



**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
GRANT APPLICATION FORM AND INSTRUCTIONS**

For consideration by the Duval County Tourist Development Council, please make sure your application is filled out completely and accompanied by the following information:

- Articles of Incorporation (except government entities);
- IRS Form W-9**
- IRS letter of **non-profit tax-exempt status** (Public Charity Status) and as required copy of **current**
 - **IRS Form 990**
 - **State of Florida Certificate of Solicitation of Contributions**
(Registration Requirement of Chapter 496.405, *Florida Statutes*);
- TDC Post-Event Report (Attachment B for previous TDC grantees only);
- Written authorization for AUTHORIZED AGENT to act on behalf of Applicant;
- Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- Sponsorship package for event;
- Complete project event budget including revenue and expenses;
- Complete Marketing and/or Advertising Plan
- Three support documents (letter of recommendation, programs, brochures, media articles, etc.); and
- All written agreements involving media, hotels/motels and venue contracts/leases.

Please submit your application in a format using dividers or tabs for the items outlined above along with this form. When completed, please be sure to mail fifteen (15) fully completed Application Form Packets (**one (1) signed original, fourteen (14) copies, and one (1) ELECTRONIC SUBMISSION COPY** with attachments along with all items on the checklist to:

Annette R. Hastings
Executive Director
Tourist Development Council
117 W. Duval St., Suite 425
Jacksonville, FL 32202
(904) 630-7625
annetteh@coj.net

INCOMPLETE APPLICATIONS WILL BE RETURNED

TDC GRANT GUIDELINES & PROCEDURES

ATTENTION: Pending legislation (see below) may amend criteria and requirements for TDC Grants. Applicants are advised to be mindful of pending changes.

2018-0472 ORD-MC Amend Chapt 70 (Duval County Tourist Dev Council), Sec 70.104 (Powers and Duties), and 70.105 (Administration of Tourist Development Plan, Ord Code; Amend Chapt 666 (Duval County Tourist Dev Plan), Section 666.108 (Tourist Dev Plan), Ord Code; Apv Tourist Dev Council Grant Guidelines; Provide for Codification Instructions. (Hodges) (Introduced by CP Bowman at Request of Duval County TDC) Public Hearing Pursuant to Chapt 166, F.S. & CR 3.601 - 8/14/18

Special Event Grants. Chapter 666.108(b)(5) of the Ordinance Code component shall authorize the Tourist Council to award special event grants to organizations or persons hosting an event in the City or surrounding areas. Any event funded under this component shall have as one of its primary purposes the attraction of tourists to the City as evidenced by the promotion of such event to tourists.

- This component shall be limited to the following grants:
 - **Grant awards for attendance of 25,000 tourists or 10,000 room nights or greater.** The Tourist Council may award grants for special events designed to attract a minimum of 25,000 tourists to the City which grant award may not exceed \$250,000 for any such event.
 - **Grant awards for attendance of 5,000 tourists or greater for events held at publicly owned venues.** The Tourist Council may award grants for special events designed to attract a minimum of 5,000 tourists to the City using publicly owned tourist venues such as the arena, performing arts center, or stadium or at the zoo or eligible museums. Such grant awards may not exceed \$100,000 per event.
- Florida Statute 125.104 Tourist” means 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.

The following are requirements to be **provided by the grant recipients**:

- Evidence of growth or increase in tourism to the City
- Evidence of a return on the City's investment
- Evidence of the marketing of City tourist-oriented facilities, attractions, activities

ANY USE OF THE TOURIST DEVELOPMENT TAX DOLLARS MUST HAVE THE PROMOTION AND ADVERTISEMENT OF TOURISM AS ITS PRILMARY PURPOSE

The City of Jacksonville Municipal Code prohibits the advance of City funds in Section 110.112. No advance of City funds shall be made in any case unless authorized by the appropriation concerned or other law. In all cases of contracts for the performance of any service or the delivery of any articles of any description for the use of the City, payment shall not exceed the value of the service rendered or of the articles delivered previously to the payment.

Section 1 PRELIMINARY INFORMATION	
Authorized Agent Name	David W. Reese
Authorized Agent Title	President
Contact Person Name	David W. Reese
Contact Person Title	President
Company/Organization	Florida's First Coast of Golf
Address	4300 Marsh Landing Parkway, STE 102
City	Jacksonville
State	FL
Zip Code	32250
E-mail Address	david@fla-golf.org
Work Phone	904.249.0585
Home Phone/Cell Phone	(904)607.3204 FAX (N/A)
Event Website	www.florida-golf.org

Section 2 EVENT INFORMATION	
Event/Project Name	Golf Tourism Marketing Cooperative
Event/Project Location	Jacksonville & The Beaches + First Coast Region
Is it a Public Owned Venue?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Sponsoring Organization/Name	Florida's First Coast of Golf

Event/Project Description	Year round golf marketing program	
Event Date Begins (MM/DD/YY)	10/01/2018	
Event Date Ends (MM/DD/YY)	09/30/2019	
Is this a non-profit organization?	Yes	
Tax Code Status	501(c) 6	
Is this organization tax exempt?	No	
What is your Federal ID# as it appears on Form W-9?	59-3134620	
If your delegates are exempt from paying hotel occupancy tax, please explain.	N/A	
Category (please check one)	<input type="checkbox"/> Convention <input type="checkbox"/> Conference <input type="checkbox"/> Special Event <input type="checkbox"/> Festival <input type="checkbox"/> Other	
	<input type="checkbox"/> Professional Sporting Event <input type="checkbox"/> Amateur Sports Event <input type="checkbox"/> Equestrian Center Event	
New Event	<input type="checkbox"/> YES <input type="checkbox"/> NO	
Recurring Event	<input type="checkbox"/> YES Number of Years <input type="checkbox"/> NO	
Signature Event (TDC Approved)	<input type="checkbox"/> YES Number of Years <input type="checkbox"/> NO	
<p align="center">Event History</p> Please provide the past five (5) years number of room nights attributable to this convention, conference, or event including: City event held Date/month/year of event Hotel(s) Number of room nights for each Number of attendance of tourist	40,514 Duval County room nights in calendar year 2017. Based on board approved reporting standards guided by Duval County TDC. SEE TAB 3	
If you have already reserved Duval County hotel rooms, please list hotel(s), number of rooms reserved, total room nights (rooms reserved multiplied by total number of nights), and dates. Also, please attach the contracts from the hotel(s).	N/A	
Do contracts include hotel room night rebates? If yes, amount of rebate per room night.	<input type="checkbox"/> YES \$ <input type="checkbox"/> NO	

What is attendance of tourists this event will attract to Duval County?	N/A
How many room nights do you guarantee to bring to Duval County?	N/A – this is a leisure golf marketing campaign.
How do you intend to provide a valid count of attendance of tourist and/or room nights at this year's event?	Monthly tourist rounds reports from courses
Total amount of grant funding being requested from the Tourist Development Council for this event	\$152,378
Intended Use of Funds NOTE: Please remember to attach itemized expenditures to be funded by this grant. If funding is for advertising, detail the media and/or publication(s) which will be used <u>Must be approved by Visit Jacksonville.</u>	Execution of the advertising and marketing programs outlined in this application under the regional brand of Florida's First Coast of Golf. Visit Jacksonville has a seat on the FFCCG board responsible for approving the marketing plan and budget. SEE TAB 5 - FY 2019 WORKING MARKETING PLAN
List <u>ALL</u> other <u>actual</u> or <u>potential</u> city/county/state/federal funding sources for this event including: Visit Jacksonville Visit Florida Florida Sports Foundation Jacksonville City Council Downtown Investment Authority Jacksonville Office of Economic Development JEA JTA Jacksonville Children's Commission City of Jacksonville Office of Special Events/Sports & Entertainment , City of Jacksonville Parks & Recreation Department, Jacksonville Cultural Council, etc.). Do not include grant money from Duval County TDC. <u>Failure to disclose other funding sources will result in denying future TDC funding of events.</u>	POTENTIAL: <ul style="list-style-type: none">• Strive for matching grants from VISIT FLORIDA• Further develop relationship with JAA as a financial partner• In the event Visit Jacksonville dedicates leisure golf marketing dollars for an increased SOV, FFCCG (as their golf marketing department) would work with them for best leverage of those dollars through cooperative campaigns.• Work with Jaguars/JAXSPORTS and other entities in developing value add/non financial output promotions to leverage events coming into Jacksonville

<p>List ALL other contributors, sponsors, and sources of funding for this event other than the grant money from Duval County or the City of Jacksonville.</p> <p><u>Failure to disclose other funding sources will result in denying future TDC funding of events.</u></p>	<p>Amelia Island TDC Clay County TDC St. Johns County TDC Flagler County TDC Jacksonville Aviation Authority Lodging industry Golf industry</p> <p>SEE TAB 6 for all income sources</p>
<p>What additional sources of funding have you sought or intend to seek?</p> <p><u>Failure to disclose other funding sources will result in denying future TDC funding of events.</u></p>	<p>Private golf related companies such as PGA TOUR Academy, Superstore, Top Golf</p>
<p>List ALL past TDC funding (to include each year with amount requested, amount granted, amount spent, and purpose).</p>	<p>SEE TAB 7</p>
<p>List media coverage of previous year(s)' event(s) NOTE: Attach clippings or copies of newspaper, magazine, or professional periodicals showing coverage of event(s), which may be beneficial to the TDC in making its decision. Also give a description of television, radio, or other coverage received</p>	<p>SEE TAB 8</p>
<p>If your event is profitable, would you be willing to return all or a portion of the grant to the TDC? Please explain your answer.</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>We are a not-for-profit destination marketing organization and will exhaust all TDC grant dollars throughout the FY for the purposes listed in this application.</p>

Section 3 BACKGROUND INFORMATION	
<p>What are your target audiences?</p>	<p>SEE TAB 4</p>
<p>What is your projected attendance (include local participants, out-of-town participants and guests?)</p>	<p>Targeting 100% out of market</p>

Section 4 PROJECT/EVENT DETAILS	
In this space, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projected numbers of attendees, hotel rooms needed, and restaurant meals to be consumed.	The golf travel economic impact for calendar year 2017 and media value. SEE TABS 3 & 8
What are your marketing and advertising plans (local, regional, national, and/or international)? <u>Must be approved by Visit Jacksonville</u>	Complete project details for FY 2016-17 on the Working Marketing Plan Summary SEE TAB 5 Note: Visit Jacksonville has a permanent FFCG board seat. Visit Jacksonville Approval <input type="checkbox"/> YES \$ <input type="checkbox"/> NO

Section 5 PROJECT BUDGET RECAP		
Income	\$ 827,311.50	
Tourist Development Fund Request	\$152,378.00	
TOTAL REQUEST	\$ 152,378.00	
Contributors, sponsors and other funding sources (include in-kind) <u>Failure to disclose other funding will result in denying future TDC funding of events.</u>	St. John's County TDC	\$ 188,578
	Amelia Island TDC	\$ 60,000
	Flagler TDC	\$ 35,000
	Clay County TDC	\$ 25,500
	JAA	\$10,000
	Private Industry	\$ 352,849.50
	See Tab 6 for complete list	\$
TOTAL CONTRIBUTOR/SPONSOR FUNDS	\$827,311.50	
Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)	Room Night Rebates	\$ 0
	Value Ad Media – non cash	\$ 2,505,515
		\$
		\$
		\$
		\$
TOTAL OTHER INCOME	\$ 3,180,448.50	
TOTAL INCOME	\$ 3,332,826.50	

Section 6 EXPENSES		
Please list ALL event expenses and indicate which items will utilize TDC funds	Digital Marketing	= \$ 242,414.75
	Consumer Shows	= \$ 11,315
	Print Media	= \$ 58,196.75
	Promotions	= \$ 12,500
	Trade Shows	= \$ 25,282
	Television	= \$ 47,250
TOTAL EXPENSES	SEE TAB 5 for complete list of expenses	

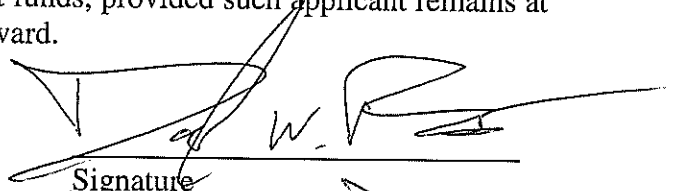
Section 7
CERTIFICATIONS

I 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: I am not liable for any unpaid federal, state, or local taxes; no lien is currently filed or claimed against me; and, I have no knowledge of any threatened or pending action, suit, proceeding, inquiry, or investigation, in equity or law, before or by any court, governmental agency, public board or body to which I am a party.

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 TDC are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the TDC and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought.

I further acknowledge my understanding that 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. The TDC 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

DAVID W. Reese

Type/Print Name

President

Title

7/25/18

Date