



DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
MARKETING GRANT APPLICATION

Applicant Name: _____ Date of Application: _____

Event Name: _____

Part 1. Eligibility Review

Describe how this marketing campaign promotes Duval County as a destination. Marketing campaign can be within the state of Florida but at least a 150-mile radius from Duval County boundary, nationally, and/or internationally. Include target markets and regions of advertising.

Explain how applicant will document that this marketing campaign is executed in accordance with the grant award contract.

The applicant shall be ineligible to receive a marketing grant if any of the below questions are answered in the affirmative. The applicant shall be in compliance prior to the TDC's review of this marketing grant application.

- Is applicant noncompliant with a City or County agreement to which the entity is a party?

Yes

No

- Is the applicant delinquent on taxes or the payment of liens or their debts owed to the City or County?

Yes

No

- Is 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

No

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Part 2. Required Documents

Please confirm that you have provided the following documents by checking the boxes below.

Articles of Incorporation (except government entities)

Certification of Grantee is executed (last page of this application)

IRS Form W-9

State of Florida Certificate of Solicitation of Contributions
(see Florida Statutes Sec. 496.405) (if a not-for-profit)

Organization outline, including but not limited to names and addresses of each board member and corporate officer (except government entities)

Written and notarized authorization for agent to act on behalf of applicant

Event marketing plan, including all programs, brochures, media articles, etc.

Visit Jacksonville Event Impact Summary

Part 3. Applicant Information

Applicant Name: _____ **Title:** _____

Federal Employer Identification Number: _____

Phone Number: (w) _____ **(c)** _____

Email: _____

Mailing Address: _____

If different than applicant, complete below:

Grant Coordinator Name: _____ **Title:** _____

Phone Number: (w) _____ **(c)** _____

Email: _____

Mailing Address: _____

Description of applicant's business and history.

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Description of applicant's programs, activities, services, and/or events.

Part 4. Marketing Campaign information

I. General Marketing Plan Information

Name of this marketing campaign: _____

What is the grant amount requested? _____

Provide description of this marketing campaign and attach a detailed marketing plan, itemized costs, and samples of how local imagery and content will be used to market the destination. Include relevant timelines for this marketing campaign, and the deadline for commitment to this campaign.

Explain current need, problem, or opportunity, and how this marketing grant will address these issues.

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Explain and attach examples of other tourism marketing campaigns (not limited to Duval County) done by the applicant.

Provide anticipated quantifiable outcomes of this marketing campaign. Include how this marketing campaign will increase tourism to a specific asset (i.e., the beaches or the river) or for a specific activity (i.e., golfing or restaurant scene).

Provide additional information about this marketing campaign which may not be included in these questions.

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II. Total Tourism Impact

Describe the projected impact on tourism to be derived from this marketing campaign. Include the potential number of tourists outside of 150-mile radius of Duval County boundaries expected as a result of this marketing campaign.

Describe the potential for generating tourists beyond this specific special event based on exposure, new markets, etc. Explain how target audiences provide additional or unique tourism benefits for return visits, expansion of Duval County's market, etc. This can include factors such as NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target.

III. Brand Opportunity

Explain how this marketing campaign creates a leadership position for the Jacksonville brand and how it sets Jacksonville apart from other destinations.

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Describe how this marketing campaign aligns with the TDC adopted vision and brand of Jacksonville as a destination with one or more of the following focus areas: Water and Outdoors; Sports; Arts; and/or Culture and History.

Explain how applicant will integrate the Jacksonville brand, Visit Jacksonville logo, and imagery in all the marketing and communication. Include numerous marketing efforts and target audiences outside of the 150-mile radius of Duval County. Describe how the Visit Jacksonville logo will be used in various event marketing approaches including promotional items.

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IV. Marketing Plan

Describe type, quantity, duration of marketing that will be utilized to attract tourists to the event. Types of marketing can include printed publications, social media postings, advertisements aired or broadcasted. Provide timeframes each marketing element. Provide locations each type of marketing will be placed, specifically outside 150-mile radius of the County, and the target audiences. Include collaborative and partnership marketing if applicable.

Describe how this marketing plan is innovative or unique.

Describe how this marketing campaign provides any special economic benefits, promotion of a new tourism attraction or asset, and/or showcase of a unique or hidden gem.

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V. Return on Investment

Describe how the market value of the advertising exceeds the amount of the grant request.

If it is valued at two times or greater than the grant amount requested, explain.

If it is valued at less than two times the grant amount requested, explain. Include other nonmonetary value, if applicable.

Explain the expected earned media coverage as a result of this marketing campaign.

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VI. Stewardship

Describe how this marketing campaign promotes local publicly owned or supported venues or assets and how this marketing campaign promotes one or more local attractions or museums.

Identify all potential business opportunities for area assets in collaboration or conjunction with this marketing campaign.

Identify all local talent, suppliers, subcontractors, and local service providers utilized in this marketing campaign.

VII. Multiple Years Funding

If applicable, list all years this event has received funding from TDC and the amount of each year's grant. Include special event grant awards and marketing grant awards.

Certification

I, _____, as _____, acting with authority from and on behalf of, _____, the entity applying for this 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 or 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 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 awarding a grant does not assume any liability or responsibility for the ultimate financial profitability of the special event and/or marketing campaign 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/or marketing campaign and not a promoter or co-sponsor and will not guarantee or be responsible or liable for any debts incurred. 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 in compliance with all terms of the award.

Signature

Date

Print Name & Title