**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL**

**2018/2019 EQUESTRIAN CENTER GRANT APPLICATION**

**Please submit your COMPLETE application in a format using dividers or tabs for the items and Sections of the Application listed below and one (1) electronic submission copy with all attachments to:**

**Northeast Florida Equestrian Society, Inc.**

**c/o Facility Manager**

**13611 Normandy Blvd.**

**Jacksonville, FL 32221**

**With an electronic copy provided to:**

**Tourist Development Council**

**c/o Executive Director**

**117 W. Duval St., Suite 425**

**Jacksonville, FL 32202**

**TDC@coj.net**

**Equestrian Center Grants** are TDC grants awarded to Applicants that are hosting or organizing an event at the Jacksonville Equestrian Center (“Equestrian Center”) that draws participants from outside the region (50 mile radius of the County) or are marketing an event to be held at the Jacksonville Equestrian Center through advertisement, promotion, or other marketing campaigns in regional, national, or international media. Section 125.0104, *Florida Statues*, defines “**Tourist**” as a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

TDC may award **Equestrian Center Grants** to eligible entities based on the grant guidelines available on the TDC web site at <http://www.coj.net/city-council/tourist-development-council/grant-application-policies-and-procedures>.

**Applications** must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Equestrian Center Grant applications shall be submitted to the TDC for review. Grant cycles and submission deadlines will be posted on the TDC webpage.

**No application will be considered by the TDC unless the completed application is received by Jacksonville Equestrian Center/NFES at least 30 days prior to the TDC meeting at which it is to be considered. Applications will be posted on the TDC webpage and become public records upon submission.**

**PART 1 — Eligibility Review**

Please answer the following eligibility requirements:

* + 1. **Threshold Requirements Review**

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for an event, one of the main purposes of the event must be the attraction of tourists. Section 125.0104(5)(a)(1) allows the expenditure of funds to promote publicly owned sports venues without regard to a specific event. Pursuant to the Jacksonville Ordinance Code, the Applicant for an Equestrian Center Grant shall be hosting an event at the Jacksonville Equestrian Center that will draw tourists either as participants, competitors, spectators or other category of attendees to the event (collectively “attendees”) from outside of the region (i.e. 50 mile radius) and/or marketing an event to be held at the Equestrian Center through advertising, promotion, or other marketing campaigns in regional, national, or international media. **An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Equestrian Center Grant funding.** The following questions shall be answered in order for the TDC to determine if the purpose(s) for the grant meets this threshold requirement. Only if the answers demonstrate that the event will draw attendees from outside the region and/or the marketing campaign or promotion is done outside of the region for an event at the Equestrian Center, will a grant be awarded, and, if awarded, paid to Applicant.

1. **Main Purpose of Event is Attraction of Tourists Requirement:**
	1. What are the expected demographics of your attendees and where will they come from?
	2. What percentage of your attendees will come from outside a 50 mile radius of the County boundaries and what are you relying on to make that assumption?
2. **Marketing Public Sports Venue Requirement:**
3. **Describe how the marketing campaign or promotion promotes and/or advertises the Equestrian Center outside of our immediate region (i.e. at least a 50 mile radius from the County boundary), nationally and/or internationally (include target markets, regions of advertising, and any other information relevant to answering this question).**

**b) How will you document that your promotion or campaign is executed in accordance with the Grant Award Contract should a grant be awarded?**

**\*Failure to answer these questions renders you ineligible for any funds\***

* + 1. **Entity Eligibility Review**

Please answer the following eligibility requirements:

* + - 1. Is the Applicant noncompliant with a City agreement to which the entity is a party?

Yes, please identify contract(s):

No.

* + - 1. Is the Applicant delinquent on taxes or the payment of liens or are there debts owed to the City?

Yes, please identify all delinquencies:

No.

* + - 1. Is the Applicant noncompliant with the conditions or requirements of a City grant award or program in which the entity is a recipient?

Yes, please identify the grant award or program:

No.

**PLEASE BE ADVISED:**

**The Applicant shall be ineligible to receive an Equestrian Center Grant if any of the above questions are answered in the affirmative. The Applicant shall be in compliance prior to the TDC’s review of this Equestrian Center Grant application if it decides to go forward with the application process.**

**PART 2—Required Documents**

1. **Please provide the following documents**

Articles of Incorporation (except government entities)

IRS Form W-9

If a not-for-profit, State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405)

\*TDC Post-Event Report (for previous TDC grantees only)

Written authorization for Authorized Agent to act on behalf of Applicant

Resolution from the Applicant’s governing board authorizing this application for funds OR

An authorization letter issued by the employer, a controlling shareholder, the managing partner, or other person of authority, that provides authority for the Agent of the Applicant to apply for this Grant

Certification of Applicant is executed (last page of this Application)

Organization outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);

Complete Marketing Plan, including all programs, brochures, media articles, etc.

Executed Rental Agreement between Applicant and the Jacksonville Equestrian Center/NFES.

**PART 3— General Information**

**Applicant Information:**

* + 1. Name of Applicant:
		2. Federal Employer Identification Number:
		3. Phone:       Fax:
		4. Mailing Address:       City:       State:       Zip:
		5. Name of Agent (hereinafter "Grant Coordinator”):       Title:

\**The Grant Coordinator shall be the person who will be in direct contact with the Northeast Florida Equestrian Society and the TDC and be responsible for administering this grant if awarded.*

* + 1. Contact Information of Grant Coordinator:

Mailing Address:      City:       State:       Zip:

Telephone:       Fax:       Email:

* + 1. Overview of the Applicant, Include following information:
			1. Description of Applicant’s business and history:
			2. Description of Applicant’s programs, activities, services, and/or events:

**PART 4—Event Information or Marketing Campaign/ Promotion Information\***

**\*Complete Section I or II depending on type of grant sought\***

1. **Equestrian Center Event Information Section**
	* 1. Name of Event:
		2. Overall description of the Event.
		3.
		4. Explanation of current need, problem, or opportunity and how the Equestrian Center Grant will address these issues:
		5.
		6. Anticipated quantifiable outcomes of this Event (not limited to within the County). For example, this Event will attract 200 outside attendees as follows: 50 event contenders, 75 support people (handlers, veterinarians, trainers, etc.), 75 spectators:
		7. Relevant timelines for the Event (i.e. when will the Event be held and for what duration):
		8. Any other important information about the event:
2. **Equestrian Center Marketing Plan Information Section**

1. Overall description of the marketing campaign or promotion. Attach a detailed Marketing Plan; include samples or concepts.

1. Attach a copy of the itemized budget for the marketing campaign or promotion.

3. Explanation of current need, problem, or opportunity and how the Equestrian Center Grant will address these issues.

4. Explain and attach materials or other examples of past equestrian related marketing campaigns or promotions (not limited to the County) that you were involved in.

 5. Anticipated quantifiable outcomes of this campaign or promotion or similar prior campaigns or promotions (not limited to within the County.

6. Relevant timelines for the marketing campaign or promotion, specifically, but not limited to the following information: when will the campaign or promotion begin, what is the duration and frequency of the campaign or promotion, if the campaign or promotion is related to a specific event, please include the information for the specific event, and what is the deadline for commitment to the campaign or promotion?

7. Any other important information about the marketing campaign or promotion:

**PART 5—Certification**

I, (print name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, as (Title) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, acting with authority from and on behalf of, (Applicant)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the entity applying for this Equestrian Center Grant, have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

**I certify that the Applicant is in compliance with all City and County agreements to which the Applicant is a party, is in compliance with the conditions or requirements of all City or County grant awards or programs in which the Applicant is a recipient and is not delinquent on taxes or the payment of liens or other debt owed to the City or County.**

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the Duval County Tourist Development Council are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the Duval County Tourist Development Council and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought. Further, I guarantee that Applicant will abide by the TDC Equestrian Grant Guidelines and all local, state and federal regulations as they apply.

I further acknowledge my understanding that the Duval County Tourist Development Council in making an Equestrian Center Grant does not assume any liability or responsibility for the ultimate financial profitability of the event or marketing campaign for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the event or marketing campaign and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such campaign. The Duval County Tourist Development Council is not responsible or liable to any third party; its only obligation is to a successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.

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Signature Date

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Print Name & Title