

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
2018/2019 SPECIAL EVENT GRANT APPLICATION**

Please submit one **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 (separated or included in one file?) 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)

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. Grant cycles and submission deadlines will be posted on the TDC webpage. Applications must be submitted to Visit Jacksonville for review of applicant's marketing plan a minimum of 5

business days prior to the published deadline for submission of the application to the TDC.

No application will be considered by the TDC unless the completed application is received 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.

Special Event Grants shall be limited to the following grant tiers:

- 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.

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. **Failure to answer these questions renders you ineligible for any funds. Only if the answers demonstrate that one of the main purposes of the event is attraction of tourists AND the number of tourists and or room nights guaranteed and who actually attend meet the tiered requirements above, will a grant be awarded and if awarded, paid to recipient.**

(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? Although Spartan events attract people of all ages and backgrounds, our key consumers are men and women between the ages of 22-44. Spartan has an avid fanbase with racers travelling from all over the world. Last years April's race included racers from five different countries.

(ii) What percentage 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? 65% - Data of registrations

(b) How do you plan to promote the event to potential attendees outside a 150 mile radius of the County Boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising? Spartan will implement a paid comprehensive social media, marketing, and email plan to Spartan followers and searchers. In addition, regional radio and TV ads will

run promoting the event and area. Close to 85% of the budget will be used to promote Jacksonville to people outside the area.

(2) Tourist Attendance and Proof Requirement:

(a) Which grant tier do you plan to meet (i.e. Maximum \$250,000 grant or maximum \$100,000 grant)? \$100,000

(i) What is the amount of the grant you are requesting? \$100,000

(ii) How many tourists do you anticipate attending the Special Event and/or how many room nights do you anticipate will be generated? 15,000 tourists and 10,000 room nights

(iii) How many tourist and or room nights are you guaranteeing? 10,000 tourists and 7,000 room nights

(b) How will you document that your event has met the grant criteria? Please provide detail regarding who will collect the data on attendance how it will be verified and provided to the TFC.

(i) How will you prove the guaranteed room night pick-ups for the event? Spartan will partner with Airstream Ventures to develop a microsite with hotel information including a Group Code form participants to use when making hotel reservations. Spartan will ask its participants to take a brief survey about their stay that will help backup the STR report.

or

(ii) How will you prove that the guaranteed number of the attendees visited from outside of a 150 mile radius of the County? Spartan collects complete demographic information during the registration process, so we will be able to accurately report where our participants are traveling from outside the area.

Failure to answer this question renders you ineligible for any funds

II. Applicant Eligibility Review

Please answer the following eligibility requirements:

1. Are you (the Applicant) noncompliant with a City or County agreement to which the entity is a party?
 Yes, please identify contract(s):
 No.
2. Are you (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. Are you (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
- State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405) (if a not-for-profit)
- 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)
- Event Marketing Plan

PART 3— General Information

Applicant Information:

1. Name of Applicant: Airstream Ventures LLC
2. Federal Employer Identification Number: 831228681
3. Phone: 9044126070 Fax:

4. Mailing Address: 1630 Emerson St. City: Jacksonville State: FL
Zip:32207

5. Name of Grant Coordinator: Alan Verlander Title: CEO

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

6. Contact Information of Grant Coordinator:

Mailing Address:1630 Emerson St. City: Jacksonville State: FL
Zip: 32207

Telephone: 9044126070 Fax: Email:
alan@airstreamventures.com

7. Overview of the Applicant, Include following information:

a) Description of Applicant's business and history:

b) Description of Applicant's programs, activities, services, and/or events:

Alan is the CEO of Airstream Ventures, having served as executive director of Jax Sports, Director of Sports & Entertainment for the City of Jacksonville as well as Director of Athletics at JU.

Airstream Ventures assists events in sales, sponsorships, and marketing with other focuses on client hospitality, event management, and consultation with non-profits.

PART 4—Special Event information

I. General Special Event Information Section

1. Name of Special Event: Spartan Race Super, Sprint and Kids Race
2. Overall description of Special Event (Attach a detailed Special Event Plan, Event Marketing Plan and itemized budget): Spartan Race will host three signature obstacle race types over the proposed event weekend. The Super and Kid's race heats begin at 7:30 am on Saturday with the last heat start time at 3:00 pm. Sprint and kid's race will take place on Sunday with the same schedule. With the February race being a US Championship, the JAX Chamber and Airstream Ventures will host a party at Chamber HQ to showcase Jacksonville's downtown.
3. Identify the category or categories of expenditures the Applicant is seeking reimbursement for with this Grant. Allowed grant expenditures for Special Events Grants shall be limited to costs associated with: **(i) Venue rental offset, (ii) Expenses associated with marketing outside a 150 mile radius, and (iii) other event expenses.**Event rental and expenses, marketing outside 150-mile radius, and costs associated with national broadcast (ESPN, Facebook Live)
4. Specifically identify or describe the types of receipts or other proof of payment the Applicant will submit to the TDC for reimbursement of allowable grant expenditures. Receipts and invoices from event and marketing expenses

5. Explanation of current need, problem or opportunity and how the Special Events Grant will address these issues: After hosting a regional race last year, this special event grant allows Spartan to make Jacksonville a host city for their national championship series - bringing nationwide attention to Jacksonville through a nationally televised broadcast on ESPN and digital broadcast through Facebook Live.

6. Explain and attach materials or other examples of other Special Events that promoted tourism (not limited to the County) done by the Applicant: Spartan regional event at Diamond D Ranch in Jacksonville - April 2018

7. If the Special Event (or a similar special event) was previously held in the County or another jurisdiction, what were the quantifiable outcomes of the Special Event? Were grant funds provided? If so, how much and how were the funds utilized? Relevant quantifiable outcomes would be the total number of hotel stays for the event, number of tourists, and the number of days staying in or visiting the jurisdiction per tourist): This is a new event - a national championship event. Last year Jacksonville hosted a smaller regional event with no broadcasting elements involved. Spartan received a \$60,000 Special Events grant for the 2018 race. Total number of hotel nights for 2018 race was 6,881 with the possibility of nearly 10,000 (some racers stayed in Air BNB,

VRBO etc.) For the 2019 event, Spartan expects to attract 15,000 tourists to the First Coast for a Championship race weekend.

8. What are the relevant timelines for the Special Event? Specifically, but not limited to the following information: when is the event, when will the promotion of the event begin, and what is the deadline for commitment to the event? Race will take place February 23-24. Marketing and promotion for the race in Jacksonville has already started on Spartan's website and social media outlets. The marketing push for the nationally televised U.S. Championship race is dependent on the TDC's commitment to making this a national championship venue.
9. Any other important information about the Special Event: Spartan would like to make Jacksonville its home on the East Coast for their National Championship series which airs nationally on ESPN and Facebook live stream. Spartan believes that Jacksonville is the perfect city to add to their Championship series given the climate in February, along with the plethora of attractions the city has to offer.

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:** *What is the Return on Investment (ROI) to the TDC on the event? Specifically, what is the grant amount divided by the number of guaranteed tourists or room nights; are there any other economic tourism benefits? \$6.67 per tourist and \$14 per room night*
2. **The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event:** *Does the magnitude of the Special Event and/or the location from which the tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.)? 9,750 - If this is US Championship, racers will travel from all over the world to Jacksonville.*
3. **The projected room night generation from the Special Event:** *Does the potential far exceed the guarantee and is it likely to be realized? 10,000 and has great potential to be met with the National Championship designation*
4. **Calendar maximization in choosing the date of the Event.** The end of February is an optimal time for the race from a weather standpoint as well as being a quiet time for events in Jacksonville, creating a surge of room nights at a needed time. Based on information from Visit Jacksonville, rooms nights are needed in Jacksonville during this weekend.
5. **Any special economic benefits to the County from the Special Event.** Having the race in February is an optimal time for the Jacksonville as it

falls in a slower tourism period. The total estimated economic impact on the event is \$5.4 million.

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. The creation of a leadership position for the Jacksonville brand:** Is the Special Event a premier event that sets Jacksonville apart from other destinations? With this being a US Championship series race, this event focuses on Jacksonville and its position as the only East Coast site for one of Spartan's premier races.
- 2. The utilization of complementary brands that will strengthen the County's leadership position through collaboration or partnership:** Have you collaborated with other complementary brands (local restaurants, attractions, not-for-profits, etc.) to strengthen the event image and brand in a way that further encourages tourism? We are working with the JaxChamber on a welcome event to introduce them to Downtown and invite them to explore our city.
- 3. The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville:** Is there significant brand alignment with the County's Water Life brand or one of the TDC's focus areas: Water & Outdoors, Sporting Events, or Arts, Culture and History? Yes - sporting event and outdoors

- 4. The means of exposure of the Jacksonville brand:** How will you advertise or promote the Jacksonville brand (i.e. national or international television broadcast)? TV and radio commercials (provided by Visit Jacksonville), Paid social (Facebook+, Instagram, etc.), web site and e-mails
- 5. The integration and visibility of destination marketing logos, imagery, or media coverage:** Will Jacksonville as a destination be marketed during the event, or in advertisements or promotions for the event? If so, how will it be marketed and in what market(s)? What is the value of such promotion? Is our logo used in the event advertising or other marketing? This event would make Jacksonville one of five US Championship Cities joining Seattle, Chicago, San Jose, and Eden, Utah. These championship cities attract racers from all over the world and are broadcast nationally on ESPN and Facebook Live. Jacksonville would be the first Championship city on the East Coast and provide numerous opportunities to promote our city to Spartan's avid followers. The Spartan brand aligns with Jacksonville's vision on the outdoors and sporting events, and will promote Visit Jacksonville and our cities attractions. Based on TDC's partnership investment with Spartan, Visit Jax and the TDC will receive the following elements in each national and livestream broadcast: rotating logo bug and billboards in the ESPN show, one :30 second commercial in the ESPN broadcast, highlights of Jacksonville attractions, and an announcer script highlighting the different amenities and attractions for Jacksonville.

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. The types of marketing approaches being used:** What type of marketing will be utilized to attract tourists to the event? Explain the timeframes each marketing element is projected to run. Where will such marketing be conducted, specifically outside 150 mile radius of the County, and who are the target audiences? Identify the types of marketing you plan to use, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing. Spartan will use Display Retargeting: October 2018 - February 2019, Paid Social: (Facebook & Instagram) October 2018 - February 2019, Radio: January 2019 - February 2019, TV ad: January 2019 - Feb 2019. The estimated total number of impressions generated from marketing is 6,892,000. Visit Jacksonville has reviewed and approved Spartans marketing plan for the February US Championship race.
- 2. The plan is innovative or unique:** If applicable, describe how the marketing plan is innovative or unique. With the elements included, it

frames Jacksonville in a new light as an outdoor destination with the additional opportunities with the beaches and downtown.

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:** The use of County-owned public venues is a benefit to the County. Will the Special Event utilize a County-owned facility, park or other venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event? N/A
- 2. The use of local attractions or area assets:** Will the Special Event utilize a local attraction or museum as a venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event? This years Spartan race will be held at WW Ranch Motocross, a privately owned venue less than 10 miles from Downtown. WW Ranch will also be hosting a Lucas Oil Pro Motocross Championship next June. This event will shine a spotlight on the facility and potentially show tourists, as well as locals, Florida's best Motocross track.
- 3. Potential business opportunities:** Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Special Event. Hotels, equipment rentals, local labor, building goods companies, Jax Zoo, Beaches, MOSH, and restaurants

4. **The importance of the funding for securing the Special Event:** If the funding isn't provided, will the Special Event be held somewhere else or will it be canceled? The event will still be in Jacksonville, but It will not be part of their Championship Series. These grants allow Jacksonville to secure a national championship-level event that brings the national spotlight through the televised ESPN broadcast and Facebook live streaming coverage, as well as more tourists and participants.
5. **The competition for the Special Event:** Could the Special Event be hosted at a private venue or similar public venue outside of the County? If so, identify the other venues and destinations where the Special Event could be held. Yes - the event could go to Clay or St. Johns County
6. **Utilization of local talent, suppliers, service providers, or subcontractors:** Identify all local talent, suppliers, subcontractors, and other local service providers utilized in the Special Event. Spartan will use local contractors and service providers for the February race. This includes equipment rental and the utilization of local labor. This supports Jacksonville's local businesses and creates opportunities for part time work.

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. **The use of any underused venues:** Identify any underused venues in the County you will utilize as part of the Special Event and how you will utilize them. WW Ranch Motocross
2. **Engagement of 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; and
- (e) Donating event tickets to a particular not-for-profit or community group.

The race will be held at WW Ranch Motocross - a privately owned venue just outside of Downtown Jacksonville. There will be reduced entry fees for first responders and underprivileged families, as well as active military members. While WW Ranch is wildly popular in the motocross community, it remains one of the hidden gems on the First Coast. WW Ranch will host a Lucas Oil Pro Motocross Championship in June and this will provide an additional opportunity to show tourists, as well as locals, a new aspect of Jacksonville.

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 and the amount of each prior year's grant:

In 2018, a smaller regional Spartan race received \$60,000. This race is one of their larger races - a US Championship race

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