



DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL  
SPECIAL EVENT GRANT APPLICATION

**Name of Special Event:** \_\_\_\_\_

**Special Event Dates:** \_\_\_\_\_ to \_\_\_\_\_

**Special Event Venue and Location:** \_\_\_\_\_

**Applicant Name:** \_\_\_\_\_ **Date of Application:** \_\_\_\_\_

## Part 1. Eligibility Review

**Is the applicant compliant with all City or County agreements to which the entity is a party?**

Yes \_\_\_\_\_ No \_\_\_\_\_

**Is the applicant nondelinquent on taxes or the payment of liens or their debts owed to the City or County?**

Yes  No

**Is the applicant compliant with the conditions or requirements of a City or County grant award or program in which the entity is a recipient?**

Yes  No

Does this special event attract tourists that will stay in overnight lodging? *Tourists is defined and used throughout application as visitors from outside of Duval County.*

Yes \_\_\_\_\_ No \_\_\_\_\_

The applicant shall be ineligible to receive a special event grant if any of the questions above are answered as "NO."

**If YES to all questions above, select the category for which this special event grant application meets:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

### **Please select a Category:**

If applicant's special event does not meet hotel rooms and tourists guarantees, award will be reimbursed at lower level at which these were met. If applying for a Category A grant and the hotel room guarantee is not met then applicant will be reimbursed at a prorated amount if a minimum of 250 rooms are actualized.

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***All answers must be completed in 150 words or less.***

**Describe how applicant will determine how many hotel rooms were actualized for the special event, including data collection and verification process. Provide name of Visit Jacksonville sales contact for this event.**

**Describe how applicant will determine how many tourists attended the special event, including data collection and verification process.**

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**Part 2. Required Documents**

**Please confirm that you have provided the following documents by checking the boxes below:**

Articles of Incorporation (except government entities) IRS Form W-9 State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405) (if a not-for-profit)

Written and notarized authorization for agent to act on behalf of applicant

Signed Certification of Grantee (last page of this application)

Organization outline, including but not limited to names of each board member and corporate officer (except government entities)

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Special event plan including budget

Advertising and promotion plan, including budget and timeline

Event sponsorship packet

Destinations International Event Impact Summary prepared by Visit Jacksonville  
Examples of other special events organized by the applicant, if applicable

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**Part 3. Applicant Information**

**Applicant Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Federal Employer Identification Number:** \_\_\_\_\_

**Phone Number: (work)** \_\_\_\_\_ **(cell)** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**If different than applicant, complete below:**

**Grant Coordinator Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Phone Number: (work)** \_\_\_\_\_ **(cell)** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Description of applicant's business, services, activities, and events. Include applicant's website URL and year business was incorporated.**

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**Provide description of this special event and attach a detailed special event plan, including budget.**

**Explain the current need, problem, or opportunity, and how this special event grant will address these issues.**

**Describe and attach examples of other special events that promoted tourism (not limited to Duval County) organized by the applicant.**

**If this special event (or a similar special event) was previously held in Duval County or another city, provide quantifiable outcomes of the special event.**

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**If this grant is not provided, explain how this will affect the special event. Will this special event be held someplace other than Duval County, or will it still be held in Duval County, or will it be canceled? If held someplace other than Duval County, identify the destination and venue where the special event could be held.**

**Check categories of allowable grant expenditures that the applicant will be seeking reimbursement.**

- Advertising and Promotion
- Venue and Equipment Rental
- Event Production
- Talent Acquisition

**List types of receipts or other proof of payment the applicant will submit to the TDC for reimbursement of allowable grant expenditures.**

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**Part 4. Special Event Information**

*I. Advertising and Promotion*

**Describe advertising and promotion plan, overall budget, and timeline for execution.**

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**In exchange for this grant, the TDC expects exposure to the Jacksonville brand. Describe how the Visit Jacksonville logo will be used in advertising and promotion.**

If sponsorship levels are available for the special event, provide sponsorship package details comparable to this funding level, such as Visit Jacksonville logo on “presenting sponsor” banner, booth at no charge, space for the Visit Jacksonville mobile unit, etc. Attach special event sponsorship package. Visit Jacksonville will work with applicant to finalize opportunities for partnering with applicant.

***Complete the following section if grant will be used for advertising and promotion. Grant can be used for advertising and promotion within the state of Florida but must be outside the Northeast Florida region.***

Provide itemized budget, including target markets and percentage of advertising and promotion budget dedicated to outside the Northeast Florida region.

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**Describe any expected earned media coverage as a result of this advertising and promotion, including estimated value.**

**Explain how applicant will document that this advertising and promotion was executed in accordance with the grant contract.**

*II. Tourism Impact*

**Using the Destinations International Event Impact Calculator prepared by Visit Jacksonville, provide the following:**

Business Sales (Direct): \_\_\_\_\_ (page 1)

Local Total Bed Tax (Direct): \_\_\_\_\_ (page 2)

Local Total Sales Tax (Direct): \_\_\_\_\_ (page 2)

**Describe the potential for generating tourists beyond this specific special event based on exposure, new markets, etc. Explain how target audiences provide additional or unique tourism benefits for return visits, expansion of Duval County's market, etc. This can include factors such as NFL location, direct flights to Jacksonville International Airport, major corporate partners, and new demographic target.**

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**Describe how this special event has the potential to expand in coming years in Jacksonville.**

**III. Need Period and Venue Utilization**

*Applicant is encouraged to schedule the special event during Jacksonville's need periods (off-season, lower demand for tourism in Jacksonville). Current need periods beginning with the greatest need are September, August, December, January, and November.*

**Explain how the date of this special event takes advantage of Jacksonville's need periods.**

**Describe how this special event will utilize local publicly owned or supported venues or assets, benefitting the City. Describe how the venue or assets used for this special event causes tourists to be inclined to visit at a time other than at this special event.**

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**Explain how this special event creates a premier or unique event that sets Jacksonville apart from other destinations.**

*IV. Quality of Life Impact*

**Describe the civic and social impact this special event creates. Examples include providing free music, theatre, artistic or community outreach clinics; creating a recycling initiative; services to enhance a community center or park; and donating event tickets to a not-for-profit or community group.**

*V. Previous TDC Funding*

**If TDC grant funds were provided to applicant previously, provide the following:**

Year	Amount	Tourists	Hotel Stays	Uses of Funds *

\*For Uses of Funds column, Put "AP" for Advertising and Promotion; "VER" for Venue and Equipment Rental; "EP" for Event Production; and "TA" for Talent Acquisition.

**Provide additional information about this special event which may not be included in these questions.**

## Certification

I, \_\_\_\_\_, as \_\_\_\_\_, acting with authority from and on behalf of, \_\_\_\_\_, the entity applying for this grant, have reviewed the grant application to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments; confirm that such information is true, accurate, and complete; and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

I certify that the applicant is in compliance with all City and County agreements to which the applicant is a party, is in compliance with the conditions or requirements of all City or County grant awards or programs in which the applicant is a recipient, and is not delinquent on taxes or the payment of liens or other debt owed to the City or County.

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the Duval County Tourist Development Council are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the Duval County Tourist Development Council and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought. Further, I guarantee that applicant will abide by the TDC grant guidelines and all local, state, and federal regulations as they apply.

I further acknowledge my understanding that the Duval County Tourist Development Council in making a special event grant does not assume any liability or responsibility for the ultimate financial profitability of the special event for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the special event and not a promoter or co-sponsor and will not guarantee or be responsible or liable for any debts incurred. The Duval County Tourist Development Council is not responsible or liable to any third party; its only obligation is to a successful applicant for grant funds, provided such applicant remains in compliance with all terms of the award.

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Signature

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Date

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Print Name & Title