

EXECUTIVE SUMMARY

Review Tourist Development Council Grant Applications for Category B and C-2 and Sports Event Assistance for FY 15 (October 1, 2015 - September 30, 2016), recommend changes in guidelines and requirements and make a finding that this item promotes tourism.

OBJECTIVE: Review current FY 15 applications for possible changes to guidelines and requirements for FY 16 applications.

CONSIDERATIONS: The TDC requested that the tourism staff consider changes to the grant applications for FY 16, review those changes with the Clerk's Finance Department staff and bring those suggested changes back to the TDC for review and recommendation for BCC adoption. Our goal has been to simplify the application process and make these grants more attractive to prospective applicants. These changes are based on the input we have received from present and past applicants on the difficulty of complying with grant application guidelines. We believe that some of the obstacles cited by these applicants have contributed to the declining demand for applying for these grants.

The grant application process will begin in March 2015 after BCC approval of the revised application forms. Completed applications for grants will be reviewed by the TDC in May and made a part of the FY 16 budget request for the Tourism Department. Agreements with approved grantees will be reviewed by the TDC and final approval of agreements and funding reviewed by the BCC in September 2015.

Attached are the following applications with tracked changes on the FY 15 applications as suggested by tourism staff and reviewed with the Clerk's Finance Department staff for your review:

- Category "B" (Marketing and Special Events)
- "C-2" (Non-County Owned or Operated Museums)
- Sports Event Assistance

FISCAL IMPACT: The amount of funding for Category B, C-2 and for Sports Assistance grants has not been determined by the Office of Management and Budget at this time. However, for budgeting purposes, staff suggests using the following amounts for each category:

- Category B Marketing Grants: \$100,000
- Category C-2 Non-County Owned Museum Grants: \$200,000
- Sports Event Assistance Grants: \$125,000

RECOMMENDATION: Review and recommend changes to Category B, C-2 and Sports Event Assistance grant applications for FY 16 and make a finding that this item promotes tourism.

PREPARED BY: Jack Wert, Tourism Director

ATTACHMENTS: FY 15 Category B, C-2 and Sports Assistance applications

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

**CATEGORY "B" MARKETING AND EVENTS GRANTS
FISCAL YEAR 201~~54~~-165**

TIMETABLE FOR REVIEW:

Completed applications must be received by the Tourism Department Office no later than 5:00 P.M. on Friday, April 17~~8~~, 201~~54~~. Applications shall be delivered to the Tourism Development Department Office: 2660 ~~800~~ North Horseshoe Dr, Suite 105 Naples, FL 34104. For further information, telephone (239) 252-2384.

The Tourist Development Council (TDC) will receive the recommendations from the Tourism Department staff Grant Review Panel, and will vote on each qualifying applicant and prepare, in priority order, their recommendations for funding for Fiscal Year 201~~54~~-165. Funding recommendations of the TDC are final, and will be presented to the Board of County Commissioners as part of the County's budget process for FY 201~~54~~-165. 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. 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 County Finance 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 by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

REQUIREMENTS:

1. All collateral material and advertisements must identify the Collier County tourist development tax as a funding source. All printed material and all print and broadcast ads must contain where possible the verbiage:
“A cooperative effort funded by the Collier County Tourist Development Tax”;
and/or display the CVB logo and website url (www.paradisecoast.com).
2. Collier County policy requires submission to the Tourism Director or his designee the following: vendor invoices, copies of credit card receipts and statements and two-sided copies of cancelled checks, on-line bill pay transaction registers or other acceptable evidence of payment, original tear sheets of print ads showing publication name and date, affidavit of broadcast dates and times, screenshots of on-line ads showing date of capture, or samples of printed materials. ~~The Grantee must verify in writing that the services or work performed as described in the invoice have been completed or that the goods have been received and that all vendors have been paid.~~ Should these documents be unavailable, the Grantee may submit other legally viable evidence of payment for consideration subject to review and approval by the Clerk's Office. No advanced payments are authorized. There are no exceptions.

REPEAT FUNDING REQUESTS

-
 -The Point System below will be used to determine the recommended level of funding for repeating applicants.
 -

<u>Year of Funding Request</u>	<u>Maximum % of Funding Allowed</u>
1 st Year	Up to 100% of Request
2 nd Year	Up to 80% of Requested Funding
3 rd Year	Up to 60% of Requested Funding
4 th Year & Beyond	*Up to 50% of Requested Funding

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 *Up to 50% funding may be recommended if room night projections from the last grant award was met. The amount and priority of funding recommended for approval will be based on the final score in the Evaluation process by the Grant Review Panel and the TDC. That total must be at least 75.

AUTHORIZED USES OF TOURIST TAX FUNDS:

Category “B” Tourist Tax Grant funding is available for the following types of uses.

~~1-~~ Advertising and promotional campaigns supporting events or marketing projects in media such as broadcast, web and regional print and distribution and must be placed in media that runs outside Collier County ~~the Fort Myers DMA (De Soto, Charlotte, Glades, Lee, Hendry and Collier). Expenditures with these publications, broadcast and brochure distribution outside of the Ft. Myers DMA will be acceptable for reimbursement at full value. Coverage percentages in those outlets within Collier County will reduce the amount of reimbursement value available.~~

~~2-1.~~ Printing and distribution of promotional pieces, creative design, printing, copying, ad placement cost and distribution of direct mail.

~~3-2.~~ Creating an internet web site promoting the event linked to the CVB County’s Tourism website to increase participation, attendance and awareness of the event and to generate hotel room nights and spending throughout the County.

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TOURISM FUNDS MAY NOT BE USED FOR:

1. Prize money, scholarships, awards, plaques, or certificates.
2. Travel expenses related to any traveling exhibit, contest judges or staff travel.
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 or facility rental.

TOURISM FUNDS MAY NOT BE USED FOR: (Cont)

6. Legal, medical, engineering, accounting, auditing, planning, feasibility studies, 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 [venue museum](#) as part of an event, or after the event.
12. Payments for services or goods purchased for previous or other events.
13. Capital or infrastructure projects.
14. Payment for expenses that occur or are delivered prior to or after the effective date of the agreement with the grantee.
15. Deposits on exhibits.

MARKETING GRANT CATEGORIES/GUIDELINES

1. The maximum allowable grant amount of any single event [or marketing program](#) is \$25,000.
2. Priority for grant funding will be given to events held [or marketing run](#) during our destination's shoulder and slow season (May- November).
3. Events [must have the ability to attract overnight visitors to Collier County](#)~~be at least two (2) days in duration.~~
4. ~~Events must generate at least 100 hotel room nights per day of the event.~~

I Major Events: Staged in the County that will attract large numbers of overnight visitors from outside the County. Examples are multiple-day art, food and entertainment festivals.

II Sponsorships: ~~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 media [that runs with coverage](#) outside [Collier County](#)~~the Fort Myers DMA (DeSoto, Charlotte, Glades, Lee, Hendry and Collier Counties).~~

III First Time Events: These include newly created events, or ones that have little history. Events in this category may be funded up to a maximum of \$25,000 per event. Subsequent year funding [requests](#) will be determined by results of the first or subsequent year room night production resulting from the event.

IV Cultural Events: Two or more day events that [can](#) bring significant number of out of area visitors to Collier County using the same guidelines as events listed above.

V Marketing Assistance: Organizations located in Collier County that request marketing assistance for projects highlighting more than one tourism business that further the mission of the TDC and the CVB and do not meet the guidelines for a Category C-2 Museum grant. Examples would be production of brochures, maps, [documentaries](#), special package promotions and facility marketing programs.

APPLICATION FOR GRANT FUNDING

GENERAL INSTRUCTIONS

1. Please submit ~~an original and fifteen (15) copies of~~ your completed application [in digital format \(.pdf\) via e-mail](#) and all supporting documents ~~for consideration in a separate .pdf document for consideration by the Tourist Development Council, the Collier County Tourist Development Council. Please print on both sides of each page and reproduce copies in black and white only. Please do not upload zip files as we cannot open them.~~
2. Complete each item of each applicable section. DO NOT SKIP ANY INFORMATION THAT APPLIES TO YOUR ORGANIZATION. Please call the Tourism Office at (239) 252-2384 with any questions.
3. Be sure to have your Chief Official and Secretary [or their designee](#) sign the application on the last page.
4. One copy of each of the following items is required and attached to original application:
 - () Charter, Articles of Incorporation, By-Laws, Proof of Current State of Florida Status (except government entities)
 - () Minutes of meeting authorizing officers to apply for these tourism tax funds
 - () IRS Determination Letter of non-profit status
 - () Form 990 (except government entities)
 - () List of current Officers and Board members with terms, or mayor, City Council
 - () Organizational Chart
 - () Copy of financial statement of your most recent fiscal year reviewed or audited by a CPA (except government entities)
 - () Proof of Liability Insurance naming Collier County as an additional insured [that will be in effect during the grant period](#).
 - ~~() Letters of Commitment from co-sponsors and matching funds contributors~~

Name of Grant Preparer: (Please Print) _____

Signature of Grant Preparer _____ Date _____

**COLLIER COUNTY GOVERNMENT
TOURIST DEVELOPMENT COUNCIL GRANT APPLICATION
CATEGORY "B" MARKETING OR EVENT GRANTS FY 154-165**

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 OR EVENT _____

(3) MUSEUM INFORMATION:

Contact Person's Name: _____

Phone #: _____ Cell Phone #: _____

E-mail Address: _____

(5) COMPLETE ADDRESS OF ORGANIZATION:

STREET _____

CITY _____ ST _____ ZIP _____

PHONE: _____ FAX: _____

Website: _____

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

TITLE: _____ Address if different from above:

PHONE: _____ FAX: _____

E-Mail: _____

(7) ORGANIZATIONAL STRUCTURE: () NON-PROFIT () GOVERNMENT AGENCY
() FOR-PROFIT ORGANIZATION

(8) GRANT AMOUNT REQUESTED: \$ _____

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

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

- () PROMOTIONAL MATERIALS (Brochures, flyers, website)
- () MARKETING PROGRAM (Advertising, Public Relations, Digital or Social Media)
- () OTHER (Describe) _____

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

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

(13). **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/EVENT NAME _____

PREVIOUS GRANT AMOUNT \$ _____

VISITORS ATTRACTED: _____ # HOTEL ROOM NIGHTS GENERATED _____

[Please add additional year grant details below 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 [and review panel](#) to evaluate your prior experience.

(14). **MATCHING & OTHER FUNDING SOURCES:** List the sources and amounts of [other confirmed matching](#) funds and planned revenue sources to support the amount of the grant. Tourist Tax grant funds cannot be the sole source of funding.

_____ \$ _____

_____ \$ _____

_____ \$ _____

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

(15) Provide projections of the Direct Economic Impact this project will have on Collier County. The TDC office has a calculation model that you can use, if needed.

Projected # of Overnight Visitors _____ Hotel Room Nights _____
 Tourist Tax Revenue \$ _____ Visitor Spending \$ _____
 Economic Impact: \$ _____

PROJECT BUDGET RECAP

INCOME SOURCES:

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

PROJECT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

Please refer to authorized and unauthorized uses on pages 2 and 3. Provide an itemized summary indicating the intended use of Tourist 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 Utilized: \$ _____

Other Project Expenses not using Tourist tax grant funds:

_____ \$ _____

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

CERTIFICATION

Please attach a copy of [your](#) Corporate Minutes authorizing this application for Tourist Tax Grant funds for the purposes stated in this application

I have reviewed this Application for Grant Funds from the Tourist Development Council for FY 2015-16. 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 Corporate Officer [\(or designee\)](#):

_____ Signature
_____ Printed Name and Title
_____ Date

Corporation Secretary [\(or designee\)](#)

_____ Signature
_____ Printed Name and Title
_____ Date

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

**CATEGORY "C-2" NON-COUNTY OWNED MUSEUM GRANT
FISCAL YEAR 20154-165**

TIMETABLE FOR REVIEW:

Completed applications must be received by the Tourism Department Office no later than 5:00 P.M. on Friday, April 178, 20154. Applications shall be delivered to the Tourism Development Department Office: 2660 800-North Horseshoe Dr, Suite # 105, Naples, FL 34104. For further information, telephone (239) 252-2384.

The Tourist Development Council (TDC) will receive the recommendations from the Tourism Department staff Grant Review Panel, and will vote on each qualifying applicant and prepare, in priority order, their recommendations for funding for Fiscal Year 20154-165. Funding recommendations of the TDC are final, and will be presented to the Board of County Commissioners as part of the County's budget process for FY 20154-165. 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. 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 County Finance 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 by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

REQUIREMENTS:

1. All collateral material and advertisements must identify the Collier County tourist development tax as a funding source. All printed material and all print and broadcast ads where possible must contain the verbiage **"A cooperative effort funded by the Collier County Tourist Development Tax"; and/or display the CVB logo and website URL www.paradisecoast.com).**
2. Collier County policy requires submission to the Tourism Director or his designee the following: vendor invoices, copies of credit card receipts and statements and two-sided copies of cancelled checks, on-line bill pay transaction registers or other acceptable evidence of payment, original tear sheets of print ~~ads adsshowing publication name and date~~, affidavit of broadcast dates and times, screenshots of on-line ~~ads adsshowing date of capture~~, or samples of printed materials. ~~The Grantee must verify in writing that the services or work performed as described in the invoice have been completed or that the goods have been received and that all vendors have been paid.~~ Should these documents be unavailable, the Grantee may submit other legally viable evidence of payment subject ~~for consideration to review and approval~~ by the Clerk's Office. No advanced payments are authorized. There are no exceptions.

REPEAT FUNDING REQUESTS

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~~The Point System below will be used to determine the recommended level of funding for repeating applicants.~~

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<u>Year of Funding Request</u>	<u>Maximum % of Funding Allowed</u>
-	
1 st	Up to 100% of Request
2 nd Year	Up to 80% of Requested Funding
3 rd Year	Up to 60% of Requested Funding
4 th Year & Beyond	*Up to 50% of Requested Funding

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~~*Up to 50% funding may be recommended if projected hotel room nights generated from previous grant award was met. The amount and priority of funding recommended for approval will be based on the final score in the Evaluation process by the Grant Review Panel and the TDC. That total must be at least 75.~~

AUTHORIZED USES OF TOURIST TAX FUNDS:

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

1. Advertising and promotional expenses in media that runs outside of Collier County ~~the Ft. Myers DMA (De Soto, Charlotte, Glades, Lee, Hendry and Collier)~~ 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.
2. Creating an internet web site promoting the event or exhibit linked to the CVBounty's Tourism website to increase participation, attendance and awareness of the event and to generate hotel room nights and spending throughout the County.
3. Promotional costs for a major traveling exhibit to create new reasons to visit or extend a hotel stay in Collier County.

TOURISM FUNDS MAY NOT BE USED FOR:

1. Prize money, scholarships, awards, plaques, or certificates.
2. Travel expenses related to any traveling exhibit, contest judges or staff travel.
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 or facility rental.
6. Legal, medical, engineering, accounting, auditing, planning, feasibility studies, 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 museum as part of an event, or after the event.
12. Payments for services or goods purchased for previous or other events.
13. Capital or infrastructure projects.
14. Payment for expenses that occur or are delivered prior to or after the effective date of the agreement with the grantee.
15. Deposits on exhibits.

APPLICATION FOR FUNDS

GENERAL INSTRUCTIONS

1. Please submit ~~an original and fifteen (15) copies of~~ your completed application in digital format (.pdf) via e-mail and attach all supporting documents in a separate document for consideration by the Collier County Tourist Development Council. ~~Please print on both sides of each page and reproduce copies in black and white only. Please do not upload zip files as we are unable to open them.~~
2. Complete each item of each applicable section. DO NOT SKIP ANY INFORMATION THAT APPLIES TO YOUR ORGANIZATION. Please call the Tourism Office at (239) 252-2384 with any questions.
3. Be sure to have your Chief Official, ~~and~~ 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 e-mail containing the original application form:
 - () Charter, Articles of Incorporation, By-Laws, Proof of Current State of Florida Status (except government entities)
 - () Minutes of meeting authorizing officers to apply for these tourism tax funds
 - () IRS Determination Letter of non-profit status
 - () Form 990 (except government entities)
 - () List of current Officers and Board members with terms, or mayor, City Council
 - () Organizational Chart
 - () Copy of financial statement of your most recent fiscal year reviewed or audited by a CPA (except government entities)
 - () Proof of Liability Insurance naming Collier County as an additional insured that will be in effect during the grant funding period.
 - () ~~Letters of Commitment from co-sponsors and matching funds contributors~~

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 MUSEUM GRANTS FY ~~143~~-~~154~~**

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: _____

(5) COMPLETE ADDRESS OF ORGANIZATION:

STREET _____

CITY _____ ST _____ ZIP _____

PHONE: _____ FAX: _____

Website: _____

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

TITLE: _____ Address if different from above:

PHONE: _____ FAX: _____

E-Mail: _____

(7) ORGANIZATIONAL STRUCTURE: () NON-PROFIT () GOVERNMENT AGENCY
() FOR-PROFIT ORGANIZATION

(8) GRANT AMOUNT REQUESTED: \$ _____

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

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

MUSEUM EXHIBIT ACQUISITION PROJECT

PROMOTIONAL MATERIALS (Brochures, flyers, website)

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

OTHER (Describe) _____

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

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

(13). **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: _____ # HOTEL 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 and review panel to evaluate your prior experience.

(14). **MATCHING & OTHER FUNDING SOURCES**: List the sources and amounts of confirmed other matching funds and planned revenue sources to support the amount of the grant. Tourist Tax grant funds cannot be the sole source of funding.

_____ \$ _____

_____ \$ _____

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

(15) Provide projections of the Direct Economic Impact this project will have on Collier County. The TDC office has a calculation model that you can use, if needed.

Projected # of Overnight Visitors _____ Hotel Room Nights _____
 Tourist Tax Revenue \$ _____ Visitor Spending \$ _____
 Economic Impact: \$ _____

(16) What is the current or anticipated annual visitation to your facility? _____

PROJECT BUDGET RECAP

INCOME SOURCES:

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

PROJECT EXPENSES:

Intended Utilization of Tourist Tax Funds

Please refer to authorized and unauthorized uses on pages 2 and 3. Provide an itemized summary indicating the intended use of Tourist 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~~ Utilized: \$ _____

Other Project Expenses not using Tourist tax grant funds:

_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$ _____
Total Other Project Expenses: \$ _____

TOTAL PROJECT EXPENSES \$ _____

Profit (Loss) \$ _____

CERTIFICATION

Please attach a copy of ~~your~~ **the** Corporate Minutes authorizing this application for Tourist Tax Grant funds for the purposes stated in this application

I have reviewed this Application for Grant Funds from the Tourist Development Council for FY 201~~5~~⁴-1~~6~~⁵. 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 Corporate Officer ~~(or designee)~~:

_____ Signature

_____ Printed Name and Title

_____ Date

Corporation Secretary (or designee)

_____ Signature

_____ Printed Name and Title

_____ Date

Collier County Tourism
Sports Event Assistance Application

PURPOSE:

This document sets forth the guidelines and categories for requests for funds to support Sporting/Sports Events using Tourist Development Taxes. Applications will be accepted from organizations that plan to sponsor and promote sports tourism events within Collier County that will bring substantial numbers of visitors to the County.

FUNDING ELIGIBILITY

The intent of this Sports Events Assistance Program is to provide funding assistance for events that will attract overnight visitors to Collier County and impact the commercial lodging industry, hotels/motels, campgrounds, condominiums as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. The sports / sporting event must have the potential to bring or have had past history of attracting out-of-town visitors.
2. **Applicants must agree to provide a marketing/promotions plan that promotes Collier County through advertising, promotion, PR, digital media and websites, and to utilize Collier tourism logos in those promotional efforts.**
3. **Applicant must provide projected visitor impact and track visitor hotel usage.**
- ~~4. Applicant must provide a detailed event budget.~~
- ~~5.4.~~ The event participants must use commercial lodging establishments within Collier County.
- ~~6.5.~~ The event organizers must provide the necessary Liability, Medical, and Workers Comp Insurance Coverage as required by Collier County.
- ~~7.6.~~ Each applicant must sign the Certification and Compliance page of the application.

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Applications will be evaluated using the following criteria:

- Projected room nights generated by overnight event visitors.
- Proposal indicates the potential or shows previous evidence to generate future leisure or group meeting visitation to Collier County for overnight stays in Collier County commercial lodging.
- Proposal contributes to the overall appeal of Collier County as a preferred visitor destination through its sports event offerings.
- Proposal fits into overall marketing plan of the Tourism Department.
- The event marketing/promotions plan is well-defined and thorough and reaches the Tourism Department target markets outside Southwest Florida.
- ~~• Preference for funding assistance will be given to multiple day events occurring in non-peak occupancy time periods of May–November.~~

- The intended use of tourist tax funds must fall within the scope of the sports events program eligibility listed above.

TYPES OF EVENTS:

Sports events should have a history of, or the potential to, attract out-of-county visitors, either as participants or spectators, generating room nights. Sports Events are defined as organized tournaments or events that provide athletic competition or training to participants, and entertainment to competitors, spectators and media.

GUIDELINES:

~~1. Priority for funding will be given to events held during shoulder season. (May – November)~~

~~2.1.~~ Applicants must make the project or event accessible to the public and comply with State and Federal regulations.

~~3.2.~~ Advertising and promotional campaigns supporting events must target markets outside of ~~Southwest Florida~~/Collier County media such as broadcast, web and regional print and distribution. ~~Expenditures with publications, broadcast and brochure distribution with circulation or reach outside of the Ft. Myers DMA (De Soto, Charlotte, Glades, Lee, Hendry and Collier) are required.~~

4.3. To be considered for reimbursement collateral materials and print and broadcast advertisements must identify the Collier County tourist development tax as a source of funding. All promotional materials should contain the verbiage “A cooperative effort funded by the Collier County Tourist Development Tax” and/or display the CVB logo and website (www.paradisecoast.com) and/or the sports specific website (www.athletesinparadise.com) where possible including all printed materials, television ads or digital and website promotion.

~~5.4.~~ Use of 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.

5. Failure to track room nights and visitor information will affect both the current and future funding requests.

6. The event must generate at least 80% of the applicant’s estimated hotel room nights to receive the full award. If the actual hotel room nights are less than the estimate, but still generate some room hotel room nights, the final award

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payment will be pro-rated based on the percentage of actual hotel room nights achieved.

7. In order for funds to be considered for reimbursement, the grantee must complete and submit the post event report including documentation of the number of hotel nights generated by the event. The grantee must provide proof of the eligible expenditures with payment records such as credit card, bank processed check records, or bank statements. Rights fees to host an event and some ~~eligible-operating~~ expenses may be paid directly to vendors through the County Purchase Order system.

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- 7.
8. Allowable Promotional Expenses:
- a. Promotions, marketing and programming expenses to include paid advertising, print advertising, on- line advertising and promotions, social media platforms, production expenses and must target markets outside of ~~Southwest Florida~~ Collier County.
 - b. Field rental fees, rental fees, permit fees, site fees (rentals, contracted help, insurance, ~~food and non-alcoholic~~ alcoholic beverages at event) sanctioning fees, rights fees directly related to the funded event.

9. Non-allowable Expenses

- 1. Administrative or general expenses.
- 2. Building projects or permanent equipment expenses.
- 3. ~~Hospitality and or s~~ Social events, fundraising costs / functions.
- 4. Expenses and debts not related to event.

Tracking Visitors and Event Impact

Event organizers receiving tourist tax funding assistance must track visitors using a special tracking forms or surveys and complete and provide Collier County with a post event report on those results. Event promoter or rights holder will be required to collect these forms from all participants and teams participating in the event. The Sports Marketing Department has forms available for use by event promoters.

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Review Process

- 1. Applications will be reviewed by the Sports Marketing Staff of the Collier County Tourism Department and recommend funding for the event based on overnight accommodations projections, ~~and a committee with representation from Collier County Sports Council and the TDC Grant Review Panel.~~

2. ~~Deadlines will be set by staff and applications must be submitted and~~ Applications must be received 60 days prior to event in order to be considered for funding assistance.
3. All funding will be based on the availability of sufficient tourist tax revenue to fund the event assistance.

Grant Request Funding Levels

Events will be considered for funding assistance based on the potential hotel room nights generated from the event. If the ~~Review Panel~~ Sports Marketing Staff feels the projected room nights are unrealistic, they may adjust the funding level accordingly. The following chart serves as a guideline for funding. Funding consideration will be based on submitted budget and eligible expenses.

<u>Estimated Room Nights</u>	<u>Funding Range</u>
500 and over	\$4,500-\$6,500+
200-499	\$2,400-\$4,499
100-199	\$1,201-\$2,399
Less Than 100	\$0- \$1,200

Collier County Tourism Sports Event Assistance Application

1. **Organization Making Request** _____
2. **Non-Profit Tax ID No.** _____
or Federal Tax ID No. _____
3. **Contact Person/Responsible Party** _____
4. **Address** _____
5. **City:** _____ **State** _____ **Zip** _____
6. **Cell #:** _____ **Alternate phone#** _____
7. **Email:** _____
8. **Name of Event:** _____

9. Website: _____

10. Venue: _____

11. Sanctioning Organization: _____

12. Event Date(s) _____

13. Description of Event (Format, participants, sanctioning body, etc)

14. History of Event (Past cities event has been held in, past participants, past number of participants and visitors, etc)

15. Proposed Use of Funds (Please support request with attached budget page)

Eligible expense(s) to be considered for funding (see page 2)

Expense Description	\$ Amount	Eligible Category
	Total \$	

How will this funding increase number of visitors and impact the success of your event?

What is your plan to track the impact of this funding?

Summarize your marketing plan for the event including all media.

Economic Impact / participant projections

1. Total expected Participants (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State: _____ In-State: _____

YOUTH Out-of-State: _____ In-State: _____

2. Total expected Spectators (fans, family, friends, etc.)

ADULT Out-of-State: _____ In-State: _____

YOUTH Out-of-State: _____ In-State: _____

3. Total expected Media

Out-of-State: _____ In-State: _____ Total Number of Expected
 Visitors from outside of Collier County: _____

Total Participants/Spectators = _____ Total overnight visitors = _____

Expected Hotel Rooms

Date	Room Nights	Date	Room Nights	Date	Room Nights

_____ **Projected Hotel Rooms Nights for event: _____**

**Additional information to support visitor and participant projections
 (Number of teams, competitors, players / spectator per team, etc)**



EVENT BUDGET

INCOME SOURCES:

TOURIST TAX FUNDING REQUEST _____ \$ _____

ADDITIONAL FUNDING SOURCES _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

~~TOTAL ADDITIONAL FUNDING SOURCES~~ \$ _____
~~TOTAL INCOME ALL SOURCES~~ \$ _____

EVENT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

Please refer to authorized and unauthorized uses on pages 2 and 3. Provide an itemized summary indicating the intended use of Tourist 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 ~~Utilized~~ Requested:
 \$ _____

~~Other Project Expenses not using Tourist tax grant funds:~~

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

Certification and Compliance

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Collier County Special Event Assistance Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Collier County Tourist Development Council. Signatures must be **original in blue ink**. Please attach written authorization from organizing entity showing authority to apply for.

Name: _____
Please Print or Type

Organization: _____
Please Print or Type

(Signature) (Date)

Please ~~return the original plus four (3) copies of the~~ send a Application and the Certification & Compliance Page to:

~~Chris O'Brien~~ Rob Wells
~~2800 Horseshoe Drive~~ 2660 N Horseshoe Drive #105
Naples, FL 34104
239-252-~~42676293~~
~~chrisobrien@colliergov.net~~ robwells@colliergov.net