style="list-style-type: none"> <li>o Under 1000: 50 o 1001 – 5000: 100 o 5001 – 10,000: 200 o 10,001 – 50,000: 300 o 50,001 – Up: 400</li> <li>· Verified Overnight Stay Report (as provided in application packet) of at least 100 verifiable overnight stays (average) per night of an event. A verified overnight stay is defined by one that is reported and signed off on by a Martin County hotelier on the Verified Overnight Stay Report.</li> </ul>
Pasco County	<p>There is a 1/3 cap amount on how much an applicant can request through the Marketing Program. For example, if the total funds available for the Marketing Program is \$75,000 an applicant may not request more than \$25,000. If an applicant’s request is above the cap amount the TDC will impose the cap.</p> <p>Room Nights</p> <p>Sponsorship Amount</p> <p>2,000 rooms and up - \$15,000 and up</p> <p>1,000 – 1,999 - \$10,000 to \$14,999</p> <p>400- 999 - \$5,750 to \$9,999</p> <p>200-399 - \$2,500 to \$5,749</p> <p>50-199 - \$500 to \$2,499</p>	<p>use 100 point grading criteria</p>	<p>Funds received pursuant to the Local Special Events Marketing Program must be used for expenditures associated with marketing and promoting an Event outside of Pasco County to potential overnight visitors.</p>	<p>Grant recipients must obtain room block agreement from hotels or individual event surveys</p>

Marion County/Ocala	\$10,000 - anything larger must call a special meeting of the TDC	use a 50 point grading sheet	Pre-Event Marketing (paid only, no reimbursement for value in kind): a. Print b. Radio c. Online Media d. Television Advertisements e. Outdoor Signage/Banners f. Poster/Flyers/Brochures g. Artwork/Graphic Design h. Media Events i. Direct Mail j. Event Banners k. Printing Collateral 2. Awards to Participants - non-monetary (must be approved by OMCVCB in advance) 3. Other expenditures consistent with Florida Statutes and TDC objectives may be considered	grant recipients must distribute economic impact surveys
Osceola County/Kissimmee	No event will be approved for funding that exceeds 10 percent of the allocated Tourism Enhancement Grants Program budget. (If the Tourism Enhancement Grants Program budget is \$500,000, the maximum amount to any single event is \$50,000, for example.)	use 100 point grading criteria	Authorized use of funds includes: o Print, Radio, Television and Internet Advertisements; o Outdoor signage/banners; o Posters/flyers/brochures; o Professional artwork/Graphic Design; o Postage for direct mail of promotional material.	Participant and Attendee Surveys that seek to determine who attended the event and whether they were local residents or visitors. Grants recipients are required to provide survey data of 10 percent of the attendees or 400, whichever is less.
Lee County/Fort Myers & Sanibel	MAXIMUM FUNDING: Events require a minimum 100% match from the requesting organization with no more than 50% of that match being in-kind contributions. - A maximum funding amount of \$150,000 established by the TDC/VCB staff and approved by the BOCC will be the Events Marketing Program Budget for fiscal year 2014-2015. Up to 25% of the current budget (\$50,000) will be designated as 'seed' funding for nurturing of new events. This funding will be available to events in the first four years of growth. -Remaining funds (\$100,000) will be dedicated to funding "sustainable events". To receive continued funding support after the fourth year, events will be required to show increased growth in revenue producing room nights; financial sponsorships and media attention. Caveat: the existing four year rule of cutting funding in half will apply should the TDC determine that sustainable growth in these areas has not been met.	Funding applications will be scored in six categories on a 40-point scale. Applications scoring less than 50% will not be considered for funding approval.	Advertising and promotion must take place in areas outside of Lee County and at least 140 miles or two hours driving time. This is to ensure that funds will be used to attract visitors to stay in Lee County paid accommodations for at least one night. 2- Provide name of media outlet where advertising will be placed, include size and frequency of exposure including impressions. 3- Provide a breakdown of number of fliers/brochures to be printed and distributed out of area. 4- TDC logo must appear as a sponsor on all promotional materials, web and print advertising. Failure to appear may jeopardize reimbursement. *Use of logo must follow graphics standards found on <a href="http://www.leevcb.com/content/download-logos">http://www.leevcb.com/content/download-logos</a> . 5- Many items are eligible; however items not listed in marketing plan and approved by TDC will not be eligible 6- Operational expenses (including supplies, awards, contractor's fees, salaries or travel) are not eligible uses of TDC funding.	do not require hotel documentation

<p>Visit Central FL/Polk County</p>	<p>A) Regional Events- multiple consecutive day recurring events  Maximum Request of up to \$100,000 of which 50% must be spent targeting out of market audiences. Consortium or collaboration partner events are eligible but ACC sponsorship funds from one partner may not be used to match ACC sponsorship funds for the event or activity. Requires a minimum 1:1 match of which not more than 25% may be in-kind documented services or products. In-kind volunteer hours are not eligible to be included in the match.  B) ACH Ongoing Cultural Program Development and Presentation  Maximum Request up to \$50,000 are available to not-for-profit cultural institutions for support of extraordinary, visitor-related programming. Programs may consist of significant traveling exhibits, or a sustained presentation of literary, performance or visual arts representative of Polk County’s culture. Sponsorships under this program require a minimum \$2 cash match for every \$1 provided by the TDC. Expenses not directly related to securing or staging exhibits or special programs will not be reimbursed (the TDC will not pay for ordinary operational expenses of the institution.) Sponsorships in this category should be considered “venture capital” funds to plan, develop and present projects and events that expand organizational capacity and awareness for both the sponsorship and future program years.</p>	<p>reviewed by committee in public meeting</p>		<p>Information required in post event paperwork:</p> <ul style="list-style-type: none"> <li>· Post event forms provided by PCTSM (Economic Benefits Report, Reimbursement Request Form and completed event surveys).</li> <li>· An Invoice from your organization for the amount of the sponsorship</li> <li>· Documentation of your event expenses</li> <li>· Survey results, ads placed (with tearsheets), attendance numbers and zip-codes of attendees, etc.</li> </ul>
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Miami-Dade County	<p>The TDC encourages applicant organizations to diversify financial support by pursuing other public and private sources of funding. To this end, the TDC employs the following reduction formula when making funding recommendations for a return event or organizational activity (one that received funding in a prior funding cycle):</p> <p>YEAR NOT-FOR-PROFIT / GOVERNMENT ENTITY FOR-PROFIT</p> <p>1 Initial Grant Recommendation/Initial Grant Recommendation</p> <p>2 No more than 90% of initial grant award/No more than 66% of initial grant award</p> <p>3 No more than 80% of initial grant award/No more than 33% of initial grant award</p> <p>4 No more than 70% of initial grant award/\$0 recommended</p> <p>5 No more than 60% of initial grant award/\$0 recommended</p> <p>6 Project is considered for a new cycle of funding based, in part, upon its demonstrated track record and the</p>	judged on a 50 point system	<p>Personnel: Administration, Artistic, Technical/Production salary support (no more than 25% of grant request can be allocated amongst any combination of these line items), and/or outside other fees (i.e., consultant fees) related to the proposed program, project or event</p> <p>Marketing and public relations</p> <p>Printing</p> <p>Postage</p> <p>In-County travel and transportation costs (i.e., event-related busses or shuttle services – gas, rental cars and parking fees are not accepted)</p> <p>Equipment rental</p> <p>Space rental (such as performance/exhibition venues)</p> <p>Insurance (specific to the event/project)</p> <p>Expendable supplies/materials</p> <p>Honoraria</p> <p>Direct program costs</p> <p>Production costs related to proposed program, project or event</p> <p>Publications directly related to the proposed program, project or event (must have a public outreach component and meet the TDC Grants Program’s objectives)</p> <p>Equipment rental and personnel necessary to provide program accessibility as mandated by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973</p>	do not require hotel documentation
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Madison County	<p>_____ COMMUNITY EVENTS: Promoting tourism through local events. Maximum Award for existing events - \$1,000</p> <p>_____ NEW OR SPECIAL EVENTS: Promoting tourism through events lasting two or more days sponsored by non-profit or for profit organizations such as festivals, art shows, and historical events, which are open to the public and attract over 2,500 visitors from outside the County per event. Maximum Award – TDC Discretion</p> <p>_____ SPORTS EVENTS: Promoting tourism through organized amateur sports tournaments and events held within the County that bring over 200 participants from outside the County per event. Maximum Award is TDC Discretion.</p>		<p>Promotional expenses in conjunction with an event to increase the awareness of Madison County outside this area. These include postage used for visitor solicitation, posters and brochures distributed inside AND outside Madison County, poster board material, layout and design of promotional materials. Every effort should be used to obtain these services from Madison County vendors;</p> <ol style="list-style-type: none"> <li>2. Postage to mail brochures and news releases describing the approved special event. Bulk mail permits are required for volume mailing (500 pieces or more). The TDC will only reimburse at the prevailing bulk rate in Madison County, Florida;</li> <li>3. Web advertising and out-of-county print advertising and publicity of an event to increase the number of overnight visitors, participation, attendance and awareness. Advertisements about the special event; television, radio, newspaper, brochures and magazines for promotion outside Madison County and billboards on highways entering Madison County and on the interstate passing through Madison County;</li> <li>4. Construct or improve publicly owned sports or meeting facilities;</li> <li>5. Required insurance for the event, including naming the Madison County Board of County Commissioners, the Madison County Tourist Development Council, the name of the town or city where the event is being held and the Greater Madison County Chamber of Commerce &amp; Tourism as co-insured. Minimum liability coverage is \$1,000,000;</li> <li>6. Lodging for contracted event promoters;</li> <li>7. Operating expenses of the event such as a field or facility rental, tents, etc.;</li> <li>8. Performance fees for known entertainment during the event which draw overnight crowds.</li> </ol>	post event evaluation report
Alachua County	<p>Tourist Development Tax grants will provide funds for up to 50% of the budget for the total costs of an approved event, up to a maximum of \$10,000, subject to the funds allocated to the grant program. Applicants must provide 50% cash match or 25% cash match and 25% in-kind match of the budget for the total cost of an approved event. Examples of in-kind match are: donated goods and services, facilities, etc.</p>	scoring form for allocation of funds	<p>Printing for the event  Postage pertaining to the event  Advertisements and promotion for the event including television, radio, newspaper, magazines, billboards and signage on highways entering Alachua County  Preparation of presentation materials, such as brochures, slides, etc.  Transportation within Alachua County while event is being held, i.e. bus transportation to take participants to event site, dining, local attractions, etc. Souvenir items that have the Alachua County logo on them  Rental fees for use of a facility, such as the Stephen C. O’Connell Center, banquet facilities, etc for the event  Any other appropriate expenses needed for the event allowable under Section 125.0104, Florida Statutes</p>	Letters from Lodging Facilities verifying date, rate, & room nights
Flagler County	Each year Flagler County Board of Commissioners will appropriate \$60,000 for soecial events, maximum individual grants would be for \$10,000	subjected to evaluation criteria	advertising and promotion outside of the local market	Grant Recipients must distribute economic impact surveys provided by the TDC to participants and turn in with final reporting to the TDC

Desoto County	Applications are restricted to new events, defined as being in existence for three (3) or less years and cannot receive funding for more than two consecutive years. TDC grants require a 50% match. Grants shall not exceed a maximum of \$1,500.	100 point application scoring process	promotional or advertising expenses in conjunction with an event to increase the awareness outside of the area.	Room night certification forms from local hotels
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