A decorative graphic consisting of a thin yellow circle on the left side. A thick black left square bracket is positioned vertically, overlapping the circle and a horizontal olive-green bar. The text 'GRANT GUIDELINES WORKSHOP' is centered within this bar. On the right side, a thick yellow right square bracket is positioned vertically, also overlapping the olive-green bar.

GRANT GUIDELINES WORKSHOP

**Collier County Tourist
Development Council
October 22, 2007**

CATEGORY “B”

Event Sponsorship & Marketing Grants

Application Procedure (Page 4)

■ Review Committee

- 1 Hotel, 1 Attraction, 1 Cultural + Director**
- Review each application for meeting minimum criteria for funding**
- Recommendation summary from committee to TDC prepared by TDC staff**
- TDC Recommendation to County Manager, BCC**

CATEGORY “B”

Event Sponsorship & Marketing Grants

- **Overall Guidelines- Page 5**
 - **2 –Day Duration of Event**
 - **100 Hotel Room Nights per Day of Event**
 - **Festivals or Special Events Attracting Out of County Visitors**
 - **Events with National, State & Regional Media Coverage**
 - **Eligible Organizations: Non-for-Profit (501 c 3 or 6)**
 - **May- November (Off Season)**

CATEGORY “B”

Event Sponsorship & Marketing Grants

- **Dollar for Dollar Match- Page 6**
- **25% of Match In-Kind Contributions**
- **Out of County Advertising & Promotion**
- **Reimbursement Basis Only**
- **IRS 990 Form & Attestation Financial Statements**
- **Liability and Workers Comp Insurance**

[CATEGORY “B”

Event Sponsorship & Marketing Grants]

- **Documented Economic Impact- Page 7-8**
 - **Visitor Questionnaire- 10% of Attendance or 150 surveys**
 - **Preliminary, Interim, Final Status Reports**

Funding Categories- Page 9

- **Sponsorships**
 - Maximum \$25,000 per event with 3 Years History
- **Marketing Assistance For Collier Based Organizations & Attractions**
 - Up to \$25,000 per year
- **Event Bid Fees**
 - Maximum \$25,000 per event
- **Cultural Events**
 - \$25,000 Maximum per event
- **First Time Events**
 - \$10,000 Maximum per Event
- **Category Budget**
 - \$125,000 Maximum for All Sponsorships & Marketing

[Evaluation Criteria - Page 10]

- **Off Season Tourism Expansion (25 pts.)**
- **Out-of-County Promotion (25 pts.)**
- **Soundness of Project (20 pts.)**
- **Stability of Organization (15 pts.)**
- **Quality/Uniqueness (15 pts.)**

[Repeat Funding Requests- Page 11]

<u>Year of Funding Request</u>	<u>Maximum % of Funding Allowed</u>
1 st	Up to 100%
2 nd	Up to 90%
3 rd	Up to 80%
4 th	Up to 70%

FOURTH YEAR REQUEST: Review Committee will forward a recommendation to the Tourist Development Council.

Authorized Uses of TDC Funds

Page 12

- Advertising & Promotion in out-of market media
- Create Internet web site for event
- Bid Fees- Held at publicly owned or operated facilities

Non-Authorized Uses- Page 13

- **Prize Money**
- **Travel Expenses**
- **Private entry**
- **Operating Expenses**
- **Legal, accounting, marketing consulting fees**
- **Salaries**
- **Real or personal property**
- **Loan payments or interest**
- **After event expenses**
- **On-site distributed promotional items**
- **Previous or other event expenses**

[Application Form- Page 14-21]

- **Required Attachments – Page 14**
- **Organization Information- Page 15**
- **Previous Event Experience – Page 16**
- **Budget Recap (page 19)**
- **Project Expenses (page 20)**
- **Certification (page 21)**

CATEGORY “C”

Non- County Owned/Operated Museums

Application Procedure (Page 4)

■ Review Committee

- 1 Hotel, 1 Attraction, 1 Cultural + Director**
- Review each application for meeting minimum criteria for funding**
- Recommendation summary from committee to TDC prepared by TDC staff**
- TDC Recommendation to County Manager, BCC**

CATEGORY C-2

NON-COUNTY OWNED/OPERATED MUSEUMS

■ **Eligibility**

- **Meets Funding Guidelines under 125.0104- Page 4**
- **Meets Guidelines of Museum per American Assoc. of Museums (AAM)**
 - **Needs to be added to Application**
- **Dollar-for-dollar Matching Funds- Page 5**
- **25% maximum in-kind match- Page 5**
- **Prelim, Interim & Final Status Reports- Page 5**
- **Must distribute Visitor Questionnaires- Page 5**
 - **10% of attendance or 150 forms**

[Repeat Funding Requests- Page 7]

<u>Year of Funding Request</u>	<u>Maximum % of Funding Allowed</u>
1 st	Up to 100%
2 nd	Up to 90%
3 rd	Up to 80%
4 th	Up to 70%

FOURTH YEAR REQUEST: Review Committee will forward a recommendation to the Tourist Development Council.

Authorized Uses of TDC Funds

Page 8

- Advertising & Promotion in out-of market media
- Create Internet web site for event
- Create Events, Exhibits (new)
- Bring in traveling exhibits (new)
- Create promotional materials for events and specials (new)

Non-Authorized Uses- Page 9

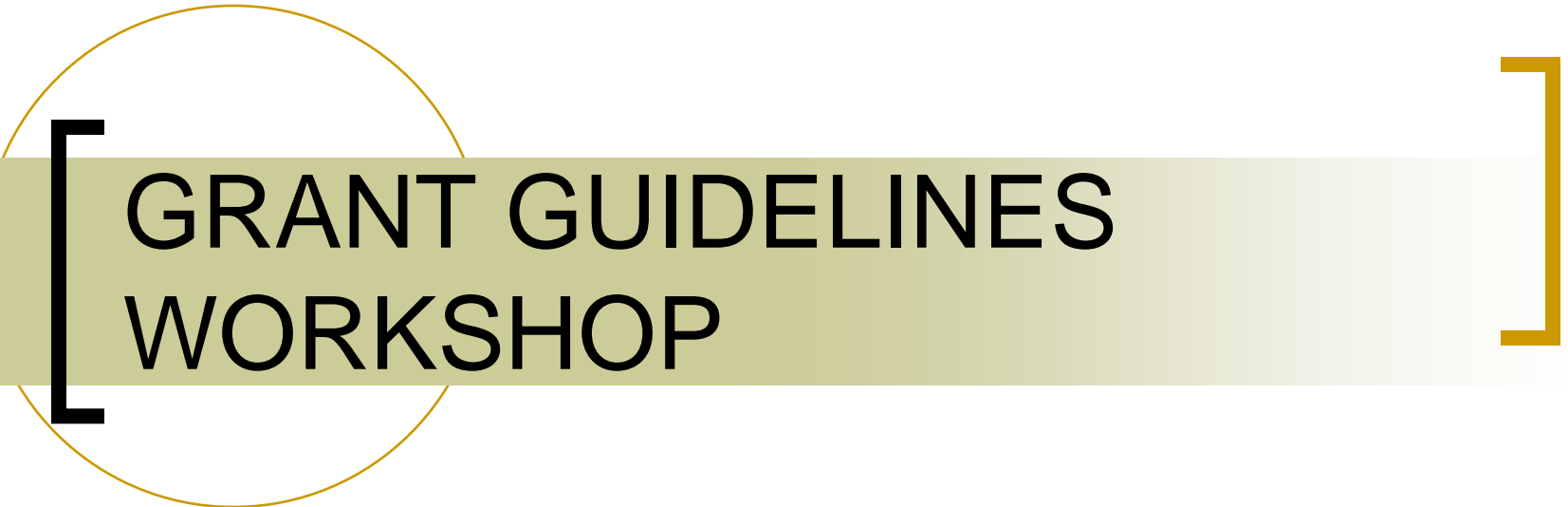
- **Prize Money**
- **Travel Expenses**
- **Private entry**
- **Operating Expenses**
- **Legal, accounting, marketing consulting fees**
- **Salaries**
- **Real or personal property**
- **Loan payments or interest**
- **After event expenses**
- **On-site distributed promotional items**
- **Previous or other event expenses**

[Evaluation Criteria - Page 10]

- **Off-Season Tourism Expansion (25 pts.)**
- **Out-of-County Promotion (25 pts.)**
- **Soundness of Project (20 pts.)**
- **Stability of Organization (15 pts.)**
- **Quality/Uniqueness (15 pts.)**

Application Form- Page 11-18

- **Required Attachments (Page 11)**
- **Organization Information (Page 12)**
- **Type of Project- Description (Page 13)**
- **Past History (Page 14)**
- **Budget Recap (page 16)**
- **Project Expenses (page 17)**
- **Certification (page 18)**



GRANT GUIDELINES WORKSHOP

Thank You