

*Jacks ville* March 26, 2015  
TDC Policy Subcommittee  
*VISITJACKSONVILLE*  
Attachment "B"

INITIAL DRAFT

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL  
GRANT APPLICATION GUIDELINES**

## TABLE OF CONTENTS

I. Eligible Events.....	3
II. TDC Grant Guidelines.....	4
III. Tracking Visitors and Event Impact.....	7
IV. Grant Application.....	8
V. Presentation.....	10
VI. Offer/Acceptance.....	11
VII. Disbursement.....	12

The Duval County Tourist Development Council (TDC) awards grants for deserving events, which promote Duval County's appeal as a tourist destination and which have a documented impact on Duval County hotel, motels, rentals, etc. Preference will be given to events in their first few years in this county, as "seed" money, in the hope and expectation that applicants will become self-sufficient in covering their own future event expenses.

## **I. ELIGIBLE EVENTS**

Festivals, sporting events or special events should have a history of, or the potential for attracting out-of-county visitors, either as participants or spectators, generating hotel/motel/campground room nights. Special Consideration will be given to those events that are booked during designated slow periods and/or are multiple-day events.

An organization or group seeking to qualify for tourist development funds must meet the following requirements:

- a. Be fiscally and managerially solvent, including being current in all taxes and other financial commitments due Duval County;
- b. Be current in all obligations under any prior financial award made by the TDC or the Consolidated City of Jacksonville (City), whether acting in its capacity as a county or municipality, including timely submission of required reports;
- c. Be properly licensed or permitted for all activities involved in conducting the event;
- d. Present to the TDC a Room Night Guarantee [written commitment for a minimum number of room nights within Duval County]; and
- e. Present to the TDC, in writing, the specific event expenses for which grant funds are being requested.

## II. TDC GRANT GUIDELINES

Grants are awarded based on a dollar amount per room night up to a maximum award and are designed to reimburse successful applicants for qualified event expenses [expenses specified in the award offer/acceptance] actually encountered up to the maximum amount awarded by the TDC.

The TDC will award grants based upon the availability of designated funds and specific allocations. The application will be evaluated using the grant award criteria. SEE AWARD CRITERIA DOCUMENT.

The following guideline will be used when awarding grants:

Room Nights	During high demand periods (based on \$3/room night)	During low demand periods (based on \$6/room night)
	Sponsorship Amount	Sponsorship Amount
2,000 and up	\$6,000 and up	\$12,000 and up
1,000 - 1,999	\$3,000 to \$5,999	\$6,000 to \$11,999
500 - 999	\$1,500 to \$2,999	\$3,000 to \$5,999

### Return event funding

Year	Not-for-Profit Entity	For Profit Entity
1	Initial Grant Award	Initial Grant Award
2	No more than 75% of initial grant award	No more than 66% of initial grant award
3	No more than 50% of initial grant award	No more than 33% of initial grant award
4	No more than 25% of initial grant award	\$0 recommended

## TDC GRANT GUIDELINES (CON'T)

1. The event must have the potential to bring or have had past history of attracting out-of-town visitors with special consideration given to those events that are booked during low demand times and/or that can generate international, national, state, or regional media exposure.
2. **All applicants must meet with a representative of the Visit Jacksonville (via phone or in person) prior to submitting an application.**
3. Applicant must provide projected visitor impact and track visitor hotel usage. (See Item III)
4. Applicant must provide a detailed event budget.
5. The event participants must use lodging establishments within Duval County.
6. Grants monies are only paid on actualized verified room nights. (See list of options for verifying room nights.)
7. \*Allowable Expenses include:
  - A. Marketing and promoting an event to potential tourists outside of Duval County.
    - i) Advertising and promotion must take place in areas outside of Duval County and at least 100 miles or two hours driving time. This is to ensure that funds will be used to attract visitors to stay in Duval County paid accommodations for at least one night.
    - ii) Provide name of media outlet where advertising will be placed, include size and frequency of exposure including impressions.
    - iii) Provide a breakdown of number of fliers/brochures to be printed and distributed out of area.
    - iv) TDC logo or Visit Jacksonville logo must appear as a sponsor on all promotional materials, web and print advertising.
  - B. Venue rental
  - C. Transportation
8. The event organizers must provide the necessary Liability, Medical, and Workers Compensation Insurance Coverage as required by Duval County.

9. Grant funds are intended to supplement the sponsoring or hosting organization's marketing budget, not supplant it.
10. Tourist Development council grants carry no commitment for future support beyond the time of the program, project or event.

### III. TRACKING VISITORS AND EVENT IMPACT

Event organizers receiving TDC grant assistance must track visitors with a post event report on those results.

Hotels secured for the event must be located within Duval County.

Some options for showing actualized room nights:

- Hotel Room Night Pick-Up Form
- Room Tracking Forms
- Using Extranet Booking Sites (webpages designed for the event)
  - Visit Jacksonville provides two options:
    - Avanti Housing Systems
    - Visit Jacksonville's CRM also has a housing option to build a webpage for groups that are requesting housing services

**IV. GRANT APPLICATION** – Each Applicant must timely file with the TDC two (2) fully completed hardcopy Application Forms (one signed original and one copy) and one electronic copy. Eligibility requirements include consideration of each Applicant and Application Form submitted.

Each Application Form must:

- Be completely filled out, including but not limited to marking “N/A” or “Not Applicable” for any question deemed inapplicable to the Applicant;
- Be signed by an Authorized Agent [a person specifically authorized in writing to act on behalf of the Applicant (with the original or certified copy of original written authorization attached)] with respect to all aspects of the application process;
- Be filed in the offices of the TDC, 117 W. Duval Street, Suite 425, Jacksonville, FL 32202, by the posted application deadline for the period in which the event will occur. The TDC may reject any late-filed application without further review or recourse.
- Be accompanied by:
  1. (a) Articles of Incorporation;
  2. (b) Completed IRS Forms W-9
  3. (c) TDC Final or Interim Report (for previous TDC grantees only);
  4. (d) Written authorization for Authorized Agent to act on behalf of the Applicant;
  5. (e) Organizational outline, including but not limited to the names and addresses of each board member and corporate officer. Please identify any board member who is a Jacksonville employee (or was a Jacksonville employee at any time within one year prior to filing of Application Form);
  6. (f) Sponsorship package;
  7. (g) Detailed project budget for present fiscal year;
  8. (h) Any and all written agreements involving media and hotels/motels; and
  9. (i) No more than three support documents (letters of recommendation, programs, articles, etc.);



- Specify a Contact Person -- an individual who can be reached during normal office hours (Mon-Fri: 9:00 a.m. to 5:00 p.m.), and who is knowledgeable about Applicant's event, organization and budget; and
- Submit application in a portfolio format using dividers or tabs for all items outlined above.

**V. PRESENTATION** – Applications are considered by the TDC in noticed meetings open to the public. Each Applicant may make an oral presentation of up to five (5) minutes to the TDC (Presentation Meeting). The TDC may limit the manner of any oral presentation, and may opt to vote on any application either at the Presentation Meeting or the next publicly noticed meeting.

Prior to the Presentation Meeting, the Application Form will be reviewed by TDC staff for completeness. Any Applicant or Application Form that fails to meet their respective criteria (see 1 above) may be rejected without further TDC consideration. Unless otherwise specified, rejection is deemed to be a TDC final decision, and is not subject to reconsideration or appeal.

Grant awards are expense specific, and may only be used for the Qualified Event Expenses specified in the Award Offer/Acceptance. All grant awards are subject to the availability of funds to the TDC. All aspects of grant awards, including expenditures for which reimbursement is sought, are subject to audit by the City Council Auditor or his designee.

## **VI. OFFER/ACCEPTANCE –**

Unless otherwise specified, all grants awarded by the TDC will be described in an Award Offer/Acceptance, a writing signed by the TDC chairperson in which the room night award and maximum award will each be clearly stated, as will the Qualified Event Expenses and any other applicable grant award conditions. No grant is deemed awarded until the Applicant has formally accepted the grant amounts and conditions by returning to the TDC a copy of the Award Offer/Acceptance containing an original signature of the Applicant's Authorized Agent (see 1B(2), above, for definition of Authorized Agent).

**VII. DISBURSEMENT** – Unless otherwise specified, grants are in the form of expense reimbursements paid directly to the providing vendor or to the Applicant. No grant money will be distributed until *after* the goods and/or services for which a Qualified Event Expense has been incurred have been actually provided and documented. Reimbursement requests to the TDC must be made on a Payment Authorization Form (Attachment A). Before disbursement may be made, the Applicant must file with the TDC a Post-Event Tourist Development Council Report (Attachment B) and Room Night Pickup Forms (Attachment C). Disbursements are based upon the room night award multiplied by the number of documented room nights, up to the maximum award. In no event will the grant award disbursement exceed the maximum award as stated in the Award Offer/Acceptance.

The Applicant is responsible for documenting the number of room nights actually utilized per Event at each using hotel/motel by having each hotel/motel individually certify such usage on a Room Night Pickup Form (Attachment C). All Room Night Pickup Forms must be returned to the TDC no later than 30 days after the event date(s). Any Room Night Pickup Form presented to the TDC after the 30-day period may be discounted solely on grounds of untimeliness.

Tax funds available for grant awards are extremely limited, and are encumbered in an amount equal to the maximum award as stated in the Award Offer/Acceptance. In order to avoid undue restriction of available grant funds it is necessary to put a time limit on the making of a valid reimbursement claim. That time limit is ninety (90) days from the last active day of the Event, on which date the funding encumbrance will be removed and the funds will then be available for other grants. **Any reimbursement claim not filed within 90 days of the last active day of the event is subject to rejection solely for untimeliness.**

**(Please Note:** The TDC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. All third parties

are hereby put on notice that the TDC will not be responsible for payment of any costs or debts for the event that are not paid by the grant applicant.)

All tax funds utilized in this program result from tourist development taxes (popularly known as a “bed tax”) authorized by section 125.0104, *Florida Statutes*, and imposed locally by section 666.106, *Jacksonville Municipal Code*. The tax applies to rentals of accommodations “in any hotel, apartment hotel, motel, rooming house, tourist or trailer camp or condominium for a term of six months or less.”

All events must provide equal access and equal opportunity in employment and services and may not discriminate on the basis of disability, race or ethnicity, color, creed, national origin, religion, age, gender, or sexual preference. In accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Title IX of the Education Amendments of 1972 as amended (43 U.S.C. 2000d, et seq.), the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973.