

**COLLIER COUNTY
TOURIST DEVELOPMENT COUNCIL (TDC)
GRANT FUNDING APPLICATION REQUEST**

**CATEGORY "C-2" NON-COUNTY OWNED AND OPERATED MUSEUM
GRANTS
FISCAL YEAR 2022-23
APPLICATION ROUND JULY- AUGUST 2022**

TIMETABLE FOR REVIEW:

- Completed applications must be received in digital format or other written format by the Tourism Department Office. The application deadline will be 5:00 P.M. on Wednesday, August 31, 2022.
- Applications may also be delivered to the Tourism Development Division Office: 2660 North Horseshoe Dr, Suite 105 Naples, FL 34104.
- For further information, contact Charles Kammerer at telephone (239) 252-8951 or email Charles.Kammerer@colliercountyfl.gov.

After receiving recommendations from the Tourism Division Staff, the Tourist Development Council (TDC) will review each qualifying applicant and prepare, in priority order, their recommendations for funding for Fiscal Year 2022-23. Final funding recommendations of the TDC will be presented to the Board of County Commissioners as part of the County's budget process for FY 2022-23. After budget approval, contracts will be negotiated with the selected applicants, with assistance from the County Purchasing Department and the County Attorney's office, and then presented to the BCC for final approval. Appeals on funding recommendations may be made to the County Commission when recommendations are reviewed. Once executed, these contracts will be monitored and Requests for Fund Forms and Status Reports will be reviewed by the Tourism Director before submission to Clerk's Finance Department for potential reimbursement. No projects are approved and no funds may be expended until the contract is approved and signed by the Chairman of the Board of County Commissioners. All materials submitted with applications will become a matter of public record, open to inspection subject to Chapter 119, Florida Statutes.

DEFINITION OF MUSEUM:

Organizations can apply if they fit one of these definitions of a museum.

(1) A museum is a building or institution that care for and displays a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. Many public museums make these items available for public viewing through exhibits that may be permanent or temporary.

(2) A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

REQUIREMENTS:

1. All collateral material and advertisements should identify Collier County tourism by displaying the CVB logo and/or website URL (www.paradisecoast.com)
2. Reimbursement requests must include the following: evidence that the vendor invoices have been paid and samples of the promotional materials produced by that vendor or media outlet. Should these documents be unavailable, the Grantee may submit other legally viable evidence of payment subject for consideration by the Clerk's Finance Department. No advanced payments are acceptable for reimbursement.

ALLOWABLE USES OF TOURIST TAX GRANT FUNDS INCLUDE:

The following are examples of how Tourist Development Funds may be used by non-County owned and operated museums to promote tourism to Collier County.

1. Advertising and promotional expenses in conjunction with an activity or event or promotion to increase the number of overnight visitors to Collier County. Examples are: printing and distribution of promotional pieces prior to the event or exhibit including creative design, printing, copying, ad placement cost and distribution of direct mail, email and social media.
2. Creating or enhancing an existing site promoting the event or exhibit linked to the CVB's website to increase participation, attendance, and awareness of the event and to generate hotel room nights and spending throughout the county.
3. Acquisition and/or promotional costs for a major traveling exhibit to create new reasons to visit the museum or extend a visitor's stays and spending in Collier County.
4. Funding of a performance or entertainment at an event whose primary purpose is the promotion of tourism not to exceed 50% of the total cost of the production and based on the availability of funds.
5. Funding for an exhibit or activity and related promotion/marketing that will be showcased at an event or location whose primary purpose is the promotion of tourism. For example, cultural arts exhibit presented by local non-profit or non-County owned museum at a two-day festival which festival (and exhibit) is promoted with out-of-County marketing to bring overnight visitation to Collier County. The exhibit or activity will create new reasons to visit the festival or extend a visitor's stay in the destination.

NON-ALLOWABLE USES OF TOURIST TAX GRANT FUNDS INCLUDE:

1. Prize money, scholarships, awards, plaques, or certificates.
2. Projects restricted to private or exclusive participation.
3. Private entertainment, food, and beverages and lodging.
4. Legal, medical, engineering, accounting, auditing, or feasibility study fees.
5. Salaries or supplements to salaries for existing or future full-time or part-time staff, exclusive of entertainers or performers in a production.
6. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
7. Interest or reduction of deficits and loans.
8. Expenses incurred or obligated prior to or after the project period.
9. Advertising and promotional materials distributed at the museum after the event.
10. Payments for services or goods purchased for previous or other events.
11. Capital or infrastructure projects.
12. Payment for expenses that occur or are delivered prior to or after the effective date of the agreement with the grantee.

APPLICATION FOR GRANT FUNDING

GENERAL INSTRUCTIONS

1. Please submit your completed application in digital format (no zip files) via email to Charles Kammerer, at Charles.Kammerer@colliercountyfl.gov or in printed format to the Tourism Office, 2660 N. Horseshoe Drive, Suite 105 Naples, FL 34104, attention: Charles Kammerer.
2. Complete each item of each applicable section. If a question does not apply to your organization, insert (N/A). Please contact Charles Kammerer at (239) 252-8951 or Charles.Kammerer@colliercountyfl.gov with any questions.
3. Be sure to have your Chief Official, Secretary or their designee sign the application on the last page.
4. One copy of each of the following items is required and attached in a separate .pdf document to the email containing the application form. If any item does not apply, insert (N/A).
 - () Charter, Articles of Incorporation, By-Laws, Proof of Current State of Florida Status (except government entities)
 - () Form 990 (except government entities)
 - () Proof of Liability Insurance naming Collier County as an additional insured that will be in effect during the grant funding period.

Name of Grant Preparer: (Please Print) _____

Signature of Grant Preparer _____ Date _____

**COLLIER COUNTY GOVERNMENT
TOURIST DEVELOPMENT COUNCIL GRANT APPLICATION
CATEGORY "C-2" NON-COUNTY OWNED AND OPERATED MUSEUM GRANT
FY 22-23**

I GENERAL INFORMATION

To assist us in evaluating the impact your project may have on Collier County and to better understand what support you are requesting, the following questions must be answered in full.

(1) LEGAL NAME OF ORGANIZATION _____

(2) NAME OF PROJECT _____

(3) MUSEUM INFORMATION:

CONTACT PERSON'S NAME: _____

PHONE #: _____ CELL PHONE # _____

E-MAIL ADDRESS: _____

(4) COMPLETE ADDRESS OF ORGANIZATION:

STREET _____

CITY _____ ST _____ ZIP _____

PHONE: _____ FAX: _____

WEBSITE: _____

(5) ORGANIZATION'S CHIEF OFFICIAL'S NAME: _____

TITLE: _____

ADDRESS IF DIFFERENT FROM ABOVE: _____

PHONE: _____ FAX: _____

E-MAIL: _____

(6) ORGANIZATIONAL STRUCTURE:

() NON-PROFIT () GOVERNMENT AGENCY () FOR-PROFIT ORGANIZATION

(7) GRANT AMOUNT REQUESTED: \$ _____

(8) ADDITIONAL FUNDING AMOUNT: \$ _____

(9) **PROJECT TYPE** (Check all that apply)

PROMOTIONAL MATERIALS (Brochures, flyers, website)

MARKETING PROGRAM FOR MUSEUM OR EXHIBITS (Advertising, Public Relations, Digital or Social Media)

TRAVELING EXHIBIT (Acquisition fees, promotion, and advertising, etc.)

OTHER (Describe) _____

(10) If the entire Tourist Tax funding request cannot be funded, may the project be restructured with less funding? YES NO

(11). **PROJECT DESCRIPTION**: describe in detail the project for which funding is requested

(12). **APPLICANT'S GRANT HISTORY**: Have you received previous grant assistance from the Collier County Tourist Development Council? YES NO.

If "Yes", specify the year (s), the project name, the amount of the grant awarded and the number of visitors and hotel room nights generated by the grant activity.

YEAR _____ PROJECT NAME _____

PREVIOUS GRANT AMOUNT \$ _____

VISITORS ATTRACTED: _____ # ROOM NIGHTS GENERATED _____

Please continue to add below any previous year grant details using the format above

If you have previously received funding from the TDC, please attach a copy of your FINAL STATUS REPORT including attendance, economic impact and other information that will enable the TDC staff to evaluate your prior experience.

(13). **OTHER FUNDING SOURCES** (From # 9 previous page): List the sources and amounts of other funds and planned revenue sources to support the amount of the grant.

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL MATCH/OTHER FUNDS:	\$ _____

(14) Provide projections of the Direct Economic Impact this project will have on Collier County using the event calculator available on County website.

Projected # of Overnight Visitors _____ Room Nights _____

Tourist Tax Revenue \$ _____ Visitor Spending \$ _____

Economic Impact: \$ _____

(15) What is the current or anticipated annual visitation to your museum? _____

PROJECT BUDGET RECAP

INCOME SOURCES:

TOURIST DEVELOPMENT TAX GRANT REQUEST	\$ _____
TOTAL ADDITIONAL FUNDING SOURCES (From #13 previous page)	\$ _____
OTHER INCOME SOURCES	\$ _____
TOTAL INCOME - ALL SOURCES	\$ _____

PROJECT EXPENSES:

Intended Use of Tourist Tax Funds

Please refer to authorized and unauthorized uses on page 2. Provide an itemized summary indicating the intended use of Tourist Development Tax (TDT) funds. **Please be as explicit as possible, including planned cities where advertising or promotional materials will be placed. Indicate the total amount you plan to spend for each category or promotion.** Use additional sheets if necessary.

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Tourist Tax Funds Used:	\$ _____

Other Project Expenses not using Tourist tax grant funds:

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Other Project Expenses:	\$ _____
TOTAL PROJECT EXPENSES	\$ _____
Profit (Loss)	\$ _____

CERTIFICATION

I have reviewed this Application for Tourist Tax Grant Funds for FY 2022-23. I am in full agreement with the information contained herein and have the authority to request this funding on behalf of the organization. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.

Chief Officer (or designee):

_____ **Signature**

_____ **Printed Name and Title**

_____ **Date**

Secretary (or designee)

_____ **Signature**

_____ **Printed Name and Title**

_____ **Date**