



DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
SPECIAL EVENT GRANT APPLICATION

Applicant Name: _____ Date of Application: _____

Event Name: _____

Part 1. Eligibility Review

Describe who will attend this event and why, including demographics and where they will come from. Provide total number of expected attendees and percentage that will attend from outside a 150-mile radius of Duval County.

Describe how this event will be promoted to potential attendees and what percentage of the marketing budget is dedicated to outside the region.

Using the *Special Event Grant Tier* on the website, what grant amount is requested?

Provide the number of tourists outside the 150-mile radius of Duval County that the applicant is guaranteeing will attending this special event.

Describe how applicant will prove this including data collection and verification process.

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Provide the number of room nights that the applicant is guaranteeing will be generated. _____

Describe how applicant will prove this including data collection and verification process.

The applicant shall be ineligible to receive a special event 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 application.

- Is the 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

Part 2. Required Documents

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

Articles of Incorporation (except government entities)	Organization outline, including but not limited to names and addresses of each board member and corporate officer (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)	Event marketing plan, including all programs, brochures, media articles, etc.
Written and notarized authorization for agent to act on behalf of applicant	Event Budget
Certification of Grantee is executed (last page of this application)	Event Sponsorship Packet
	Visit Jacksonville Event Impact Summary

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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.

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

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Part 4. Special Event Information

I. General Special Event Information

Name of Special Event: _____ **Special Event Date:** _____

Special Event Location: _____

Provide description of this special event and attach a detailed special event plan, event marketing plan, and itemized budget. Include relevant timelines for this marketing campaign, and the deadline for commitment to this campaign.

Check categories of expenditures the applicant will be seeking reimbursement.

Venue Rental

Marketing

Talent Acquisition

Other _____

List types of receipts or other proof of payment the applicant will submit to the TDC for reimbursement of allowable grant expenditures.

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

Explain and attach examples of other special events that promoted tourism (not limited to Duval County) done by the applicant.

If this special event (or a similar special event) was previously held in Duval County or another jurisdiction, provide quantifiable outcomes of the special event. If TDC grant funds provided, provide amount and how were the funds utilized. Relevant quantifiable outcomes would include 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.

Provide additional information about this special event which may not be included in these questions.

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II. Total Tourism Impact

Describe the projected direct economic impact, including the Return on Investment (ROI) to the TDC for this special event. Provide the grant amount requested divided by the number of guaranteed tourists or room nights.

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.

Explain how the date of this special event takes advantage of off-season, lower demand periods for tourism in Duval County.

Explain special economic benefits to the County from this special event not included above.

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III. Brand Opportunity

Explain how this special event creates a premier or unique event that sets Jacksonville apart from other destinations.

Describe how the utilization of complementary brands, collaboration, and/or partnerships will strengthen this special event's image and brand in a way that further encourages tourism.

Describe how this special event 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.

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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.

IV. Marketing Plan

Describe type, quantity, duration of marketing that will be utilized to attract tourists to this special 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.

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V. Stewardship

Explain how this special event will utilize local publicly owned or supported venues or assets, benefitting the City. Describe how the venue or assets used for this special event causes tourists to be inclined to visit at a time other than at this special event.

Explain how this special event will utilize a local attraction or museum as a venue. Describe how the attraction or museum used for this special event causes tourists to be inclined to visit at a time other than at this special event.

Identify all potential business opportunities for area assets in collaboration or conjunction with the special event.

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Explain how if the grant funding is not provided, then this special event could be held someplace other than Duval County, or it will be canceled. If held someplace else, identify the other venues and destinations where the special event could be held.

Identify all local talent, suppliers, subcontractors, and other local service providers utilized for this special event.

VI. Quality of Life Impact

Identify any underused venues in the County that will be utilized as part of this special event and how they will be used.

Describe civic, social, and/or legacy impact plan that gives back to the community as a result of this special event. Examples include providing free music, theatre, artistic or community outreach clinics; creating a recycling initiative; services to enhance a community center or park; and donating event tickets to a not-for-profit or community group.

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VII. Multiple Years Funding

If applicable, list all years this special 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