

**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](mailto: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.

<b>Tourists</b>	<b>Room Nights</b>
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.

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## **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?**

(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?

**(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?**

**(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)?**

(i) What is the amount of the grant you are requesting?

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

(iii) How many tourist and or room nights are you guaranteeing?

**(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?

or

(ii) How will you prove that the guaranteed number of the attendees visited from outside of a 150 mile radius of the County?

**\*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.



5. Name of Grant Coordinator: \_\_\_\_\_ Title: \_\_\_\_\_  
*\*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: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_
  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:
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## **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 budget):
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.**
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.
5. Explanation of current need, problem or opportunity and how the Special Events Grant will address these issues:

6. Explain and attach materials or other examples of other Special Events that promoted tourism (not limited to the County) done by the Applicant:
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):
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?
9. 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:** *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?*
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.)?*
3. **The projected room night generation from the Special Event:** *Does the potential far exceed the guarantee and is it likely to be realized?*
4. **Calendar maximization in choosing the date of the Event.**

5. Any special economic benefits to the County from the Special 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. **The creation of a leadership position for the Jacksonville brand:** Is the Special Event a premier event that sets Jacksonville apart from other destinations?
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?
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?
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)?
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?

#### 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.
- 2. The plan is innovative or unique:** If applicable, describe how the marketing 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:** 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?
- 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?
- 3. Potential business opportunities:** Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Special Event.
- 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?
- 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.

- 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.

## **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.
- 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:

- Providing free music, theatre, artistic or community outreach clinics;
- 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;
- Utilizing programs for underserved youth, mothers and children, programs for job creation from not-for-profits; or
- Providing services to enhance or improve a community center, a park or building a playground; and
- Donating event tickets to a particular not-for-profit or community group.

## **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:

## 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