



Collier County Sports Tourism Event Funding Application

Policies and Procedures

Funding Eligibility

Sports Tourism events should promote future overnight visitors to the designation or have a history of attracting overnight visitors who utilize hotels and lodging in the hosting County over multiple days throughout the duration of the event.

Funding for Sports Tourism events are required to comply with Section 125.0104, Fla. Stat., which states:

“To promote and advertise tourism in this state and nationally, and internationally, however, if tax revenues area 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.”

The following criteria are required for funding support:

Funding Eligibility

- 1. Applications must be received 90 days prior to the first day of the event fully completed.**
- 2. All applications must be submitted online via email.**
- 3. Event must be more than (1) day in duration.**
- 4. Event must generate (250) or more room nights within Collier County.**
- 5. Events with national television exposure will be considered for funding reimbursement.**
- 6. Event must have a history of attracting significant out-of-county visitors and/or the potential to attract out-of-county visitors. Collier County reserves the right to request proof of room nights, host, and/or hotel references from previous events.**
- 7. Must comply with all Collier County guidelines, rules, protocols, and laws always.**

Pre-Event Requirements

- 1. Applicant must provide proof of insurance coverage as required by Collier County.**
- 2. Must promote Collier County hotels and lodging as the primary event accommodations.**
- 3. Collier County hotel or other Collier County paid lodging accommodations must be advertised prior to the event, on the event website and/or via email blast to participants.**

4. Must provide a list of marketing and/or promotional medium for the event. This includes advertising via promotions, public relations, press conferences, digital media, social media, newspaper, on-air, television, magazine, and websites etc., that will attract overnight visitors and spectators to Collier County.
5. Naples, Marco Island, Everglades Convention and Visitors Bureau logo and/or website (sportsinparadise.com) must be used in all marketing and/or promotional items as it relates to the event. Please note, only marketing that is promoted to outlets outside of Collier County is eligible for application and reimbursement of funds.

Post-Event Requirements

1. Events that exceed the estimated room nights will receive the maximum amount of funding Collier County previously approved. The high production of room nights will be considered during the funding application process for the following year.
2. All expenses (i.e. facility rental) will be paid on a reimbursement basis. The event organizer is responsible for all expenses associated with the event, and must provide an invoice from all entities that charged the event organizer for said expenses. Event organizers are subject to audit prior to payment.
3. Proof of payment (i.e. wire transfer receipt, front and back of cleared check, proof of production, proof of advertisement etc.) must be accompanied by an invoice from the entity charging the event organizer for each expense, proof of room night pick-up reports, and an invoice to the CVB for the amount the event qualified for via room night production. Only the items approved by the Collier County Board of Commissioners on the event application are eligible to be reimbursed.
4. Room night pick-up must be tracked and reported with the submission of a post-event report to Collier County within (10) calendar days after the last day of the event to remain eligible for funding reimbursement.
5. The event must achieve at least 80% of the applicant's estimated room nights within Collier County, to receive the full amount of the proposed funding reimbursement. If the room nights generated from the event within Collier County are less than 80% of the amount proposed in the funding application, funding will be prorated per each room night picked-up within Collier County hotels.

Allowable Expenses

1. Promotional, marketing, and advertising expenses in target markets outside of Collier County.
2. Field rental fees, site rental fees, contracted labor to assist with event (i.e. set-up, breakdown, operational assistance), official/referee fees, equipment rental (i.e. golf carts). Please note, any facility rental, equipment or third party rental and/or vendor will need to be procured and rented by the event organizer. Event organizers may apply for reimbursement for such

expenses. The Naples, Marco Island, Everglades Convention and Visitors Bureau will not pay any rental or vendor directly on behalf of the event organizer. The only exception to this is if the CVB agrees in writing to pay an internal Collier County entity directly (i.e. Collier County Police Department, Collier County EMS, Collier County Parks and Recreation etc.).

3. Sanctioning and/or bid fees directly related to the event.

Non-Allowable Expenses

1. Food, Beverages, Refreshments.
2. Administrative or general expenses. (i.e. office supplies, copies etc.)
3. Building projects or permanent equipment expenses.
4. Fundraising cost and/or functions.
5. Prize money or purses.
6. Expenses and debts not related to event.

Review Process

1. Applications will be reviewed to evaluate the impact of the event in Collier County.
2. All proposed funding must be approved by the Collier County Tourism Development Council and the Collier County Board of Commissioners. Funding will not be reimbursed unless all elements of the Event Application are strictly adhered to.

Event Summary

How many years has this event been held?

What previous locations have hosted this event?

How many participants does this event host historically?

How many spectators does this event host historically?

Tracking Code _____ County Use Only	IGC _____	Permit No. _____
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Please, provide a breakdown of participants, spectators, staff, and media.

Out- of- Area Youth Participants _____	Local Youth Participants _____
Out-of-Area Adult Participants _____	Local Adult Participants _____
Out-of-Area Youth Spectators _____	Local Youth Spectators _____
Out-of-Area Adult Spectators _____	Local Adult Spectators _____
Out-of-Area Staff _____	Local Staff _____
Out-of-Area Media _____	Local Media _____

Number of projected room nights for this event? **Please, provide a single number NOT a range.*

How will you be securing Collier County hotel accommodations: host hotel, room blocks, general RFP, third-party agency? Please, explain in detail and list any hotels with the negotiated rate for the event.

Marketing Plan

Please, describe in detail the marketing outlets that will be used to promote this event to participants, visitors, and entities outside of Collier County. **Please note, media kits must be submitted no later than 90 days prior to the first day of the event with the application.**

Please refer to the allowable and non-allowable expenses on page 2 of this document to indicate the intended use of Tourist Development Tax (TDT) Funds below. Please, provide (1) item per line. If an item is not outlined below, it will not be considered for funding reimbursement.

Expense	Amount
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Total Amount Requested:	_____

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 outlined in the Collier County Sports Tourism Event Funding Application. I will abide by all legal, financial, and reporting requirements as a condition of receiving funds from Collier County.

Name: _____

Title: _____

Organization: _____

Signature: _____

Date: _____



Event & Athletic Tournament Application

**Application must be received via email 90 days prior to the first day of the event.*

Organization Name: _____

Organization Address: _____

City: _____ State: _____ Zip: _____

Organization Phone: _____

Organization Website: _____

Organization Email: _____

Non-Profit Tax ID No.: _____

Federal Tax ID No.: _____

Event Director Full Name: _____

**Event Director will be the first point of contact in the event of any issues during the event (i.e. medical, safety, altercations etc.). Collier County Parks and Recreation site-lead representative will consult on appropriate facility protocols, but it is the responsibility of the Event Director to regulate the situation. Once the situation has been mediated, the Collier County Parks and Recreation site-lead representative will discuss the appropriate recourse with the Event Director. (Altercations or violations may result in ejecting teams and/or individuals from facility etc.)*

The below contact information will be used to contact the Event Director during the event.

Event Director Email: _____

Event Director Cell Phone: _____

Event Director Home/Business Address: _____

City: _____ State: _____ Zip: _____

Event Name: _____

Sport(s): _____

Dates requested for event: _____

Will this event be charging for parking? _____ If yes, how much? _____

*Collier County Parks and Recreation requires retention of 10% of the parking revenue.

Will this event be charging admission? _____ If yes, how much? _____

*Collier County Parks and Recreation requires retention of 10% of the admission revenue.

Will there be a different cost for youth? _____ If yes, how much? _____

Is there an age limit for youth to be eligible for free admission? _____ If yes, what age? _____

Will you require food concessions? _____

*If yes, please ensure an accurate event schedule is provided to Collier County Parks and Recreation upon request to ensure ample preparation time.

Please note, event organizers **MUST provide their own staff to coordinate, operate, and supervise any parking and/or admission transactions and regulation of said activities. Collier County staff is **NOT** responsible for the storing of any monetary profits or tills gained from admission, parking, or any other revenue source or vendor associated with the event. Collier County Staff is also **NOT** responsible for any lost or stolen items or monies associated with the event.*

_____ (Please, initial to verify your compliance)

Will you require the use of stage? _____ If yes, provide detail: _____

Will you require bleachers? _____ If yes, provide detail: _____

**Please note, an additional cost may be associated with the rental of the stage and/or bleachers.*

Will this event be sanctioned? If yes, by which organization?

Will you require load-in dates in addition to the above requested dates? Please, *circle one below.*

(Please note, load-in days may require additional facility rental fees.)

Yes *Please list schedule of load-in and tear down (Date, Start, & End Time) and details on what will be loaded-in/torn down: _____*

No No load-in days are needed.

Vendors

1. *Vendors are required to supply their own power.*
2. *Vendors are required to be fully set-up at least (1) hour prior to competition.*
3. *No outside food and/or beverage vendors are allowed at North Collier Regional Park as there is an exclusive concessionaire on-site.*
4. *All vendors must provide a current business license and proof of insurance of at least \$1,000,000 in coverage.*

Will you be securing any vendors at this event? Please, circle one below.

YES *Please list the name of the vendor(s), dates, times, and dimensions of set-up.*

NO *Vendors will NOT be on-site for the event.*

**Please note, a fee may be required for vendors to utilize venue space during the event.*

Facility(ies) Requesting:

(Include number of fields and type. Example – North Collier Regional Park – (1) multi-purpose field)

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

Please, list any other logistical needs (i.e. number of tables, chairs, stage etc.). Please note, a cost may be associated with these requests at the expense of the event organizer, unless agreed upon in writing and excused as an expense by the CVB.

Estimated # of Athletes: _____

Tracking Code _____ County Use Only	IGC _____	Permit No. _____
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Estimated # of Spectators: _____

Estimated # of Teams: _____

**Please note after 200 teams, multiple facilities must be used. Event organizers may also be asked to supply port-o-lets at their expense for events in excess of 200 teams.*

If using multiple facilities, please provide the information below.

**Site Directors must be at least 21 years of age and remain on premises for the duration of the event.*

Site Director Full Name (1): _____

Site Director Cell Phone (1): _____

Site Location: _____

Site Director Full Name (2): _____

Site Director Cell Phone (2): _____

Site Location: _____

Site Director Full Name (3): _____

Site Director Cell Phone (3): _____

Site Location: _____

Site Director Full Name (4): _____

Site Director Cell Phone (4): _____

Site Location: _____

Insurance Policy

Please provide the appropriate Certificate of Insurance per the guidelines below. Documentation of coverage ***must*** be supplied to Collier County Parks and Recreation Staff (15) business days prior to event. Reservation will not be honored without appropriate insurance on file.

Please refer to the below for additionally insurance and coverage requirements.

Collier County Board of County Commissioners
3299 East Tamiami Trail, Suite 303 Naples, FL. 34112-5746

- Agree to provide certificate(s) of insurance 15 business days prior to event starting as additional insured for the entirety of the event including the following language:
- General liability requirements as follows: Provide Collier County with proof of a comprehensive General Liability Policy. Limits: \$1,000,000.00 Bodily Injury and property damage. \$1,000,000.00 Auto, bodily injury, property damage, workers comp, employers liability (minimum \$100,000)

- Agree that Collier County assumes no liability for the recruitment, selection, background screening of non-county special event management, staff, volunteers, coaches, youth leaders, and others.
_____ (Please, initial to verify your compliance with the above Insurance Policy)

Facility Rental Deposit Policy

A deposit of 15% of the total rental fees and charges associated with the event ***must be paid*** to Collier County Parks and Recreation no later than ***90 business days prior*** or at the time of scheduling, whichever is earlier, to the first day of reservation. Once the event takes place and is complete, Collier County Parks and Recreation will issue a ***full refund*** to the entity that paid the deposit, provided the facilities utilized for the event are returned in the same condition as prior to the event. Should any damages or monetary obligations be incurred by the facility (i.e. excessive damage, vandalism etc.), the 15% deposit shall be retained by Collier County Parks and Recreation.

_____ (Please, initial to verify your compliance with the Facility Rental Deposit Policy)

Event Cancellation Policy

Please note, if the event is cancelled ***90 or more days*** prior to the first requested date of reservation, a ***full refund*** will be issued to the entity that paid the deposit.

In the event the reservation is cancelled ***less than 90 days*** prior to the first requested date of reservation, the 15% deposit will be retained by Collier County Parks and Recreation and no refund will be issued to the entity that paid the deposit.

If the event is not able to be hosted due to Acts of God (i.e. hurricane), the 15% deposit will be refunded by Collier County Parks and Recreation.

In regards to inclement weather, if competition begins on any day, rental fees and event expenses are to be paid ***in full*** for said day. If the rented areas are deemed unplayable by Parks and Recreation Lead Supervisor and/or weather does not allow for the event to begin, rental fees and expenses associated with the date of cancellation will be waived.

Collier County reserves the right to terminate this Event for any reason with 30 days notice to the Event Organizer. Deposit will be refunded in full. No other refunds will be made.

_____ (Please, initial to verify your compliance with the Event Cancellation Policy)

Facility Parking Policy

Please note, all cars parking on Collier County Park property must park within the designated parking spot areas. This ***DOES NOT*** include any grass area, berm, median, or area not conducive with the safety of park users. In addition, destruction of landscaping and/or signs prohibiting parking in certain areas is strictly prohibited. Failure to comply with the above policy and/or failing to comply with the proper parking guidelines as set forth by Collier County Parks and Recreation may result in parking violations being issued to the party in violation and/or towing of vehicles. Please, communicate this policy to individuals associated with the event (i.e. teams, coaches, spectators, vendors etc.) prior to the first event day via email.

_____ (Please, initial to verify your compliance with the Facility Parking Policy)

Post-Event Material Deadline Policy

Post-event forms and proof of room nights in Collier County must be submitted within (10) calendar days from the last day of the event. Failure to submit the proper documentation provided by Collier County, may result in forfeiture of County approved funding reimbursement and/or future event dates.

_____ (Please, initial to verify your compliance with the Post-Event Material Deadline Policy)

Evaluation of Event for Future Dates Policy

Upon submission of the post-event and room night materials, Collier County will evaluate the impact of the event in Collier County based on the deliverables outlined by the event organizer in the funding application. Collier County will determine based on said evaluation, the extent of which Collier County will be involved with the event in future years, in terms of event dates and funding. If an event fails to meet the assured impact to Collier County, Collier County reserves the right to cancel future requested and/or approved dates. In addition, if there are any activities, violations, or infractions (i.e. altercations, law enforcement/security detail required, violation of park regulations, county laws, etc.) that are deemed unfavorable to Collier County, Collier County reserves the right to cancel future requested and/or approved dates.

_____ (Please, initial to verify your compliance with the Evaluation of Event for Future Dates Policy)

Future Date Request Policy

Upon submission of post-event materials, event organizers may request dates for future events. The ability of the event to deliver the proposed room nights and impact in Collier County provided in the funding application, will be factored in to the potential for future event funding and date request. Collier County staff reserves the right to deny a request for rental of the desired dates and times.

_____ (Please, initial to verify your compliance with the Future Date Request Policy)

Venue Rental Request & Approval Policy

Venue rental request and/or approved venue request, are subject to being relocated to another County facility or cancelled in the event of maintenance, safety issues, scheduling, facility capacity, non-compliance with Collier County guidelines, rules, and laws. This also includes any Acts of God (i.e. hurricane). Any of the above adversities will be communicated to the renter by Collier County staff.

_____ (Please, initial to verify your compliance with the Venue Rental Request & Approval Policy)

Collier County Resident Policy

In the event a Collier County funded event does not fulfill the impact assured to the County in the event application, the event is subject to cancellation of future requested and/or approved dates. If the event organizer is still interested in hosting an event over the same or different date patterns without Collier County funding, the event organizer must be a Collier County resident and show proof of Collier County residency. CVB and/or Collier County Parks & Recreation staff reserves the right to deny a request for rental of the desired dates and times.

_____ (Please, initial to verify your compliance with the Collier County Resident Policy)

Hotel & Room Night Guidelines Policy

Event organizers are required to provide actual room night pick-up reports from hotels, which housed event patrons in Collier County to Collier County staff within (10) calendar days of the last day of the event. These reports must come from hotel representatives and be featured on official hotel documentation (Written emails, excel sheets etc., will not be accepted as valid proof of room nights). In the event a third-party booking agency is used; the same procedure as above applies. Third-party booking agencies must also verify in writing, the accuracy of the reports. Room nights that are not accounted for on pick-up reports as outlined above, will not be considered for inclusion into the room night total for the event.

_____ (Please, initial to verify your compliance with the Hotel & Room Night Guidelines Policy)

Rental Fees & Payment Policy

All fees and expenses related with the event are the responsibility of the event organizer to pay. In addition, any field, equipment, and/or facility usage in excess of the approved number of fields, venues, and/or equipment is subject to additional charges at the expense of the event organizer. In the event, it is determined that the event will require more event fields/space after funding has been submitted for the event, the additional cost will be the responsibility of the event organizer to remit.

Payment of all rental fees and expenses associated with the event are to be paid within 30 calendar days after the last day of the event. This does not include any expense that is agreed upon in writing as an excused expense with the CVB.

_____ (Please, initial to verify your compliance with the Rental Fees Policy)

Weather Policy

Inclement weather and/or field conditions will be assessed by the Collier County Parks & Recreation Event Supervisor and/or CVB Sports Representative in accordance with the protocol approved by Collier County Risk Management.

Tracking Code _____ IGC _____ Permit No. _____ County Use Only

_____ (Please, initial to verify your compliance with the Weather Policy)

Event Approval Policy

I understand that submitting an application is NOT a guarantee of availability or approval. Approval will be indicated once all signatures below are completed and the County confirms compliance with requirements. However, Collier County reserves the right to deny or cancel rental request if the required documentation is not provided and/or if guidelines are not followed as requested by Collier County. This also includes those guidelines set forth in the above application and the Collier County Parks and Recreation Rules & Regulations form.

_____ (Please, initial to verify your compliance with Event Approval Policy)

INDEMNIFICATION

To the maximum extent permitted by Florida law, the EVENT SPONSOR shall indemnify and hold harmless Collier County, its officers and employees from any and all liabilities, damages, losses and costs, including, but not limited to, reasonable attorneys' fees and paralegals' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the EVENT SPONSOR or anyone employed or utilized by the EVENT SPONSOR in the performance of this Agreement. This indemnification obligation shall not be construed to negate, abridge or reduce any other rights or remedies which otherwise may be available to an indemnified party or person described in this paragraph. This section does not pertain to any incident arising from the sole negligence of Collier County. The foregoing indemnification shall not constitute a waiver of sovereign immunity beyond the limits set forth in section 768.28, Florida Statutes.

_____ [\(Please, initial to verify your compliance with required Indemnification language\)](#)

Tracking Code _____ IGC _____ Permit No. _____
County Use Only

***Collier County Use Only
Rental Fees and Charges***

Approved facility: _____

Number of fields approved: _____

Field type: _____

Venue Rental Cost (including load-in dates): _____

Additional Rental Cost (i.e. stage, tables, etc.): _____

Total Cost: _____

Expenses to be paid by CVB: _____

Expenses to be paid by Event Organization: _____

Event Director

Printed Name: _____

Title: _____

Signature: _____

Date: _____

Collier County/CVB Representative

Printed Name: _____

Title: _____

Signature: _____

Date: _____

Parks & Recreation Representative

Printed Name: _____

Title: _____

Signature: _____

Date: _____

Applications must be sent electronically to be eligible for review.

Please send application via email to:
Nicole King
Naples, Marco Island, Everglades Convention and Visitors Bureau
239-252-4267
Nicole.King@colliercountyfl.gov