

Jefferson County
Tourist Development Council

**General Special Event
Grant Program**
(Policies & Application)

Approved
by the

Jefferson County Board of County Commissioners and
The Jefferson County Tourist Development Council

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Table of Contents

- I. Introduction and Definition
- II. Statement of Policies
- III. Funding Eligibility
- IV. Rating Criteria and Process
- V. Approval Process
- VI. Special Event Grant Timeline
- VII. Visitor Tracking
- VIII. Conclusion
- IX. Application
- X. Post Event Report

Special Event Grant Program

I. INTRODUCTION AND DEFINITION

The Jefferson County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Jefferson County Code Article 3, Sections 32-54. The TDC administers funds collected from a local option tourist development tax on occupied transient lodging sales, i.e. hotels/motels, bed and breakfast facilities and campgrounds. The funds are designated to promote Jefferson County as a preferred visitor destination with emphasis in the following markets: special events, cultural activities, nature based activities, weddings, and amateur sporting events.

The TDC allocates funds from its annual budget to a grant program for local groups and organizations that coordinate events with a demonstrated history of visitor impact or significant potential to draw visitors to the area. The Special Event Grant Fund is administered and scored by the TDC. The grants are awarded by the Jefferson County Board of County Commissioners (BOCC).

A "Special Event" shall be defined as a new or existing organized concert, exhibition, festival, or fair, which is conducted according to a prearranged schedule and in which general public interest is manifested. For the purpose of this grant program, the public interest should extend to Jefferson County residents and to those living outside Jefferson County who would consider visiting the destination and staying overnight to observe or participate.

Each application will be evaluated against established criteria. The number and extent of these grants will be dependent upon the availability of designated funds. Ideally, the funds allocated by the Jefferson County BOCC will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the sponsoring organization's event budget.
- B. Funding is not intended to support administrative costs or non-public events. Funding is intended to support marketing and promotional efforts.
- C. Grant applications will only be received during the advertised cycle. One application will be accepted per event. In the event that a Special Event Grant application is received outside of the Tourist Development Council's designated submission dates and grant funds are still available in the budget, the Council may elect to consider the request.
- D. Lodging secured for the event must be located within Jefferson County.
- E. Funding shall be provided as reimbursement for approved actual expenditures. An exception may be made, on a case by case basis, for vendors who, because of the nature of services provided, require payment in advance. Payments will not be made to the awardees of the grant.
- F. A Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their overall impact on the local economy,

particularly on transient lodging facilities and occupancy. Failure to submit a Post-Event Report will result in disqualification for future support. If the event occurs near the end of the fiscal year, request for reimbursement must be received by September 30th.

- G. Any funds granted will be subject to audit by the Jefferson County BOCC.
- H. Recognition of the Jefferson County Tourist Development Council must be included where appropriate on all printed material and the organization's Web site referred to in public relations activities. A camera-ready logo will be provided. Failure to include the logo may be cause for disallowing reimbursement of that portion of the grant.
- I. Allowable expenses shall include promotion, marketing, and paid advertising for the event (including contract labor) that reaches beyond Jefferson County with potential to drive overnight visitation. Item #15 of the Application requires all applicants to describe how the grant funds will be used. Any changes to the items submitted in #15 MUST be submitted in writing to the TDC and will not be allowed without approval from TDC staff.
- J. The maximum amount of funds given is **\$1,500**.

III. FUNDING ELIGIBILITY

The intent of the Special Event Grant Program is to provide funding assistance for events that attract overnight visitors to Jefferson County impacting the commercial lodging industry, hotels/motels, bed and breakfasts, campgrounds, as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

- 1. Each application must include a signed Certification and Compliance page
- 2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
- 3. The event must have the potential to bring or have had past history of bringing out-of-town visitors..
- 4. The event must use commercial lodging establishments within Jefferson County.

IV. RATING CRITERIA AND PROCESS

Each grant application will be reviewed by staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be turned over to the TDC for scoring. The TDC will score each application on a 50 point scale based on the following:

			Score	Notes
Tourism Development	<ul style="list-style-type: none"> • Proposal has potential or previously proven ability to generate visitation to Jefferson County that includes overnight stays in Jefferson County's commercial lodging • Proposal contributes to overall appeal of Jefferson County as preferred visitor destination through its event offerings. 	25 points		
Event Evaluation	<ul style="list-style-type: none"> • Event supports organization's mission • Funds requested meet grant criteria of allowable expenses • Proposal includes event goals & objectives 	25 points		

	<ul style="list-style-type: none"> • Proposal includes method for documenting and evaluating outcome of event • Proposal includes documentation plan for overnight hotel stays 			
		Total Possible Points: 50		

V. APPROVAL PROCESS

1. Application is completed and turned into TDC staff
2. TDC scores application
3. TDC makes recommendation to Jefferson County BOCC
4. Jefferson County BOCC makes final approval

VI. SPECIAL EVENT GRANT TIMELINE

<u>PROCESS</u>	Cycle 1 Oct-Dec	Cycle 2 Jan-March	Cycle 3 April-June	Cycle 4 July-Sept
Grant Cycle opens	August 1	November 1	February 1	May 1
Applications Available	August 1	November 1	February 1	May 1
Deadline for applications	October 1	January 1	April 1	July 1
Review by TDC	October TDC meeting	January TDC meeting	April TDC meeting	July TDC meeting
Review and approval by BOCC	October BOCC meeting	January BOCC meeting	April BOCC meeting	July 1 BOCC meeting
Funds available	Submittal of post event report	Submittal of post event report	Submittal of post event report	Submittal of post event report

In the event that a Special Event Grant application is received outside of the Tourist Development Council’s designated submission dates, the Council may elect to consider the request if special event grant funds are still available in the budget.

VII. VISITOR TRACKING

In order to assess the impact of each event on the Jefferson County transient lodging industry,

the TDC emphasizes the importance of tracking the number of overnight visitors attending the event.

Please utilize the attached **Visitor Tracking Form** to gather the requested information. It contains the names and telephone numbers of the lodging facilities in the county. We suggest someone from your organization call each establishment on the day of the event and ask if, to their knowledge, any guests are in town for the event.

VIII. CONCLUSION

Please submit the original of the attached application form **by the deadline date listed above to:**

Katrina Richardson, Executive Director
Jefferson County Tourist Development Council
420 West Washington Street
Monticello, Florida 32344
Info@monticellojeffersonfl.com
850-997-5552

**IX. Jefferson County Tourist Development Council
SPECIAL EVENT GRANT PROGRAM APPLICATION**

Please Print or Type:

1. Name of Event:

2. Date of Event:

Start time: End Time: Fee: \$

3. Description of Event:

4. Amount of Grant Request: \$

5. Host Organization:

6. Description of Organization (include date organization was created):

7. Contact Person:
(Name) (Title)

Address:

City: State: Zip:

Daytime Contact #: Email Address:

Public Information #: Website: www.

INFORMATION FOR TOURISM DEVELOPMENT PORTION OF COMMITTEE SCORING – 25 POINTS MAX.

12. Anticipated # of out-of-town overnight visitors

Anticipated # of attendees:

13. How will this event contribute to the overall appeal of Jefferson County as a preferred visitor destination?

INFORMATION FOR EVENT EVALUATION PORTION OF COMMITTEE SCORING – 25 POINTS MAX.

14. How does the event support your organization's mission?
15. How grant funds will be used?
16. How you will evaluate the outcome of the event?
17. How you will document overnight hotel stays?

GENERAL INFORMATION

18. Have you received a JCTDC grant in the past? Yes No

If yes, include amount, name of event and year received:

Amount	Name of Event	Year

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

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 Jefferson County Special Event Grants Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Jefferson County Tourist Development Council. Signatures must be **original in ink**.

Name: _____
Please Print or Type

Organization: _____
Please Print or Type

(Signature)

(Date)

Please return the original of the Application and
the Certification & Compliance Page to:

Katrina Richardson Executive Director
Jefferson County TDC
420 West Washington Street
Monticello, FL 32344
info@monticellojeffersonfl.com
850-997-5552

Jefferson County TDC Post-event Report

Name of Event _____

Dates of Event _____

Contact person _____ **Phone #** _____

Summary of Expenses that used Grant Funds

Total # of attendees _____ **# of out-of-town visitors** _____

Total # of rooms rented for your event _____

Provide a summary of media exposure received including local, regional and national – print, television and radio.

I certify that the above information is true and accurate to the best of my knowledge.

name _____ date _____

Jefferson County TDC Special Events Tracking Form

Name of Lodging Establishment _____

Use the following list to contact lodging establishments:

- | | |
|-------------------------------|---------------------------------|
| Brahman Inn 997-3525 | Capri Lazy Days Inn 997-5712 |
| Days Inn 997-5988 | Econo Lodge Monticello 997-0020 |
| Super 8 997-8888 | Avera-Clarke House 997-5007 |
| Jasmine Cozy Cottage 997-7102 | The Cottage 342-3541 |
| John Denham House 997-4568 | Daffodale House 997-1111 |
| Willow Pond 222-4400 | KOA 997-2890 |

Event and Date _____

Name of establishment	# of rooms	# of nights	# of guests

