



EVENT GRANT APPLICATION FORM AND INSTRUCTIONS

INTRODUCTION

The purpose of this document is to allow applicants to seek Tourist Development Tax (TDT) funding to attract and promote events held in Seminole County, Florida. Please be aware that TDT funding for new events and projects is NOT always available due to pre-existing funding commitments and changing TDT collections from year to year. Interested groups should email Tourism@SeminoleCountyFL.gov to confirm that TDT funding is currently available before submitting an application. This application is an evaluation tool only, and despite availability of funds at any given time, the County is not obligated to fund any initiative or events at any time.

The Seminole County Board of County Commissioners (BOCC) in consultation with the Tourist Development Council (TDC) has goals for the use of TDT for events to: 1) ensure compliance with Florida TDT statutorily allowed uses, 2) support events that enhance the County economy by raising the profile of the community, attracting overnight visitors, and promoting the Seminole County economy including the vital tourism industry, and 3) provide partnership funding to events initiatives that best use the TDT funding in connection with funding from other partners to deliver the proposed event's economic and/or promotional benefits. This application is a tool to evaluate the likelihood that proposals from event or initiative sponsors will be able to best achieve the goals for TDT funded events.

The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes. Seminole County prefers events with a demonstrated track record and verifiable metrics, sponsorship groups that can make a compelling presentation of the event's ability to help achieve the County goals of increasing TDT collections, and events that have a well-defined post-event process to confirm the results. The TDC may request further information or clarifications related to information in the application or for issues that arise during the evaluation. Successful applicants will be required to enter into a funding agreement with the County setting forth the terms, conditions, timelines, and deliverables associated with receiving TDT funding from Seminole County. A funding process can take several months or more so please plan accordingly.

Grant Funding will only be disbursed once the services have been rendered. Approved Invoices are to be submitted to the Seminole County Tourism Office for reimbursement. All Event Grant Applications must be submitted minimum of 4 months prior to the start of the Event.

Important dates/timeline to remember:

Marketing Committee Availability: Grant Applications must be approved by the TDC Marketing Committee. Grant applications will be subject to availability among the TDC Marketing Committee Agenda. Once approved by the marketing committee the Grant Application will then proceed to the TDC for review.



Tourist Development Council (TDC) Agenda Availability: Grant Applications must be approved by the TDC. Grant applications will be subject to availability among the TDC Agenda. Once approved by the TDC the Grant Application will then proceed to the Seminole County Board of County Commissioners for final review.

Note: Seminole County reserves the right to cancel any event grant agreement at any time. Applications are to be submitted on a yearly basis. Decisions made by the TDC and/or Seminole County Board of County Commissioners are final and will not be appealed in the same fiscal year. Applicants may reapply at the beginning of each fiscal year (October 1st).

This application is for any event seeking excess TDT funds that may be available from time to time.

For consideration by the Seminole County TDC, please ensure that the following sections are completed in their entirety:



PRELIMINARY INFORMATION	
Company/Organization	
Address	
City	
State	
Zip Code	
Authorized Agent Name	
Authorized Agent Title	
Contact Person Name	
Contact Person Title	
Contact Phone Number	
Event/Project Website	
Do any employees of your organization work in any capacity for Seminole County government? (Any unresolved conflict of interest or conflict not reported in advance may result in termination of funding).	

EVENT INFORMATION	
Event/Project Name	
Event/Project Location	
Sponsoring Organization/Name	
Event/Project Description	
Event Date Begins (MM/DD/YY)	
Event Date Ends (MM/DD/YY)	
Is this a non-profit organization?	YES NO
Tax Code Status	
Is this organization tax exempt?	YES NO
What is your Federal ID# as it appears on Form W-9?	
If your delegates are exempt from paying hotel occupancy tax, please explain.	



EVENT HISTORY

Please provide the past five (5) years, if applicable, details attributable to this event including:

City(ies) event held	
Date/month/year of events	
Hotel(s)	
Number of room nights for each hotel for each year	
Number of Attendees for each year	
Attendee/participant expected length of stay	
Please provide room night and attendance calculation methodologies and confirmation in the form of surveys, audits, room contracts or receipts, ticket sales or other verification methods.	

EVENT DETAILS & ESTIMATED OUTCOME

What are your target audiences?	
What is your projected attendance (include local participants, non-local participants and guests. "Local" defined as Florida Counties: Orange, Osceola, Lake, Polk, Brevard, Seminole, Volusia	
Attendee Origin (Local, Non-local In-State / Out of State) Percentage	Local: _____% Non-Local In-State: _____% Out of State: _____%
Have you contracted with a hotel(s) either directly or through an event organizer or tour operator? If yes, which hotels and what are their addresses. NOTE: Contracted hotels and hotels promoted on event website must be within Seminole County.	YES NO
Do contracts include hotel room night rebates? If yes, amount of rebate per room night.	YES \$ NO



<p>Minimum number of room nights you can guarantee to bring to Seminole County?</p>	
<p>How do you intend to provide a valid estimated count of attendance and room nights at this year's event? Consider verification methods set forth under Event History above.</p>	
<p>Total participants/attendees expected for this event</p>	
<p>Total amount of grant funding being requested from the County TDT for this event</p>	
<p>Intended Use of Funds (Please see attached "TDT Application Additional Information and Clarifications sheet)</p> <p>Note: Please remember to attach itemized expenditures to be funded by this grant. If funding is for advertising, detail the media and/or publication(s), which will be used. Attach a complete pro forma budget for the event including a listing of all anticipated funding sources and expenditures. Will you be partnering for promotion Do Orlando North or other local agency or group?</p>	
<p>List ALL other actual or potential city/county/state/federal funding sources for this event including any city/county funding.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	



<p>List all other non-governmental contributors, sponsors, and sources of funding for this event other than government funding provided above and the TDT from Seminole County.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	
<p>What additional sources of funding have you sought or do you intend to seek outside of those listed above?</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	
<p>List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).</p>	
<p>In this space, please give other details on your event that would add additional economic impact on the county.</p>	
<p>What are your marketing, media, and advertising plans (local, regional, national, and/or international)? Will you be partnering for marketing, media, and advertising with another local agency or group?</p>	
<p>Please provide a full Security Plan (pro forma) as it relates to the need for private security or public/law enforcement availability.</p>	



PROJECT BUDGET RECAP

Applicants can use other forms of Budget they may already have from accredited sources, so long as the information below is provided at a minimum

Tourist Development Tax Request	\$	
Contributors, sponsors and other funding sources (include in-kind) NOTE: Failure to disclose other funding may result in denying future TDT funding of events.		\$
		\$
		\$
		\$
		\$
		\$
		\$
Total Contributor/Sponsor Funds	\$	
Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)	Room night rebates	\$
		\$
		\$
		\$
		\$
		\$
		\$
Total Other Income	\$	
Total Income	\$	

EXPENSES

Applicants can use other forms of Budget they may already have from accredited sources, so long as the information below is provided at a minimum

Please list ALL event expenses and indicate which items will utilize TDT funds		
		\$
		\$
		\$
		\$
Total Expense	\$	



LIST OF ITEMS NEEDED

For consideration by the County and TDC, please ensure that the following items are attached to this application:

- Articles of Incorporation (except government entities)
- Tax ID or IRS letter of non-profit tax-exempt status
- TDT Final or Interim Report (for previous TDT grantees only)
- Written authorization for AUTHORIZED AGENT to act on behalf of Applicant
- Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities)
- Sponsorship package
- Complete project event budget
- Three support documents (letter of recommendation, programs, brochures, media articles, etc.)
- All written agreements involving media, hotels/motels and venue contracts/leases.
- Please provide any applicable financial feasibility and pro forma documentation for this project/event.



CERTIFICATIONS

I have reviewed this GRANT APPLICATION hereby submitted to Seminole County. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that the County in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The County, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts or financial liability incurred for or arising from such event. All third parties are hereby put on notice that the County will not be responsible for payment of any costs or debts for the event that are not paid by the grant applicant.

Payments will only be made to the organization receiving the grant. No payments will be made directly to vendors or individuals.

I understand the above guidelines and agree to comply with them. I understand full receipt of grant funding is based upon the organization's compliance with all regulations.

Authorized Agent _____
Title _____

Authorized Agent Signature _____



ADDITIONAL INFORMATION AND CLARIFICATION

Grant Impact, Support & Bidding:

1. Events generating more local exposure, more non-local economic impact and more bed nights that meet the goals for TDT funding may be more favorably evaluated than events that do not.
2. Event applicants may be required to give a presentation to the Tourist Development Council at a regularly scheduled TDC meeting and/or Marketing Committee for the Tourist Development Council and also may be required to present to the Board as well.
3. Contracted hotels and hotels promoted on event website must be within Seminole County.
4. Grant requests should be submitted minimum 4 months prior to event.
5. The applicant is required to list other financial support in addition to the requested TDT grant. Events that bring higher levels of partnership funding to leverage any TDT funding and meet the goals for TDT funding may be more favorably evaluated than events that do not.
6. Securing events by a bid remains the standard; however created or contracted events may be eligible.

The following requirements must be met in order to disburse funds:

- 1) The Grantee will expend funds in accordance with allowable expense items as indicated in the funding agreement: The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes.

Allowable Expenses (Outside of a 75 mile radius):

- a. External promotion, marketing & programming – digital or print
 - b. External paid advertising & media buys
 - c. Acquisition of agency to execute the external (Outside of 75 mile radius) marketing campaign
- 2) A successful grantee will be funded for and must demonstrate the proven payment of invoices that meet the allowable expenses in the funding agreement.

Proof of payment includes:

- a) A copy of the invoice billed and paid by the Grantee and the accompanying Key Performance Indicators of the marketing acquisition
- 3) The following requirements must be met after the event:

The Grantee will complete an accounting of the event's financial activity within 180 days after the completion of the event and provide documentation evidencing the direct impact of the event by completing and submitting a Post Event Report (Room Nights Generated, Attendees, Tickets Sold, etc.) to the County and the TDC by email to Tourism@SeminoleCountyFL.gov.