III. a

SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL

Tourism Grant Guidelines

C/O Sumter County Board of County Commissioners
Financial Services Department
7375 Powell Road
Wildwood, FL 34785
Phone: (352) 689-4435
Fax: 352-689-4436

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MEMBERS OF THE TOURIST DEVELOPMENT COUNCIL

Member Name	Sector	Term
Chairman Doug Gilpin	Sumter County Board of County Commissioners	11/01/2006 – 11/01/2010
Brett Hage	Tourist Industry	04/27/2010 - 11/01/2010
Bob Hunt	RV/Motel Owner	11/27/2007 – 11/01/2010
Robbie Kellum	RV/Motel Owner	04/28/2009 – 11/01/2012
Steve Lind	RV/Motel Owner	11/01/2008 – 11/01/2012
Warren Maddox	At Large	10/17/2006 – 11/01/2010
Dan McCormic	Tourist Industry	10/17/2006 – 11/01/2010
Robby Strickland	At Large	01/12/2009 – 11/01/2012
Doug Tharp	Tourist Industry	01/13/2009 – 11/01/2012

TOURIST DEVELOPMENT TAX

OBJECTIVE

The Sumter County Tourist Development Council endeavors to support local organizations in their effort to develop and promote an event by making available special grant funding, provided that the organization has met the requirements of the Application and Reimbursement process.

LEGISLATIVE AUTHORITY / TDC HISTORY

The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) 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. In response to this need, the voters of Sumter County approved in 2005, a two (2%) percent tourist development tax on transient rental accommodations. A Tourist Development Council (hereinafter referred to as "TDC") was also created as an advisory Council to the Sumter County Board of County Commissioners (BOCC) in planning ways in which to use the revenue received through the tourist development tax, based on statutory guidelines.

REVENUES

Tourist Development Tax revenues are generated by overnight guests staying in Sumter County RV parks/campgrounds, hotels, motels and condominiums. As a rule, any short term lodging of six months or less is subject to the two percent tax in addition to Sumter County's sales tax. Collections are received through the Florida Department of Revenue and returned to the County on a monthly basis for the County's use. Sumter County places this revenue in a special Tourist Development fund.

USE OF REVENUES

Florida law outlines the proper use of these tax funds. Funds will be allocated as follows:

60% of the annual budget for the following combined categories

SPONSORSHIPS - Major events staged in the county that attract large numbers of visitors from outside the county. Examples would include National and international events or concerts.

SPECIAL EVENTS - One day and multi day events sponsored by non-profit Sumter County base organizations, which are open to the Public such as festivals, art shows and historical events. An examples would be the Dade Battlefield Reenactment.

EVENTS - Organized tournaments and events that bring participants from outside the county. An example would be the Dixie Youth World Series.

ADVERTISING AND PROMOTION - Placement of advertisements and co-op advertising at intra-state, state or county level in magazines, newspapers, radio, ECT. Development and placement of printed publications, brochures, rack cards, web sites, kiosk systems, tourism trade shows, billboards and any type of advertising opportunities for Sumter County. An example would be for general tourism promotion.

40% of the annual budget for the following category

CAPITAL IMPROVEMENTS - Projects within the county to establish new or refurbish existing facilities for recreational activities, cultural events and performances within Sumter County.

Please read this document carefully. Incomplete or incorrect applications will be returned. Applicants are required to direct all questions regarding their request for funding to the BOCC Financial Services Department, c/o the Sumter County Board of County Commissioners at phone number (352) 689-4435.

SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL
TOURIST DEVELOPMENT FUND GRANT REQUEST

- **PURPOSE** - The Sumter County Tourist Development Council (TDC) was established to promote tourism and attract tourists to Sumter County. As such, the TDC allocates a portion of the tourist development tax revenue for grants to support 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 Sumter County, bring substantial numbers of tourists/visitors to the County and promote overnight bed stays within the County. Tourism Development funds must be matched with other funding sources and must not be the sole source of income.

- **GRANT FUNDS** - TDC grants are intended to assist an organization with event startup costs, not supplant it. Organizations are encouraged to become self-sufficient after a period of three years. If an organization received funds for a period of three years, funding levels will be decreased by 50% each year thereafter; however, the Board of County Commissioners has the final discretion regarding this policy and may waive this requirement on a case by case basis.

- Representatives of the Organization submitting an application for grant funds will be invited to make a personal presentation at the Sumter County TDC meeting as scheduled on Page 5.

- If recommended for funding, the Organization Official indicated on the grant application will be notified. The Organization Official will be required to sign an "Acceptance of Funding" form, assuring the TDC that they understand the advertising requirements and the reimbursement process. If the "Acceptance for Funding Form" is not signed and followed, reimbursement will not be authorized.

- Upon grant funding approval by the BOCC, a Purchase Order will be issued. Grant expenditures cannot be made until the Purchase Order is approved by the Sumter County Board of County Commissioners. Upon approval, the Financial Services Department will email the applicant a copy of the approved Purchase Order.

- It is the responsibility of the Applicant, if approved, to make sure any reimbursement requests are submitted to the Financial Services Department, Sumter County Board of County Commissioners within forty-five (45) days after the approved event. All supporting and required documentation shall accompany the reimbursement request; otherwise, it will be deemed ineligible for reimbursement.

Sumter County
Tourist Development Council
Submittal and Meeting Schedule
Fiscal Year 2010-2011

Meeting dates, times and locations are subject to change and will be noticed in accordance with Florida Statutes.

Funding Cycle	Application Submittal Deadline Date	TDC Meeting Date	SCBOCC Meeting Date
1	October 8, 2010	October 28, 2010	November 9, 2010
2	December 3, 2010	January 6, 2011	January 25, 2011
3	March 4, 2011	April 7, 2011	April 26, 2011
4	June 3, 2011	July 7, 2011	July 26, 2011

Application Deadline

- **Completed applications must be received no later than 4:00pm** Eastern Standard Time (EST) on the Application Submittal Deadline date noted above to be considered in that cycle. Applications may be emailed to TDCadmin@sumtercountyfl.gov, mailed or brought in person to the Sumter County Board of County Commissioners offices located at The Villages Sumter County Service Center, 7375 Powell Road, Second Floor, Wildwood, FL 34785.
- **Applications failing to meet the deadline will not be considered** for funding in that cycle and will be returned to the sponsoring organization. Applicants missing the deadline may reapply during the next funding cycle.
- All application submittals will be reviewed by the BOCC Financial Services Department to determine the application package is complete, basic eligibility has been met, and applicant conforms to requirements as listed in Section 125.0104, Florida Statutes.

DEADLINES ARE STRICTLY ADHERED TO. THE OFFICIAL TIME WILL BE THE US NAVAL OBSERVATORY MASTER CLOCK TIME http://tycho.usno.navy.mil/simpletime.html. **A DATED POSTMARK WILL NOT BE ACCEPTED AS ACTUAL RECEIPT.**

Oral Presentations

- Presentations by applicants may be given on the TDC Meeting Date corresponding to the applicable Funding Cycle Date followed by a question and answer period. As the TDC may have questions of the applicant, it is advised an organization representative be available during the meeting.
- Presentation appointments may be scheduled with the BOCC Financial Services Department during the two weeks following the Application Submittal Deadline Date. Appointments will be scheduled on a first-come, first-served basis.

At the applicable TDC meeting (see Submittal and Meeting Schedule), the TDC will meet to evaluate each application to determine what economic value, if any, the event provides to Sumter County. Only requests having **a substantial economic impact** on the County by promoting tourism and creating overnight stays will receive further consideration.

The Sumter County Board of County Commissioners, at its discretion, may approve or reject any application regardless of recommendations by the TDC.

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.

FINANCIAL GUIDELINES

Tourist Development Tax grants will provide funds for up to 50% of the budget for the total costs of an approved event, up to a maximum amount recommended by the Tourist Development Council and approved by the Sumter County Board of County Commissioners.

Applicants must provide 50% cash match, or 25% cash match and 25% in-kind match of the budget for the total cost of an approved event. Examples of in-kind match are: donated goods and services, facilities, etc.

Grant funds will be dispersed only after the grant agreement has been fully executed by all parties. The recipient of the grant is to return the signed contract to the BOCC Financial Services Department within 45 calendar days of the Sumter County BOCC approval. Failure to do so within this time period will serve as a withdrawal from the funding process. Award notifications will be made to the Organization Official via the email contact address provided in the application. The proposed notification date will be the next business day following the BOCC giving final approval to fund the event.

Any exceptions to the contract language must be submitted with the application. The Sumter County BOCC is under no obligation to honor request for exceptions and may reject a grant and not provide funding if the exception is not, in the sole opinion of the County, in its best interests.

Grant funds must be expended only on items allowed under Florida Statutes 125.0104 and in the grant fund application. Changes prior to the date of the event, such as date or location will require a written recommendation from the TDC Chairman and may require approval by the Sumter County BOCC and amendment to the grant agreement as well. Changes to the budget after the grant agreement has been executed will require authorization by the Sumter County BOCC.

Any payment made that is later determined not to be an authorized expenditure or not to be properly matched during the performance of the grant agreement shall be due and returned to the County.

NOTE: Tourist Development funds may not be used for activities that reimburse the organization for expenditures incurred prior to the notification of approval of the grant request by the Board of County Commissioners. All applicants should wait until final approval by the BOCC and notification by the BOCC Financial Services Department that their grant was approved.

- Grant Request For Funds (Exhibit D) that are submitted to the BOCC Financial Services Department will usually be available to the applicant by the Friday of the following week after 3:00 p.m. For example: funding reimbursement requests submitted to Finance Monday, January 2nd will normally be available Friday, January 13th.
  NOTE: Dates are not actual and are for illustrative purposes only.

- Processing delays may occur, due to circumstances that may be beyond staffs control and checks may not be available until the following Friday. Grant recipients, if picking up a check, should call ahead to verify the check is ready. Neither the TDC nor the BOCC is responsible for expenditures incurred prior to the applicant organization's funding approval or availability of funds.

- **PAYMENT WILL ONLY BE MADE TO THE ORGANIZATION RECEIVING THE GRANT. NO PAYMENTS WILL BE MADE DIRECTLY TO VENDORS OR INDIVIDUALS.**

EVENT MONITORING

The Sumter County Board of County Commissioners may designate staff as necessary to attend any and all events to ensure compliance with grant requirements. Any member of the Tourist Development Council may also monitor events or activities.

All grant recipients are required to maintain complete and accurate accounting and project records for the event.

All funds granted shall be subject to audit by the BOCC Financial Services Department. All documentation submitted to the County shall become public records and governed as such by Chapter 119, Florida Statutes.

All organizations must accomplish what was presented and set forth in the grant agreement. If for any reason the requirements of the grant agreement have not been met, the County has the right to withhold any payment and/or terminate this grant agreement.

ADVERTISING GUIDELINES

All promotional and advertising materials must be reviewed by BOCC staff prior to publishing and advertisement.

1) Grantee Website
   a) Your organization's event website must provide a link to the Sumter County website at: www.sumtercountyfl.gov.
   b) Sites not containing link to County's website will be deemed as not meeting these requirements and will not be eligible for reimbursement.
2) Printed
   a) All grantees must show on printed materials: the Sumter County logo plus, "This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council."
   b) Advertisements not meeting these requirements will not be eligible for reimbursement.
3) Audio
   a) All audio advertising must include verbal "This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council. For more information on Sumter County, visit www.sumtercountyfl.gov."
   b) Audio Advertising not meeting these requirements will not be eligible for reimbursement.
4) Video
   a) All video advertising must display video credit with the Sumter County logo plus, "This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council." For more information on Sumter County, visit www.sumtercountyfl.gov.
   b) Video Advertising not meeting these requirements will not be eligible for reimbursement.

All promotional and advertising materials must be provided as additional information to the Financial Services Department in the form of a printed script / proof of publication notice, audio clip and / or video clip and / or on a CD.

FUNDING ELIGIBILITY

To be eligible for funding consideration, organizations must meet the following:

1) **ALL EVENTS, PERFORMANCES OR PROGRAMS RECOMMENDED BY THE TDC MUST BE OPEN AND ACCESSIBLE TO THE GENERAL PUBLIC**
   Events, performances or programs 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 Sumter County.

2) **THE EVENT BENEFITS SUMTER COUNTY.**
   Events, performances or programs must take place in Sumter County. If these events, performances or programs are to be used for fund raising purposes, profits must go exclusively to programs that benefit Sumter County residents or charities.

3) **ORGANIZATION MUST BE A NOT-FOR-PROFIT ORGANIZATION QUALIFIED TO DO BUSINESS IN FLORIDA.**
   a) Your organization must be legally incorporated in Florida.
   b) Your organization must be recognized as a tax-exempt organization by the IRS under the Internal Revenue Code, Section 501c, and subsections 3, 4, 5, 6 or 7.
   c) A copy of the most recent IRS determination letter must be provided to confirm your organization's federal tax-exempt status.
   d) In addition to having the IRS not-for-profit status, organizations that are not Florida Corporations must qualify with the Florida Department of State to do business in Florida.
   e) All organizations must have a bank checking account.

4) **PUBLIC SCHOOLS OR OTHER GOVERNMENT ORGANIZATION ARE ALSO ELIGIBLE.**
   a) Public schools or other municipal/county government organizations within Sumter County.

There are no guarantees that all applicants will be awarded funding. Even though a project may qualify, limited funds may not allow all projects to receive assistance. All decisions regarding the award of grant funds are at the sole discretion of the Sumter County Board of County Commissioners, following recommendations of the Tourist Development Council.

GUIDELINES FOR USE OF TOURIST DEVELOPMENT FUNDS

GUIDELINES FOR FUNDING:

1) Support new or ongoing projects which meet criteria as outlined herein.

2) To the maximum extent possible, funds set aside for grants shall be made available for activities that promote tourism throughout the entire county and result in overnight stays, where feasible.

ELIGIBLE USE OF FUNDS:

The following are examples of how tourist development funds **may** be used to promote tourism in the county:

1) Advertisement and promotion for convention centers, sports stadiums, coliseums, auditoriums, or museums, including television, radio, newspapers, magazines, multi-media, billboards and signage (must be published primarily outside Sumter County).
2) Construction, extension, enlargement, remodeling, repair and/or improvements for convention centers, sports stadiums, coliseums, auditoriums, or museums
3) Maintenance and operating expenses for convention centers, sports stadiums, coliseums, auditoriums, or museums
4) Any other appropriate expense allowable under Section 125.0104, Florida Statutes
5) Promotional expenses in conjunction with an event to increase the awareness of Sumter County outside this area. All printed promotional or related material must contain the following " **This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council."**
6) 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: **"This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council."**

INELIGIBLE USES

The following are examples of how tourist development funds **may not** be used:

1) Annual operating expenditures not directly related to the project or event.
2) Legal, medical, engineering, accounting, auditing, planning feasibility studies or other consulting services.
3) Salaries or supplements to salaries for existing or future staff, or employment of personnel not directly related to the project or event.
4) Real property or capital improvements to privately owned facilities.
5) Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
6) Interest reduction of deficits or loans.
7) Expenses incurred or obligated prior to or after the grant project period.
8) Prize money, scholarships, awards, plaques, T-shirts, uniforms or certificates.
9) Travel not associated directly with project.
10) Projects which are restricted to private or exclusive participation.
11) Private entertainment, food and beverages.
12) Expenses to fund other events not recommended by the TDC or approved by the Sumter County BOCC.

FUNDING AWARD LEVELS

The goal of the Tourism Development Committee is to endorse and recommend quality events and projects that will ultimately increase tourism within Sumter County. To achieve that goal, grant applications received will be evaluated based on the impact that the event or project may have on tourism.

Events producing Room Nights within Sumter County will receive a higher ranking (i.e. local hotel, RV park, etc.). Events that do not produce Room Nights are still eligible for grant funds and will be scored according to the event's applicable Impact Ranking category as determined by the TDC.

Category	Impact Ranking	Estimated Room Nights Produced	Eligible Grant Amount
5	Maximum Impact	Over 100	Based on request as recommended by TDC
4	Significant Impact	76-100	$2,001 - $5,000
3	Average Impact	51-75	$1,001 - $2,000
2	Marginal Impact	25-50	$501-$1,000
1	No Apparent Impact	Less than 25	$0 - $500

Instructions for Determining Eligible Grant Amount

1. This table is used in conjunction with the Scoring Form for Allocation of Grant Funds on page 11 and the Evaluation Criteria on page 12 to determine the level of funding within each category.
2. Determine the Estimated Number of Room Nights from the second column.
3. Once the estimated number of Room Nights is known, the third column will provide the range of funding for which the organization is eligible.
4. The TDC will review the application and complete the Scoring Form based on the impact the event will have on the community. Based on the total score, the organization is eligible to receive the percentage of the eligible grant amount allowed under that category.
5. For example, if an organization estimates 90 Room Nights, the eligible grant funding ranges from $2,001 to $5,000. If the total score falls within the 30 < 40 point range, the TDC may recommend this award up to 75% of the maximum Eligible Grant Amount reflected in Category 4 of the Funding Award Level table on page 10.
6. If Room Nights cannot be generated, the TDC may recommend that BOCC fund the organization based on its impact on the economy of Sumter County using the Evaluation Criteria on page 12 of this document.

NOTE: If a grant has been received by an organization for three (3) consecutive years, the TDC will recommend reducing funding by 50% each year thereafter until the organization becomes self-sufficient.

(TDC USE ONLY)

SCORING FORM FOR
ALLOCATION OF GRANT FUNDS

_____ 1. Does the event occur during low occupancy months April through October? *1 point max*

_____ 2. Estimated amount of Tourist Development Tax to be generated by event (Refer to the figure generated for question Letter I of the application).

$100 - $200 = 3 points *$201 - $400 = 5 points*
$401 - $600 = 7 points *$601 - $800 = 10 points*
$801 - $1,000 = 13 points *$1,001 - $1,200 = 17 points*
$1,201 - $1,400 = 21 points *$1,401 and above = 35 points*

_____ 3. Has this event been funded by Tourist Development Funds more than once?

5 times = 0 points *4 times = 1 point* *3 times = 3 points*
2 times = 4 points *First Time Event = 5 points*

_____ 4. Does the event schedule include a formalized breakfast, lunch, or dinner at a local restaurant or catered by local business? *1 point max*

_____ 5. Does the event schedule include attendance at any of the following: local concert; local nature based activity, historical site/setting, as indicated in itinerary or schedule? *2 points max*

_____ 6. Email announcing the event sent to potential attendees (TDCadmin@sumtercountyfl.gov must be copied for verification)

0 attendees = 0 points *1-25 attendees = 1 point* *26-50 attendees = 2 points*
51-100 attendees = 3 points *Over 100 attendees = 4 points*

_____ 7. Is visiting a Sumter County attraction (referenced in item U of the application) included on event agenda. *1 point max*

_____ 8. Are local vendors used for advertising, promotions, printing or other goods and services necessary for the event? *1 point max*

_____ 9. Is the event properly located with emphasis on adequate infrastructure? (parking, restroom facilities, trash bins, etc.)? *1 point max*

_____ 10. Event incorporates environmental /social enhancements? *2 points max*

_____ 11. Is this a certified small minority business? *2 points max*

_____ 12. Evaluator's determination as to the benefit of the proposed event: On a scale of 0 to 5 with five (5) providing the most benefit to Sumter County and zero (0) being no benefit to Sumter County, rate the benefit of the proposed event to Sumter County.

_____ 13. If the event is profitable, will organization return all or a portion of the profits to the BOCC for use on future tourism projects? *2 points max*

_____ **Total Points Awarded**

Percentage of eligible grant amount: 40 or more points = 100% 30 < 40 points = 75%
20 < 30 points = 50% < 20 points = 0%

If any of the ranking criteria are stated in application, failure to follow through will result in 10% reduction of award.

EVALUATION CRITERIA

The following guidelines will apply.

The TDC will meet to review applications to determine if they meet the following criteria:

1) COMMITMENT TO THE EXPANSION OF TOURISM IN SUMTER COUNTY (50%)
Evidence that the project;

a) Serves to attract out-of-county visitors and generate hotel, motel, and/or campground rentals — OVERNIGHT STAYS. In locations where hotels do not exist, the organization must make every effort to encourage those participating in the event to stay overnight in Sumter County. If overnight stays cannot be generated, the organization must document this by explaining efforts to encourage overnight stays. The TDC may recommend funding from the TDC's marketing category by assisting to directly market the event.
b) Will be marketed to the fullest extent possible in an effective manner.
c) Will offer cultural and entertainment events to county residents and tourists.
d) Demonstrates a willingness of the organizers to work with the tourism industry.
e) Will be able to provide self-funding in subsequent years. After three (3) consecutive years funding is reduced by 50% so the organization may become self-sufficient. The TDC may recommend to the BOCC, flexibility to allow additional time.
f) Will have an economic impact on the County and the community. This will be evaluated when determining the grant amount.

2) SOUNDNESS OF PROPOSED PROJECT (25%)

a) The extent to which the project:
b) Has clearly identified objectives;
c) Has assigned responsibilities and accountability;
d) Has a realistic timetable for implementation;
e) Has additional funding sources available that will be utilized;
f) Will accomplish its stated objective;
g) Has widespread community support and interest.

3) QUALITY AND UNIQUENESS OF PROPOSED PROJECT (15%)
Extent to which the activity provides a benefit to Sumter County, its tourists and residents which is of significant merit and that, without such assistance, would not take place in the county.

4) STABILITY AND MANAGEMENT CAPACITY (10%)

a) Proven record or demonstrated capacity of the organization to develop resources, effectively plan, organize and implement the proposed project;
b) The organization has a successful history of service in and to Sumter County;
c) Ability of the organization to administer public grants of this type, and to prepare and deliver the necessary progress reports to the TDC,
d) If a previous applicant, have reporting requirements been submitted in a timely manner.

REPORTING REQUIREMENTS

STATUS REPORTS

Event History Status Report: A preliminary event status report is due at the time of submission of the application indicating an overall status of the event and revenue generated to Sumter County to date. (Form Attached – Exhibit "A" Page 25)

Final Status Report: Within forty-five (45) days of the completion of the activity or event that promotes tourism within Sumter County, the grantee must summarize its efforts by providing the following information:

- A brief narration of the event.
- An evaluation of the economic impact the event had on Sumter County.
- Include a breakdown of what lodging facilities were utilized and the rate and number of room nights generated by the event (copies of letters from the lodging facilities verifying room nights and rate shall be attached), any local attractions that were visited as part of the event, and local restaurants or businesses utilized as part of the event.
- Photographs, if any, of the event.
- Flyers, newspaper ads, brochures or marketing efforts utilized to attract tourists. This may include a list of radio stations, magazines, etc.
- Final estimated number of event participants.
- Room Night Certification Form — the organization must make every effort to obtain the number of overnight stays from local hotels within the county that housed those attending the event. This means that for events requiring registration, the grantee should make available a list of County hotels and encourage overnight stays. For those events that do not require registration, information should be provided during the event to encourage an overnight stay. After the event, the grantee will be required to request the hotel to provide information regarding the number of individuals residing at the hotel as a result of the event. (Form Attached – Exhibit "B" – Page 26)
- Completed Summary and Detail Funds Request forms.
- A financial statement listing all of the revenues received and expenses paid in the course of the event.

NOTE: IF THE EVENT RESULTS IN NO OVERNIGHT STAYS, OR FEW OVERNIGHT STAYS, THE GRANTEE MUST DOCUMENT ITS EFFORTS TO PROMOTE OVERNIGHT STAYS AND TOURISM.

REIMBURSEMENT PROCEDURES

REIMBURSEMENT OF EXPENDITURES

The event must not begin until after grant is awarded and "Acceptance of Funds" form is signed and returned to the BOCC Financial Services Department.
(Form Attached – Exhibit "C" Page 27)

REIMBURSEMENT PROCEDURES

- A Request for Funds Form (Attached - Exhibit "D" Page 28) must be completed on a reimbursement basis only and made after proof of paid invoices are presented and submitted to the BOCC Financial Services Department for interim draws and for final payment. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application.

- Payment is on a reimbursement basis and proof of paid invoices, tear sheets of ads, copies of programs, schedule of the airing of audio and video advertisements, copy of canceled check (front and back), must be provided to prior to payment of grant funds to the organization. Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments.

- The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date or company name. A tear sheet is required for each ad for each day or month of publication. A proof of an advertisement will not be accepted.

- Grantees are encouraged to submit Requests for Reimbursement at least quarterly to avoid year-end deadlines.

- Organization representative must complete final report for submission to TDC and the BOCC. Final report and request for funds is due within forty-five (45) days of the close of the event.

- Organization is responsible to make sure reimbursement requests are submitted to the BOCC Financial Services Department within forty-five (45) days after end of event. Requests received after that date will not be reimbursed. This is your responsibility and no reminder notices will be sent from the BOCC or the TDC offices.

If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. No advanced payment of expenses by the County is authorized.

If tourist development tax funds become inadequate to fund all or part of a Tourist Development grant, the County reserves the right to reduce funding to a grantee accordingly.

GENERAL DEFINITIONS

- ACCOMMODATORS – Hotel, Motel, Bed and Breakfast, Campground, Resort, Vacation Rental, etc…
- ADVERTISING: The action of calling something to the attention of the public, especially by paid announcements.
- BOCC – Sumter County Board of County Commissioners.
- BOCC FINANCIAL SERVICES DEPARTMENT – Department within the BOCC that handles the administration of the Tourist Development Council.
- EVENT – The special event for which grant funds are being requested. This term may be used interchangeably with "project" in this document.
- FUNDING CYCLE: The funding cycle is October 1 through September 30.
- GRANTEE – Organization receiving the grant funds.
- TDC – Sumter County Tourist Development Council
- TDC CHAIRPERSON - Tourist Development Council Chairperson.
- PROJECT – Tourism project for which grant funds are being requested. This term may be used interchangeably with "event" in this document.
- PROMOTION: The furtherance of the acceptance of an event / project through advertising and publicity.
- PUBLICITY: The dissemination of information or promotional material; paid advertising.
- TOURIST: 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 as described in Florida Statute 125.0104.

SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL
GRANT APPLICATION FORM AND INSTRUCTIONS

For consideration by the Sumter County Tourist Development Council, please make sure your application is filled out completely and accompanied by the following information. If any item is not applicable, indicate N/A over the checkbox.

- ☐ Articles of Incorporation (except government entities);
- ☐ Letter of non-profit tax-exempt status as well as completed IRS **Form 990** Return of Organization Exempt from Income Tax
- ☐ IRS **Form W-9 Request for Taxpayer Identification Number and Certification**
- ☐ TDC Final or Interim Report (for previous TDC grantees only);
- ☐ Written authorization on official organization letterhead for AUTHORIZED AGENT to act on behalf of Applicant;
- ☐ Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- ☐ Sponsorship package;
- ☐ Complete project event budget;
- ☐ Three support documents (letter of recommendation, programs, brochures, media articles, etc.);
- ☐ Capital Improvement Projects must include a draft diagram of the project and include any specifics that will assist the TDC and BOCC in the approval process. All Capital Improvement Projects must meet all zoning and permitting regulations including applicable architectural and engineering requirements.
- ☐ All written agreements involving media, hotels/motels and venue contracts/leases.

Please submit your application in a format using dividers or tabs for the items outlined above along with this form. When completed, please be sure to mail sixteen **(16)** fully completed Application Form Packets **(one signed/stamped original and fifteen copies)** with **attachments** along with all items on the checklist to:

Sumter County Tourist Development Council
C/O Sumter County Board of County Commissioners
Financial Services Department
7375 Powell Road
Wildwood, FL 34785
Phone: (352) 689-4435
Fax: 352-689-4436

SUMTER COUNTY
TOURIST DEVELOPMENT GRANT APPLICATION

A. Event Name: _____

B. Sponsoring Organization: _____

Mailing Address: _____

_____

_____

E-mail address_____

C. Organization Official/Title (President, Director, etc.)
Signature_____

Title _____

Telephone (work) _____ (home/cell) _____

D. Who will be in charge of this event? _____
Phone (work) _____ (home/cell) _____

E-mail address _____

E. Who will be financially responsible for this event?

Name: _____

Title: _____

Phone (work) _____ (home/cell) _____

E-mail address _____

F. Describe the event: _____

_____

_____

_____

_____

_____

_____

G. Location of event: _____

H. Date and times of event: _____

I. Total room dollars expected to be generated this event:

Total Rooms ____ X the number of nights ____ X the average room rate = Total Dollars $_____.

J. Amount of Tourist Development Tax generated by this event:

Total Dollars from I. above $_____ X .02 = $ _____.

K. Estimate of the total economic impact of the event on the County:

_____

_____

L. How many years has this event existed? _____

M. Has the event received Tourist Development Tax funds in the past?

Yes _____ No_____

If yes, what year(s) _____and amount(s) _____.

N. Is this the first time this event has been held in Sumter County, Florida?

Yes _____
No _____ if no, when was the last time it was held in Sumter County? _____.

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

_____
_____
_____
_____
_____
_____
_____

P. For recurring events, please provide the following past two years information regarding this event:

	Year 1	Year 2
Month/Year	_____	_____
City	_____	_____
Lodging Facility	_____	_____
Verifiable Room Nights	_____	_____

Note: Attach clippings or copies of newspaper, magazine, or professional periodicals showing coverage of event(s), which may be beneficial to the TDC in making its recommendation. Also give a description of television, radio, or other coverage received.

_____
_____
_____

Q. Estimated number of attendees staying overnight for proposed event _____.

R. Have you reserved rooms at a lodging facility?

Yes____ No____

If yes, Name of Facility _____

Number of rooms reserved _____

Lodging Facility room rate $_____

S. Who will be in charge of the Lodging Facility arrangements? _____

How will this be handled? For example: A. Block of rooms held and rooms are assigned by the host organization; B. Individuals will make their own arrangements; C. Other.

Explain_____

_____

_____

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

_____

_____

_____

U. Are any local attractions being included in the itinerary for this event such as: (Attach documentation supporting this information. An Email blast to attendees highlighting local attractions will be acceptable. (TDCadmin@sumtercountyfl.gov must be copied on email to verify.) Attendance at one of the below must be included in agenda of the proposed event to be eligible. Failure to place added attractions in the event agenda may result in reduced award.)

_____ Attend a local play, concert, or dance performance

_____ Visit a local nature based activity (i.e. Dade Battlefield Nature Trails, etc.)

_____ Visit local historical settings (i.e. Federal Cemetery, Dade Battlefield, Etc.)

_____ Other_____

V. Are local businesses being used during the production of this event (i.e. printing, catering, etc.)? Explain:

_____

_____

_____

W. Does this event incorporate activities that add to the environment such as landscaping (plant trees, shrubs, flowers, or liter pickup, etc.) or any other socially charitable contribution (table arrangements to local hospitals or care centers, financial donation to local charitable organization, etc.)? This item must be included on the agenda to be accepted.
Explain:

_____

_____

_____

X. Is the sponsoring organization a certified small minority business within its state of jurisdiction? If so indicate the state in which it is certified and include either the website to verify the certification or a copy of the certification.

No _____ Yes _____ State of Certification _____

Y. How did you learn about the Sumter County Tourist Development Tax Grant Program?

_____ Newspaper (which newspaper? _____)

_____ Magazine (which magazine? _____)

_____ Word of mouth

_____ Former grant applicant

_____ Other _____

Describe the marketing Plan for event. Include Promotional/Advertising plans for both in and out of county (use additional sheets).

_____

_____

_____

_____

_____

Z. If your event is profitable; would you be willing to return all or a portion of the grant to the Sumter County BOCC? Please explain your answer.

_____

_____

_____

_____

_____

ORGANIZATIONS MUST HAVE MATCHING FUNDS

Please check the appropriate match:

50% Tourist Development / 50% cash match _____

50% Tourist Development / 25% cash match / 25% in-kind match _____

If in-kind matching is used, specify type: _____

EVENT/PROJECT BUDGET OUTLINE

EVENT/PROJECT NAME _____

	Previous Year's Revenue & Expenses	**Current Projected Revenues & Expenses**
LIST ALL REVENUE		
Admissions	_____	_____
Concessions	_____	_____
Sponsorships	_____	_____
Booth Space	_____	_____
Advertising Revenue	_____	_____
Sale of Promotional Items	_____	_____
TDC Grant	_____	_____
Other: _____	_____	_____
Total Revenue	$_____	$_____
LIST ALL EXPENSES		
Administrative	_____	_____
Advertising/Promotions	_____	_____
Printing	_____	_____
Promotional Items	_____	_____
Concessions	_____	_____
Awards	_____	_____
Travel	_____	_____
Talent	_____	_____
Other: _____	_____	_____
Total Expenses	$_____	$_____
NET PROFIT/LOSS	$_____	$_____

PLEASE INCLUDE THE OVERALL EVENT BUDGET. UPON THE AWARD OF TOURIST DEVELOPMENT TAX GRANT FUNDS, A BREAKDOWN OF THE BUDGET BETWEEN TOURIST DEVELOPMENT FUNDS, CASH, AND IN-KIND EXPENDITURES WILL BE REQUIRED. BELOW IS AN EXAMPLE OF THE BREAKDOWN THAT WILL BE REQUIRED

EVENT BUDGET SUMMARY

Funding Sources other than requested from Tourist Development Tax Grant Program

Source:	Amount
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Total of other funding sources	_____

Please place a budget amount in each applicable box. In blank spaces provided, please add in any items that
will be included in complete
budget.

Organization:_____

Event:_____

Event Dates: _____

Official Signature: _____

	TOURIST DEVELOPMENT FUNDS	CASH	IN-KIND	TOTAL
PRINTING				
POSTAGE				
MEDIA/ADVERTISING/PROMOTION				
LOCAL TRANSPORTATION				
TRAVEL EXPENSES				
REGISTRATION				
RENTAL OF FACILITY				
List any other expenses below				
TOTAL				

APPLICATION CERTIFICATION

I have reviewed the TOURIST DEVELOPMENT TAX GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that the TDC/BOCC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC/BOCC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. All third parties are hereby put on notice that the TDC/BOCC will not be responsible for payment of any costs or debts for the event that are not paid by the grant application.

_____

Authorized Agent

_____ _____

Title Date

_____

Authorized Agent Signature

Form **W-9**
(Rev. December 2000)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give form to the requester. Do not send to the IRS.

Please print or type

Name (See Specific Instructions on page 2.)

Business name, if different from above. (See Specific Instructions on page 2.)

Check appropriate box: ☐ Individual/Sole proprietor ☐ Corporation ☐ Partnership ☐ Other ▶

Address (number, street, and apt. or suite no.)

Requester's name and address (optional)

City, state, and ZIP code

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. For individuals, this is your social security number (SSN). **However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 2.** For other entities, it is your employer identification number (EIN). If you do not have a number, see **How to get a TIN** on page 2.

Note: *If the account is in more than one name, see the chart on page 2 for guidelines on whose number to enter.*

Social security number

or

Employer identification number

List account number(s) here (optional)

Part II For U.S. Payees Exempt From Backup Withholding (See the instructions on page 2.)

▶

Part III Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 2.)

Sign Here Signature of U.S. person ▶ Date ▶

Purpose of Form

A person who is required to file an information return with the IRS must get your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to give your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify the TIN you are giving is correct (or you are waiting for a number to be issued),

2. Certify you are not subject to backup withholding, or

3. Claim exemption from backup withholding if you are a U.S. exempt payee.

If you are a foreign person, use the appropriate Form W-8. See Pub. 515, Withholding of Tax on Nonresident Aliens and Foreign Corporations.

Note: *If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.*

What is backup withholding? Persons making certain payments to you must withhold and pay to the IRS 31% of such payments under certain conditions. This is called "backup withholding." Payments that may be subject to backup withholding include interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

If you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return, payments you receive will not be subject to backup withholding. **Payments you receive will be subject to backup withholding if:**

1. You do not furnish your TIN to the requester, or

2. You do not certify your TIN when required (see the Part III instructions on page 2 for details), or

3. The IRS tells the requester that you furnished an incorrect TIN, or

4. The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or

5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See the Part II instructions and the separate **Instructions for the Requester of Form W-9.**

Penalties

Failure to furnish TIN. If you fail to furnish your correct TIN to a requester, you are subject to a penalty of $50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

Civil penalty for false information with respect to withholding. If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a $500 penalty.

Criminal penalty for falsifying information. Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

Misuse of TINs. If the requester discloses or uses TINs in violation of Federal law, the requester may be subject to civil and criminal penalties.

Cat. No. 10231X Form **W-9** (Rev. 12-2000)

EXHIBIT A
EVENT HISTORY STATUS REPORT

Event Name: _____

Organization: _____

Date: _____

Overall Status:

_____
_____
_____

Tourist Development Awarded Amount: _____

Revenue Amount Generated to Sumter County: _____

Date: _____

Overall Status:

_____
_____
_____

Tourist Development Awarded Amount: _____

Revenue Amount Generated to Sumter County: _____

Date: _____

Overall Status:

_____
_____
_____

Tourist Development Awarded Amount: _____

Revenue Amount Generated to Sumter County: _____

Please list the years from most recent to least recent. Ex.: 2009 first section, 2008 second section, etc.

EXHIBIT B
ROOM NIGHT CERTIFICATION

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Sumter County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location: _____

	TRACKED ROOM NIGHTS
ORGANIZATION NAME:	
EVENT NAME:	
DATE(S) OF EVENT:	
PAID ROOM NIGHTS:	

Please provide any comments:

_____
_____
_____
_____
_____

Hotel Representative
Signature: _____
I certify the organization/event listed above utilized the reported Room Nights.

Print Name: _____ Title: _____

Telephone Number: _____ Email: _____

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Financial Services Department at (352) 689-4435.

EXHIBIT C
ACCEPTANCE OF FUNDS

EVENT: _____

ORGANIZATION: _____

ADDRESS: _____

CONTACT PERSON: _____

PHONE NUMBER: _____

EMAIL: _____

ORIGINAL REQUEST AMOUNT FROM ORGANIZATION:

_____

RECOMMENDED AMOUNT FROM TOURIST DEVELOPMENT COMMITTEE:

_____

APPROVED AMOUNT FROM SUMTER COUNTY BOARD OF COUNTY COMMISSIONERS:

_____

AMOUNT OF FUNDS ACCEPTED BY REQUESTING ORGANIZATION:

_____

State of _____
County of _____

Acceptance of funds agreed upon by _____ (Organization Representative) on this _____ day of _____, 20__.

Representative Signature: _____
Personally Known or produced _____ as identification.

| | | Signature of Notary: _____
| | | Date: _____
| | |
| | |
(Notary Seal)

EXHIBIT D
REQUEST FOR FUNDS

EVENT NAME: _____

ORGANIZATION: _____

ADDRESS: _____

CONTACT PERSON: _____

REQUEST PERIOD FROM_____ TO _____

REQUEST# _____

( ) PARTIAL PAYMENT REQUEST ( ) FINAL PAYMENT REQUET

TOTAL CONTRACT AMOUNT $ _____

EXPENSE	BUDGET	REIMBURSEMENT REQUESTED
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTAL	_____	_____

NOTE: Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds. The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date, company or organizations name. A tear sheet is required for each ad for each day or month of publication. A proof of an ad will not be accepted.

Each additional request for payment subsequent to the first request, Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments. If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. Organizations receiving funding should take into consideration that it could take a maximum of forty-five 45 days for the County to process a check.

Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

SUMTER COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY

SUBJECT: Approve the Tourist Development Council - Tourism Grant Guidelines & Grant Application / Evaluation Packet (Staff recommends approval).

REQUESTED ACTION: **Approve Tourism Grant Guidelines & Grant Application / Evaluation Packet**

☐ Work Session (Report Only) **DATE OF MEETING:** 9/28/2010
☒ Regular Meeting ☐ Special Meeting

CONTRACT: ☒ N/A Vendor/Entity: _____
Effective Date: _____ Termination Date: _____
Managing Division / Dept: Budget & Purchasing Department

BUDGET IMPACT:
☐ Annual **FUNDING SOURCE:** _____
☐ Capital **EXPENDITURE ACCOUNT:** _____
☒ N/A

HISTORY/FACTS/ISSUES:
Effective October 1, 2010 the Financial Services Department (formerly the Budget & Purchasing Department) will be facilitating the Tourist Development Council (TDC) meetings and grant applications received from outside agencies.

All applications and funding are subject to review from the TDC. A recommendation from the TDC will be made to the Sumter County Board of County Commissioners for final approval of funding.

Attached is the Tourism Grant Application.