**Grant Guidelines for Promotion of Equestrian Center**

The City Council adopted Tourist Development Plan ordinance allows the following:

*(8) Promotion of the Jacksonville Equestrian Center. This component shall require the promotion of the Jacksonville Equestrian Center. The promotion services to be provided under this component shall be awarded through Equestrian Center Grants in accordance with the Tourist Development Council Grant Guidelines approved by Council. Equestrian Center grants shall be for:*

*(i) Hosting events at the Equestrian Center that draw participants from outside the region (i.e., 50 mile radius); and*

*(ii) Advertising an event to be held at the Equestrian Center through advertising and marketing campaigns in regional, national or international media.*

The Northeast Florida Equestrian Society, Inc. (“NFES”) as operator of the Jacksonville Equestrian Center, has proposed to the TDC the following guidelines, consistent with the ordinance above, to refine the process and evaluation criteria for Equestrian Center Grants.

**Process:**

1. Grant applications to be submitted to, reviewed by and recommendations made to the TDC by NFES regarding grants promoting the Equestrian Center.

2. Grant contracts will be entered into with the actual grant recipients (show promoters, etc.) or in some instances with NFES acting as agent for a show promoter.

3. NFES will collect all evidence of grant compliance post event and handle submission to the TDC staff on behalf of grantees.

**Criteria:**

Similar to the guideline used for meetings and conventions which is based on $4.00/room night, the following criteria and return on investment analysis is designed to provide consistent guidelines on the promotion of events at the Equestrian Center.

* It is a generally accepted industry formula that each stall (horse) is accompanied by 2.5 people and that total local spending per associated person is $140.00/day. This includes hotel room rental, food, entertainment, local purchases, etc. This would equate to $350/day per stall (horse). Historical data reveals that 75% of stall rentals are made to persons located outside a 50 mile radius. (note that the current ordinance requires a 150 mile standard- NEFS is requesting amendment to 50 miles for Equestrian Grants because the nature of the visitors and registrants is that they cannot return home if from 50 miles away or more when caring for a horse boarded on-site.) NEFS is requesting a grant **guideline amount of $3.00 per day per stall rented to an eligible tourist registrant** (outside specified radius). This is anticipated to equate to $2.25 per stall per day per event, however the actual grant contract would be based on $3.00 per stall per day to eligible registrant.
* In addition, NFES recommends that only shows of 3 days or more be eligible for grant funding.
* Actual payment will be based on number of eligible stall registrants per day multiplied by the number of days multiplied by the per stall grant award amount (generally $3.00 per stall).
* Grant may be awarded for future year events encumbering current year funding.

**Use of Funds:**

1. Funds may only be used for stall rental offset.

**Proof of compliance:**

1. NFES will provide certified daily stall counts for each day of each event as well as a copy of the billing invoice for stall rental sent to the promoter/applicant.

2. NFES will provide registration data to document eligible stall registrants (outside applicable radius)

3. NFES will provide an executed rental contract between the applicant and NFES/Jacksonville Equestrian Center.