

Flagler County Tourist Development Council



Tourism Grant Guidelines
and
Application for Regional Drive Market
Special Events

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SUBMITTAL DEADLINES AND APPROVAL MEETING SCHEDULE

Application Submittal Deadline	TDC Approval Meeting Date	TENTATIVE BOCC Approval Date
07/01/2016	07/20/2016	08/01/2016
09/30/2016	10/19/2016	11/07/2016
12/30/2016	01/18/2017	02/06/2017
03/31/2017	04/19/2017	05/01/2017

MANDATORY APPLICATION CONSULTATIONS

All applicants must meet with a representative of the Flagler County Tourist Development Council prior to submitting an application. All applications are to be submitted to the Palm Coast and the Flagler Beaches office.

The TDC will review funding for Regional Drive Market Special Events Quarterly.

Flagler County Tourist Development Council meets in the Government Services Building, Board Chambers, 1769 East Moody Boulevard, Building 2 in Bunnell on the third Wednesday of every month at 10:00 am, unless otherwise noted.

Mailing Address

120 Airport Road, Suite 3, Palm Coast, FL
32164

For an application please call (386) 313-4230 or visit our website:
<http://www.visitflagler.com/tdc/grant-application.stml>

REGIONAL DRIVE MARKET SPECIAL EVENT GRANT CRITERIA

Advertising Requirements: The Flagler County Tourist Development Council logo with the Web Address www.VisitFlagler.com must appear prominently in all advertising and publicity (written and/or electronic) for the special event.

Required Match: "Regional Drive Market" Special Event Grant Funds awarded pursuant to this section shall represent no more than 33% of the total cost of the event, as documented in the final event report.

Mandatory Consultations: All applicants must meet with the representative of the Flagler County Tourist Development Council for a Pre-Event Meeting. Applicants will receive guidance regarding lodging partnerships, advertising, and further resources.

Not more than 60 days after an event: All "Regional Drive Market" Special Event Grant Recipients must meet with a representative of the Flagler County Tourist Development Council for a Post-Event Meeting. Applicants must bring the following to this meeting:

- Final Status Report
- Reimbursement Request Form(s)
- All supporting reimbursement documentation (invoices, cancelled checks, etc...)

Special Event Grant Criteria: Additionally, all Regional Drive Market Special Event Grant Applications which are properly submitted will be subjected to the following evaluation criteria:

- A. **Commitment to the Expansion of Tourism in Flagler County** – Completed applications must contain evidence that the event:
 - i. Serves to attract out-of-county visitors generating hotel/motel/resort/RV/vacation rentals/campground rentals;
 - ii. Will be marketed to the fullest extent possible in an effective and efficient manner;
 - iii. Demonstrates a willingness on behalf of the applicant to work with the tourism industry.

- B. **Soundness of Proposed Project/Event** – Completed applications must include the extent to which the project:
 - i. Has clearly identified objectives;
 - ii. Has a realistic timetable for implementation;
 - iii. Has additional funding sources available that will be utilized; and
 - iv. Will accomplish its slated objective.

- C. **Stability and Management Capacity** – The completed application must include:
 - i. A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event;
 - ii. Documentation that the organization has a successful history of service in and to Flagler County;
 - iii. Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
 - iv. Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

- D. **Quality and Uniqueness of the Proposed Project/Event** – The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

In addition the “Regional Drive Market” Special Event Grant Applicants must answer the following questions:

- a. What added value can the event create to a visitors stay?
- b. What incremental economic activity is stimulated through the quality of the visitor experience?
- c. What incremental economic activity is stimulated by encouraging visitors to extend their stay?

The above mentioned criteria will be the basis for consideration of Regional Drive Market Special Event grant proposals. Failure to comply may be grounds for rejection of the grant proposal without further consideration by the Flagler County Tourist Development Council.

The Flagler County Tourist Development Council **will not** fund past events **or** expenditures. Funding is available for forthcoming events only.

ALLOWABLE EXPENDITURES - Fund 110 Regional Drive Market Special Events

Examples of Allowable Expenditures

- Pre-approved Local Advertising promotion and event marketing
- Security (i.e., police, sheriff deputies, ushers, marshals, etc.)
- Fees to Sanctioning Bodies
- Maintenance, Janitorial and other Clean-up
- Officials' Fees (i.e., referees, umpires, etc.)
- Officials' Housing
- Awards to Participants (i.e., trophies, plaques, etc.)
- Rental Items (i.e., tents, toilets, barricades, and other event-related items)
- Volunteer and Officials Incentives (non-cash)
- Local Transportation Costs (group)
- Local Printing (i.e., results, programs, heat sheets, etc.)
- Meeting Room Rental
- Audio-Visual Equipment Rental
- Staff and Speakers' Guestrooms
- Signage
- Contract Labor (Medical, Timing & Scoring, Law Enforcement, Parking, Non-Profit Organizations, etc.)
- Other pre-approved expenditures consistent with Florida Statutes and Tourist Development objectives may be considered

Examples of Non-Allowable Expenses

- Annual operating expenditures, to include property taxes
- Professional services including legal, medical, engineering, accounting, auditing, consultant, or tax service
- Real Property acquisition
- Interest or reduction of deficits or loans
- Prize money and/or scholarships

- Receptions or social functions other than those specifically designed for pre-event media promotional purposes
- Sales Tax
- Website design not specific to the event
- Ongoing or annual facility maintenance
- Docents and/or employee wages
- Other expenditures not consistent with Florida Statutes or Tourist Development objectives

APPLICATION PROCESS AND INSTRUCTIONS

The Flagler County Tourist Development Council meets the third Wednesday of each month in the Board Chambers at Government Services Building, located at 1769 E. Moody Blvd., Building 2, Bunnell, FL promptly at 10:00 am.

Each organization must designate one individual who will be the primary contact and responsible for maintenance of the grant, correspondence, funding processes and reports. The individual shall ensure that all fundamentals of the grant are followed and that reports are submitted in a timely manner.

- Applications are to be reviewed quarterly at the regularly scheduled TDC meeting. All meetings are posted and open to the public.
- The application must be typed. Accuracy is important. The application must be completely filled out. Not Applicable or N/A should be marked for any question deemed inapplicable to the application.
- The application must be signed by an authorized agent of the organization. Applications without signature will be returned.
- Applications will be date stamped and added to the agenda in the order that they are received.
- The Flagler County Commission and the Flagler County Tourist Development Council must be named as additional insured's on the applicant's general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than \$1 million for general liability, \$1 million commercial general liability, each occurrence, and \$1 million personal injury, including death. The policy must be occurrence based.
- Certificates of additional insured are due 30 days prior to event.

AWARD PROCESS AND FUNDING DISBURSEMENT

Each year, the Flagler County Board of County Commissioners shall appropriate funds for the provision of special event grants subject to the following additional limitations:

Maximum Award: The maximum award an organization can receive for a "Regional Drive Market" Special Event Grant Application is \$1,250, once per fiscal year.

All grants awarded by the TDC will be confirmed in an award letter following ratification of the Board of County Commissioners. Funding is available following ratification of the Tourist Development Council's recommended grant which must be approved by the Board

of County Commissioners. Disbursement of the grant proceeds will only be made after the event.

Reporting Guidelines and Disbursement Requirements

Grant Recipients **must** complete the written final special event report. Grant Recipients **must** provide the written reports no more than 60 days after the event.

Reimbursement of "Regional Drive Market" Special Event Grants will not be made until all reporting requirements are met. Reimbursement requests must be submitted no later than 60 days after the event.

Failure to submit reports correctly will delay payment. A request for an extension of this deadline will require specific additional action on the part of the Tourist Development Council.



Flagler County Tourist Development Council

Fund 110 Promotional Activities Request for Regional Market Special Event Funding

Date: _____

Organization: _____

Mailing Address: _____

Contact Person: _____ Phone: _____

Email Address: _____ Fax: _____

Registered as a non-profit corporation: No Yes (If yes please attach proof)

Maximum Award

The maximum award an organization can receive for a "Regional Drive Market" Special Event Grant Application is \$1,250.

Event Description

Event Name: _____

Event Dates: _____

Amount Requested: _____ Budget for Event*: _____

** Event budget must be submitted with this application.*

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

How will you demonstrate a willingness to work with the tourism industry?

Please provide evidence as to how the event will be self-funded in subsequent years.

Soundness of Proposed Event

Clearly identify the event's objectives.

What is the timetable for implementation of the event?

What additional funding sources will be utilized?

How do you intend to accomplish your slated objectives?

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

What added value can the event create to a visitors stay?

What incremental economic activity is stimulated through the quality of the visitor experience?

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? _____

List Past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
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Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

Event History

How many years has this event taken place? _____

Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: _____

Title: _____

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature

Date

Received by Tourism Development Office By:

TDC Authorized Signature

Date



Flagler County Tourist Development Council

Final Status Report

Date: _____

Organization: _____

Event Name: _____

Mailing Address: _____

Contact Person: _____ Phone: _____

Email Address: _____ Fax: _____

Is this a first time event? No Yes

If not, now many times has this event taken place?

What attractions or activities did guests participate in other than your event?

Did any problems occur during this event? No Yes - If yes, please describe below:

What is the total expense of the event?

Have all the invoices associated with this event been paid? No Yes

List all vendors that have been paid:

List outstanding invoices:



Flagler County Tourist Development Council

Reimbursement Request Form

Date: _____

Organization: _____

Event Name: _____

Mailing Address: _____

Contact Person: _____ Phone: _____

Email Address: _____ Fax: _____

Reimbursement request must be for qualified items related to the approved grant event. Each expense must include a paid invoice, cancelled check and a tear sheet, printed sample, or other backup information to substantiate payment. Failure to submit request correctly will delay payment. Reimbursement must be submitted within 60 days following event.

Vendor	Expense Description	Invoice Amount	Reimbursement Amount
Total Amount To Be Reimbursed			

The information above is true and correct based upon our records. The funds requested are for reimbursement from the awarded grant by the Tourist Development Council and are actual expenses related to the event.

Authorized Agent Signature

Date