

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
2018/2019 SPECIAL EVENT 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 (consider email such as TDCgrants@coj.net)

Special Events Grants are TDC grants awarded to Applicants that are hosting or organizing an event in Duval County or surrounding areas that are open to the public, although may charge ticketed admission, where a large number of tourists to Duval County are brought together to watch or participate in an event of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Section 125.0104, *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.

Examples of Special Events include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, motorized events and would include a large congress, trade or fashion show, art events or displays, exhibitions or the like open to the public. Special Events **do not include** invitation only events, private events, member only events, fundraising events, or corporate and trade events. Further, Special Events shall not include commercial events whose primary purpose is for the organizer to sell a product (i.e. boat or car show).

TDC may award **Special Events 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.

Cycle Deadlines

CYCLE	DEADLINE FOR SUBMISSION	TDC REVIEW
1		
2		

Special Event Grants **shall be limited to** the following grant awards:

- i. **Maximum \$250,000 per Event Award:** These awards are for events designed to attract **25,000 or more tourists** to Duval County, **10,000 or more room nights** in Duval County, or a **combination** of tourists and room nights as outlined in the matrix below. Such grant awards **may not exceed** \$250,000 per event.

Tourists	Room Nights
25,000	0
20,000	7,000
15,000	7,750
10,000	8,500
5,000	9,250
0	10,000

- ii. **Maximum \$100,000 per Event Award:** These awards are for events designed to attract a minimum of 5,000 tourists to Duval County using publicly or privately owned tourist venues. Such grant awards **may not exceed** \$100,000 per event.

Allowed grant expenditures for Special Events Grants shall include costs associated with:

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- i. **Venue rental offset,**
 - ii. **marketing expenses, and**
 - iii. **other event expenses.**

Applicant must provide sufficient documentation with this Application to support the requested expenditure(s) to be paid for by the grant.

PART 1 – Eligibility Review

I. Threshold Requirements Review

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for a special event, that special event must have one of its main purposes be the attraction of tourists to the County. **An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Special Events grant funding.** The following questions shall be answered in order for the TDC to determine if the Special Event meets this threshold requirement:

(1) Main Purpose Attraction of Tourist Requirement:

- (a) Who do you anticipate will attend your event and why?**

- (i) What are the expected demographics of your audience/attendees and where will they come from?
- (ii) What percent of your audience/attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption?

*** Failure to answer this question renders you ineligible for any funds***

- (b) How do you plan to promote the event to potential attendees outside a 150 radius of the County Boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?

*** Failure to answer this question renders you ineligible for any funds***

- (2) Tourist Attendance and Proof Requirement: Which threshold grant criteria do you plan to meet and how will you document that your event has met that criteria (i.e. 25,000 tourists or more; 10,000 Room nights or more; combination matrix standard; or 5000 tourists or more)?

Failure to answer this question renders you ineligible for any funds

II. Entity Eligibility Review

Please answer the following eligibility requirements:

1. Is the Applicant noncompliant with a City or County 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 their debts owed to the City or County?
 Yes, please identify all delinquencies:
 No.
3. Is the Applicant noncompliant with the conditions or requirements of a City or County 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 Special Events 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 Special Events Grant application if it decides to go forward with the application process.

PART 2 – Required Documents

I. Please provide the following documents

- Articles of Incorporation (except government entities)
- IRS Form W-9
- IRS letter of non-profit tax exempt status and a copy of:
 - IRS Form 990
 - State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405)
- Sponsorship package for event
- Complete project event budget including revenue and expenses;
- *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
 - A notarized agent authorization form
- Certification of Grantee 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);

PART 4—Special Event information

I. General Special Event Information Section

1. Name of Special Event:
2. Overall description of Special Event (Attach a detailed Special Event Plan, Event Marketing Plan and itemized costs):
3. Explanation of current need, problem or opportunity and how the Special Events Grant will address these issues:
4. Explain and attach materials or other examples of other Special Events that promoted tourism (not limited to the County) done by the Applicant:

5. Anticipated quantifiable outcomes of this Special Event based similar prior Special Events (i.e. previous grant recipient from TDC or other grants. Not limited to the County) (i.e. hotel stays and tourists):

6. Relevant timelines for the Special Event:

7. Any other important information about the Special Event:

II. Total Tourism Impact Section

Objective: Explain how the Special Event or project will drive tourism development, benefits economic prosperity and opportunity for the County. 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 outside of 150 mile radius to attend the event
3. The projected room nights generated;
4. The projected hotel motel tax collections;
5. Your plan or strategy (with sufficient detail) to assess how many tourists will attend and/or how many room nights and venues they will be using for the event (i.e. surveys, billing addresses from ticket sales);
6. Any back-up assessment plan(s); and
7. Calendar maximization in choosing the date of the Event.

III. Brand Opportunity Section

Objective: The Special Event or project will successfully articulate, competitively position, and positively promote the County'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 Special Event or program will create a leadership position for the Jacksonville brand (i.e. the logo placement, message platform and significant brand alignment);
2. The utilization of complementary brands that will strengthen the County's leadership position through collaboration or partnership;
3. Whether the Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville;
4. The means of exposure of the Jacksonville brand, i.e. national or international television broadcast, etc.; and
5. The visibility of destination marketing logos, imagery, or media coverage in all the marketing and communication, or media coverage and how it will be integrated;;

IV. Marketing Plan Section

Objective: The Special Event or program demonstrates the necessary marketing plan requirements. 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. Identify 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.

V. Stewardship Section

Objective: The Special Event or project has leverage opportunities for the County. 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 use of City, County,-owned public venues, parks, attractions, museums, area assets and potential business opportunities;
2. Whether the venue is one in which tourists might be inclined to visit at a time other than the funded;
3. Whether the venue will benefit from the event being hosted there;
4. What is the importance of the funding to the venue securing the event;
5. Whether there is competition for the event such that it may be hosted at a private venue or similar public venue outside of the County;
6. Whether you plan to utilize local talent, suppliers, and subcontractors’
7. Whether the County will lose the event if it is not hosted at a private unique venue within the County;
8. Whether the event integrate the utilization or promotion of other county destinations outside of the actual event venue during the event period (i.e. promote the tourists to visit the zoo during their stay);
9. Describe any economic development opportunities; and
10. Describe if and how the Event is innovative.

VI. Quality of Life Impact Section

Objective: The Special Event enhances the quality of life for the community. 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. Whether you using any underused venues (hidden gems);
2. Whether you are using local service providers for their events;
3. Whether and how you will engage the community (please include, if applicable your civic, social and/or legacy impact plan that gives back to the community).

Some examples are:

- (a) Providing free music, theatre, artistic or community outreach clinics;
- (b) Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;
- (c) Utilizing programs for underserved youth, mothers and children, programs for job creation from not-for-profits; or
- (d) Providing services to enhance or improve a community center, a park or building a playground;

4.

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 Special Event 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 and 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 Special Events 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 Special Events Grant does not assume any liability or responsibility for the ultimate financial profitability of the special event for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the Special Event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such Special Event. 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