

## **EXECUTIVE SUMMARY**

### Review TDC Grant Application Guidelines and Recommend Changes for FY 12 Grant Cycle

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**OBJECTIVE:** Recommend changes to FY 12 TDC Grant Applications for the next grant cycle.

**CONSIDERATIONS:** The TDC Grant Program consists of two categories of funding:

- Category “C-2” for non-County owned and operated museums.
- Category “B” for marketing assistance for events and other facility or organization marketing programs.

The guidelines are reviewed by the Tourist Development Council (TDC) each year for the following funding year and then presented to the Board of County Commissioners for final approval before making the applications available to the public. Below are staff recommendations for changes to those applications for the FY 12 grant cycle.

#### **Category “B”:**

- All dates will be changed to 2011.
- Page 5, TYPES OF EVENTS OR PROJECTS:
  - Add a new category: Tourism businesses or organizations may apply for marketing assistance in printing a brochure that highlights more than one tourism business such as a group of art galleries or a shopping or dining district.
- Page 8, STATUS REPORTS:
  - Interim Reports will be required each quarter the grant agreement is in place. Final Reports are due with the final Request for Reimbursement and no later than September 30 which is the close of the County Fiscal Year.
- Page 9, Funding Category Guidelines:
  - Item III - Marketing Assistance – Add the words, “highlighting more than one tourism business.”
- Page 11, Review Repeat Funding Guidelines for possible changes.
  - Clarify the funding after 4 years.

**Category “C-2”**

- All dates will be changed to 2011.
- Page 5, Status Reports:
  - Interim Status report is due each quarter that the agreement is in effect.
  - Final Status report is due with the final Request for Reimbursement and no later than September 30 which is the end of the County’s Fiscal Year.
- Page 7, Review guidelines for repeat funding for possible changes.
  - Review and make recommendations for funding after 4 years.
- Page 9, Non-Allowable Uses: Add Capital or infrastructure projects.

**FISCAL IMPACT:** There is no immediate fiscal impact at this time.

**RECOMMENDATION:** Review Grant Application Guidelines for both Category B and C-2 and recommend changes as needed.

**SUBMITTED BY:** Jack Wert, Tourism Director



**CATEGORY “B”  
GRANT AND EVENT SPONSORSHIP  
APPLICATION**

**FY 2010-11**

**COLLIER COUNTY**  
**TOURIST DEVELOPMENT COUNCIL**  
**SPECIAL EVENT FUNDING REQUEST**  
**CATEGORY "B"**  
**FISCAL YEAR 2010-2011**

**PART I - INSTRUCTIONS AND DEFINITIONS**

**PURPOSE:**

This document sets forth the guidelines and categories for requests for funds from Tourist Development Taxes. Applications will be accepted from organizations that will sponsor and promote tourism activities during FY 2010-2011 within Collier County that bring substantial numbers of visitors to the County.

**AUTHORIZATION HISTORY:**

The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) in response to the growing need of Florida counties to provide additional revenue sources for Tourist Development in an effort to stimulate the local economy. In response to this need, in 1990, the voters of Collier County approved a two (2) percent Tourist Development Tax on transient rental accommodations. A Tourist Development Council was also created in 1992 to assist the Collier County Board of County Commissioners (BCC) in planning ways in which to use the revenues received through the Tourist Development Tax, based on statutory guidelines. The tax was increased to three (3) percent in 1996 and to 4% in 2005. The BCC has the final determination of the allocation of TDC funds within the confines of F.S. 125.0104.

**ALLOCATION OF THE TOURIST TAX**

The four (4) percent Tourist Development Tax revenue is allocated by the Tourist Development Plan approved by the Board of County Commissioners as follows:

50% for beach park facilities or beach improvement, maintenance, renourishment, restoration and erosion control, including pass and inlet maintenance shoreline protection, enhancement, cleanup or restoration of inland lakes and rivers to which there is public access as these uses relate to the physical preservation of the beach, shoreline or inland lake or river.

13.4% Museums County Owned and Operated, to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote one or more county owned museums and Non-County Owned Museums that are owned and operated by not-for-profit organizations and open to the public.

36.6% for Advertising/Promoting and Special Events to bring tourism to Collier County.

**TOURIST TAX ALLOCATION CONT.**

Further regulations concerning the use of the Tourist Development Tax proceeds are outlined in the Florida State Statute 125.0104, and in the Collier County Ordinances.

**TIMETABLE FOR REVIEW:**

The Tourist Development Council (TDC) office will distribute applications to organizations that express an interest in receiving funds for Fiscal Year 2010-11 during the month of January 2010. Projects must meet the guidelines and criteria outlined in this document and must apply to event expenses after October 1, 2010 and finish no later than September 30, 2011.

Completed applications must be received by the Tourism Department Office no later than 5:00 P.M. on Friday, April 16, 2010. Applications shall be delivered to the Tourism Department office: 2800 North Horseshoe Dr, Naples, FL 34104. For further information, telephone (239) 252-2384.

**APPLICATION AND EVALUATION PROCEDURE:**

The following procedure will be strictly followed. All contacts should be channeled through the TDC Director's office.

Please read the following instructions carefully and call the Tourism Department Office with any questions. Incomplete or incorrect applications will be returned.

The Tourist Development Council Director and a five (5) person Review Committee made up of one hotel, one attraction, one restaurant, one retail and one cultural representative will review all applications to determine if they meet the established criteria for funding. Only those requests that will have a substantial economic impact on the County from visitors will be considered further. The Tourism Department office staff will notify qualifying applicants who are finalists. All finalists will then be invited to present their applications to the TDC in May.

The Tourist Development Council will vote on each qualifying applicant and prepare, in priority order, their recommendations for funding for Fiscal Year 2010-11. Funding recommendations of the Tourist Development Council are final. The recommendations will be presented to the Board of County Commissioners as part of the County's budget process for FY 2010-11.

After budget approval, contracts will be negotiated with the selected applicants, with assistance from the County Attorney's office, and then presented to the BCC for final approval. Once executed, these contracts will be monitored and Requests for Funds Forms will be reviewed and approved by the Tourist Development Council Director. 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 by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

## **OVERALL GUIDELINES**

Applications must conform to the guidelines specified by the Tourist Development Council. Applications that do not conform to these guidelines will not be considered for funding. The funding limits are subject to final approval by the Tourist Development Council and Board of County Commissioners.

Funding is available for major events staged in the County year-round that attract large numbers of overnight visitors from outside the County. Examples are national or international amateur sports events and multiple-day festivals.

**Events must be at least two (2) days in duration. A guideline of 100 hotel room nights per day of the event will be used to evaluate the impact of the event. The maximum allowable amount of any single sponsorship is \$25,000.**

Funding is also available for Collier County based organizations for marketing projects to support visitation to the County.

Advertising and promotional campaigns supporting events or marketing projects must be in out of Collier County media such as broadcast, web and regional print and distribution must be out of County. No in-County expenditures will be reimbursed.

### **TYPES OF EVENTS:**

Programs, festivals, or special events should have a history of, or the potential for attracting out-of-county visitors, either as participants or spectators, generating hotel/motel/campground room nights. Consideration will also be given to events that can generate national, state, or regional media exposure for Collier County and its tourist offerings.

### **ELIGIBLE ORGANIZATIONS:**

Not-For-Profit Organizations under section 501 of the Internal Revenue Code (a copy of the IRS determination letter provided by the applicant confirms federal tax-exempt status), and For-Profit Organizations are eligible for funding. Organizations must have significant county ties, established primarily to produce cultural programs, festivals, or special events, utilizing private sector community financial support and volunteers and staff to carry out the objectives of the organization.

### **PROJECT GUIDELINES:**

1. Projects must take place within Collier County.
2. Applicants must make the project accessible to the public and to disabled persons.
3. Applicants must submit a list of their Board of Directors, with addresses, board salaries and occupation or affiliation.

**PROJECT GUIDELINES CONT:**

4. Applicants must submit most recent preliminary or final report if they have received a grant in the past from Collier County.
5. Out of cycle grant applications will be considered on a case by case basis only.
6. Application form must be typed (digital format available thru TDC website) and submitted on 8 ½ x 11 inch white paper.
7. Multiple events must be separate and distinct applications with separate summaries and budgets.
8. Advertising and promotion must be placed in out-of Collier County media. This is to ensure that funds will be used to attract visitors who reside out of Collier County and who may stay at least one night in paid lodging.
9. Applicants must provide most recent IRS Form 990.
10. Grant Requests require an Attestation Financial Statement in accordance with GAAP.
11. All event expenditures are on a reimbursement basis only. No funds will be forwarded in anticipation of the receipt of an invoice.
12. A complete detailed project budget must be submitted that includes all expenses, media placements and other promotional expenses.
13. The complete detailed project budget must include all revenues.
14. When submitting a request for reimbursement, a verification letter indicating the vendors that have been paid to date, must accompany your request with complete back up before any reimbursements can be released.
15. A certificate of liability insurance is required with the signed contract and must be current before any reimbursements can be released.



**SPECIAL NOTE:**

In the event that any funding request is not recommended, the organization will not be permitted to come back to the TDC or Board of County Commissioners for the same event until the next fiscal year. An exception would be if new information not previously presented might alter the TDC's decision. In this case, the applicant must bring the request back to the TDC for further review before approaching the County Commission.

**Funding Administration:** No funding may be reimbursed until the Collier County Clerk of Courts Finance Department approves the funding request.

**Funding Manager:** Organizations receiving funding shall designate a Funding Manager. That individual shall be responsible for maintaining the official file with application, correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used. The organization's funding manager will insure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and audit submitted. It is the Funding Manager's responsibility to see that any applicable Federal, State or County laws and policies are followed.

**Documenting Economic Impact:** For each event, applicants will be required to distribute and collect questionnaires provided by the Tourism Department staff (**Attached, Exhibit "E" Page 26**). These forms will assist in the tracking of participants' accommodations and spending patterns in Collier County while attending the event. The minimum number of required questionnaires must be equal to ten percent (10%) of the projected attendance at the event or one hundred-fifty (150) whichever is greater.

Applicants should be aware that the TDC staff will also survey hotels and event attendees to confirm the data collected by the event organizers.

**APPLICATION GUIDELINES:**

1. If you are applying for more than one event, separate applications and distinct separate budgets are required.
2. State the goals and objectives for the event for which you are applying.
3. Describe what benefits will be received from the event or promotion for which you are applying.
4. Describe how the event increases awareness of the County as a visitor destination, increases the number of visitors, their length of stay, and promotes inter-county travel by visitors.
5. Describe how the effectiveness of the event will be evaluated.
6. Describe how financial resources will be monitored.
7. Describe, in detail, how the event will be implemented?

## **STATUS REPORTS:**

Preliminary Status Report: A preliminary status report is due at the time of submission of application indicating an overall status of the event and revenue generated to Collier County to date. (Form Attached – Exhibit “A” Page 22)

Interim Status Report: A detailed interim status report will be required sixty (60) days prior to the event. This report will identify at what point you are with the planning of the event. (Form Attached. – Exhibit “B” Page 23)

Final Status Report: A detailed final status report is due within forty five (45) days of the close of the event. (Form Attached – Exhibit “C” Page 24)

## **PROCEDURES FOR DRAW OF FUNDS**

A Request for Funds Form (Attached - Exhibit "D" Page 25) must be completed on a reimbursement basis only and made after proof of paid invoices are presented and submitted to the TDC office for interim draws and for final payment. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds. The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date, company or organizations name. A tear sheet is required for each ad for each day or month of publication. A proof of an ad will not be accepted.

For each request for payment Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments. Grantees are encouraged to submit Requests for Reimbursement at least quarterly to avoid year-end deadlines.

If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. Organizations receiving funding should take into consideration that it will take a maximum of 45 days for the County to process a check. No advanced payment of expenses by the County is authorized.

If tourist development tax funds become inadequate to fund all or part of a TDC grant, the County reserves the right to reduce funding to a grantee accordingly.

## **USE OF TOURISM DEVELOPMENT FUNDS**

Florida State Statutes 125.0104 section 5(A) 2 states that Tourism funds must be used to promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

**NOTICE:** All collateral material and advertisements must list Collier County as a source of funding. All printed material must contain the verbiage “**A cooperative effort funded by the Collier County Tourist Development Tax**”. Also the CVB logo and website must be visible on all printed materials.

## **AUDITS AND RECORDS**

The organization receiving funds shall maintain such records and accounts, including property, personnel, and financial records as are deemed necessary by the County to ensure a proper accounting for all TDC funds. The aforesaid records will be made available for audit or inspection purposes at any time during normal business hours and as often as the TDC deems necessary. They shall be made available to the TDC for examination, all such records with respect to any matters covered by this funding application. The organization receiving funding will permit the same to be examined and excerpts or transcriptions made from such records and audits of all contracts, invoices, materials, records of personnel and of employment, and data relating to all matters covered by this application. The TDC’s right of inspection and audit shall also apply to any audits made by any other agency whether local, state, or federal.

## **FUNDING CATEGORY GUIDELINES**

**I Sponsorships and Event Bid Fees:** Minimum two-day events with 100 or more hotel room nights per day of the event. Funds are to be used exclusively for advertising and promotion in out-of-market media. The maximum is \$25,000 per event with a minimum of three years of result history. Event bid fees are only eligible if held in a County or publicly owned facility.

**First Time Events:** These include newly created events, or ones that have little history. These events may be funded up to \$25,000 per event. Subsequent year funding will be determined by results of the first or second year.

**II Cultural Events:** Two or more day events that bring significant number of out of area visitors to Collier County. The maximum amount per event is \$25,000.

**III Marketing Assistance:** Organizations located in Collier County that request marketing assistance for projects that further the mission of the TDC and the CVB and do not meet the guidelines for a Category C Museum grant. Examples would be production of brochures, special package promotions and facility marketing programs.

**A total of \$100,000 is available for all of the above categories of Category “B” grants.**

## **CRITERIA FOR EVALUATION OF APPLICATIONS**

Applications will be scored in five (5) categories with a maximum score of one hundred (100) points per applicant.

I. **COMMITMENT TO THE EXPANSION OF YEAR-ROUND TOURISM IN COLLIER COUNTY - Maximum 25 Points.**

Evidence that the project: serves to attract out-of-county visitors generating hotel/motel/campground rentals; will be marketed to the fullest extent possible in an effective and efficient manner; demonstrates a willingness of the organizers to work with the tourism industry; commits to develop other funding sources in subsequent years.

II. **OUT-OF-COUNTY PROMOTION- Maximum 25 Points**

The proposed out-of-County advertising is well thought out and detailed to show the potential broad awareness of the event in out-of-market media. Packaging of hotels, attractions and shopping through tour operators or travel agents will also be evaluated.

III. **SOUNDNESS OF PROPOSED PROJECT - Maximum 20 Points.**

A. The extent to which the project has clearly identified objectives; has assigned responsibilities and accountability; has a realistic timetable for implementation; has additional funding sources available that will be utilized; will accomplish its stated objectives.

IV. **STABILITY AND MANAGEMENT CAPACITY - Maximum 15 Points.**

- A. A proven record or demonstrated capacities of the organization to develop resources, effectively plan, organize and implement the proposed project.
- B. The organization has a successful history of service in and to Collier County.
- C. Ability of the organization to administer public grants and to prepare and deliver the necessary progress reports to the Tourist Development Council.

V. **QUALITY AND UNIQUENESS OF PROPOSED PROJECT -Maximum 15 Points.**

Extent to which the activity provides a program for Collier County visitors and its residents, that is of significant merit and that, without such assistance, would not take place in the County.

## **Repeat Funding Requests**

This Point System will be used to determine the level of funding for repeating events. Scoring must equal at least 75 points.

<u><b>Year of Funding Request</b></u>	<u><b>Maximum % of Funding Allowed</b></u>
1 <sup>st</sup>	Up to 100%
2 <sup>nd</sup>	Up to 80%
3 <sup>rd</sup>	Up to 60%
4 <sup>th</sup>	Up to 40%

**The amount of funding recommended for approval will be based on the final score.**

After the fourth year of requesting Tourist Tax funding, the requestor should have enough sponsors to fund the activity without using the Tourist Tax. If a request for funding is submitted after the fourth year, the Special Review Committee will take the request under consideration and forward a recommendation to the Tourist Development Council. A detailed explanation letter of why the funding request is needed will be required before any review of the application takes place. After the fourth year of funding requests, if approved by the Board of County Commissioner, up to 50% of the request can be granted.

Second and third year requests will be given special consideration if the applicants have secured additional support through private or corporate contributions.

## **USES OF TOURIST DEVELOPMENT FUNDS**

### **AUTHORIZED USES OF FUNDS:**

The following are examples of how Tourist Development Funds may be used to promote tourism for Collier County.

1. Advertising and promotional expenses in out of Collier County based media in conjunction with an event to increase participation in the event and bring overnight visitors to Collier County. Examples are: printing and distribution of promotional pieces prior to the event including creative design, printing, copying, ad placement cost and distribution of direct mail.
2. Creating an internet web site promoting the event linked to the County's Tourism website to increase participation, attendance and awareness of the event and to generate hotel room nights.
3. Bid fees to attract major sports or other special events to Collier County Public Facilities to generate overnight visitors and economic impact to the community.

**Please be advised that Collier County policy requires the submission of copies of invoices and canceled checks with all requests for promotional expense reimbursement. Reimbursement will only be made if copies of invoices and copies of canceled checks are provided. No advanced payments are authorized. There are no exceptions.**

**TOURISM FUNDS MAY NOT BE USED FOR:**

1. Prize money, scholarships, awards, plaques, or certificates.
2. Travel expenses.
3. Projects restricted to private or exclusive participation.
4. Private entertainment, food, and beverages and lodging.
5. Operating expenditures directly or indirectly related to the project or event such as equipment, field or facility rental.
6. Legal, medical, engineering, accounting, auditing, planning, feasibility studies or other contracted services or fees.
7. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the project or event.
8. Real property or capital improvements, new construction, renovation or restoration to facilities.
9. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
10. Interest or reduction of deficits and loans.
11. Expenses incurred or obligated prior to or after the project period.
12. Advertising and promotional materials distributed at the event site or after the event.
13. Payments for services or goods purchased for previous or other events.

**PART II**

**APPLICATION FOR FUNDS**

**GENERAL INSTRUCTIONS**

Please submit **an original and fifteen (15) copies** of your completed application (Pages 15-20) and all supporting documents for consideration by the Collier County Tourist Development Council.

Complete each item of each applicable section. **DO NOT SKIP ANY INFORMATION THAT APPLIES TO YOUR EVENT.**

Please call Jack Wert, TDC Director at (239) 252-2402 with any questions.

**Be sure to have your Chief Official and Secretary signs the application on the last page.**

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**One copy of the following items is required and should be attached to your original application:**

- ( ) Charter, Articles of Incorporation, By-Laws, Proof of Current Status  
(except government entities)
- ( ) Minutes of meeting authorizing officers to apply for these tourism tax funds
- ( ) IRS Determination Letter of non-profit status (except government entities)
- ( ) List of current Officers and Board members with terms and salaries, or mayor, City Council
- ( ) Organizational Chart
- ( ) Copy of financial statement of your most recent fiscal year (except government entities)
- ( ) Proof of Liability Insurance
- ( ) Letters of Commitment from co-sponsors and matching funds contributors

Name of Preparer: (Please Print) \_\_\_\_\_

Signature of Preparer \_\_\_\_\_



**APPLICATION**  
**TOURIST DEVELOPMENT SPONSORSHIP**  
**FY 2010-11**

**I GENERAL INFORMATION**

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

(1) NAME OF ORGANIZATION \_\_\_\_\_

(2) NAME OF EVENT/PROJECT \_\_\_\_\_

DATE OF EVENT \_\_\_\_\_ LOCATION OF EVENT \_\_\_\_\_

(3) CONTACT PERSON \_\_\_\_\_

(4) COMPLETE ADDRESS OF ORGANIZATION:

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

(5) ORGANIZATION'S CHIEF OFFICIAL: \_\_\_\_\_

TITLE: \_\_\_\_\_ Address if different from above:  
\_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

(6) INTENDED USE OF FUNDS: (Refer to Authorized Uses of Funds and  
Unauthorized Uses of Funds)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(7) AMOUNT REQUESTED \$ \_\_\_\_\_

(8) IF ENTIRE REQUEST CANNOT BE FUNDED, MAY THE PROJECT BE  
RESTRUCTURED WITH LESS TDC FUNDING? ( ) YES ( ) NO

## II DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

- (1) What are your organization's goals and objectives?
- (2) What services does your organization provide?
- (3) How will your organization monitor expenditure of funds?
- (4) How will your event bring additional visitors and hotel rooms?  
nights to Collier County?
- (5) What is your organization's experience in managing sponsorships and grants?

## III PREVIOUS EVENT EXPERIENCE

Please indicate the experience you organization has had with other events or your experience with this event in past years. **If you have received TDC funding for a previous event, please include a copy of your Final Status Report.**

NAME OF EVENT \_\_\_\_\_

DATE AND LOCATION \_\_\_\_\_

NUMBER OF PARTICIPANTS/GUESTS \_\_\_\_\_

ECONOMIC IMPACT \_\_\_\_\_

HOTEL ROOM NIGHTS \_\_\_\_\_

**IV EVENT INFORMATION (Use additional sheets where necessary.)**

- (1) EVENT NAME: \_\_\_\_\_
- (2) TYPE OF EVENT: \_\_\_\_\_
- (3) DATE OF EVENT: \_\_\_\_\_ LOCATION: \_\_\_\_\_
- (4) NUMBER OF DAYS: \_\_\_\_\_ HOURS: FROM: \_\_\_\_\_ TO: \_\_\_\_\_
- (5) EVENT PROMOTER (IF OTHER THAN YOUR ORGANIZATION)  
NAME OF PROMOTER \_\_\_\_\_  
COMPANY NAME \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE and FAX \_\_\_\_\_
- (6) PROJECTED NUMBER OF LOCAL PARTICIPANTS,  
GUESTS AND MEDIA \_\_\_\_\_
- (7) PROJECTED NUMBER OF OUT-OF-TOWN PARTICIPANTS: \_\_\_\_\_  
AVERAGE NUMBER OF DAYS STAY IN COLLIER COUNTY: \_\_\_\_\_
- (8) PROJECTED NUMBER OF OUT-OF-TOWN GUESTS OF PARTICIPANTS: \_\_\_\_\_  
AVERAGE NUMBER OF DAYS STAY IN COLLIER COUNTY: \_\_\_\_\_
- (9) PROJECTED NUMBER OF OUT-OF-TOWN MEDIA PERSONS: \_\_\_\_\_  
AVERAGE NUMBER OF DAYS STAY IN COLLIER COUNTY: \_\_\_\_\_
- (10) TOTAL NUMBER OF HOTEL ROOMS REQUIRED IN COLLIER  
COUNTY FOR EVENT: \_\_\_\_\_
- (11) PROVIDE THE ESTIMATED DIRECT ECONOMIC IMPACT ON COLLIER  
COUNTY FROM YOUR EVENT. (DO NOT USE MULTIPLIERS): \$ \_\_\_\_\_
- (12) HOW DID YOU CALCULATE THIS ESTIMATED IMPACT? PLEASE EXPLAIN.
- (13) PROVIDE A LIST OF OTHER EVENT SPONSORS AND THE AMOUNT(S)  
OF THEIR SPONSORSHIPS.
- (14) PROVIDE THE LOCATION, CONTACT NAME AND PHONE NUMBER FOR THE  
EVENT FOR THE LAST THREE YEARS.
- (15) PLEASE PROVIDE DETAILS OF HOW THE EVENT WILL WORK.

**V SPORTS EVENT (If Applicable)**

(1) NAME OF SPORTS EVENT: \_\_\_\_\_

(2) LOCATION OF EVENT: (IF MORE THAN ONE, LIST ON SEPARATE SHEET.)

\_\_\_\_\_  
(3) TOTAL NUMBER OF FIELDS NEEDED: \_\_\_\_\_

(4) TOTAL NUMBER OF FIELDS NEEDED PER DAY: \_\_\_\_\_

(5) NUMBER OF LIGHTED FIELDS REQUIRED: \_\_\_\_\_

(6) PROVIDE FIELD USE TIMES BY DAY. \_\_\_\_\_

(7) SPECIAL FIELD REQUIREMENTS (PLEASE SPECIFY)

\_\_\_\_\_  
\_\_\_\_\_

**VI OUTDOOR EVENT:**

(1) LOCATION AND SIZE OF LOCATION:

\_\_\_\_\_  
\_\_\_\_\_

(2) SPECIAL SITE REQUIREMENTS:

\_\_\_\_\_  
\_\_\_\_\_

**VII CULTURAL ARTS EVENT**

(1) LOCATION AND SIZE OF LOCATION:

\_\_\_\_\_  
\_\_\_\_\_

(2) SPECIAL SITE REQUIREMENTS:

\_\_\_\_\_  
\_\_\_\_\_

**PROJECT BUDGET RECAP**

**INCOME SOURCES:**

TOURIST DEVELOPMENT TAX REQUEST     \$ \_\_\_\_\_

ADDITIONAL FUNDING SOURCES (Must equal or exceed TDC funding request)

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

TOTAL ADDITIONAL FUNDS             \$ \_\_\_\_\_

OTHER INCOME SOURCES

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

TOTAL OTHER INCOME                 \$ \_\_\_\_\_

TOTAL INCOME - ALL SOURCES       \$ \_\_\_\_\_

**PROJECT EXPENSES:**

**Intended Expenditure of Tourist Tax Funds**

(Please refer to authorized and unauthorized uses on page 13-14)

Provide an itemized summary indicating the intended use of TDC funds. **Please be as explicit as possible, including publication names, promotional materials, etc. and how much money will be expended for each category.** Use additional sheets if necessary.

	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____

Total Tourism Funds Utilized: \$ \_\_\_\_\_

**Other Project Expenses**

	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____

Total Other Project Expenses \$ \_\_\_\_\_

**TOTAL PROJECT EXPENSES** \$ \_\_\_\_\_

**Profit (Loss)** \$ \_\_\_\_\_

**CERTIFICATION**

**I have reviewed this Application for Funds from the Tourist Development Council for FY 2010-11. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.**

\_\_\_\_\_  
**Chief Corporate Officer**

\_\_\_\_\_  
**Date**

**Seal**  
**Document** \_\_\_\_\_  
**Corporation Secretary**

**Date** \_\_\_\_\_

**EXHIBIT "A"**

**Collier County Tourist Development Council  
Preliminary Status Report  
Submit With Application**

**EVENT NAME:** \_\_\_\_\_

**REPORT DATE:** \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

=====

**On an attached sheet, answer the following questions and attach it to your application.**

**PRELIMINARY INFORMATION:**

- ➤ Is this a first time event? If not, how many times has this event taken place?
- ➤ What hotels have committed to special rates or packages for the event to date?
- ➤ What are the estimated hotel room nights generated by this event?
- ➤ What is the estimated revenue generated by this event?
- ➤ What is the estimated number of participants expected at this event?
- ➤ If event planning is in progress, what has been done, what remains to be done, and are there any problems?
- ➤ If the event planning has not been started, why?
- ➤ List the out-of-county advertising, marketing, and/or public relations that have been contracted or placed to date?



## EXHIBIT "B"

# Collier County Tourist Development Council Interim Status Report

**EVENT NAME:** \_\_\_\_\_

**REPORT DATE:** \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

=====

**On an attached sheet, answer the following questions to identify the status of the event. Submit this report at least quarterly.**

**INTERIM** – These questions will identify the current status of the upcoming event. After the TDC staff reviews this Interim Status Report, if they feel you are behind schedule on the planning stages, they will make recommendations to help get the event back on schedule.

- ➤ Has the planning of this event started?
- ➤ At what point are you at with the planning stage for this event?  
(Percent of completion)
- ➤ What hotels/motels have committed to special rates or packages for the event?
- ➤ What is the number of booked hotel/motel rooms to this point for this event?
- ➤ What is the total dollar amount to date of matching contributions?
- ➤ What is the status of the advertising and promotion for this event?
- ➤ Have you submitted any advertisements or printed pieces to the TDC staff for approval? Please supply a sample and indicate the ad schedule.
- ➤ How has the public interest for this event been up to this point?

**EXHIBIT "C"**

**Collier County Tourist Development Council  
Final Status Report**

**EVENT NAME:** \_\_\_\_\_

**REPORT DATE:** \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

=====  
**On an attached sheet, answer the following questions for each element in your scope of work.**

**Final** – These questions should be answered for your final status report.

- Is this a first time event? If not, how many times has this event taken place?
- What hotels have committed to special rates or packages for the event to date?
- What is the number of hotel room nights generated by this event?
- What is the name and address of Hotels/Motels and contact person?
- What is the total revenue generated for this event?  
Total expenses. **(Have all vendors been paid)**
- List the vendors that have been paid, if not, what invoices are still outstanding and why?
- What is the number of participants that came to this event?
- What is the percentage of the total participants from out of Collier County?
- What problems occurred if any during the event?
- List the out-of-county- advertising, marketing, and/or public relations that have been contracted or placed to date?
- How can the event be improved or expanded?

**EXHIBIT "D"**  
**REQUEST FOR FUNDS**  
**COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL**

EVENT NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ TELEPHONE ( ) \_\_\_\_\_

REQUEST PERIOD FROM \_\_\_\_\_ TO \_\_\_\_\_

REQUEST# \_\_\_\_\_

( ) INTERIM REPORT ( ) FINAL REPORT

TOTAL CONTRACT AMOUNT \$ \_\_\_\_\_

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
<b>TOTALS</b>	_____	_____

**NOTE:** Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds. The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date, company or organizations name. A tear sheet is required for each ad for each day or month of publication. A proof of an ad will not be accepted.

Each additional request for payment subsequent to the first request, Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments.

If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. Organizations receiving funding should take into consideration that it will take a maximum of 45 days for the County to process a check.

Furnishing false information may constitute a violation of applicable State and Federal laws.

**CERTIFICATION OF FINANCIAL OFFICER:** I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

**EXHIBIT "E"**



**VISITOR QUESTIONNAIRE**

Welcome to the Paradise Coast <sup>SM</sup>. Thank you for choosing this area for your visit. Please take a few minutes to complete the following questions so that we can better serve the needs of future visitors to Florida's Last Paradise <sup>SM</sup>. PLEASE REFER TO OUR PARADISE COAST BROCHURES FOR THE LOCATION OF ALL AREA ATTRACTIONS.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

DATE OF ARRIVAL: \_\_\_\_\_ DATE OF DEPARTURE: \_\_\_\_\_

WHERE ARE YOU STAYING? \_\_\_\_\_ HOTEL/RESORT \_\_\_\_\_ FRIENDS/FAMILY \_\_\_\_\_ CONDOMINIUM \_\_\_\_\_

NAME OF HOTEL AND CITY/AREA: \_\_\_\_\_

NAME OF CONDOMINIUM/TIMESHARE: \_\_\_\_\_

# OF ROOMS OCCUPIED x NUMBER OF NIGHTS STAYING IN COLLIER COUNTY = \_\_\_\_\_

HOW DID YOU SELECT THE HOTEL/CONDOMINIUM? \_\_\_\_\_

INTERNET ( ) \_\_\_\_\_ YOUR CHOICE ( ) \_\_\_\_\_ TRAVEL AGENT ( ) \_\_\_\_\_

OTHER: \_\_\_\_\_

NUMBER OF MEALS YOU & YOUR GROUP WILL EAT OUT:

Number of people in your party = \_\_\_\_\_

Number of days of your visit = \_\_\_\_\_

Number of meals eaten out each day = \_\_\_\_\_

PLANNED AREA ACTIVITIES: (Please circle all that apply)

**ARTS & CULTURE**

- von Liebig Art Center
- Naples Museum of Art
- Sugden Theatre
- Naples Philharmonic
- Art Galleries

Other \_\_\_\_\_

**WATER SPORTS**

- Beaches
- Naples Pier
- Shelling
- Fishing
- Boating
- Kayaking

Other \_\_\_\_\_

**NATURE**

- Everglades Tour
- County Parks
- National Park
- State Parks
- Corkscrew Swamp
- Conservancy of SW FL
- Lake Trafford

Other \_\_\_\_\_

**FAMILY ATTRACTIONS**

- Naples Zoo
- Naples Botanical Garden
- Fun 'n Sun Water Park
- Swamp Buggy Race
- Mini Golf

King Richard's Fun Park  
 Other \_\_\_\_\_

**SHOPPING AND DINING**

- Fifth Avenue South
- Third Street South
- Waterside Shops
- Venetian Bay
- Bayfront
- Tin City
- Prime Outlets

Other \_\_\_\_\_

**SIGHTSEEING**

- Lunch/Dinner Cruise/
- Sunset Cruise
- City Trolley Tour
- Everglades Tour
- Segway Tour
- Dolphin Cruise

Other \_\_\_\_\_

**MUSEUMS**

- County Complex
- Everglades City
- Marco Island
- Rookery Bay
- Holocaust
- Naples Depot
- Palm Cottage

Other \_\_\_\_\_

**RELAXATION & ENTERTAINMENT**

- Golf
- Spa
- Shelling
- Seminole Casino
- Lounges & Clubs
- Music

Other \_\_\_\_\_

# Collier County Tourist Development Council

PLEASE INCLUDE THIS CHECKLIST WITH YOUR FINAL SUBMISSION TO INSURE THAT ALL REQUESTED DOCUMENTS ARE INCLUDED.

**PLEASE ATTACH ONE COPY OF EACH OF THE FOLLOWING ITEMS TO YOUR ORIGINAL APPLICATION FOR OUR FILES:** (It is not necessary to provide a copy of these items with the 15 copies.)

- Charter, Articles of Incorporation, By-Laws, Proof of Current Status, i.e. Annual Report on file with the Secretary of State – **Except Government entities.**
- Minutes of meeting authorizing officers to apply for these tourist development funds.
- IRS Determination Letter – **Except Government entities.**
- List of current officers and board members, indicating terms, **or mayor, City Council, etc.**
- Organization Chart
- Copy of financial statement for the most recently completed fiscal year – **Except Government entities.**
- Letters of commitment from co-sponsors;
- Income and expense details
- Signed by Chief Officer and Secretary.

**Name of Preparer: (Print)** \_\_\_\_\_

**Signature of Preparer:** \_\_\_\_\_



**CATEGORY “C”  
MUSEUM GRANT  
APPLICATION**

**FY 2010-11**

**COLLIER COUNTY  
TOURIST DEVELOPMENT COUNCIL  
GRANT FUNDING REQUEST  
CATEGORY "C" MUSEUM GRANT APPLICATION  
FISCAL YEAR 2010-11**

**PART I - INSTRUCTIONS AND DEFINITIONS**

**PURPOSE:**

This document sets forth the guidelines and categories for requests for funds from Tourist Development Taxes. Applications will be accepted from organizations that will promote tourism activities at their facilities during FY 2010-11 within Collier County that will bring substantial numbers of overnight visitors to the County.

**AUTHORIZATION HISTORY:**

The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) in response to the growing need of Florida counties to provide additional revenue sources for Tourist Development in an effort to stimulate the local economy. In response to this need, in 1990, the voters of Collier County approved a two (2) percent Tourist Development Tax on transient rental accommodations. A Tourist Development Council was also created in 1992 to assist the Collier County Board of County Commissioners (BOCC) in planning ways in which to use the revenues received through the Tourist Development Tax, based on statutory guidelines. The tax was increased to three (3) percent in 1996 and to 4% in 2005. The BOCC has the final determination of the allocation of TDC funds within the confines of F.S. 125.0104.

**ALLOCATION OF THE TOURIST TAX**

The four-percent (4%) Tourist Development Tax revenue is allocated by the Tourist Development Plan approved by the Board of County Commissioners as follows:

50% for beach park facilities or beach improvement, maintenance, renourishment, restoration and erosion control, including pass and inlet maintenance shoreline protection, enhancement, cleanup or restoration of inland lakes and rivers to which there is public access as these uses relate to the physical preservation of the beach, shoreline or inland lake or river.

13.4% for County owned or operated museums, to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote one or more county owned museums and for non-County owned museums that are owned and operated by not-for-profit organizations and open to the public.

36.6% for Advertising/Promoting and Special Events to bring tourism to Collier County.

**TOURIST TAX ALLOCATION CONT.**

Further regulations concerning the use of the Tourist Development Tax proceeds are outlined in the Florida State Statute 125.0104, and the Collier County Ordinance 92-60.

**TIMETABLE FOR REVIEW:**

The Tourist Development Council will distribute applications to organizations that express an interest in receiving funds for Fiscal Year 2010-11 during the month of January 2010. Projects must meet the guidelines and criteria outlined in this document and must commence after October 1, 2010 and completed by September 30, 2011.

Completed applications must be received by the Tourism Department Office no later than 5:00 P.M. on Friday, April 16, 2010. Applications shall be delivered to the Tourism Development Department Office: 2800 North Horseshoe Dr, Naples, FL 34104. For further information, telephone (239) 252-2384.



## **APPLICANT INSTRUCTIONS**

### **ELIGIBILITY FOR FUNDING**

Category "C" Museum funding is available through the Tourist Development Council and Collier County Board of County Commissioners. Per F.S. 125.0104, this funding is to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote one or more County owned or operated museums or museums that are owned and operated by municipalities or not for profit organizations that are open to the public.

### **APPLICATION AND EVALUATION PROCEDURE:**

The following procedure will be strictly followed. All questions should be channeled through the TDC Director's office.

Please read the following instructions carefully and call the Tourism Department Office with any questions at 239-252-2384. Incomplete or incorrect applications will be returned.

The Tourist Development Council Director and a five (5) person Grant Review Committee made up of one hotel, one attraction, one restaurant, one retail and one cultural representative will review all applications to determine if they meet the established criteria for funding. Only those requests that will have a substantial economic impact on the County from visitors will be considered further. The Tourism Department office staff will notify qualifying applicants who are finalists. All finalists will then be invited to present their applications to the TDC in May.

The Tourist Development Council will vote on each qualifying applicant and prepare, in priority order, their recommendations for funding for Fiscal Year 2010-11. Funding recommendations of the Tourist Development Council are final. The recommendations will be presented to the Board of County Commissioners as part of the County's budget process for FY 2010-11.

After budget approval, contracts will be negotiated with the selected applicants, with assistance from the County Attorney's office, and then presented to the BCC for final approval. Once executed, these contracts will be monitored and Requests for Fund Forms will be reviewed and approved by the Tourist Development Council Director. 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 by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

**SPECIAL NOTE:**

In the event that any funding request is turned down, the organization will not be permitted to come back to the TDC or Board of County Commissioners for the same event until the next fiscal year. An exception would be made if new information not previously presented might alter the TDC's decision. In this case, the applicant must bring the request back to the TDC for further review before approaching the County Commission.

**Funding Administration:** No funding may be reimbursed until the Collier County Clerk of Courts Finance Department approves the Request for Funds and supporting documentation.

**Documenting Economic Impact:** Applicants will be required to periodically distribute and collect questionnaires provided by the Tourism Department staff. These forms will assist in the tracking of participants' accommodations and spending patterns in Collier County while attending the event. The minimum number of required questionnaires must be equal to ten percent (10%) of annual attendance or one hundred-fifty (150) whichever is greater. (Attached, Exhibit "E" Page 23).

Applicants should be aware that the TDC staff will also survey hotels to confirm the data collected by the applicant.

**STATUS REPORTS:**

Preliminary Status Report: A preliminary status report is due at the time of submission of the application indicating an overall status of the project to the date of the application. (Form Attached – Exhibit "A" Page 19)

Interim Status Report: A detailed interim status report will be required quarterly during the project or with any interim Requests for Funds reimbursement. (Form Attached – Exhibit "B" Page 20).

Final Status Report: A detailed final status report is due within forty five (45) days of the close of the Project. (Form Attached – Exhibit 'C" Page 21.)

**PROCEDURES FOR DRAW OF FUNDS**

A Request for Funds Form (Attached - Exhibit "D" Page 22) must be completed on a reimbursement basis only and made only after proof of paid invoices are presented. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds. The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date, company or organizations name. A tear sheet is required for each ad for each day or month of publication. A proof of an ad will not be accepted.

With each additional request for payment subsequent to the first request, Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments. If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. Organizations receiving funding should take into consideration that it will take a maximum of 45 days for the County to process a check.

If tourist development tax funds become inadequate to fund all of part of a TDC grant, the County reserves the right to reduce funding to a grantee accordingly.

Grantees are encouraged to submit Requests for Reimbursement at least quarterly to avoid year-end deadlines.

### **USE OF TOURISM DEVELOPMENT FUNDS**

Florida State Statutes 125.0104 section 5(A) 2 states that Tourism funds must be used to promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

**NOTICE:** All collateral material and advertisements must list Collier County as a funding source. All printed material must contain the verbiage “**A cooperative effort funded by the Collier County Tourist Development Tax**”. **Also the CVB logo and website must be visible on printed materials.**

### **AUDITS AND RECORDS**

The organization receiving funds shall maintain such records and accounts, including property, personnel, and financial records as are deemed necessary by the County to ensure a proper accounting for all TDC funds. The aforesaid records will be made available for audit or inspection purposes at any time during normal business hours and as often as the TDC deems necessary. They shall be made available to the TDC for examination, all such records with respect to any matters covered by this funding application. The organization receiving funding will permit the same to be examined and excerpts or transcriptions made from such records and audits of all contracts, invoices, materials, records of personnel and of employment, and data relating to all matters covered by this application. The TDC’s right of inspection and audit shall also apply to any audits made by any other agency whether local, state, or federal.

## **Repeat Funding Requests**

This Point System will be used to determine the level of funding for repeating events. Scoring must equal at least 75 points.

<b><u>Year of Funding Request</u></b>	<b><u>Maximum % of Funding Allowed</u></b>
1 <sup>st</sup>	Up to 100%
2 <sup>nd</sup>	Up to 80%
3 <sup>rd</sup>	Up to 60%
4 <sup>th</sup>	Up to 40%

**The amount of funding recommended for approval will be based on the final score.**

After the fourth year of requesting Tourist Tax funding, the requestor should have enough sponsors to fund the activity without using the Tourist Tax. If a request for funding is submitted after the fourth year, the Special Review Committee will take the request under consideration and forward a recommendation to the Tourist Development Council. A detailed explanation letter of why the funding request is needed will be required before any review of the application takes place. After the fourth year of funding requests, if approved by the Board of County Commissioner, up to 50% of the request can be granted.

Second and third year requests will be given special consideration if the applicants have secured additional support through private or corporate contributions.

## **USES OF TOURIST DEVELOPMENT FUNDS**

### **AUTHORIZED USES OF FUNDS:**

The following are examples of how Tourist Development Funds may be used to promote tourism for Collier County by Museums.

1. Advertising and promotional expenses in out of Collier County media in conjunction with an 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.
2. Creating an internet web site promoting the event or exhibit linked to the County's Tourism website to increase participation, attendance and awareness of the event and to generate hotel room nights and spending throughout the County.
3. Costs to bring in a traveling exhibit to create a new reason to visit Collier County

**Please be advised that Collier County policy requires the submission of copies of invoices and canceled checks with all requests for promotional expense reimbursement. Reimbursement will only be made if copies of invoices and copies of canceled checks are provided. No advanced payments are authorized. There are no exceptions.**

**TOURISM FUNDS MAY NOT BE USED FOR:**

1. Prize money, scholarships, awards, plaques, or certificates.
2. Travel expenses.
3. Projects restricted to private or exclusive participation.
4. Private entertainment, food, and beverages and lodging.
5. Operating expenditures directly or indirectly related to the project or event such as equipment, field or facility rental.
6. Legal, medical, engineering, accounting, auditing, planning, feasibility studies or other consulting services or fees.
7. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the project or event.
8. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
9. Interest or reduction of deficits and loans.
10. Expenses incurred or obligated prior to or after the project period.
11. Advertising and promotional materials distributed at the event site or after the event.
12. Payments for services or goods purchased for previous or other events.

## **CRITERIA FOR EVALUATION OF APPLICATIONS**

Applications will be scored in five (5) categories with a maximum score of one hundred (100) points per applicant.

I. **COMMITMENT TO THE EXPANSION OF YEAR-ROUND TOURISM IN COLLIER COUNTY - Maximum 25 Points.**

Evidence that the project: serves to attract out-of-county visitors generating hotel/motel/campground rentals; will be marketed to the fullest extent possible in an effective and efficient manner; demonstrates a willingness of the organizers to work with the tourism industry; commitment to develop other funding sources in subsequent years.

II **OUT-OF-COUNTY PROMOTION- Maximum 25 Points**

Any proposed out-of-County advertising to support the project is well thought out and detailed to show the potential broad awareness of the event in out-of-market media. Packaging of hotels, attractions and shopping through tour operators or travel agents will also be evaluated.

III. **SOUNDNESS OF PROPOSED PROJECT - Maximum 20 Points.**

The extent to which the project has clearly identified objectives; has assigned responsibilities and accountability; has a realistic timetable for implementation; has additional funding sources available that will be utilized; will accomplish its stated objectives.

IV. **STABILITY AND MANAGEMENT CAPACITY - Maximum 15 Points.**

- A. A proven record or demonstrated capacities of the organization to develop resources, effectively plan, organize and implement the proposed project.
- B. The organization has a successful history of service in and to Collier County.
- C. Ability of the organization to administer public grants and to prepare and deliver the necessary progress reports to the Tourist Development Council.

V. **QUALITY AND UNIQUENESS OF PROPOSED PROJECT -Maximum 15 Points.**

Extent, to which the activity provides a program for Collier County visitors and its residents, which is of significant merit and that, without such assistance, would not take place in the County.

**PART II**

**APPLICATION FOR FUNDS**

**GENERAL INSTRUCTIONS**

Please submit **an original and fifteen (15) copies** of your completed application (Pages 8-14) and all supporting documents for consideration by the Collier County Tourist Development Council.

Complete each item of each applicable section. **DO NOT SKIP ANY INFORMATION THAT APPLIES TO YOUR EVENT.**

Please call the TDC Director at (239) 252-2384 with any questions.

**Be sure to have your Chief Official and Secretary sign the application on the last page.**

---

**One copy of the following items is required and should be attached to your original application:**

- ( ) Charter, Articles of Incorporation, By-Laws, Proof of Current Status  
(except government entities)
- ( ) Minutes of meeting authorizing officers to apply for these tourism tax funds
- ( ) IRS Determination Letter of non-profit status (except government entities)
- ( ) List of current Officers and Board members with terms and salaries, or mayor, City Council
- ( ) Organizational Chart
- ( ) Copy of financial statement of your most recent fiscal year (except government entities)
- ( ) Proof of Liability Insurance
- ( ) Letters of Commitment from co-sponsors and matching funds contributors

Name of Preparer: (Please Print) \_\_\_\_\_

Signature of Preparer \_\_\_\_\_



**COLLIER COUNTY GOVERNMENT  
TOURIST DEVELOPMENT COUNCIL GRANT APPLICATION  
SPECIAL CATEGORY "C" MUSEUM GRANT FY 10-11**

**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) NAME OF ORGANIZATION \_\_\_\_\_

(2) NAME OF PROJECT \_\_\_\_\_

(3) PROJECT INFORMATION:

STREET ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

(4) CONTACT PERSON \_\_\_\_\_

(5) COMPLETE ADDRESS OF ORGANIZATION:

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

(6) ORGANIZATION'S CHIEF OFFICIAL: \_\_\_\_\_

TITLE: \_\_\_\_\_ Address if different from above:

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

(7) TYPE OF APPLICANT: ( ) NON-PROFIT ( ) GOVERNMENT AGENCY  
( ) FOR-PROFIT ORGANIZATION

(8) GRANT AMOUNT REQUESTED: \$ \_\_\_\_\_

(9) MATCH/LOCAL COST SHARE AMOUNT: \$ \_\_\_\_\_

(10) PROJECT TYPE (CHECK ONE)

- MUSEUM EXHIBIT ACQUISITION & DEVELOPMENT PROJECT
- ARCHAEOLOGICAL SITE SURVEY
- COMMUNITY EDUCATION PROGRAM
- HISTORIC RESTORATION
- EDUCATIONAL MATERIALS
- HISTORIC SITE DESIGNATION (NATL REGISTER OF HISTORIC PLACES)
- HISTORICAL MARKER
- OTHER \_\_\_\_\_

(11) IF ENTIRE REQUEST CANNOT BE FUNDED, MAY THE PROJECT BE  
RESTRUCTURED WITH LESS TDC FUNDING?  YES  NO

12. **PROJECT DESCRIPTION:** describe in detail the project for which funding is requested

13. **VISUAL PLAN FOR PROJECT:**

Provide a 3x5 photograph, drawing, or conceptual view of the property, site or exhibit.

14. **ANNUAL MAINTENANCE:** If applicable, what is the anticipated cost of annual maintenance of the historic property, site, marker, exhibit or program upon completion of the project? Who will be responsible for annual maintenance and what is the source of on-going funding?

15. **APPLICANT'S GRANT HISTORY:** Have you received previous grant assistance from the Collier County Tourist Development Council? If so, specify the year, the project name and the amount of the grant awarded.

YEAR \_\_\_\_\_ PROJECT NAME \_\_\_\_\_

PREVIOUS GRANT AMOUNT \$ \_\_\_\_\_

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 and review committee to evaluate your prior experience.

16. How long will it take you to complete this project? \_\_\_\_\_

17. **MATCHING FUNDING SOURCES:** List the sources and amounts of confirmed matching funds. No more than 25% of the total project matching funding may be in-kind contributions. Documentation that the donation has been received must accompany any Request for Funds

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

TOTAL MATCHING FUNDS: \$ \_\_\_\_\_

18. Provide a brief explanation of the Direct Economic Impact this project will have on the surrounding community. This estimate should be based on the projected number of out of County visitors to the project that could potentially stay overnight. The TDC office has a calculation model that you can use, if needed.

19. What is the current or anticipated annual visitation to your project/facility? \_\_\_\_\_

## **II DETAILS ON YOUR ORGANIZATION:**

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

- (1) What are your organization's goals and objectives?
  
- (2) What services does your organization provide?
  
- (3) How will your organization monitor expenditure of funds?
  
- (4) How will your project bring additional visitors and hotel room nights to Collier County?
  
- (5) What is your organization's experience in managing sponsorships and grants?
  
- (6) What is your organization's current annual operating budget? \$ \_\_\_\_\_

**PROJECT BUDGET RECAP**

**INCOME SOURCES:**

TOURIST DEVELOPMENT TAX REQUEST     \$ \_\_\_\_\_

ADDITIONAL FUNDING SOURCES (Must equal or exceed TDC funding request)

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

TOTAL ADDITIONAL FUNDS             \$ \_\_\_\_\_

OTHER INCOME SOURCES

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

TOTAL OTHER INCOME                 \$ \_\_\_\_\_

TOTAL INCOME - ALL SOURCES       \$ \_\_\_\_\_

**PROJECT EXPENSES:**

**Intended Utilization of Tourist Tax Funds**

Provide an itemized summary indicating the intended use of TDC funds. **Please be as explicit as possible, including intended publications, promotional materials, etc. and how much money will be expended for each category.** Use additional sheets if necessary.

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Total Tourism Funds Utilized: \$ \_\_\_\_\_

**Other Project Expenses**

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Total Other Project Expenses \$ \_\_\_\_\_

**TOTAL PROJECT EXPENSES** \$ \_\_\_\_\_

**Profit (Loss)** \$ \_\_\_\_\_

**CERTIFICATION**

**I have reviewed this Application for Funds from the Tourist Development Council for FY 2010-11. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.**

\_\_\_\_\_  
**Chief Corporate Officer**

\_\_\_\_\_  
**Date**

**Seal**  
**Document**\_\_\_\_\_  
**Corporation Secretary**

\_\_\_\_\_  
**Date**

EXHIBIT "A"

**Collier County Tourist Development Council  
Preliminary Status Report**

**EVENT NAME:** \_\_\_\_\_

**REPORT DATE:** \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

=====

**On an attached sheet, answer the following questions and attach it to your application.**

**PRELIMINARY INFORMATION:**

- ➤ Is this a first time project? If not, please give details of past projects.
- ➤ Do you anticipate using area hotels in support of your project?
- ➤ If so, what are the estimated hotel rooms nights generated by project?
- ➤ What is the estimated revenue generated by this project?
- ➤ What is the estimated number of participants expected to visit the project?
- ➤ If project planning is in progress, what has been done, what remains to be done, and are there any problems?
- ➤ If the project planning has not been started, why?
- ➤ List any planned out-of-county advertising, marketing, and/or public relations that will be used in support of the project.



EXHIBIT "B"

# Collier County Tourist Development Council Interim Status Report

EVENT NAME: \_\_\_\_\_

REPORT DATE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

=====

**On an attached sheet, answer the following questions to identify the status of the project. Submit this report at least quarterly.**

**INTERIM** – These questions will identify the current status of the project. After the TDC staff reviews this Interim Status Report, if they feel you are behind schedule on the planning stages, they will make recommendations to help get the project stay on schedule.

- ➤ Has the planning of this project started?
- ➤ At what point are you at with the planning stage for this project?  
(Percent of completion)
- ➤ Will any hotels/motels be utilized to support this project?
- ➤ If so, how many hotel room nights will be utilized?
- ➤ What is the total dollar amount to date of matching contributions?
- ➤ What is the status of the advertising and promotion for this project?
- ➤ Have your submitted any advertisements or printed pieces to the TDC staff for approval? Please supply a sample and indicate the ad schedule.
- ➤ How has the public interest for this project been up to this point?

**EXHIBIT "C"**

**Collier County Tourist Development Council  
Final Status Report**

**EVENT NAME:** \_\_\_\_\_

**REPORT DATE:** \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

=====  
***On an attached sheet, answer the following questions for each element in your scope of work.***

**Final** – These questions should be answered for your final status report.

- Was this a first time project? If not, how many times has this event taken place?
- What hotels/motels were utilized to support the project and how many?
- What is the total revenue generated for this event? Total expenses. **(Have all vendors been paid)**
- List the vendors that have been paid, if not, what invoices are still outstanding and why?
- What is the number of participants that visited the project?
- What is the percentage of the total participants from out of Collier County?
- What problems occurred if any during the project event?
- List any out-of-county- advertising, marketing, and/or public relations that was used to support the project and attach samples.
- How could the project been improved or expanded?

**EXHIBIT "D"**  
**REQUEST FOR FUNDS**  
**COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL**

EVENT NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ TELEPHONE ( ) \_\_\_\_\_

REQUEST PERIOD FROM \_\_\_\_\_ TO \_\_\_\_\_

REQUEST# \_\_\_\_\_

( ) INTERIM REPORT ( ) FINAL REPORT

TOTAL CONTRACT AMOUNT \$ \_\_\_\_\_

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
<b>TOTALS</b>	_____	_____

**NOTE: Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds. The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date, company or organizations name. A tear sheet is required for each ad for each day or month of publication. A proof of an ad will not be accepted.**

**Each additional request for payment subsequent to the first request, Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments.**

**If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. Organizations receiving funding should take into consideration that it will take a maximum of 45 days for the County to process a check.**

**Furnishing false information may constitute a violation of applicable State and Federal laws.**

**CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.**

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

**EXHIBIT "E"**



**VISITOR QUESTIONNAIRE**

Welcome to the Paradise Coast <sup>SM</sup>. Thank you for choosing this area for your visit. Please take a few minutes to complete the following questions so that we can better serve the needs of future visitors to Florida's Last Paradise <sup>SM</sup>. PLEASE REFER TO OUR PARADISE COAST BROCHURES FOR THE LOCATION OF ALL AREA ATTRACTIONS.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

DATE OF ARRIVAL: \_\_\_\_\_ DATE OF DEPARTURE: \_\_\_\_\_

WHERE ARE YOU STAYING? HOTEL/RESORT FRIENDS/FAMILY CONDOMINIUM

NAME OF HOTEL AND CITY/AREA: \_\_\_\_\_

NAME OF CONDOMINIUM/TIMESHARE: \_\_\_\_\_

# OF ROOMS OCCUPIED x NUMBER OF NIGHTS STAYING IN COLLIER COUNTY = \_\_\_\_\_

HOW DID YOU SELECT THE HOTEL/CONDOMINIUM?

INTERNET ( ) YOUR CHOICE ( ) TRAVEL AGENT ( )

OTHER: \_\_\_\_\_

NUMBER OF MEALS YOU & YOUR GROUP WILL EAT OUT:

Number of people in your party = \_\_\_\_\_

Number of days of your visit = \_\_\_\_\_

Number of meals eaten out each day = \_\_\_\_\_

**PLANNED AREA ACTIVITIES: (Please circle all that apply)**

**ARTS & CULTURE**

- von Liebig Art Center
- Naples Museum of Art
- Sugden Theatre
- Naples Philharmonic
- Art Galleries

Other \_\_\_\_\_

**WATER SPORTS**

- Beaches
- Naples Pier
- Shelling
- Fishing
- Boating
- Kayaking

Other \_\_\_\_\_

**NATURE**

- Everglades Tour
- County Parks
- National Park
- State Parks
- Corkscrew Swamp
- Conservancy of SW FL
- Lake Trafford

Other \_\_\_\_\_

**FAMILY ATTRACTIONS**

- Naples Zoo
- Naples Botanical Garden
- Fun 'n Sun Water Park
- Swamp Buggy Race
- Mini Golf
- King Richard's Fun Park

Other \_\_\_\_\_

**SHOPPING AND DINING**

- Fifth Avenue South
- Third Street South
- Waterside Shops
- Venetian Bay
- Bayfront
- Tin City
- Prime Outlets

Other \_\_\_\_\_

**SIGHTSEEING**

- Lunch/Dinner Cruise/
- Sunset Cruise
- City Trolley Tour
- Everglades Tour
- Segway Tour
- Dolphin Cruise

Other \_\_\_\_\_

**MUSEUMS**

- County Complex
- Everglades City
- Marco Island
- Rookery Bay
- Holocaust
- Naples Depot
- Palm Cottage

Other \_\_\_\_\_

**RELAXATION & ENTERTAINMENT**

- Golf
- Spa
- Shelling
- Seminole Casino
- Lounges & Clubs
- Music

Other \_\_\_\_\_

# Collier County

## Tourist Development Council

PLEASE INCLUDE THIS CHECKLIST WITH YOUR FINAL SUBMISSION TO INSURE THAT ALL REQUESTED DOCUMENTS ARE INCLUDED.

**PLEASE ATTACH ONE COPY OF EACH OF THE FOLLOWING ITEMS TO YOUR ORIGINAL APPLICATION FOR OUR FILES:** (It is not necessary to provide a copy of these items with the 20 copies.)

- Charter, Articles of Incorporation, By-Laws, Proof of Current Status, i.e. Annual Report on file with the Secretary of State – **Except Government entities.**
- Minutes of meeting authorizing officers to apply for these tourism funds.
- IRS Determination Letter – **Except Government entities.**
- List of current officers and board members, indicating terms, **or mayor, City Council, etc.**
- Organization Chart
- Copy of financial statement for the most recently completed fiscal year – **Except Government entities.**
- Letters of commitment from co-sponsors;
- Income and expense details
- Signed by Chief Officer and Secretary.

**Name of Preparer: (Print)** \_\_\_\_\_

Signature of Preparer: \_\_\_\_\_