



**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL  
GRANT GUIDELINES**

**Section 1. Purpose.** The Duval County Tourist Development Council established ("**Tourist Development Council**" or "**TDC**") under Chapter 70, *Ordinance Code*, is responsible for implementing and administering the Tourist Development Plan ("**Plan**") as set forth in Chapter 666, *Ordinance Code*, and in accordance with Chapter 125.0104, *Florida Statutes*. The Tourist Development Council's primary goal in administering the Plan is to increase tourism in Duval County, including the number of tourists and quality of the tourist experience. In furtherance of this goal, the Tourist Development Council is authorized to award the following grant types to eligible entities, conference groups or businesses to incentivize and increase tourism in Duval County: 1) Marketing Grants; 2) Convention Grants; 3) Special Events Grants; and 4) Equestrian Center Grants.

**Section 2. Authority.** These grant guidelines ("**Grant Guidelines**") were approved by the City Council of the City of Jacksonville ("**City Council**") pursuant to Ordinance 2018-472-E.

**Section 3. Definitions.** Unless otherwise defined herein, all terms or phrases shall have the meanings given to them in Chapter 666, *Ordinance Code*, and Chapter 125.0104, *Florida Statutes*.

- a) "**Convention Grants**" shall mean TDC grants awarded to or on behalf of convention or conference groups or businesses as incentives for selection of Duval County as their destination for group or business conventions, conferences or meetings.
- b) "**Convention Sales and Services Contractor**" shall mean the contractor retained by the TDC to provide convention sales and services under the Plan.
- c) "**entity**" or "**entities**" shall mean any public or private entity, business, organization, association, or corporation (profit or not-for profit). This term also includes convention or conference groups.
- d) "**Equestrian Center Grants**" shall mean TDC grants awarded to entities to promote the Jacksonville Equestrian Center in accordance with the Plan by (i) hosting events at the Equestrian Center that draw participants from outside the region (i.e., 150 mile radius) and (ii) advertising an event to be held at the Equestrian Center through advertising and marketing campaigns in regional, national or international media.

- e) **“grant recipient”** shall mean an entity who has been awarded a grant by the TDC pursuant to these Grant Guidelines.
- f) **“Marketing Grant”** shall mean TDC grants awarded to entities that market Duval County as a tourism destination through advertising and marketing campaigns approved by the TDC.
- g) **“Marketing Services Contractor”** shall mean the contractor retained by the TDC to provide marketing services under the Plan.
- h) **“Special Events Grants”** shall mean TDC grants awarded to entities hosting events that are open to the public, although they may charge ticketed admission, where a large number of tourists are brought together to watch or participate, 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. Examples include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, and 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. Special events shall not include commercial events whose primary purpose is for the organizer to sell a product (i.e., boat or car show).
- i) **“TDC Signature Event”** shall mean a TDC designated event that meets three out of the five criteria in accordance with Section 7 below. Examples of TDC Signature Events include the Florida-Georgia Game, TaxSlayer Bowl, the Players, and Jacksonville Jazz Festival.

**Section 4. Marketing Grants.** The TDC may award Marketing Grants to eligible entities based on the following grant guidelines. Entities must promote tourism to the City in advertising outside of the region (i.e., 150 mile radius).

- a) **Application.** An entity must submit a completed grant application including any eligibility documents in the manner and by the deadline, if any, as required by the TDC. Marketing Grant applications shall be submitted to the TDC for review.
- b) **Evaluation Criteria, Qualifies and Considerations/Factors.** The TDC shall evaluate an entity’s grant application based on the following criteria, qualifies and considerations/factors:

<b>**Criteria</b>	<b>Qualifiers</b>	<b>Considerations/Factors</b>
Total Tourism Impact	Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity of the City?	Overall projected direct economic impact, potential for attendees outside of 150 mile radius; potential for generating tourists beyond a specific event based on exposure, new markets, etc.; What is the expected audience reached; Number of publications printed, airings, etc.

Brand Opportunity	Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand?	Leadership position for Jacksonville brand. National or international television broadcast, exposure. Visibility of destination marketing logos, imagery, media coverage. Promotional items, prizes that carry City name, logos, imagery.
Marketing Plan (After review from Marketing Services Contractor)	Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with the Marketing Services Contractor's Marketing Plan?	Traditional advertising, electronic and social media. PR and earned media, collaborative, partnership and influence marketing. After review by Marketing Services Contractor, were there findings of innovation, uniqueness? Does it complement the Marketing efforts of the Marketing Services Contractor?
Return on Investment	Does the value of the proposed campaign or promotion substantially exceed the grant amount?	How does the market value of the advertising provided compare to the amount of grant request? Is it worth a minimum of 2x the grant amount?
Stewardship	Does the campaign or promotion have leverage opportunities for the City?	Promotion of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent.
Multiple Years Funding Note: This criterion is a minus factor and shall serve to reduce the maximum number of points. (Not applicable to TDC Signature Events)	Did the entity receive consecutive TDC funding last year and in prior years?	5 points will be deducted from the entity's overall score for each consecutive year after the first year that the entity requests funding from the TDC (i.e., 1 <sup>st</sup> yr – minus 0 pts, 2 <sup>nd</sup> yr – minus 5 pts, 3 <sup>rd</sup> yr – minus 10 pts, 4 <sup>th</sup> yr – minus 15 pts, and 5 <sup>th</sup> yr – minus 20 pts).

\*\*The above criteria may not be amended without City Council approval. However, the TDC may update and amend the above qualifiers and considerations/factors as the TDC deems necessary with City Council approval.

- c) Scoring. The TDC shall adopt by formal action a score sheet allocating a maximum of 60 points to the criteria above based on the relative importance of each criterion as determined by the TDC. Such score sheet may only be amended via formal action by the TDC. Each application shall have a maximum score of 60 points. A grant applicant must receive a minimum grant application score of 40 points in order to receive grant funding.

- d) Review by Marketing Services Contractor. The Marketing Services Contractor shall review the advertising and marketing campaigns for grant applications as requested by the TDC to determine if such advertising and marketing campaigns are consistent with the Marketing Services Contractor's Marketing Plan.
- e) Allowed Grant Expenditures. Allowed grant expenditures for Marketing Grants shall only include costs associated with an eligible entity's TDC approved advertising and marketing campaigns promoting tourism in Duval County in marketing outside the region (i.e., 150 mile radius).
- f) Funding Source. Marketing Grants shall be funded from the Marketing Plan component based on the annual budget established by the TDC (in excess of the Marketing Services Contractor's contract with the TDC) and included in the annual budget ordinance adopted by City Council.
- g) Contracts. Prior to receiving any grant funds from the City, an entity shall enter into a grant contract with the City in a form prepared by the Office of General Counsel and the City's Risk Management Division regarding use of the grant funds.

**Section 5. Convention Grants.** The TDC may award Convention Grants to eligible entities based on the following grant guidelines.

- a) Application. An entity must submit a completed grant application in the manner and by the deadline, if any, as provided by the TDC (or the Convention Sales and Services Contractor, as designated by the TDC). A Convention Grant may not be awarded to an entity for an event that is eligible to receive a Special Events Grant.
- b) Grant Recommendations. The TDC may request the Convention Sales and Services Contractor to administer and make recommendations to the TDC regarding eligible entities to be awarded Convention Grants. The TDC shall approve, modify, or deny such grant recommendations as the TDC deems appropriate. In lieu of the Convention Sales and Services Contractor administering Convention Grants, the TDC may also administer Convention Grants.
- c) Evaluation Criteria, Qualifiers and Considerations/Factors. The TDC may direct the Convention Sales and Services Contractor to use evaluation criteria, qualifiers and considerations/factors approved by the TDC in administering Convention Grants.
- d) Minimum Room Nights Requirement. An entity applying for a Convention Grant shall have a minimum of 200 room nights and a minimum grant amount of \$1,000.
- e) Allowed Grant Expenditures. Allowed grant expenditures for Convention Grants shall only include costs associated with AV, food and beverage, transportation and meeting facility rentals.
- f) Maximum Reimbursement Per Room Night. Unless otherwise provided by the TDC, the TDC shall provide a maximum reimbursement grant award of \$5.00 per room night.

- g) Funding Source. Convention Grants shall be funded from the Convention Sales and Services Plan component based on the annual budget established by the TDC (as recommended by the Convention Sales and Services Contractor) and included in the annual budget ordinance adopted by City Council.
- h) Contracts. Prior to receiving any grant funds from the City, an entity shall enter into a grant contract with the City in a form approved by the Office of General Counsel and the City's Risk Management Division regarding use of the grant funds.

**Section 6. Special Events Grants.** The TDC may award Special Events Grants to eligible entities hosting an event in the City or surrounding areas. TDC Special Events Grants shall be awarded based on the following grant guidelines.

- a) Application. An entity may submit a completed grant application in the manner and by the deadline, if any, as provided by the TDC. Special Events Grant applications shall be submitted to the TDC for review.
- b) Limitation on Special Events Grants. Special Events Grants shall be limited to the following grant awards described under (i) and (ii) below:
  - i. Grant Awards based on Tourists, Room Nights or Combination. The TDC may award Special Events Grants for events designed to attract 25,000 or more tourists, 10,000 or more room nights, 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. Grant awards for attendance of 5,000 tourists or greater for events held a publicly or privately owned venues. The TDC may award grants for special events designed to attract a minimum of 5,000 tourists to the City using publicly or privately owned tourist venues. Such grant awards may not exceed \$100,000 per event.
- c) Threshold Requirement. As required by Section 125.0104, *Florida Statutes*, applicants requesting Special Events Grants funds must demonstrate that the event has as one of its main purposes the attraction of tourists to the City as evidenced by the promotion of such event to tourists. To assist the TDC in determining whether this threshold requirement has been met by a grant applicant, each grant applicant shall complete the Special Events Grants Eligibility Form attached hereto as **Appendix 1**. A grant applicant's failure to demonstrate the threshold requirement shall be ineligible to receive grand funding under this Section. The TDC may amend

the Special Events Grants Eligibility Form as necessary without further City Council approval subject to compliance with Section 125.0104, *Florida Statutes*.

- d) Evaluation Criteria, Qualifiers and Consideration/Factors. The TDC shall evaluate an entity's grant application based on the following criteria, qualifiers and considerations/factors:

<b>**Criteria</b>	<b>Qualifiers</b>	<b>Considerations/Factors</b>
Total Tourism Impact	Does the event or project drive tourism development, benefit economic prosperity and opportunity for the City?	Overall projected direct economic impact, room nights generated, hotel / motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.
Brand Opportunity	Will the special event project successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos, imagery and media coverage.
Marketing Plan (After review from Marketing Services Contractor)	Does the special event project meet and demonstrate the necessary marketing plan requirements?	Traditional advertising, electronic and social media. PR and earned media, collaborative, partnership and influence marketing. After review by Marketing Services Contractor, were there findings of innovation, uniqueness?
Stewardship	Does the special event project have leverage opportunities for the City?	Use of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers. Economic Development opportunities. Event innovation.
Quality of Life Impact	Does the event enhance the quality of life for the community?	Community engagement, civic, social and legacy impact.
Multiple Years Funding Note: This criterion is a minus factor and shall serve to reduce the maximum number of points. (Not applicable to TDC Signature Events)	Did the special event project receive consecutive TDC funding last year and in prior years?	5 points will be deducted from the special event project's overall score for each consecutive year after the first year that the entity requests funding from the TDC (i.e., 1 <sup>st</sup> yr – minus 0 pts, 2 <sup>nd</sup> yr – minus 5 pts, 3 <sup>rd</sup> yr – minus 10 pts, 4 <sup>th</sup> yr – minus 15 pts, and 5 <sup>th</sup> yr – minus 20 pts).

\*\*The above criteria may not be amended without City Council approval. However, the TDC may update and amend the above qualifiers and considerations/factors as the TDC deems necessary with City Council approval.

- e) Scoring. The TDC shall adopt by formal action a score sheet allocating a maximum of 60 points to the criteria above based on the relative importance of each criterion as determined by the TDC. Such score sheet may only be amended via formal action by the TDC. Each application shall have a maximum score of 60 points. A grant applicant must receive a minimum grant application score of 40 points in order to receive grant funding.
- f) Allowed Grant Expenditures. Allowed grant expenditures for Special Events Grants shall only include costs associate with the venue rental offset, marketing expenses and other event expenses.
- g) Funding Source. Special Events Grants shall be funded from the Special Events Grants Plan component based on the annual budget established by the TDC and included in the annual budget ordinance adopted by City Council.
- h) Contracts. Prior to receiving any grant funds from the City, an entity shall enter into a grant contract with the City in a form approved by the Offices of General Counsel and the City's Risk Management Division regarding use of the grant funds.

**Section 7. Equestrian Center Grants.** The TDC may award Equestrian Center Grants to eligible entities based on the following grant guidelines.

- a) Application. An entity may submit a completed grant application in the manner and by the deadline, if any, as provided by the TDC (or the Jacksonville Equestrian Center's facility manager, as designated by the TDC).
- b) Grant Recommendations. The TDC may request the Equestrian Center's facility manager to administer and maker recommendations to the TDC regarding eligible entities to be awarded Equestrian Center Grants. The TDC shall approved, modify, or deny such grant recommendations as the TDC deems appropriate. In lieu of the Equestrian Center's facility manager administering the Equestrian Center Grants, the TDC may also administer Equestrian Center Grants.
- c) Evaluation Criteria, Qualifiers and Consideration/Factors. The TDC may develop evaluation criteria, qualifiers and consideration/factors regarding Equestrian Center Grants.
- d) Allowed Grant Expenditures. The TDC may determine the allowed expenditures for Equestrian Center Grants.
- e) Funding Source. Equestrian Center Grants shall be funded from the Promotion of the Jacksonville Equestrian Center Plan component based on the annual budget established by the TDC and included in the annual budget ordinance adopted by City Council.

- f) Contracts. Prior to receiving any grant funds from the City, an entity shall enter into a grant contract with the City in a form approved by the Office of General Counsel and the City's Risk Management Division regarding use of the grant funds. The TDC may also enter into a contract with the Equestrian Center's facility manager to administer Equestrian Center Grants.

**Section 8. TDC Signature Events.**

- a) Qualification: grant award. The TDC may make Marketing Grant and Special Events Grant awards to entities hosting a TDC Signature Event. To qualify as a TDC Signature event, the TDC must determine that an event meets a minimum threshold of three (3) out of the five (5) below criteria:
- o Event has taken place in Jacksonville or Northeast Florida region and has been funded by the TDC for three (3) or more years.
  - o Event has a history of attracting at least 2,500 room nights per night for the previous three (3) years.
  - o Event has significant media coverage (outside 150 mile radius).
  - o Event has significant marketing to a niche market that will draw visitors to the event.
  - o Event has increased in market share by expanding the marketing reach to a national or international audience.
- b) Multiple Years Funding not applicable: Other grant guidelines applicable. The TDC shall not consider the Multiple Years Funding criterion included in the criteria for Marketing Grants and Special Events Grants when awarding a Marketing Grant or Special Events Grant to an entity hosting a TDC Signature Event. All other grant guidelines in these guidelines, including specific guidelines related to Marketing Grants and Special Events Grants, shall apply to TDC Signature Events.

**Section 9. Ineligible Entities.** An entity shall be ineligible to receive funding pursuant to these Grant Guidelines if an entity is determined by the TDC to be: (i) noncompliant with a City agreement to which the entity is a party; (ii) delinquent on taxes or the payment of liens or other debt owed to the City; and (iii) noncompliant with the conditions or requirements of a City grant award or program in which the entity is a recipient.

**Section 10. Further Authorizations.** The TDC may adopt additional rules without further City Council approval regarding: (i) grant application forms and required eligibility documents for each grant type authorized herein; (ii) grant submittal deadlines and number of grant application cycles per year (provided the TDC permit a minimum two grant cycles per year); (iii) the manner in which grants are selected (i.e., competitive solicitation process and/or first come-first serve process); and (iv) other rules deemed necessary by the TDC to administer the grants authorized herein so long as such rules are not inconsistent with these Grant Guidelines.

**Section 11. Contract Execution.** Pursuant to Section 70.105, *Ordinance Code*, the Mayor and Corporation Secretary are authorized to execute grant contracts awarded by the TDC under these Grant Guidelines.

**Section 12. Amendment.** Unless otherwise provided herein, any amendment to these Grant Guidelines shall require prior approval by the City Council.



## Appendix I – Special Events Grants Eligibility Form

Upon receipt of an application, the application would be reviewed by staff to insure that answers were provided to the following questions in addition to other information requested.

- 1. Who do you anticipate will attend your event and why? In other words, what are the expected demographics of your audience/attendees and where will they come from? What percent of your audience/attendees will come from outside a 150 mile radius of the City (County boundaries) and what are you relying on to make that assumption?**

FOR TDC Evaluation ONLY: Is the main purpose of the Event, the attraction of tourists from outside the 150 mile radius? Yes or No Only proceed to the next question if the answer is yes.

- 2. How do you plan to promote the event to potential attendees outside a 150 mile radius of the City (County boundaries) and what % of the Marketing Budget is dedicated to outside the region versus local advertising?**

FOR TDC Evaluation ONLY: Does the promotion of this event to tourists (outside the 150 mile radius) evidence the main purpose of the event is attraction of tourists? Yes or No Only proceed to the next question if the answer is yes.

- 3. 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 5,000 tourists or more) Failure to meet the criteria renders you ineligible for ANY funds.**

FOR TDC Evaluation ONLY: Which criteria did applicant select and does the suggested documentation offered to be provided, give the TDC adequate and reasonably reliable assurance that the criterion has been met? Yes or No Only if yes, proceed to evaluate the application or scoring matrix.