

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
2018/2019 MARKETING GRANT APPLICATION**

Please submit your **COMPLETE** application in a format using dividers or tabs for the items and Sections of the Application listed below and one (1) electronic submission copy with all attachments (separated or included in one file?) to:

**Tourist Development Council
c/o Executive Director
117 W. Duval St., Suite 425
Jacksonville, FL 32202
(need email)[@coj.net](mailto:coj.net) (consider email such as TDCgrants@coj.net)**

Marketing Grants are TDC grants awarded to Applicants that market Duval County as a tourism destination through advertising and marketing campaigns approved by the TDC. Section 125.104, *Florida Statutes*, defines “**Tourist**” as a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

TDC may award **Marketing Grants** to eligible entities based on the grant guidelines available on the TDC web site at <http://www.coj.net/city-council/tourist-development-council/grant-application-policies-and-procedures>.

Marketing grants are intended to assist applicants in promoting tourism to Duval County as a tourism destination through advertising and marketing outside our region, (i.e. at least a 150 mile radius from the County boundary), in campaigns or promotions approved by the TDC.

Applications must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Marketing Grant applications shall be submitted to the TDC for review. Grant cycles and submission deadlines will be posted on the TDC webpage. Applications must be submitted to Visit Jacksonville for review of applicant’s marketing plan a minimum of 5 business days prior to the published deadline for submission of the application to the TDC.

No application will be considered by the TDC unless the completed application is received at least 30 days prior to the TDC meeting at which it is to be considered. Applications will be posted on the TDC webpage and become public records upon submission.

PART 1 — Eligibility Review

Please answer the following eligibility requirements:

I. Threshold Requirements Review

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for marketing, that the marketing shall promote and/or advertise tourism of Duval County as a destination, within the state of Florida, nationally and/or internationally. **An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Marketing Grant funding.** The following questions shall be answered in order for the TDC to determine if the Marketing meets this threshold requirement. Only if the answers demonstrate that the marketing campaign or promotion is marketing the County as a destination and is conducted outside the region, will a grant be awarded and if awarded, paid to recipient.

- a) Describe how the Marketing Campaign or Promotion promotes and/or advertises the County as a destination, within the state of Florida but outside of our immediate region (i.e. at least a 150 mile radius from the County boundary), nationally and/or internationally (include target markets, regions of advertising, and any other information relevant to answering this question).



The first thing we have to do is explain where Jacksonville is and why it's great -- on our website. As brands share their activations with their followers, they are all given shareable talking points, promotional pieces and destination details about Jacksonville.

- b) How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?

We will document social posts and emails that reach an audience that is not based in or close to Jacksonville. Inside of the Sandlot Technology App, we can pinpoint with exact locations where people are when we market the event to them, and we can attribute marketing to their coming.

Failure to answer these questions renders you ineligible for any funds

II. Entity Eligibility Review

Please answer the following eligibility requirements:

1. Is the Applicant noncompliant with a City agreement to which the entity is a party?
☐ Yes, please identify contract(s):
☒ No.
2. Is the Applicant delinquent on taxes or the payment of liens or are there debts owed to the City?
☐ Yes, please identify all delinquencies:
☒ No.
3. Is the Applicant noncompliant with the conditions or requirements of a City grant award or program in which the entity is a recipient?
☐ Yes, please identify the grant award or program:
☒ No.

PLEASE BE ADVISED:

The Applicant shall be ineligible to receive a Marketing Grant if any of the above questions are answered in the affirmative. The Applicant shall be in compliance prior to the TDC's review of this Marketing Grant application if it decides to go forward with the application process.

PART 2—Required Documents

I. Please provide the following documents

- ☐ Articles of Incorporation (except government entities)
- ☐ IRS Form W-9

- ☐ I State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405) (if a not-for-profit)
- ☐ *TDC Post-Event Report (for previous TDC grantees only)
- ☐ Written authorization for Authorized Agent to act on behalf of Applicant
 - ☐ Resolution from the Applicant's governing board authorizing this application for funds
 - ☐ A notarized agent authorization form
- ☐ Certification of Grantee is executed (last page of this Application)
- ☐ Organization outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- ☐ Complete Marketing Plan, including all programs, brochures, media articles, etc.
- ☐ Letter of Recommendation

PART 3— General Information

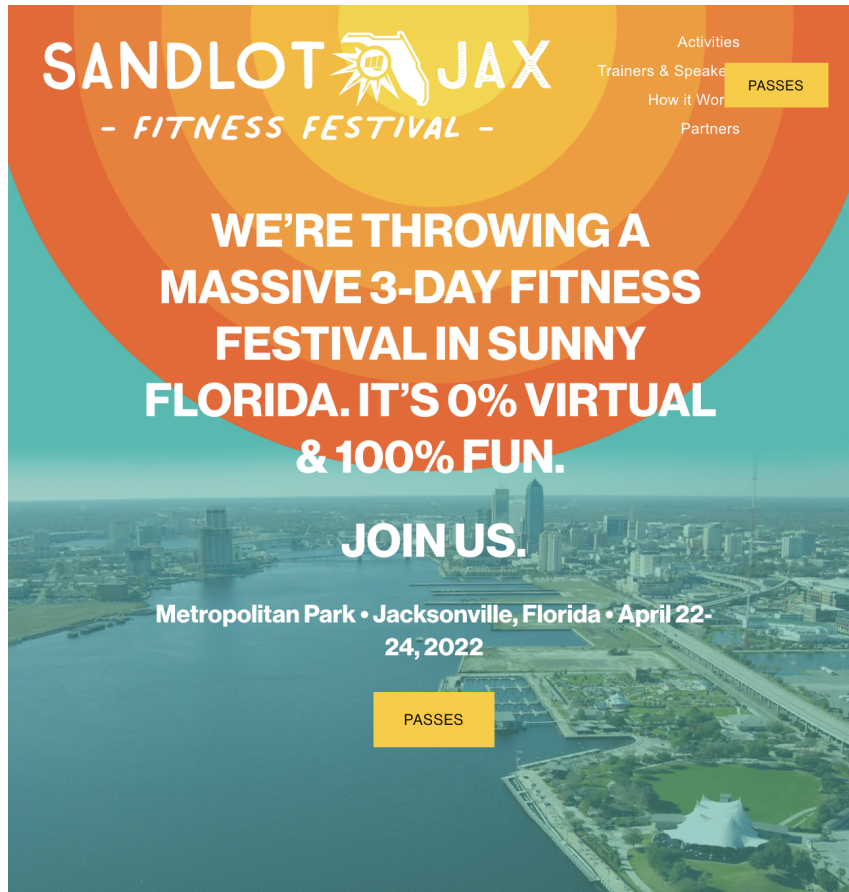
Applicant Information:

1. Name of Applicant: Jax Fist Bump Events LLC
2. Federal Employer Identification Number: 87-2090910
3. Phone: 2023408772 Fax: n/a
4. Mailing Address: 415 Pablo Ave, Suite 140 City: Jacksonville Beach
State: FL Zip: 32250
5. Name of Grant Coordinator: Jason McCarthy Title: CEO
**The Grant Coordinator shall be the person who will be in direct contact with TDC and be responsible for administering this grant if awarded.*
6. Contact Information of Grant Coordinator:
Mailing Address: 415 Pablo Ave, Suite 140 City: Jacksonville Beach
State: FL Zip: 32250
Telephone: 202-340-8772 Fax: n/a Email: jason@goruck.com
7. Overview of the Applicant, Include following information:
 - a) Description of Applicant's business and history: This is 100% owned by Jason McCarthy, Founder and CEO of GORUCK Holdings LLC.
 - b) Description of Applicant's programs, activities, services, and/or events: Sandlot JAX - Fitness Festival.

PART 4—Marketing Campaign information

I. General Marketing Plan Information Section

1. Name of Campaign or Promotion: Sandlot JAX
2. Overall description of Marketing effort or Campaign (Attach a detailed Marketing Plan and itemized costs; include samples or concepts regarding how local imagery and content will be used to market the destination):



Jacksonville as a destination will be front and center in the awareness messaging of this event – it's vital to the overall success. The average weather in Jacksonville in April is a perfect complement for outdoor fitness.

Sandlot Jax will become the South By Southwest of Fitness, THE destination event to unify the global world of fitness. There will be multiple parts to the event: (1) Fitness in a field (Met Park) led by global training leaders (2) A speakers' series (TED Talks style) at WJCT (3) Scavenger hunts all over downtown (4) Live Music.

Fitness and Music have never been combined like this before.

Marketing plan is in line with a brave new world. We have invited global thought leaders that have taken us a decade to know, and trust, and we've invited them to Jacksonville and to bring their communities. We are providing marketing content to them in the form of a training field,

video, pictures, and the opportunity to reach a virtual audience except it begins in the real world, in JAX.

Internal presentation [here](#).

Itemized budget

Personnel creating content and supporting our partners to bring (and support) their communities: \$300K. We will provide them with pictures, videos, and local partners who can help facilitate their activations.

Facebook and Google Budget: \$0

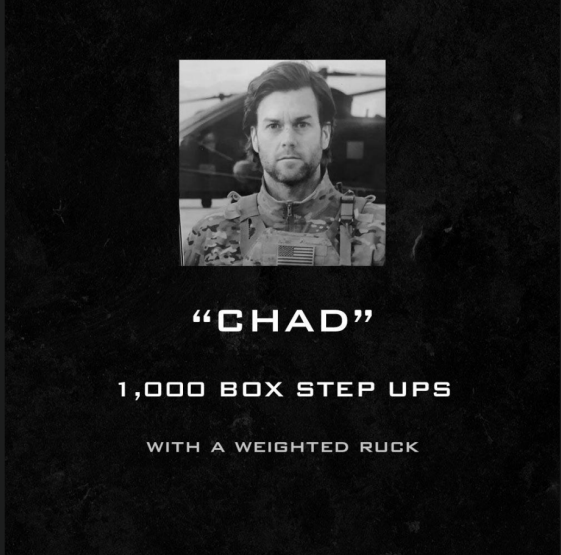
3. Explanation of current need, problem or opportunity and how the Marketing Grant will address these issues: Explaining WHY Jacksonville is such a desirable location is front and center in the messaging. The weather is perfect, outdoor activities are ideal, and Florida will not be closed for business. This is a PR campaign to the various partners and potential participants who we are encouraging to travel from far and wide to visit town.

**This is Florida.
This event will not
be cancelled.**

**If it is for some act
of God, we'll refund
your money.**

4. Explain and attach materials or other examples of past tourism marketing campaigns or promotions (not limited to the County):

CHAD 1000X is a part-virtual, part live/in person event with significant partnerships behind it as well. We expect 50,000 participants and over \$1MM raised for various non-profits in support of Veteran Suicide Prevention. Just like with Sandlot Jax, it's a cause that is on brand for us and our partners. This makes telling the story very straightforward, which rallies people to the cause.



CHAD 1000X

The Workout

1000X Step Ups completed as a team, partner, or individual for time.

3 OPTIONS:

- 1. Slick //** No rucksack. You pick the height of the step-ups.
- 2. Standard //** 30#/20# rucksack. You pick the height of the step-ups.
- 3. Expert //** 45# rucksack. Use 20" box for step-ups.

"Even while serving as a SEAL, Chad took time to scale up to the Expert version. There is zero shame in starting Slick, or with Standard weight, or in sharing the steps with a friend."

— Sara Wilkinson

NYC 9/11 Campaign





goruck • Following

...



goruck WHY ARE WE HERE? TO HONOR THE FALLEN.

At 6:00 pm est, 123 people showed up in New York City to challenge themselves to Honor the Fallen of those on 9/11. For the next 24 hours, these people will come together to not only commemorate the events of that day but to dive deeper into the history of that day, 20 years ago.

For the next 24 hours, we will fight for the fallen, honor them, listen and learn about them, and never forget them. [#NEVERFORGET](#)

1w



dropbydropfitness









Liked by [jimi.letchford](#) and 2,903 others

SEPTEMBER 10

Add a comment...

Post

7

TDC Marketing Grant Appl.

10.25.18 draft



We raised awareness and sign-ups (over 500) for NYC 9/11 Events via email and on [GORUCK's Instagram feed](#).

5. Anticipated quantifiable outcomes of this Campaign or Promotion or similar prior campaigns (not limited to within the County) For example, this Campaign or Promotion will increase tourism to a specific asset (i.e. the beaches or the river) or for a specific activity (golfing or restaurant scene): Trackable engagement and awareness that Jacksonville is a desirable fitness destination highlighting its outdoor, riverfront, nightlife amenities. We will be able to measure social engagement via the hashtag #SANDLOTJAX and IN APP Activity on the [Sandlot Technology App](#).
6. Relevant timelines for the marketing Campaign or Promotion. Specifically, but not limited to the following information: when will the Campaign or Promotion begin, what is the duration and frequency of the Campaign or Promotion, if the Campaign or Promotion is related to a specific event, please include the information for the specific event, and what is the deadline for commitment to the Campaign or Promotion? Activation of the event began 9/17/21 and will continue through the event — when complete, we will move quickly to launch Year 2. Efforts include personalized solicitations of identified interested partners, coordinated campaigns with aligned brands and industry experts, and digital outreach from brand partner databases with a reach of over 5 million contacts just on one social media platform.
7. Any other important information about the Campaign or Promotion:
WE'RE THROWING A MASSIVE 3-DAY FITNESS FESTIVAL IN SUNNY FLORIDA. IT'S 0% VIRTUAL & 100% FUN. JOIN US.

Sandlot Jax will become the South By Southwest of Fitness, THE destination event to unify the global world of fitness. There will be multiple parts to the event: (1) Fitness

in a field (Met Park) led by global training leaders (2) A speakers' series (TED Talks style) at WJCT (3) Scavenger hunts all over downtown (4) Live Music.

Fitness and Music have never been combined like this before.

Marketing plan is in line with a brave new world. We have invited global thought leaders that have taken us a decade to know, and trust, and we've invited them to Jacksonville and to bring their communities. We are providing marketing content to them in the form of a training field, video, pictures, and the opportunity to reach a virtual audience except it begins in the real world, in JAX.

I. Total Tourism Impact Section

Objective: Explain how the Campaign or Promotion will drive tourism developments, benefits economic prosperity and opportunity for the County.

Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. The projected impact on tourism to be derived from the Campaign or Promotion to the TDC.

See Visit Jacksonville Economic Impact Calculation

2. The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the campaign or promotion.

12,500 per day for 2-4 days. It'll be a lot more than that in subsequent years when we can secure more space, such as when the construction in and around Jags Stadium is complete.

3. The potential for generating tourists beyond a specific event based on exposure, new markets, etc. *The target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc. (NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).*

The intent is to grow this into an annual event and encourage repeat travelers. The crucial element is to provide a great experience for their first trip to town.

4. The quantity, duration, and category or type of marketing and audiences targeted. *The Applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.*

This is a decentralized campaign. We empower the people and brands to share with their audience across their social platforms: Facebook, Instagram, email, etc. Their collective reach is large. Instagram alone they're at 5.7Million. This does not include email lists (we do not know

the exact email numbers on a per brand basis - GORUCK is over 300K) or in app advertising. Niantic Inc. has over 1 Billion downloads on its various apps, for instance.

SANDLOT JAX	APRIL 22-24, 2022	IG Handles	Followers
Speakers			
Michael Easter	Author, The Comfort Crisis	@michael_easter	9,210
Melissa Urban	CEO, Whole30	@melissau	318,000
John Hanke	CEO, Niantic Inc.	@nianticlabs	155,000
Kelly Starrett	The Ready State	@thereadystate	376,000
Miranda Alcaraz	CEO, Street Parking	@fearlessmiranda	292,000
Jason McCarthy	CEO, GORUCK	@jasonjmccarthy	12,700
Ryan Manion	CEO, Travis Manion Foundation	@rmanion	7,670
Sal Frisella	President, 1st Phorm	@mrfrisella	142,000
Sara Wilkinson	CHAD 1000X	@sarawilkinson7	5,675
Richard Rice	Charter Member, Delta Force	-	
Dave Redding	Founder, F3 Nation	@redding9017	555
Malaika Underwood	Captain, USA Womens Baseball	-	
Dr. Amy Pollak	Head of Womens Heart Clinic, May	@dramypollak	85
Jason Khalipa	NCFit	@jasonkhalipa	448,000
Mike Glover	CEO, Fieldcraft Survival	@mike.a.glover	249,000
Ben Bunn		@coach_bunny	18,100
Jaala Shaw		@dropbydropfitness	1,005
Gideon Akande		@getfitwithgiddy	71,000
Dan Skidmore		@danskidmore11	2,779
Emily McCarthy		@emidently	3,271
Brands/Communities Activating			
Savage Race	Building an obstacle course on site	@savagerace	61,700
Niantic, Inc		@nianticlabs	155,000
Whole30	Nutrition activation	@whole30	892,000
Travis Manion Foundatio	Manion WOD - will need Sandbags	@travismanionfoundation	20,900
GORUCK	Challenges / Sandbag & Bootcamp	@goruck	167,000
Street Parking		@streetparking	136,000
The Ready State		@thereadystate	376,000
1st Phorm	Sal activating TBD how.	@1stphorm	1,000,000
F3 Nation	Smaller / off-site due to ALL MEN.	@f3nation_official	4,302
Tailgaters		@tailgatersparking	140
Bravo Sierra	Ben Bunn POC	@bravosierra_usa	309,000
NCFit		@nc.fit	97,200
Fieldcraft Survival	Take over the campgrounds	@fieldcraftsurvival	345,000
BeaverFit		@beaverfitusa	7,325
NGO	Kayaks and SUPs on the river	@northguanaoutpost	3,089
			5,686,706

5. The existence of any other special economic benefits to the County from the Campaign or Promotion: *The campaign promotes a new tourism attraction or asset that was funded in part by the TDC or local government, showcases a hidden gem, etc.*

We control the waypoints on all scavenger hunts. We can and will direct them to the best of Downtown Jax and get them to visit it along the river, on foot.

II. Brand Opportunity Section

Objective: The Campaign or promotion will successfully articulate, competitively position, and positively promote the City's brand. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The Campaign or Promotion creates a leadership position for the Jacksonville brand.** *The Campaign or Promotion sets Jacksonville apart from other destinations. This event will be the first of its kind in Northeast Florida – showcasing outdoor adventure, fitness education and (anticipated) high level entertainment activated along Jacksonville’s currently underutilized River front and Downtown area. The first year focus will be downtown but plans to grow beyond and engage other areas are part of the future plans. This is in line with our intent to make this the “South By Southwest of Fitness” (marketing linked out).*
- 2. The Campaign or Promotion is in alignment with the TDC adopted vision and brand of Jacksonville as a destination.** *There is significant brand alignment with the County’s Water Life brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History. Sandlot JAX events will have a significant focus on the River front area and downtown locations. Partnering with local restaurants and industry brands will increase awareness of the vast outdoor recreational options available for visitors as well. The event focus is on fitness lifestyle which complements Jacksonville’s large urban park system.*
- 3. The quality or quantity of national or international television broadcast or other means of exposure.** *The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo. Between industry partnerships and databases there is exposure and engagement opportunities for more than 5.6 million followers, just on Instagram alone.*
- 4. The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication.** *Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous marketing efforts and to target audiences outside of the 150 mile radius. The Jacksonville logo is used in various event marketing approaches including promotional items. Implementation of the City of Jacksonville, TDC, Visit Jacksonville and Downtown Jacksonville will be included in the mass marketing of the event. Content includes logos, shared statistics and images of the City.*
- 5. The potential and expected earned media coverage as a result of the campaign or promotion.** *We will live stream select portions of this event, and encourage various brand partners to do the same. We will also capture high quality video and photos of talks, panels, and trainer led events. These will turn into higher quality videos for the brands and people to share with their audiences right after the event.*

III. Marketing Plan Section

Objective: The proposed promotion or marketing plan demonstrates a likelihood of increasing tourism and that it is consistent with the Marketing Services Contractor's Marketing Plan. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The types of marketing approaches being used:** What type of marketing will be utilized to attract tourists to the event? Explain the timeframes each marketing element is projected to run. Where will such marketing be conducted, specifically outside 150 mile radius of the County, and who are the target audiences? Identify the types of marketing you plan to use, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing.

Organic is our main marketing method, but it's also decentralized and runs through the people and brands. We are empowering the brands and speakers to promote the event. 0% of the budget is dedicated to local advertising. The brands we are inviting are not Florida or Jax brands, and they have significant followings. **Here's just Instagram. 5.7 Million followers.**

SANDLOT JAX	APRIL 22-24, 2022	IG Handles	Followers
Speakers			
Michael Easter	Author, The Comfort Crisis	@michael_easter	9,210
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Richard Rice	Charter Member, Delta Force	-	
Dave Redding	Founder, F3 Nation	@redding9017	555
Malaika Underwood	Captain, USA Womens Baseball	-	
Dr. Amy Pollak	Head of Womens Heart Clinic, May	@dramypollak	85
Jason Khalipa	NCFit	@jasonkhalipa	448,000
Mike Glover	CEO, Fieldcraft Survival	@mike.a.glover	249,000
Ben Bunn		@coach_bunny	18,100
Jaala Shaw		@dropbydropfitness	1,005
Gideon Akande		@getfitwithgiddy	71,000
Dan Skidmore		@danskidmore11	2,779
Emily McCarthy		@emidently	3,271
Brands/Communities Activating			
Savage Race	Building an obstacle course on site	@savagerace	61,700
Niantic, Inc		@nianticlabs	155,000
Whole30	Nutrition activation	@whole30	892,000
Travis Manion Foundatio	Manion WOD - will need Sandbags	@travismanionfoundation	20,900
GORUCK	Challenges / Sandbag & Bootcamp	@goruck	167,000
Street Parking		@streetparking	136,000
The Ready State		@thereadystate	376,000
1st Phorm	Sal activating TBD how.	@1stphorm	1,000,000
F3 Nation	Smaller / off-site due to ALL MEN.	@f3nation_official	4,302
Tailgaters		@tailgatersparking	140
Bravo Sierra	Ben Bunn POC	@bravosierra_usa	309,000
NCFit		@nc.fit	97,200
Fieldcraft Survival	Take over the campgrounds	@fieldcraftsurvival	345,000
BeaverFit		@beaverfitusa	7,325
NGO	Kayaks and SUPs on the river	@northguanaoutpost	3,089
			5,686,706

2. The plan is innovative or unique: If applicable, describe how the marketing plan is innovative or unique.

The grassroots/organic and decentralized marketing strategy will drive the fitness component. Regarding music, we will partner with a significant player such as iHeart Media to help market the music portion of the festival. The uniqueness is in the combination of fitness and music. [Julie Walther Productions](#) will be managing our music lineup.

IV. Return on Investment Section

Objective: The value of the proposed Campaign or promotion substantially exceeds the grant amount. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. Describe how the market value of the advertising provided compares to the amount of the grant request. Some of the most respected names in Fitness, health and wellness will be coming to Downtown Jax, and bringing their communities. We believe they will want to annualize their community's involvement in coming here, to Downtown Jax. When South by Southwest started in an organic way decades ago in Austin, it helped grow Austin into a huge destination. That's what Sandlot JAX can do for Jacksonville. This is not a one-time deal, this is a long term investment in our city.

2. If it is worth a minimum of 2x the grant amount, please explain why.

Working with the city to turn Jacksonville into the fitness mecca of the universe would have significant positive ramifications for the city, not limited to the immediate return on full hotels, bars, and restaurants.

The confirmed speakers would have a value of over \$1MM to speak at this event if we were paying them. John Hanke typically does speeches at events like Apple's Steve Jobs theater, Melissa Urban has sold over 1million copies of her book Whole30.

3. In the alternative, if it is not worth a minimum of 2x the grant amount, please explain why and how it brings other nonmonetary value.

V. Stewardship Section

Objective: The Campaign or promotion has leverage opportunities for the City. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. **Promotion of local assets.** Does the proposed Campaign or Promotion promote local publicly owned or supported venues or assets? Met Park, Riverfront Plaza, Strata, with GORUCK gear for the trainer led classes. Downtown Jacksonville is front and center at this event, and outside is the focus.

Will the Campaign or Promotion promote one or more local attractions or museums? The event will utilize multiple hotels, met park, river front, downtown area and more. Scavenger Hunt routes will take participants all over the city, to curated lists of the best of Downtown Jax.

1. **Potential business opportunities:** Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion. Increased brand awareness, spend, tourism and industry awareness impact. We're going to send people all over town. They will discover and spend money along the way, have a great time doing it and want to come back to town.

2. **Utilization of local talent, suppliers, service providers, or subcontractors:** Identify all local talent, suppliers, subcontractors, and other local service providers utilized in the Campaign or Promotion. GORUCK, Strata are both local. We are giving preference in the bid process for anyone who is local in terms of event production.

VI. Multiple Years Funding Section

Objective: Determine whether the Applicant received consecutive TDC funding last year and in prior years.

If so, list all years you received funding from TDC and the amount of each year's grant: n/a

PART 5—Certification

I, (print name) Jason McCarthy, as (Title) CEO, acting with authority from and on behalf of, (Applicant) Jax Fist Bump Events LLC, the entity applying for this Marketing 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 Marketing 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 Marketing Grant does not assume any liability or responsibility for the ultimate financial profitability of the marketing campaign for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the marketing campaign and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such campaign. 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 at all times in compliance with all terms of the award.



Signature

_____9/21//21_____
Date

Jason McCarthy CEO
Print Name & Title