PURPOSE:

- The Gadsden County Tourist Development Council (TDC) was established to promote tourism and attract tourists to Gadsden County. As such, the TDC allocates a portion of the tourist development tax revenue for grants for events that further the purposes of the TDC by promoting tourism. This document sets forth the guidelines and categories for grant requests from tourist development tax funds. Grant applications will be accepted from organizations that will sponsor and promote tourism activities within Gadsden County, bring substantial numbers of tourists/visitors to the County and promote overnight bed stays within the County. TDC funds must be matched with other funding sources and must not be the sole source of income.

- Two grant cycles are held each year: January and July. Applications must be submitted by the deadline to be considered for funding under these cycles. The TDC may open additional grant cycles, if deemed necessary for major special events or other approved activities. Funding allocated for grants are limited and are based upon the amount of tourist development tax collected on an annual basis.

- Organizations are encouraged to become self sufficient after a period of three years. If an organization has received funds for a period of three years, funding levels will be decreased by 50% each year; however, upon request by the TDC and substantial documentation/justification, the Board of County Commissioners has the final discretion regarding this policy and may waive this requirement on a case by case basis.

APPLICATION SUBMISSION:

One (1) original and nine (9) copies of the completed and signed grant application (pages 7-9) should be submitted to the TDC by the established deadline. Applications may be mailed or hand delivered to the Gadsden County Tourist Development Council, c/o Sonya Burns, Gadsden County Community Development or www.gadsdencountyfl.gov or www.egadsden.net. Additional information or questions may be obtained by calling 850-875-8659 during the hours of 8:00 a.m. and 5:00 p.m.

NOTE: All materials/documentation submitted with the grant application will be become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.
GUIDELINES AND USE OF
TOURIST DEVELOPMENT FUNDS

ELIGIBLE USE OF FUNDS:
- The following are examples of how tourist development funds may be used to promote tourism in the county:
  a. Promotional expenses in conjunction with an event to increase the awareness of Gadsden County outside this area. All printed promotional or related material must contain the following “Funded in part by the Gadsden County Tourist Development Council.”
  b. Out-of-county advertising and publicity of an event to increase participation, attendance and awareness. All printed promotional or related material must contain the following: “Funded in part by the Gadsden County Tourist Development Council.”

INELIGIBLE USES
- The following are examples of how tourist development funds may not be used:
  a. Annual operating expenditures not directly related to the project or event.
  b. Legal, medical, engineering, accounting, auditing, planning feasibility studies or other consulting services.
  c. Salaries or supplements to salaries for existing or future staff, or employment of personnel not directly related to the project or event.
  d. Real property or capital improvements to privately owned facilities.
  e. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
  f. Interest reduction of deficits or loans.
  g. Expenses incurred or obligated prior to or after the grant project period.
  h. Prize money, scholarships, awards, plaques, T-shirts, uniforms or certificates.
  i. Travel not associated directly with project.
  j. Projects which are restricted to private or exclusive participation.
  k. Private entertainment, food and beverages.
  l. Expenses to fund other events not funded by the TDC.
Gadsden County TDC – Grant Application

A. Describe event: ______________________________________________________________________

B. Sponsoring Organization: __________________________________________________________________
   Mailing Address: ______________________________________________________________________
   ______________________________________________________________________
   Email address ______________________________________________________________________

C. (President or Director)
   Signature ______________________________________________________________________
   Title ______________________________________________________________________
   Telephone (Business) ____________________ (Cell) ____________________

D. Who will be in charge of this event? ______________________________________________________________________
   Phone (Business) ____________________ (Cell) ____________________
   Email address ______________________________________________________________________

E. Who will be financially responsible for this event.
   Name: ______________________________________________________________________
   Title: ______________________________________________________________________
   Phone (Business) ____________________ (Cell) ____________________
   Email address ______________________________________________________________________

F. Location of event: ______________________________________________________________________

G. Date and times of event: ______________________________________________________________________

I. Maximum Amount of Tourist Development Grant funds allowed for the event based on:
   # of rooms _____ the number of nights _____ the room rate X .02 X 4 = $______
J. Estimate of the economic impact of the event on the County


K. How many years has this event existed? ________________________________

L. Has the event received Tourist Development Funding in the past?
Yes ______  No ______
If yes, what year(s) ___________________ and amount(s) ________________.

M. Is this the first time this event has been held in Gadsden County, FL?
Yes _____  No _____
If no, when was the last time it was held in Gadsden County? ________________.

N. Describe previous experience of applicant in events similar to this event.


O. Please provide the following information regarding the event if it has been in existence for at least two (2) years prior to now:

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month/Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lodging Facility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verifiable Room Nights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hosting City/County</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
P. Estimated number of anticipated attendees staying overnight for proposed event __________.

S. Does the event itinerary include formalized breakfast, lunch or dinner in local restaurants or catering by local business for event? Explain and include documentation.

______________________________________________________________________________________________________

______________________________________________________________________________________________________

T. Are any local attractions being included in the itinerary for this event such as: (Attach documentation supporting this information?)

_____ Attend a local play, concert, or dance performance
_____ Visit a local museum
_____ Visit a local nature based activity (i.e. Lake Talquin Lake Seminole, Quincy Golf Course, Arts Center, Etc.)
_____ Visit local historical settings

_____ Other _______________________________


U. Are local businesses being used in any way during the production of this event (i.e. printing, catering, etc.)?

Explain

______________________________________________________________________________________________________

______________________________________________________________________________________________________

______________________________________________________________________________________________________


V. Does the event anticipate local residents be involved in the event?

Yes_____  No_____ 

If yes, please explain the involvement (i.e. spectator, volunteer, participant, etc.) and the number of local residents estimated to participate.________________________________________________________

______________________________________________________________________________________________________
W. Does the event actively seek local attendance through local media or other means? Yes________ No________ If yes, explain

________________________________________________________________________________________

How did you learn about the Gadsden County Tourist Development Tax Grant Program?

_____ Newspaper ad (which newspaper? ______________________________________________________________________)

_____ Magazine ad (which magazine? ______________________________________________________________________)

_____ Word of mouth

_____ Previous grant applicant

_____ Other

________________________________________________________________________________________

FUNDING AWARD LEVELS

The Gadsden County Tourist Development Council will consider the funding/marketing request based upon the estimated number of room nights for the event and the impact the event will have on the community and county. The three impact categories are as follows: High, Medium and Low. The minimum grant amount is $499 and the maximum grant amount of $2,500.

<table>
<thead>
<tr>
<th>Estimated Room Nights</th>
<th>Grant Eligible Amount</th>
<th>Community Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 and Over</td>
<td>$2,000 - $2,500</td>
<td>High $2,400 - $2,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medium $2,200 - $2,399</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low $2,000 - $2,199</td>
</tr>
<tr>
<td>50-99</td>
<td>$1,500 - $2,000</td>
<td>High $1,900 - $1,999</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medium $1,700 - $1,899</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low $1,500 - $1,699</td>
</tr>
<tr>
<td>26 - 49</td>
<td>$1,000 - $1,500</td>
<td>High $1,400 - $1,499</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medium $1,200 - $1,399</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low $1,000 - $1,199</td>
</tr>
<tr>
<td>Less Than 25</td>
<td>$0 - $999</td>
<td>High $750 - $999</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medium $500 - $749</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low $0 - $499</td>
</tr>
</tbody>
</table>
## PROJECT BUDGET

### INCOME:

- Tourist Development Fund Request $_______
- Matching Fund Sources Already Secured $_______
- Matching Fund Sources to Be Secured (List Each Below)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
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<td>$______</td>
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<td>$______</td>
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<td>$______</td>
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</tbody>
</table>

Total Matching Funds $_______

- Other Income Sources (List Each Below)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<td>$______</td>
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</table>

Total Other Income $_______

**TOTAL INCOME FROM ALL SOURCES** $_______

### EXPENSES:

- Please indicate which items will utilize TDC Funds (Please see eligibility list)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
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<td>$______</td>
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</tbody>
</table>

**TOTAL EXPENSES** $_______
CERTIFICATION

I have reviewed this GRANT APPLICATION being submitted to the Gadsden County Tourist Development Council. I am in full agreement with the information contained herein. I further agree to provide an accounting of expenditures as required by the TDC within forty five (45) days of completion of project or program for which funds may be allocated. To the best of my knowledge, the information contained in this application and its attachments is accurate and complete.

______________________________
Organization Name

BY: ___________________________(Seal)
Organization Director

______________________________
Printed/Typed Name

ATTEST:
______________________________
Secretary

=================================================================

To Be Completed By the Tourist Development Council (TDC)

Tourist Development Council Recommendation to the BOCC

Considered and reviewed this _____ day of ____________, 20__ , at a duly noticed meeting of the Gadsden County Tourist Development Council. By motion duly recorded, this funding is hereby _____ Recommended ______ Not Recommended:

_____ Recommend Funding  Amount $__________
Amount Requested $__________

_____ Do Not Recommend
Reason

=================================================================

GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL

BY: ____________________________
Chairman/Vice Chairman OR Administrator