



**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
2018/2019 MARKETING GRANT APPLICATION**

Please submit your **COMPLETE** application in a format using dividers or tabs for the items and Sections of the Application listed below. Please deliver fifteen (15) fully completed Application Packets- one (1) signed original, fourteen (14) copies, and one (1) electronic submission copy with all attachments to:

**Tourist Development Council
c/o Executive Director
117 W. Duval St., Suite 425
Jacksonville, FL 32202**

(need email)[@coj.net](mailto:coj.net) (consider email such as TDCgrants@coj.net)

Marketing Grants are TDC grants awarded to Applicants that market Duval County as a tourism destination through advertising and marketing campaigns approved by the TDC. Section 125.104, *Florida Statutes*, 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 **Marketing 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>. Marketing grants are intended to assist applicants in promoting tourism to the City through marketing in another region, (i.e. at least a 150 mile radius from the County boundary).

Applications must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Marketing Grant applications shall be submitted to the TDC for review.

Cycle Deadlines

CYCLE	DEADLINE FOR SUBMISSION	TDC REVIEW
1		
2		

PART 1 – Eligibility Review

Please answer the following eligibility requirements:

I. Threshold Requirements Review

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for marketing, that the marketing shall promote and/or advertise tourism of Duval County as a destination nationally and internationally. **An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Marketing Grant funding.** The following questions shall be answered in order for the TDC to determine if the Marketing meets this threshold requirement:

Describe how the marketing campaign promotes and/or advertises the County as a destination nationally and internationally(include target markets, regions of advertising, and any other information relevant to answering this question).

II. 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.
2. 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.
3. 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 a Marketing 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 Marketing Grant application if it decides to go forward with the application process.

PART 4—Marketing Campaign information

I. General Marketing Plan Information Section

1. Name of Campaign:
2. Overall description of Campaign (Attach a detailed Marketing Plan and itemized costs):
3. Explanation of current need, problem or opportunity and how the Marketing Grant will address these issues:

4. Explain and attach materials or other examples of past tourism marketing initiatives (not limited to the City):

5. Anticipated quantifiable outcomes of this campaign or similar campaigns (i.e. previous grant recipient from TDC or other grants. Not limited to the City):

6. Relevant timelines for the marketing campaign:

7. Any other important information about the campaign:

II. Total Tourism Impact Section

Objective: Explain how the marketing campaign or promotion drives tourism ,benefits economic prosperity and opportunity for the City.

Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. The overall projected direct economic impact;
2. The potential for attendees from outside of 150 mile radius of City;
3. The potential for generating tourists beyond a specific event based on exposure, new markets, etc.;
4. The expected audiences that will be reached; and
5. The quantity, duration, and category of type of marketing (please provide anticipated number of printed publications, social media postings, advertisements aired or broadcasted, etc.).

III. Brand Opportunity Section

Objective: The campaign or promotion will successfully articulate, competitively position, and positively promote the City's brand. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. Describe how the campaign/promotion creates a leadership position for the Jacksonville brand (look at logo placement, the message platform and significant brand alignment).
2. Identify if there are other complementary brands that will strengthen this position through collaboration or partnership.
3. The means of exposure of the Jacksonville brand, i.e. national or international television broadcast, etc.;
- 4.
5. The visibility of destination marketing logos, imagery, or media coverage; and
6. Describe and include images, if any, of any promotional items, prizes, logos or imagery that will utilize the city name, images or branding.

IV. Marketing Plan Section

Objective: The proposed promotion or marketing plan demonstrates a likelihood of increasing tourism and that it is consistent with the Marketing Services Contractor's Marketing Plan. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. The proposed promotion or marketing plan and the types of marketing approaches being used, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing;
2. Describe how the plan is innovative or unique; and
3. Whether the plan complements the Marketing efforts of the Marketing Service Contractor.

V. Return on Investment Section

Objective: The value of the proposed campaign or promotion substantially exceeds the grant amount. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. Describe how the market value of the advertising provided compares to the amount of the grant request.
2. If it is worth a minimum of 2x the grant amount, please explain why.

VI. Stewardship Section

Objective: The campaign or promotion has leverage opportunities for the City. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. If and how the campaign promotes City-owned public venues, parks, attractions, museums, area assets and potential business opportunities; and
2. If and how it will utilize local talent.

VII. Multiple Years Funding Section

Objective: Determine whether the Applicant received consecutive TDC funding last year and in prior years.

If so, list all years you received funding from TDC:

PART 5—Certification

I, (print name) _____, as (Title) _____, acting with authority from and on behalf of, (Applicant) _____, the entity applying for this Marketing 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 agreements to which the Applicant is a party, is in compliance with the conditions or requirements of all City 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 .

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 Marketing 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 a Marketing Grant does not assume any liability or responsibility for the ultimate financial profitability of the 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 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.

Signature

Type/Print Name

Title

Date

DRAFT