

TDC Subcommittee Topics

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- Grant Guidelines
- Standard direction/process for events requesting marketing grants and Visit Jacksonville approval
- Rewrite the TDC website to show stricter guidelines for those considering applying for grants. Other TDC grant applications from counties around the state are much stricter
- Update the website with the new TDC grant application and include the details written by Visit Jacksonville. Emphasize that only new events are eligible for TDC funding
- TDC meeting agenda sequence. . . VJ Reports first – Grant requestors second
- We are looking at Standard rules/format for reporting room night pick up - (include current options)

Suggestions for Update of TDC Website Regarding Grants

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1. Grant Application tab:
 - a. Instead of mentioning “qualifies for funding”, include on this page what events qualify for funding and include the previous recommendations put forward in subcommittee meetings, for example, but not only:
 - Recommend a three-year limit on funding of new events unless formally designated as a “Signature” event at the end of three years.
 - The average room night reimbursement would be a maximum of \$6.00 per room night unless it is a justifiable exception.
 - b. Mention on this page that all grants for convention business need to contact Bob Meyer at Visit Jacksonville
2. Grant Application Policies and Procedures:
 - a. The Duval County Tourist Development Council, among its other responsibilities, offers grant monies for special events
 - b. Visit Jacksonville, officially contracted convention and visitors bureau to Duval County TDC, offers grant monies for conventions and meetings if they meet specific established criteria (include established criteria)
 - c. This page does not mention that all groups applying for marketing funding are required to meet with Visit Jacksonville prior to application
3. Grant Reimbursement Instructions and Forms
 - a. Ads must also include the TDC logo – can we add TDC logo or Visit Jacksonville logo
 - b. Room night pick-up certification – If it is expected that Visit Jacksonville will provide this info, we should add that to this section
4. Application Guidelines – should be updated with new rules and regulations
 - a. Need to add meet with Visit Jacksonville during application section
 - b. Need to remove mention of 501c organizations
 - c. Offer/acceptance section – this could be included in the rules for grants
 - d. Disbursement – Do we need to include mention of Visit Jacksonville in assisting with hotel room night pick-up? Or keep as is?



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Visit Jacksonville Grant Guidelines

Visit Jacksonville will handle all convention group grant requests.

All Requests for grants and their purpose should be submitted in writing.

Grants can only be awarded for Advertisements (Marketing the event outside of Northeast Florida to encourage more participation), Audio Visual or Meeting Room Rental fees and/or transportation to and from hotel to an offsite venue.

Planners should be meeting with Visit Jacksonville prior to contracting with hotel.

The group must be booking in a Duval County hotel.

Maximum grant offering is \$6 per actualized room night during low demand times.
Maximum grant offering during high demand times is \$3 per actualized room nights.

Grants will only be offered for a maximum of three years for each group.

Grant monies will only be paid on Visit Jacksonville verified actualized room nights.
Organization must submit an invoice to Visit Jacksonville showing payment for the agreed upon expenses. Visit Jacksonville will then provide grant payment.

Signature Events are events that are public.



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Tracking Room Nights from Convention Groups and Events

Current Options:

- STR Reports- works well to estimate growth over same dates
- Hotel Surveys- works well with single hotel event
- Requesting Meeting Coordinator or Tournament Organizers to fill out Room Tracking Forms- doesn't work very well, Tournaments do not know where each person stays and often confuse hotels
- Exit Surveys-works well with Events and Tournaments to get estimated counts and speak to actual attendees



Where Florida Begins

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Competitive Cities Lodging Tax

City	Budget	Bed Tax	Total to CVB
Memphis	\$9,500,000	7%	3.35%
Birmingham	\$7,600,000	7.50%	4%
Daytona Beach	\$6,900,000	6%	3%
Savannah	\$6,800,000	6%	2%
Jacksonville	\$4,318,000	6%	1.40%
Ft Lauderdale	\$17,750,000	5%	3%
Tampa	\$19,100,000	6%	3%
Louisville	\$8,200,000	6.50%	4.50%