

# FESTIVAL/ EVENT GRANT PROGRAM GUIDELINES/INSTRUCTIONS

## (Category A)

### **PURPOSE**

This document sets forth the guidelines for Festival/Event funding from Tourist Development Taxes. Applications will be accepted from organizations that will sponsor and promote festivals/events held in Putnam County that bring substantial numbers of overnight visitors to the County. Our objective is to attract high quality events which, in turn advance and promote tourism and bring economic benefit and enhance the quality of life in Putnam County through events.

### **INTRODUCTION**

Putnam County implemented and imposed a Tourist Development Plan in 1992. The Tourist Development Council (TDC) oversees the proceeds of the tax on behalf of the Putnam Board of County Commissioners. Florida Statute 125.0104 is the enabling legislation for the Tourist Development Tax. The Putnam County Board of County Commissioners created the Tourist Development Council by Ordinance 92-21.

The TDC Category A grant program is permitted under state statutes as a means of advertising and promoting tourism to Putnam County. Funding is to be used for presenting high quality festivals/events that will attract overnight visitors, and to advertise and promote these events. Below are the priority considerations the TDC will look for when evaluating festival/events grant requests.

1. Commitment to the Expansion of Tourism in Putnam County. Evidence that the event serves to attract out of county visitors generating overnight stays; marketed to the fullest extent possible in an effective and efficient manner, demonstrates a willingness of the organizer to work with the tourism industry and commits to develop other funding sources in subsequent years.
2. Dates of the Event. Priority consideration will be given to events held during periods of lower occupancy.
3. Duration of Event. Priority consideration will be given to those with more days or overnight stays in Putnam County.
4. Out of County Promotion. Priority consideration will be given to those events well thought out and detailed to show the potential broad awareness of the event in out of market media.
5. Stability and Management Capacity. A proven record or demonstrated capacities of the organization to successfully develop resources, effectively plan, organize and implement the proposed event.
6. New Events. Preference will be given to events in their first few years in this county, as "seed" money, in the hope and expectation that Applicants will become self-sufficient in covering their own future event expenses. The TDC will actively avoid becoming a perpetual funding source for any event. Matching funds may be waived at the discretion of the TDC for new events.

## **EVENT ELIGIBILITY**

1. **All events funded by the Tourist Development Council must be open & accessible to the general public.**

Events must be promoted to the public and cannot be unreasonably restrictive through admittance fees, public access or crowd capacity, which limits participation by visitors. One of the main purposes of the events must be to attract overnight visitors to Putnam County. Events which require a visitor to purchase a ticket to a third-party venue will not be considered.

2. **Impact benefit Putnam County.**

Events must take place in Putnam County. If these events are to be used for fundraising purposes, profits must go to programs that benefit Putnam County residents and/or charities.

3. **Mandatory Preparation Workshop.**

If you have not previously attended one of these mandatory workshops, please call Kim (386-328-1503) to register; you are required to rsvp (see program schedule).

4. **Annual Events.**

As a matter of Policy, applications for profit making events will not be considered for funding after a three year period except under special circumstances.

## **APPLICANT GUIDELINES**

An organization or group seeking to qualify for tourist development funds must meet the following requirements:

Applicants must be a civic organization formed to promote the interest of business, or organizations created to promote the interests of citizens groups. The special event/purpose for which the funding is sought must be promotional in nature and meet criteria related to tourism set forth in this application.

Applicants must be properly established and existing under Florida law and in good standing with all legal requirements of the State of Florida. Residency is not required, but event must be held in Putnam County.

The TDC will provide up to fifty percent (50%) matching funds for approved activities and expenses of existing events for up to three years or until the event becomes profitable. The recipient must provide a fifty percent (50%) cash match or a twenty-five percent (25%) cash match with a twenty-five percent (25%) in-kind match of the total cost of the eligible activity. **Matching funds must be confirmed.** (Example: If an organization is awarded \$1,000.00, organization must match the grant with \$1,000.00 additional funds or \$500.00 additional funds and \$500.00 in kind)

## **PROCEDURES**

The TDC Coordinator will review all requests to determine if they meet the established criteria for funding. Only those requests meet the criteria for consideration will be presented to the TDC. The TDC Coordinator will notify applicants if their request will not be considered by the TDC.

Recommendations of the Tourist Development Council will be presented to the Putnam County Board of County Commissioners at the next scheduled meeting. All applicants are invited and encouraged to attend the TDC review meeting (see program schedule).

After the request has been processed and approved by the Board of County Commissioners, the TDC staff will notify all applicants of final approval and funding amount. This notification and the original request form shall constitute the contract.

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

Requests must be received for review before the deadlines (see program schedule). Late, incomplete or altered forms will not be accepted.

Proof of insurance listing Putnam County TDC and the Putnam County Board of County Commissioners as an additional insured and as certificate holders with a minimum liability coverage of \$2,000,000 must be submitted prior to your event.

Two hard copies and one electronic (flash drive or email) submission must be received by the TDC c/o Putnam County Chamber prior to the deadline.\* Please submit application, expense and income forms only, do not submit instructions. **\*It is the responsibility of applicant to confirm receipt of all email and postal delivery submissions.**

Mail or deliver application and budget forms to: Putnam County TDC c/o Putnam County Chamber 1100 Reid Street, Palatka, FL 32177. For more information call the Kimberly Morgan at 386-328-1503 or email [kimberlymorgan@chamberpc.com](mailto:kimberlymorgan@chamberpc.com).

#### **AUTHORIZED USES OF TOURIST DEVELOPMENT GRANT FUNDS:**

The following are the types of expenses that the Tourist Development Grant Funds may be used for:

Required insurance for the event.

Advertisements promoting the special event; television, radio, newspaper, internet and magazines outside of Putnam County.

Design and printing of promotional materials that are used for out of county promotion of event.

Postage to mail event promotional materials out of county.

**You are encouraged to purchase products and services from Putnam County vendors.** If cannot be found locally or if a significant price difference necessitates out of county purchase, please contact Laura Pavlus or Kimberly Morgan at 386-328-1503.

#### **FUNDS MAY NOT BE USED FOR:**

Prize money, scholarships, awards, plaques, or certificates.

Projects, which are restricted to private or exclusive participation.

Private entertainment, food, and beverage.

Annual operating expenditures not directly related to the project or event.

Consulting services: i.e., legal, medical, engineering, accounting, auditing, planning.

Salaries or supplements to salaries for existing or future staff, employment of personnel for administration of project.

Travel Expenses.

Real property or capital improvements to any facilities.

Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.

Interest or reduction of deficits and loans.

Expenses incurred or obligated prior to or after the grant project period.

Operating expenses of the event such as a field or facility rental, tents, etc.

Advertising and promotional materials distributed at or after the event.

The cost of applying for the grant.

The cost of resale items; i.e., t-shirts, maps and novelty items that will be sold at a profit.

Performance fees.

Alcoholic Beverages.

Payment for goods or services purchased for other events.

### **FINAL INSTRUCTIONS FOR REIMBURSEMENT**

(Funding is made after event and is contingent upon submission of all required documentation.)

1. If event does not take place on the **date and at the venue approved** by the TDC, applicant must come back to the TDC Council (prior to event) for funding approval on changes.
2. No expenses for which you are requesting reimbursement from a grant award can be incurred prior to TDC and County Commission approval of the event or project funding.
3. All expenses for goods and services must be incurred and received within the fiscal year of your grant award.
4. All invoices and final reports (which include registration, attendance roster (if applicable) and post event survey (attached) must be submitted together to the TDC c/o Putnam County Chamber of Commerce within thirty days after the event or completion of the project for which the grant has been awarded. If the event or project takes place in the month of September all documentation and invoices must be presented to the Chamber prior to October 1<sup>st</sup>.
5. All invoices must be marked paid in full by the vendor and accompanied by a copy, front and back, of the canceled check, paid credit card statement or online payment statement that clearly shows vendor name, date and amount.
6. A tear sheet or copy of all printed products must accompany all invoices for advertising and printing expenses. You must submit each ad tear sheet (even if the same ad) for every issue of each publication it runs in.
7. The Putnam County Tourist Development Council logo **must** appear on all advertising, printing, and signs for which the awarded funds are being used. Color and black & white logos available. If radio advertising is used, the Putnam County Tourist Development Council must be mentioned in the advertisement.



# FESTIVAL/ EVENT GRANT FORM

Event Name \_\_\_\_\_

Host Organization \_\_\_\_\_

Federal Tax Identification Number \_\_\_\_\_

Date(s) of Event \_\_\_\_\_ Start & End Times \_\_\_\_\_  
(each day)

Location \_\_\_\_\_

Have you secured facility(ies)? \_\_\_\_\_

Completed facility application (if any)? \_\_\_\_\_

Primary Contact Person \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Address for  
Reimbursement \_\_\_\_\_

Secondary Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Organization or Event Website \_\_\_\_\_

**Amount Requested \$** \_\_\_\_\_

If entire request cannot be funded, can the event be restructured for less funding \_\_\_\_\_

Description of Event  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Projected # of out of county visitors \_\_\_\_\_

Description of secured media coverage (Please indicate which media has committed to providing coverage and media coverage for which you are paying a fee)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## EVENT EXPENSES

	In-Kind	Cash	TDC grant funds
Insurance			
Rentals			
Advertisements			
Other Marketing/Promotions			
Printing			
Equipment			
Postage			
Food			
Admin costs			
Services			
Other expenses (please itemize below)			
Sub-Totals	\$	\$	\$
	TOTAL EXPENSES		\$

EVENT INCOME

	In-Kind	Cash
Vendor Fees		
Admissions/Ticket Sales		
TDC Grant		
Other Grants		
Sponsorships		
Merchandise Sales		
Other income (please itemize below)		
Sub-Totals	\$	\$
	TOTAL INCOME	\$

**PUTNAM COUNTY TOURIST DEVELOPMENT COUNCIL POST EVENT SURVEY**

(THIS FORM MUST BE COMPLETED AND SUBMITTED WITH YOUR REQUEST FOR REIMBURSEMENT AFTER THE EVENT HAS OCCURRED)

EVENT NAME: \_\_\_\_\_

REPORTING DATE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

1. What was the total number of participants/attendees? \_\_\_\_\_

2. Can you estimate how many overnight stays your event produced?

\_\_\_\_\_

3. How many participants and attendees were from outside of Putnam County? \_\_\_\_\_

4. How were the advertising, marketing or public relations efforts measured? \_\_\_\_\_

\_\_\_\_\_

5. What was your total out-of-county marketing/advertising budget? \_\_\_\_\_

6. What were the results (i.e., how many people/media inquired about the event, where did they hear about it, etc.)? \_\_\_\_\_

\_\_\_\_\_

•Please attach any post event research, survey or housing/registration list for this event.  
(*Sample visitor survey attached*)

**Local Special Event Visitor Survey** (This form is not required for reimbursement but is appreciated as it provides valuable information for the future of tourism in Putnam County)

1. What is your zip code: \_\_\_\_\_

2. How many are in your visiting party: \_\_\_\_\_

3. What was the PRIMARY reason for visiting PUTNAM COUNTY: \_\_\_\_\_

1-This event    2-Vacation    3-Visit Friends/Relatives    4-Business    5-Other

4. How did you travel to Putnam County: \_\_\_\_\_

1- Vehicle    2-Train    3- Bus    4-Other

5. How many nights did you stay in Putnam County:

#Nights \_\_\_\_\_    Day Trip Only \_\_\_\_\_

6. Where are you staying in Putnam County:

1-Hotel/Motel    2-Vacation Rental    3-Friends/Relatives    4-Bed & Breakfast

5-Campground    6-Other    7- Name of Accommodation \_\_\_\_\_

7. How much did you spend on average per day in Putnam County? Circle one

\$0-25    \$26-50    \$51-75    \$76-100    \$101-125    \$126-150    \$151-and up

8. What activities did you participate in while in Putnam County? Circle all that apply

1-Nature based tourism    3- Fishing/Boating    4- Dining Out

5-Arts/Culture    6- Sports    7-Other

9. How did you find out about our event? Circle all that apply

1- Newspaper Ad    2- TV/Radio    3- Website    4- Social Media

5- Word-of-Mouth    6- Magazine    7- Returning Visitor    8- Other

Optional Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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