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Hamilton County Tourist Development Council

TOURIST DEVELOPMENT FUND GRANT REQUEST

PART 1 – INSTRUCTION AND DEFINITIONS

PURPOSE:

This document sets forth the guidelines and categories for grant requests from Tourist Development Tax funds. Grant request applications will be accepted from organizations that will sponsor and promote tourism activities within Hamilton County and bring substantial numbers of visitors to the County.

AUTHORIZATION HISTORY:

The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) in response to the growing need of Florida counties to provide additional revenue sources for Tourist Development in an effort to stimulate the local economy. In response to this need, in 1990 the voters of Hamilton County approved a two (2%) percent Tourist Development Tax on transient rental accommodations. January 1, 2002 the tax was increased to three (3%) percent. A Tourist Development Council was also created to assist the Hamilton County Board of County Commissioners in planning ways in which to use the revenues received through the Tourist Development Tax, based on statutory guidelines.

TIMETABLE FOR REVIEW:

The Tourist Development Council will make available grant applications to organizations that express an interest in receiving funds. Projects must meet the guidelines and criteria outlined in this document.

Completed grant applications should be submitted to the Tourist Development Council by the first Monday of the month in order to be considered at the next months TDC meeting. Applications may be mailed or hand delivered to the Tourist Development Council Office located in the Hamilton County Courthouse Annex. Hamilton County Tourist Development Council, 1153 US Hwy 41, Suite 9, Jasper, Florida 32052. Further information may be obtained by telephoning 386.792.6829.

EVALUATION PROCEDURES:

The following procedures will be strictly followed. After submission of a grant request, applicants are requested not to contact any member of the Hamilton County Board of County Commissioners or Tourist Development Council regarding their request. All contact should be channeled through the Tourist Development Council office.

The Tourist Development Council will review all grant applications to determine if they meet the established criteria for funding. Only those requests that will have a substantial economic impact on the County from visitors will be considered further. The Tourist Development Council will notify qualifying applicants that they are to be considered further with instructions as to a scheduled time, date and location for a formal presentation to Tourist Development Council, if necessary.

Following those formal presentations, the Tourist Development Council will vote on each qualifying application, and provide funding for those approved.

All materials submitted with grant applications will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

TOURIST DEVELOPMENT PLAN

The objective of the TDC is to further enhance the tourism industry and the overall economy of Hamilton County through projects or programs that meet the following criteria:

- 1. Conformance to State/County Ordinances.**
- 2. Attract visitors to Hamilton County**
- 3. Increase the frequency of visits**
- 4. Increase the length of stay of visitors**
- 5. Increase the per capita spending of visitors.**
- 6. Increase the number of room nights thereby increasing Tourist Development Tax revenues**

GRANT CATEGORIES

DEFINITIONS

Grant applications must conform to these guidelines in one of the categories outlined below. Applications that do not conform to these guidelines will not be considered for funding. Funding limits are subject to approval by the Tourist Development Council.

Category A: SPONSORSHIPS: Major events staged in the County by non-profit organizations that attract large numbers of visitors from outside the County. Examples would include regional, state, national and international sports events, concerts, etc.

Category B: SPECIAL EVENTS FUND: One-day events sponsored by non-profit Hamilton County based organizations such as festivals, art shows, and historical events, which are open to the public. Individual grant amounts will be determined by need by the Tourist Development Council.

Category C: AMATEUR SPORTS EVENTS: Organized amateur tournaments and events held within the County that brings large number of participants from outside the County.

Category D: MUNICIPAL PROJECTS: Projects sponsored by cities within the County to establish new or refurbish existing facilities for cultural events and performances within Hamilton County.

**CRITERIA FOR EVALUATION
OF APPLICATIONS**

Applications will be reviewed with the following criteria.

1. COMMITMENT TO THE EXPANSION OF TOURISM IN HAMILTON COUNTY

Evidence that the project: serves to attract out-of-county visitors generating hotel/motel/campground rentals; will be marketed to the fullest extent possible in an effective manner; will offer cultural and entertainment events to County residents and tourists; demonstrates a willingness of the organizers to work with the tourism industry; will be able to provide self-funding in subsequent years.

2. SOUNDNESS OF PROPOSED PROJECT

The extent to which the project clearly identifies objectives; has assigned responsibilities and accountability; has a realistic timetable for implementation; has additional funding sources available that will be utilized; will accomplish its stated objectives; has widespread community support and interest.

3. STABILITY AND MANAGEMENT CAPACITY

- A. Proven record or demonstrated capacity of the organization to develop resources, effectively plan, organize and implement the proposed project.
- B. The organization has a successful history of service in and to Hamilton County.
- C. Ability of the organization to administer public grants of this type, and to prepare and deliver the Necessary progress reports to the Tourist Development Council.

4. QUALITY AND UNIQUENESS OF PROPOSED PROJECT

Extent to which the activity provides a program of Hamilton County and its residents and tourists, which is of significant merit and that without such assistance, would not take place in the County.

5. GUIDELINES FOR FUNDING

- A. Funds should be available to support new projects or programs, as well as ongoing programs.
- B. Funds should be allocated as “seed money” to assist in setting up new programs.

USES OF TOURIST DEVELOPMENT FUNDS

USES OF FUNDS:

The following are examples of how Tourist Development Funds may be used to promote tourism in the County.

1. **Promotional expenses in conjunction with an event to increase the awareness of Hamilton County outside this area.**
2. **Out-of-County advertising and publicity of an event to increase participation, attendance and awareness.**
3. **Construct or improve publicly owned sports or meeting facilities.**

GRANT FUNDS MAY NOT BE USED FOR:

1. Annual operating expenditures not directly related to the project or event.
2. Legal, medical, engineering, accounting, auditing, planning, feasibility studies or other consulting services.
3. Salaries or supplements to salaries for existing or future staff, or employment of personnel not directly related to the project or event.
4. Real property or capital improvement to privately owned facilities.
5. Tangible personal property including but not limited to office furnishing or equipment, permanent collections or individual pieces or art.
6. Interest or reduction of deficits and loans.
7. Expenses incurred or obligated prior to or after the grant project period.
8. Prize money or scholarships.
9. Travel not associated directly with project.
10. Projects which are restricted to private or exclusive participation.
11. Private entertainment, food and beverages.

GRANT APPLICATION

GENERAL INSTRUCTIONS

Please submit an original and eight (10) copies of your completed grant application and all supporting documents for consideration by the Hamilton County Tourist Development Council.

The following instructions are keyed to the Grant Application. Please call the Tourist Development Council at 386.792.6829 with any questions.

- (1) Insert your organization's legal name (name recorded on non-profit incorporation papers).
- (2) Insert the name of your project/event.
- (3) Insert the intended use of the funds.
- (4) Insert the dollar amount of your request and the start and ending dates of your project/event.
- (5) Check the category of your request.
- (6) Insert the mailing address of your organization.
- (7) Insert the business telephone number of your organization.
- (8) Contact person, title, and telephone number.
- (9) Organization's Chief Official and title.

❖ **Be sure to have your Chief Official sign the application on Page 10.**

Please attach the following to your grant application, if applicable.

- () Charter, Articles of incorporation, by-laws.
- () Minutes of meeting authorizing officers to apply for grant funds.
- () IRS determination letter of non-profit status / proof of non-profit status by 501 (c) (3)
- () List of current Officers and Board members indicating terms and salaries.
- () Organization Chart.
- () Copy of financial statement of your most recent fiscal year.

Note: All printed, promotional and related material must contain the following:

“Funded in part by the Hamilton County Tourist Development Council.”

Grant Number _____

APPLICATION

Tourist Development Fund Grant

GENERAL INFORMATION

1. ORGANIZATION _____
2. NAME OF EVENT/PROJECT _____
3. INTENDED USE OF FUNDS _____
4. AMOUNT REQUESTED \$ _____
5. STARTING DATE _____
ENDING DATE _____
5. CATEGORY REQUESTED () A () B () C () D
6. ADDRESS _____
7. TELEPHONE _____
8. CONTACT PERSON _____
TITLE _____ TELEPHONE _____
9. ORGANIZATION'S CHIEF OFFICIAL _____
TITLE _____ TELEPHONE _____

IF ENTIRE REQUEST CANNOT BE FUNDED, CAN PROJECT BY RESTRUCTURED FOR LESS FUNDING? () YES () NO, IF SO INDICATE MINIMUM AMOUNT REQUIRED \$ _____

BACKGROUND INFORMATION

In narrative form on the following page, please describe your organization in the following areas:

- A. What are your organization's goal and objectives?
- B. Who are your target audiences?
- C. What services does your organization provide?
- D. What is the community need for the services that your organization provides?
- E. Describe how Hamilton County residents and visitors will benefit from your project and how you will Evaluate your effectiveness?
- F. What are the other sources of funding that your organization can provide to match the funds requested from the Tourist Development Council?
- G. How will you monitor expenditures of grant funds?

BACKGROUND INFORMATION

Please use the space below to describe your organization from the questions on page 6.

PROJECT/EVENT DETAILS

Please give details on your project or event so that the Tourist Development Council can evaluate the economic impact on the county. Indicate projections on numbers of attendees, hotel rooms needed, restaurant meals to be consumed and your publicity and advertising plans.

PROJECT BUDGET RECAP

INCOME SOURCES

TOURIST DEVELOPMENT FUND REQUEST \$ _____

MATCHING FUND SOURCES

_____ \$ _____

_____ \$ _____

_____ \$ _____

TOTAL MATCHING FUNDS \$ _____

OTHER INCOME SOURCES

_____ \$ _____

_____ \$ _____

_____ \$ _____

TOTAL OTHER INCOME \$ _____

TOTAL INCOME: \$ _____

PROJECT EXPENSES: (How income will be spent)

Please (*) items that will utilize TDC funds,
refer to page 5 for additional uses.

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

TOTAL PROJECT EXPENSES \$ _____

HAMILTON COUNTY TOURIST DEVELOPMENT COUNCIL
GRANT REQUEST
CERTIFICATION

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

CONTACT PERSON _____

TITLE _____ TELEPHONE _____

I have reviewed this GRANT APPLICATION from the Hamilton County Tourist Development Council. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this application and its attachments is accurate and complete.

The organization agrees to ANNUALLY (as of September 30th, but delivered before October 30th of each year) to provide documentation as to the funds' usage, for example, by providing audited financial statements or ledger entries indicating check numbers, date issued, payee, and amount expended supported by cancelled invoices. Any amounts of a grant not expended by the organization (Grantee) for the specified purpose by September 30th of each year, shall be returned before October 30th of that year.

Organization Leader

Date

Seal

Organization Secretary

Date

Considered this _____ day of _____, year _____ at a duly called meeting of the Hamilton County Tourist Development Council and by motion duly recorded, this funding request is:

_____ approved in the amount of \$ _____
_____ not approved

Hamilton County Tourist Development Council

Chairman

Attest

Secretary