



HERNANDO COUNTY
TOURIST DEVELOPMENT COUNCIL
www.naturallyhernando.org
352-754-4405 Fax: 352-754-4406

SPECIAL EVENT FUNDING PROGRAM 2008 - 2009

APPLICATION & REVIEW PROCESS

HISTORY OF THE TOURIST DEVELOPMENT COUNCIL

The Hernando County Board of County Commissioners established the Hernando County Tourist Development Council (HCTDC) by resolution 92-17 on January 28, 1992. The Hernando County Tourist Development Council serves in an advisory capacity to the Board of County Commissioners in regards to the uses of the tourist development tax revenue. In that capacity, the Tourist Development Council recommended a Tourist Development Plan to the Board of County Commissioners on recommended uses for the revenue. The Tourist Development Tax was approved by Hernando County voters in 1992; which placed a 2% tax on hotel/motel, campground/RV park, condominium and apartment rentals and any other sleeping accommodations that are rented for a period of six months or less. The Tourist Development Tax was increased to 3% effective May 1998 by ordinance 98-06.

Further regulation concerning the use of Tourist Development Tax proceeds are outlined in Florida Statute 125.0104.

The HCTDC sets aside a portion of its annual budget in a grant program for local organizations and groups who are coordinating events. The event should serve to: **attract out-of-county visitors** generating overnight stays at hotels / motels, campgrounds, RV areas, and other local venues; and provide a significant potential impact to Hernando County.

Each Application will be evaluated against established criteria. The number and extent of the grants will be dependent on the availability of designated funds and specific allocations. Ideally, the fund allocated by the HCTDC will eventually be returned through an increase in lodging sales and the tourist development tax generated from those sales.

GENERAL DEFINITIONS:

PROMOTION: The furtherance of the acceptance of an event / project through advertising and publicity.

ADVERTISING: The action of calling something to the attention of the public, especially by paid announcements.

PUBLICITY: The dissemination of information or promotional material; paid advertising.

FUNDING CYCLE: The funding cycle is October 1st through September 30th.

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.

MAIL OR DELIVER APPLICATIONS TO: Hernando County Tourist Development Council (HCTDC)
30305 Cortez Blvd. ~ Brooksville, FL. 34062

RE-APPLYING EVENTS

The HCTDC will review applications for special funding grants once each year.

**COMPLETED APPLICATIONS MUST BE RECEIVED BY THE T.D.C. COORDINATOR NO LATER THAN 5:00 pm
FRIDAY, AUGUST 29, 2008**

for inclusion in the Fiscal Year 2008-2009 (October 1, 2008 – September 30, 2009) budget

APPLICATIONS FAILING TO MEET THE DEADLINE WILL NOT BE CONSIDERED FOR
FUNDING EVALUATION AND WILL BE RETURNED TO THE SPONSORING ORGANIZATION.

(Applicants are asked not to contact members of the HCTDC. The event director, fiscal administrator or other contact person may be called upon during the review process. Any unsolicited contact by the Applicant may be looked upon unfavorably.)

NEW EVENTS

The HCTDC will review the Applications for funding of new events / tournaments during the process; or if events are developed during the year, an Application may be submitted in January, March, May, September, November. Applications for new events / tournaments must be submitted at least sixty (60) days prior to the event, and received at least two weeks before the T.D.C. meeting for the month you are requesting to be on the T.D.C. agenda. Funding will be according to funds availability.

The T.D.C. Coordinator will review the application for completeness. **INCOMPLETE OR INSUFFICIENT APPLICATIONS WILL AUTOMATICALLY BE RETURNED. CORRECTED APPLICATIONS MUST BE RETURNED BY THE ORIGINAL APPLICATION DEADLINE.** Applicants are invited to attend the T.D.C. Meeting to give a brief explanation of the event if they choose. Applicants will be notified of the date of the T.D.C. Meeting. Once the funding application has been approved by the T.D.C., successful applicants will be notified of their selection for funding and any conditions applied by the T.D.C.

PUBLIC RECORD: All materials submitted with funding applications will be a matter of public record open to inspection by any citizen of the State of Florida. Subject to Chapter 119 Florida Statutes.

AUDITS AND RECORDS: The organization awarded funds shall maintain such records and accounts, including property, personnel, and financial records as are deemed necessary by the County to ensure a proper accounting of all T.D.C. funds. The aforesaid records will be made available for audit or inspection purposes at any time during normal business hours for the period of the grant cycle.

FUNDING MANAGER: Organizations receiving funding shall designate a funding manager. That individual shall be responsible for maintaining the official file with application, correspondence, funding, request for funds / reimbursement, invoices, and samples of promotional materials used. The organization's funding manager will be responsible to make certain that requests for funds reimbursement are accurate and appropriate attachments included. It is the funding manager's responsibility to see that any applicable Federal, State or County laws and policies are followed.



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IMPORTANT INFORMATION – Do Not Skip This Page!

SPECIAL EVENT FUNDING PROGRAM

NEW POLICIES AND PROCEDURES FOR FUNDING YEAR 2008 - 2009

OBJECTIVE: The Hernando 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.

1. Applications that are not complete will be returned. If applicant does not return the application completed correctly to the T.D. C. office by the due date, it will not be considered for the FY 2008-2009 Hernando County T.D.C. Special Event Funding program. It is recommended that if you have any questions regarding the application to contact the Tourism Coordinator. A special Marketing Meeting will be scheduled prior to the due date for submitting applications.
2. One (1) original and twelve (12) copies must be submitted or the application will be considered incomplete and returned to the applicant.
3. Grant funds are intended to supplement the sponsoring organization's advertising budget, not supplant it. Grants are 'reimbursement' funds.
3. **PRINT ADVERTISING.** Recognition of the Hernando County T.D.C. **MUST** be included and follow the Hernando County Tourist Development Council guidelines for printed advertising. A proof of the print advertising must be submitted to the T.D.C. Coordinator for approval **prior to printing.** If pre-press proof is not submitted, applicant will not be eligible for reimbursement.
4. **AUDIO / VIDEO ADVERTISING.** Recognition of the Hernando County T.D.C. **MUST** be included and follow the Hernando County Tourist Development Council guidelines for audio/video advertising. A copy of the script and an audio of the production either by e-mail or CD must be submitted to the T.D.C. Coordinator for approval **prior to broadcasting.** If audio / video proof is not submitted, applicant will not be eligible for reimbursement.
5. Representatives of the Organization who have submitted an application for Grant funds will be invited to make a personal presentation at the September meeting of the Hernando County T.D.C. Presentations will be limited to five (5) minutes.
6. If approved for funding, the Representative of the Organization who is handling the application and reimbursement process will be notified. The Representative will be required to sign an "Acceptance of Funding" form, assuring the T.D.C. that they understand the advertising requirements and the reimbursement process. If the Acceptance for Funding is not signed and followed, reimbursement will not be approved.
7. It is the responsibility of the Applicant, if approved, to make sure any reimbursement requests are submitted to the Hernando County T.D.C. office sixty (60) days after end of event by the end of the fiscal year (September 30, 2009), whichever comes first. Requests received after that date will not be reimbursed. As a recipient of the program, it is your responsibility. No reminder notices will be sent from the Hernando County T.D.C. office.

SPECIAL NOTE: It is advised that you review the Advertising Funding Application as some of the required information has changed.

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SPECIAL EVENT FUNDING PROGRAM 2008 - 2009

CRITERIA FOR EVALUATION

- 1. CONTRIBUTE DIRECTLY OR INDIRECTLY TO THE PROMOTION OF TOURISM WITHIN HERNANDO COUNTY:** Evidence must be provided: that the Event will serve to **attract out-of-county visitors** generating overnight stays at hotels / motels, campgrounds, RV areas, and other local venues; that the requesting Organization has demonstrated willingness to work with the tourism private sector in cooperative promotional efforts such as packaging rooms / attractions / other activities and the Event
- 2. BE FEASIBLE AND BENEFICIAL AS PROPOSED:** Extent to which the Organization has clearly identified the Event and described its basic components and probable impact to Hernando County.
- 3. ORGANIZATION'S STABILITY AND MANAGEMENT CAPACITY:** Proven record or confirmable ability of the Organization to develop resources and prepare and effectively implement the proposed activity; extent to which the Organization has a successful history of service in Hernando County.
- 4. QUALITY AND DISTINCTIVENESS OF EVENT:** Extent to which the proposed Event has substantial tourism, artistic, cultural, or other significance beneficial to Hernando County.

SPECIAL CONDITIONS: Recognition of Hernando County Tourist Development Council must follow specifications outlined in "ADVERTISING GUIDELINES" or applicant will not be eligible for reimbursement.

EVENT CANNOT BEGIN UNTIL GRANT IS AWARDED AND "ACCEPTANCE OF FUNDING" FORM IS SIGNED AND RETURNED.

FUNDS CAN BE USED FOR: Funding is restricted to the advertising and promotion of the Event. Advertising must take place outside of Hernando County, in areas preferably 2-hours driving time away. Advertising and Promotion include:

- Creative design for Advertisement
- Printing
- Copying / Duplicating
- Ad placement in: Newspaper(s), magazines, radio, television
- Brochure creation and distribution. (* Note: Distribution must take place outside of Hernando County. Be sure areas of distribution are noted on the Application.)

FUNDS CANNOT BE USED FOR:

1. Annual operating expenditures of the Organization or making payments for other goods and services purchased for previous or other events
2. Professional, legal, medical, engineering, accounting, auditing, or other consultant services
3. Salaries of full-time staff or supplements for salaries of existing staff
4. Capital improvements, including but not limited to new construction, renovation, restoration or installation or replacement of fixtures
5. Tangible personal property, including but not limited to office furnishings or equipment, permanent collections or individual acquisitions of items of art
6. Interest, reduction or payment of loans; any expenses incurred prior to funding period.
7. Events which are restricted to private and exclusive participation
8. Private entertainment, food, beverages, or travel expenses.
9. Prize money, trophies, awards, plaques, certificates or scholarship money
10. Advertising and promotion within Hernando County
11. Postage

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SPECIAL EVENT FUNDING PROGRAM

2008 - 2009

ADVERTISING & REIMBURSEMENT GUIDELINES

ADVERTISING GUIDELINES:

ALL PUBLISHED INFORMATION, INCLUDING POSTERS, FLYERS, NEWSPAPER, MAGAZINE, BROCHURES, AUDIO, VIDEO MUST BE SUBMITTED TO THE T.D.C. COORDINATOR FOR APPROVAL PRIOR TO PRINTING OR BROADCASTING

ALL PRINTED ADVERTISING, (posters, flyers, brochures, newspaper, magazine) MUST DISPLAY THE OFFICIAL LOGO OF THE HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL, AND MUST INCLUDE (EXACT WORDING):

1. "THIS PROJECT MADE POSSIBLE THROUGH FUNDING PROVIDED BY THE HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL"
2. www.naturallyhernando.org
3. 1-800-601-4580

ALL AUDIO ADVERTISING MUST INCLUDE VERBAL "THIS PROJECT MADE POSSIBLE THROUGH FUNDING PROVIDED BY THE HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL"

ALL VIDEO ADVERTISING MUST DISPLAY VIDEO CREDIT OF OFFICIAL LOGO OF THE HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL, AND INCLUDE EXACTLY:

"THIS PROJECT MADE POSSIBLE THROUGH FUNDING PROVIDED BY THE HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL"

AND DISPLAY WEBSITE: www.naturallyhernando.org

AND PHONE 1-800-601-4580

REIMBURSEMENT GUIDELINES: FINAL REPORT AND REQUEST FOR FUNDS

- EVENT MUST NOT BEGIN UNTIL AFTER GRANT IS AWARDED AND "ACCEPTANCE OF FUNDS" FORM IS SIGNED AND RETURNED TO T.D.C. OFFICE
- EVENT MUST BE COMPLETED WITHIN FISCAL YEAR IN WHICH THE GRANT IS AWARDED
- REPRESENTATIVE MUST COMPLETE FINAL REPORT TO SUBMIT TO T.D.C.
- FINAL REPORT AND REQUEST FOR FUNDS IS DUE WITHIN SIXTY (60) DAYS OF THE CLOSE OF THE EVENT OR BY SEPTEMBER 30, 2009, WHICHEVER COMES FIRST
- HAVE ALL PROJECT COSTS PAID IN FULL
- **PAYMENT IS ON A REIMBURSEMENT BASIS AND PROOF OF PAID INVOICES, TEAR SHEETS OF ADS, COPIES OF PROGRAMS, SCHEDULE OF AUDIO / VIDEO AIRING OF AD, COPY OF CANCELED CHECK (OR ANY OTHER PROOF DETERMINED ACCEPTABLE BY THE T.D.C.) MUST BE PROVIDED TO SUBSTANTIATE PAYMENT OF GRANT FUNDS TO ORGANIZATION.**
- ORGANIZATION SHALL SUBMIT A LETTER OF REQUEST / INVOICE TO THE HERNANDO COUNTY T.D.C. ALONG WITH FINAL REPORT AND THE REQUIRED DOCUMENTATION

REMINDER: You are responsible to make sure any reimbursement requests are submitted to the Hernando County T.D.C. office sixty (60) days after end of event or no later than 5:00 p.m. September 30, 2009, whichever comes first. Requests received after that date will not be reimbursed. As a recipient of the program, it is your responsibility. No reminder notices will be sent from the Hernando County T.D.C. office. Funding will be valid only for the duration of Hernando County's Fiscal Year (October 1 – September 30) for the funding is awarded.

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SPECIAL EVENT FUNDING PROGRAM
2008 - 2009
ADVERTISING FUNDING APPLICATION
(2 pages)

GENERAL & SOURCE OF FUNDS INFORMATION (page 2 of 2)

DETAILED ADVERTISING / MARKETING PLAN AND COST:

SOURCE OF FUNDS

	TDC	OTHER	TOTAL
Newspaper	_____	_____	_____
Magazines	_____	_____	_____
Radio	_____	_____	_____
Television	_____	_____	_____
Brochure	_____	_____	_____
Design / Production Cost	_____	_____	_____
Other	_____	_____	_____

Reminder: Recognition of Hernando County Tourist Development Council must be included in all print, audio, and video advertising which will be reimbursed by the Hernando County Tourist Development Council. Note enclosed "Hernando County Advertising Guidelines."

TOURISM POTENTIAL, MARKETING STRATEGY & METHODS

What plans have been made for advertising / public relations / promotion of the Event? Please provide details of where newspaper, radio / television will be placed and number of brochures / flyers and where they will be distributed.

TOTAL T.D.C. DOLLARS REQUESTED: _____ TOTAL AMOUNT OF ORGANIZATION INVESTMENT _____

If the full amount requested cannot be awarded, can the Event advertising be restructured to accommodate a smaller award?

Yes _____ No _____

CERTIFICATION: I hereby certify that I have read the foregoing Application and that the facts stated herein are true and correct to the best of my knowledge and belief.

Signature _____ Title _____

Printed Name: _____ Date _____



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FORM "A" NEW EVENT

NEW EVENT INFORMATION

NAME OF EVENT: _____
 LOCATION OF EVENT: _____
 DATE(S) OF EVENT: _____
 ESTIMATED NUMBER OF PARTICIPANTS: _____ ESTIMATED NUMBER OF ATTENDEES: _____
 PERCENTAGE OF OUT-OF-AREA ATTENDEES: _____
 ESTIMATED NUMBER OF OVERNIGHT STAYS PER PERSON: _____

Have you prepared an Event budget? Yes _____ No _____

Is the Event at least sixty (60) days from the submission of this application? Yes _____ No _____

Please indicate your organizational structure:

NOT For-Profit: _____ Historical _____ Civic Association _____ Business Association
 _____ Other – please explain: _____

For Profit : NAME OF BUSINESS: _____
 TYPE OF BUSINESS: _____

If this Event makes a profit, what is done with the profit? _____

Has this Event previously taken place in another community? Yes _____ No _____

If "yes", where? _____

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SPECIAL EVENT FUNDING PROGRAM
FORM "B"
RE-APPLYING EVENT

EVENT INFORMATION

NAME OF EVENT: _____

LOCATION OF EVENT: _____

DATE(S) OF EVENT: _____

ESTIMATED NUMBER OF PARTICIPANTS: _____ ESTIMATED NUMBER OF ATTENDEES: _____

PERCENTAGE OF OUT-OF-AREA ATTENDEES: _____

ESTIMATED NUMBER OF OVERNIGHT STAYS PER PERSON: _____

Have you prepared an Event budget? Yes _____ No _____

Is the Event at least sixty (60) days from the submission of this application? Yes _____ No _____

Please indicate your organizational structure:

NOT For-Profit: _____ Historical _____ Civic Association _____ Business Association
_____ Other – please explain: _____

For Profit : NAME OF BUSINESS: _____
TYPE OF BUSINESS: _____

If this Event makes a profit, what is done with the profit? _____

How many years have you received funding for this Event from the Hernando County Tourist Development Council? _____
_____ **Please attach a copy of the Event Financial Report from last year**

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