

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-county 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 where possible.
3. Applicant must provide projected visitor impact and track visitor hotel usage.
4. The event participants are encouraged to use commercial lodging establishments within Collier County.
5. The event organizers must provide the necessary Liability, Medical, Workers Comp Insurance Coverage as required by Collier County.
6. Each applicant must sign the Certification and Compliance page of the application.

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.
- 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. Applicants must make the project or event accessible to the public and comply with State and Federal regulations.
2. Advertising and promotional campaigns supporting events must target markets outside of Collier County media such as broadcast, web and regional print and distribution.
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 the sports specific website (www.athletesinparadise.com) where possible including all printed materials, television ads or digital and website promotion.
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 achieve at least 80% of the applicant’s projected hotel room nights to receive the full amount of the grant award. If the actual hotel room nights are less than the estimate, but still generate some room hotel room nights, the final award 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.

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.
 - b. Field rental fees, rental fees, permit fees, site fees (rentals, contracted help, insurance) 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 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.

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.
2. 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 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.

Estimated Room Nights

Funding Range

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)

Summarize your marketing plan for the event including all media.

Economic Impact / participant projections

Total Number of Expected Visitors from outside of Collier County

Projected Hotel Room Nights for event: _____

Additional information to support visitor and participant projections

EVENT BUDGET

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 Development Tax (TDT) funds. **Please be as explicit as possible, including planned cities where advertising or promotional materials will be placed. Indicate the total amount you plan to spend for each category or promotion.** Use additional sheets if necessary.

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

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**. 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 send application and the Certification & Compliance Page to:

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