

**Collier County Tourism**  
**Sports Event Assistance Program Application**

**PURPOSE:**

Funding and event management support for Sports or training events using Tourist Development Taxes. Applications will be accepted from organizations that plan to bring and operate sports tourism events within Collier County that will bring significant numbers of visitors to the County.

**TYPES OF EVENTS:**

Sports events should have a history of, or the potential to, attract overnight visitors, either as participants or spectators, staying in hotels or other paid lodging in Collier County. Sports Events are defined as organized tournaments or events that provide athletic competition or training to participants, entertainment to spectators and media coverage.

**FUNDING ELIGIBILITY**

To be considered for funding, the following criteria have been established for sports event support:

1. The sports or training event must have the potential to bring or have had past history of attracting out-of-county visitors.
2. Provide a marketing/promotions plan using advertising, promotion, PR, digital and social media and websites to attract overnight visitors, participants and spectators to the event.
3. Utilize Collier tourism logos in those promotional efforts where possible.
4. Provide projected visitor impact and track and report visitor hotel usage.
5. Encourage event participants and spectators to use commercial lodging and other accommodations within Collier County.
6. Provide the required Liability, Medical, Workers Comp Insurance Coverage as designated by Collier County.
7. Sign the Certification and Compliance page of this application.

Applications will be evaluated using the following criteria:

- Projected accommodations (room nights) generated by overnight event visitors.
- Event occurs in slow times or during specific “need dates” of the year.
- Event contributes to the overall appeal of Collier County as a preferred sports event destination and complements the Sports Marketing Plan of the County and targets visitation from outside Collier County.
- Meets the funding eligibility guidelines listed above.

## **EVENT AND PROMOTION REQUIREMENTS:**

1. Event must be accessible to the public and comply with State and Federal regulations.
2. Advertising and promotion materials, print, and broadcast and digital advertisements must display the Collier Tourism logo and website ([www.paradisecoast.com](http://www.paradisecoast.com)) or sports specific website ([www.athletesinparadise.com](http://www.athletesinparadise.com)) where possible.
3. Use of Funds - Florida State Statutes 125.0104 section 5(A) 2 the 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.”
4. Hotel or other paid lodging accommodations must be tracked and reported to be considered for reimbursement.
5. The event must achieve at least 80% of the applicant’s projected room nights in order to be considered to receive the full amount of the grant award. If the actual hotel room nights are less than the estimate, but still generate some hotel room nights, the final award payment will be pro-rated based on the percentage of actual hotel room nights achieved.
6. Grantee must complete and submit a post event report including documentation of the number of room nights actually generated by the event. Expenditures must be documented by supplying vendor invoices, proof of payment to each vendor and sample of the expenditure (copy of ad, screen shot of on line ads, etc).
7. Allowable Expenses include:
  - a. Promotions, marketing and programming expenses to include paid advertising, print advertising, on- line advertising and promotions, social media platforms, production expenses, targeting markets outside of Collier County.
  - b. Field rental fees, rental fees, permit fees, site fees (rentals, contracted help, insurance).
  - c. Sanctioning fees, rights fees directly related to the funded event.
8. Non-allowable Expenses include:
  - a. Administrative or general expenses.
  - b. Building projects or permanent equipment expenses.
  - c. Fundraising costs / functions.

- d. Expenses and debts not related to event.

### **Tracking Visitors and Event Impact**

Event organizers receiving tourist tax funding assistance must track visitors using a format provided by the Sports Marketing staff of Collier County. Event promoter or rights holder will be required to collect these forms from all participants and teams participating in the event.

### **Grant Review Process**

1. Applications will be reviewed by the Sports Marketing Staff of the Collier County Tourism Department to evaluate the impact of the event and projected overnight accommodations generated by the event.
2. Applications must be received 90 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.

<b><u>Estimated Room Nights</u></b>	<b><u>Funding Range</u></b>
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 planned media.**

**Economic Impact / participant projections**

Total Number of Expected Visitors from outside of Collier County

**Projected Accomodations/Room Nights for event:** \_\_\_\_\_

Use the event calculator at <http://www.colliergov.net/index.aspx?page=847>

**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.

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total Tourist Tax Funds Requested:</b>	\$ _____

## 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 Sports 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. Please attach written authorization from organizing entity showing your authority to apply for this funding.

Name:

\_\_\_\_\_

Please Print or Type

Organization:

\_\_\_\_\_

Please Print or Type

\_\_\_\_\_

(Signature)

\_\_\_\_\_

(Date)

\_\_\_\_\_

Please send application to:

Parker Medley  
2660 N. Horseshoe Drive, Suite 105  
Naples, FL 34104  
239-252-4267  
[ParkerMedley@colliergov.net](mailto:ParkerMedley@colliergov.net)