



WASHINGTON COUNTY TOURIST DEVELOPMENT COUNCIL

672 5th Street P.O. Box 450 Chipley, Florida 32428

Phone 850- 638-6013 Fax 850- 638-8770

www.VisitWashingtonCountyFL.com

Event Grant Request

Purpose

This document sets forth general guidelines for grant requests from tourist development tax funds. Event grant applications will be accepted from organizations that sponsor and promote tourism activities within Washington County with compelling events which have the potential to bring significant numbers of visitors to Washington County from outside the county.

Authorization History

Per Florida State Legislation, titled 'Local Option Tourist Development Act' (Section 125.0104, Florida Statutes) and 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, the voters of Washington County approved in 2000, a tourist development tax on transient rental accommodations. A Tourist Development Council (hereafter referred to as the "TDC") was created by the Board of County Commissioners July, 27, 2000, to manage bed tax revenues.

Timetable for Review

The TDC will make grants available to organizations that express an interest in receiving funds and whose project and/or event meet the guidelines and criteria outlined in this document. Grant applications shall be received by the TDC not less than 90 days in advance from the event date. Late applications may be processed by the TDC at its sole discretion. Application forms are available at www.visitwashingtoncountyfl.com or from the TDC office. To submit an application to the TDC, you can mail it in to the Washington County Tourist Development Council at P.O. Box 450 Chipley, FL 32428, drop it by our office located at the Washington County Chamber of Commerce at 672 5th St. Chipley, FL 32428, or email it to admin@visitwashingtoncountyfl.com. **Applications must be in to the TDC office no later than the Friday before the TDC meeting that the event is on the agenda.**

Evaluation Procedures

The following procedures will be strictly followed. Applicants are cautioned not to contact any member of the Washington County Board of County Commissioners or the Tourist Development Council regarding the grant request. All contacts should be channeled through the TDC's Administrative Assistant at (850) 638-6013 or admin@visitwashingtoncountyfl.com. The TDC's Administrative Assistant will review all grant applications to determine if they meet the established criteria for funding. All material 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, F.S. The TDC's Administrative Assistant will notify qualifying applications that they are to be considered further with instructions as to the scheduled meeting they are to attend to complete a formal presentation to the Council. The TDC will vote on each qualifying application after the completed presentation to either approve or deny funding. A written notice will be sent to the president of the organization with the results of the vote.

Definitions

Grant applications must conform to these guidelines in one of the outlined categories below. Non-conforming applications will not be considered for TDC funding. Funding limits are subject to approval by the Washington County Tourist Development Council.

Sponsorship

Major event sponsored within the County by non-profit organizations that attract visitors from outside the County. (i.e. National or international sports events or concerts, etc.)

Special Events

Multiple or one-day events sponsored by a non-profit Washington County based organization. Events must be open to the public. (i.e. Festivals, art shows, historical events, etc)

Amateur Sports Events

Organized amateur tournaments or events held within the County that brings large numbers of participants from outside the County.

Municipal Projects

Projects sponsored by cities within Washington County to establish new and/or refurbish existing facilities for cultural events and performances within the County.

Promotional

Any materials purchased by the Tourist Development Council for a non-profit organization that will promote Washington County within the County or outside the County. (i.e. Pamphlets, Tournament Uniforms, etc.)

Guidelines for Funding

- A. Funds should be available to support new projects or programs, not annually recurring programs, except in emergencies.
- B. An attempt should be made to allocate funds for programs throughout the County.
- C. Funds should be allocated as “seed money” to assist in setting up new programs.

Requirements for Funds

The TDC has a requirement that all advertising used by an event/activity sponsoring organization funded partially or in-full by the TDC shall contain the following public information, except if certain advertising has been paid for in-full by a third-party advertiser on an exclusive or in-kind arrangement to feature the paid advertiser:

***“Advertising funded in part by the Washington County Tourist Development Council.
www.VisitWashingtonCountyFL.com.”***

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

1. Conform with state and county regulatory requirements
2. Ability and plan to attract visitors to Washington County
3. Increase in the frequency of visits to the County
4. Increase the length of visitors’ stay
5. Increase the per capita spending in the local area by visitors
6. Increase the number of room nights, thereby increasing the tourist development tax revenues

All applicants must submit the Proposed Expenditures sheet, which is a budget summary, with the completed application before presenting to the TDC at their scheduled meeting. All applicants are required to provide a 25% match in advertising for the amount requested from the TDC. The proposed budget should indicate what forms of advertising the event is choosing from the TDC inventory, what forms of advertising will serve for the 25% match, operating costs and other sources of funding for the event. A sheet will be provided to event planners with estimated costs of particular advertising options, either by unit or by package. These costs are subject to change and are to be used as a guideline only to help assist in creating an advertising budget to justify the grant amount being asked for from the TDC.

As a condition of receiving advertising assistance, the TDC will require each event to collect zip codes from their attendees. The forms will be provided by the TDC office in advance of the event. Collection of zip codes will allow the TDC to track total attendance and demographics of attendees to the event. This information will be put into a report that will be mailed out to the event organizer as soon as it is available. As another condition of funding, the TDC will require documentation of advertising used to satisfy the 25% match requirement of the grant. This should be in the form of a paid invoice or receipt of payment specifying the type and quantity of advertising purchased by the event planner. Copies of ads, affidavits from TV and radio stations, and click thru reports from banner advertisements should also be included. Grants will be deemed as “closed” 45 days after the event has occurred. All zip code forms must be turned in before the 45 days is up.



WASHINGTON COUNTY TOURIST DEVELOPMENT COUNCIL

672 5th Street P.O. Box 450 Chipley, Florida 32428
Phone 850- 638-6013 Fax 850- 638-8770
www.VisitWashingtonCountyFL.com

Event Advertising Grant Request Form

Event/Festival Name _____

Event Date(s) _____

Ticket Price _____

Event/Festival Physical Location _____

Organization _____

Contact Person _____ Title _____

Phone Number _____

Mailing Address _____

City, State, Zip Code _____

Please provide a brief description of the event/festival and list times, entry fees and other pertinent information.

Amount Requested from the TDC: \$ _____

Date Received by TDC _____ by _____

Recurring Event Advertising Grant Request Form

Proposed Event Budget

Source of Funds:

Ticket/Gate Sales	\$ _____
Sponsorships	\$ _____
Advertising Sales (Programs)	\$ _____
Vendor Fees	\$ _____
3 rd -Party Organization Funding	\$ _____
EVENT FUNDS AVAILABLE	\$ _____

Major Expenses:

Facility Costs/Utilities	\$ _____
Event Insurance	\$ _____
Layout/Setup Costs & Site Restoration	\$ _____
Equipment Rentals	\$ _____

Grant Advertising:

Radio	Radio People (Dothan DMA)	\$ _____
-------	---------------------------	----------

Choose Station(s):

- 95.5 WTVY
- 96.9 The Legend
- 106.7 KMX
- 93.7 FM

	Clear Channel (PC DMA)	\$ _____
--	------------------------	----------

Choose Station(s):

- 92.5 WPAP
- Sunny 98.5
- 99.3 The Beat
- 94.5 FM

	Beach Radio (PC DMA)	\$ _____
--	----------------------	----------

Choose Station(s):

- Beach 95.1

Powell Broadcasting \$ _____

Choose Station(s):

- 103.5 Kickin Country
- Hot 107.9
- Classic Rock 95.9
- 105.1 BOB FM

Newspapers Regular Runs \$ _____

Daily Paper:

- Washington County News/Holmes County Times Advertiser
- News Herald
- Northwest Florida Daily News
- The Crestview News Bulletin
- Santa Rosa Press Gazette
- The Destin Log
- The Walton Sun
- Apalachicola Times
- The Star (Port St Joe)
- Dothan Eagle
- Jackson County Floridan
- The Enterprise Ledger
- The Eufaula Tribune

Day(s) of the Week: _____

Ad Size: _____

Military Papers \$ _____

Paper(s):

- Gulf Defender – Tyndall AFB
- Red 7 – Crestview
- Eglin AFB
- Hurlburt AFB
- Army Flier – Ft Rucker

Digital Ads WCN/HCTA \$ _____

**Minimum of 5,000 impressions

Impressions: _____

Other Sites \$ _____

Impressions: _____

Website(s):

- News Herald
- Northwest Florida Daily News
- The Crestview News Bulletin
- Santa Rosa Press Gazette
- The Destin Log
- The Walton Sun
- Apalachicola Times
- The Star (Port St Joe)
- Dothan Eagle
- Jackson County Floridan
- The Enterprise Ledger
- The Eufaula Tribune

Foster Folly News Large Button: \$80/mo \$ _____

of Months: _____

panamacity.com \$ _____

Impressions: _____

destin.com \$ _____

Impressions: _____

emeraldcoast.com \$ _____

Impressions: _____

Yahoo Ads \$ _____

Impressions: _____

Mobile Ads \$ _____

Impressions: _____

Rich Media

Takeover \$ _____

Day(s):

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Paper(s): _____

Sliding Billboard \$ _____

Day(s):

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Paper(s): _____

Peel Corner \$ _____

Day(s):

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Paper(s): _____

Home Pg Rotator \$ _____

- Only available on WCN/HCTA site.

TOTAL GRANT \$ _____

Event Advertising Match:

Radio	\$ _____
TV	\$ _____
Newspapers	\$ _____
Digital Ads	\$ _____
Posters/Flyers/Brochures	\$ _____
Websites	\$ _____
Signage	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL EVENT ADVERTISING	\$ _____

Event Profit (Loss):** \$ _____

** Must be at least 25% of the amount asked for in TDC grant*

*** Do not include amount of TDC Grant.*

Events Proceeds Verification Form

The information on this form is to verify that _____ (sponsor) held _____ (event) on _____ and including the TDC grant had total funds available of \$ _____, paid expenses of \$ _____, including the disbursements by the TDC on behalf of the event, and used \$ _____ of the event profit to fund _____ (scholarship, charitable donation, etc.) and that amount was disbursed by the organization on _____ (date) by check # _____ **copy attached** (or was part of the disbursement in total of \$ _____).

The information above has been extracted from the records of the event sponsor entered above and will be included in the annual financial reports/tax return of the event sponsor.

Organization President (Print Name)

Organization President Signature

Date