



**MADISON COUNTY
TOURIST DEVELOPMENT COUNCIL
TOURIST DEVELOPMENT FUND
GRANT APPLICATION**

Updated June 10, 2021

NAME: _____

The Tourist Development Council will make available grant applications to organizations that express an interest in receiving funds. Projects must meet the guidelines and criteria outlined in this document. **In order to be considered for funding, the completed grant applications should be submitted to the Tourist Development Council Administrator according to the following schedule;**

<u>Application Due</u>	<u>Event Date(s)</u>	
October 30	January 1	March 31
January 31	April 1	June 30
April 30	July 1	September 30
July 30	October 1	December 31

Effective July 1, 2021 – this submission schedule will be strictly followed.

AUTHORIZATION 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 Madison County approved a two (2%) percent Tourist Development Tax on transient rental accommodations. A Tourist Development Council was created to assist the Madison County Board of County Commissioners in planning ways in which to use the revenues received through the Tourist Development Tax, based on statutory guidelines.

The Current Local Option Tourist Development Tax is now three percent (3%) due to action of the Board of County Commissioners in 2003.

PURPOSE:

This document sets forth the guidelines and categories for grant applications from Tourist Development Tax funds. It is understood that the Tourist Development Council is funded by the Local Option Tourist Development Act (Bed Tax) and all projects and events should promote overnight stay in Madison County hotels, motels, bed & breakfasts and campgrounds.

EVALUATION PROCEDURES:

The following procedures will be strictly followed. After submission of a grant application, applicants are requested not to contact any member of the Madison County Board of County Commissioners or Tourist Development Council regarding their application.

All contact should be coordinated through the Tourist Development Council Administrator’s office c/o Chamber of Commerce Office, 182 NW College Loop, Suite A, Madison, FL. 32340 #850-973-2788 email: Marlene@Madisonfl.org

The Tourist Development Council Administrator will review all grant applications to determine if they meet the established criteria for funding. Only applications that have a substantial economic impact on the County from visitors will be further considered. The Tourist Development Council Administrator will notify qualifying applicants that they are to be considered further with instructions as to a scheduled time, date and location for a formal presentation to Tourist Development Council.

Attendance by the applicant is mandatory at the TDC meeting when the application will be considered.

An original application is to be submitted to the Tourist Development Council Administrator at the Madison County Chamber of Commerce & Tourism. **INCOMPLETE OR INCORRECT APPLICATIONS WILL BE RETURNED. APPLICATIONS SHOULD BE SUBMITTED AS EARLY AS POSSIBLE TO INSURE CORRECTNESS FOR PRESENTATION TO THE COUNCIL. TIME LIMITS MAY NOT BE EXTENDED DUE TO INCOMPLETE OR INACCURATE APPLICATIONS.**

Following the applicant's formal presentation, the Tourist Development Council will vote on the qualifying application and provide recommendation to the Madison County Board of County Commission at their next regularly scheduled meeting. All materials submitted with grant applications will become a matter of public record and open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

TOURIST DEVELOPMENT PLAN

The Madison County Tourist Development Council (TDC) conducts a tax-based program to award grants for deserving events which promote Madison County's appeal as a convention or tourist destination. 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. Favorable event characteristics include;

- A. It will attract out-of-town guests to occupy lodging facilities in the county;
- B. It has growth potential and the grant funds can be used as "seed" money;
- C. It is likely to generate media exposure.

Priority for all tourist development funding will be given to projects that have the greatest potential of bringing visitors to Madison County, especially to those events that create overnight stays in hotels, motels, bed & breakfast inns, RV parks and campgrounds as well as components affecting the social and environmental impacts on Madison County. The objective of the TDC is to further enhance the tourism industry and the overall economy of Madison County through projects or programs that meet the following criteria:

- 1. Conformance to State/County Ordinances.
- 2. Attract visitors to Madison County
- 3. Increase the frequency of visits
- 4. Increase the length of stay of visitors
- 5. Increase the per capita spending of visitors.
- 6. Increase the number of room nights thereby increasing Tourist Development revenues

GUIDELINES FOR FUNDING

- A. Funds should be available to support new projects or programs, as well as ongoing programs. However, special consideration is given to first-time events.
- B. Funds should be allocated as "seed money" to assist in setting up new programs.
- C. The Madison County Tourist Development Council, at its own discretion, shall have all approved grant funds disbursed by the Clerk of Circuit Court to the recipient's vendor(s). The Clerk, through the pre-audit function of the office, may authorize and empower the payment of submitted invoices of items approved by the TDC and Board of County Commissioners.
- D. Approved Grant Funds must be used in full by and submitted for reimbursement by August 31, unless approved by the TDC to run into September.
- E. **ALL GRANTS MUST BE SUBMITTED FOR REIMBURSEMENT, WITH REQUIRED DATA DELIVERABLES NO LATER THAN SEPTEMBER 15.**
- F. Approved Grant Funds not used by August 31, will revert back to the TDC for use in approved advertising by the TDC no later than September 1.

EVENT GUIDELINES

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

- A. Applicants must promote the interest of business, organizations, or citizen groups. The special event/purpose for which the funding is sought must be demonstrably promotional in nature and must meet the criteria related to tourism set forth in this application.
- B. Applicants must be properly established and existing under Florida law and in good standing with all legal requires of the State of Florida.
- C. As a matter of policy, applications for events will not be considered for funding after a three-year period except under special circumstances.
- D. Residency is not required, but events must be held in Madison County.
- E. Applicants and / or their members must demonstrate the experience or ability to produce the kind of program or event for which the funding is requested.

POSSIBLE USES OF TOURIST DEVELOPMENT FUNDS:

The following are examples of how Tourist Development funds may be used to promote tourism in the county:

- Promotional expenses in conjunction with an event to increase the awareness of Madison County outside this area. These include:
 - Postage used for visitor solicitation,
 - Posters and brochures distributed inside AND outside Madison County,
 - Poster board material,
 - Layout and design of promotional materials.Every effort should be used to obtain these services from Madison County vendors;
- Postage to mail brochures and news releases describing the approved special event.
 - Bulk mail permits are required for volume mailing (500 pieces or more). The TDC will only reimburse at the prevailing bulk rate in Madison County, Florida;
 - Web advertising;
 - Out-of-county print advertising;
 - Publicity of an event to increase the number of overnight visitors, participation, attendance and awareness.
 - Advertisements about the special event;
 - Television;
 - Radio;
 - Newspaper;
 - Brochures;
 - Magazines all of these listed are for promotion outside Madison County;
 - Billboards on highways entering Madison County and, on the interstate, passing through Madison County;
- 4. Construct or improve publicly owned sports or meeting facilities;
- 5. Required insurance for the event, including naming the Madison County Board of County Commissioners, the Madison County Tourist Development Council, the name of the town or city where the event is being held and the Greater Madison County Chamber of Commerce & Tourism as **co-insured**.
 - Minimum liability coverage is **\$1,000,000**.
 - A copy of this policy must be provided to the TDC Administrator;

6. Lodging for contracted event promoters;
7. Operating expenses of the event such as a field or facility rental, tents, etc.;
8. Performance fees for **known** entertainment during the event which draw overnight crowds.

GRANT FUNDS MAY NOT BE USED FOR:

1. Legal, medical, engineering, accounting, auditing, planning, feasibility studies or other consulting services;
2. Salaries or supplements to salaries for existing or future staff, or employment of personnel not directly related to the project or event;
3. Real property or capital improvement to privately owned facilities;
4. Tangible personal property including but not limited to
 - office furnishing or equipment;
 - permanent collections;
 - individual pieces or art;
5. Prize money or scholarships;
6. Travel;
7. Projects which are restricted to private or exclusive participation;
8. Private entertainment;
 - food and beverages;
9. Awards,
 - plaques; and or
 - certificates;
10. Payments for services or goods purchased for previous or other events;
11. Advertising and promotional materials distributed primarily at the event site or after the event;
12. Interest or reduction of deficits and loans not otherwise covered under statute.
13. The cost of resale items;
 - i.e. t-shirts;
 - maps; and
 - other novelty items that will be sold at a profit.

**TYPE OF GRANT – AUTHORIZED USE OF FUNDS – FLORIDA STATUTE 125.0104
(Please check one)**

____ **CAPITAL PROJECTS:** Acquisition, construction, extension, enlargement, remodeling, repairing, improving, maintaining, operating or promoting one or more publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums, museums, zoological parks, fishing piers, or nature centers.

____ **COMMUNITY EVENTS: Promoting tourism** through local events. Maximum Award for existing events - \$1,000

____ **NEW OR SPECIAL EVENTS: Promoting tourism** through events lasting two or more days sponsored by non-profit or for-profit organizations such as festivals, art shows, and historical events, which are open to the public and attract **over 2,500 visitors** from outside the County per event. Maximum Award – TDC Discretion

____ **SPORTS EVENTS: Promoting tourism** through organized amateur sports tournaments and events held within the County that bring over 200 participants from outside the County per event. Maximum Award is TDC Discretion.

It is understood that TDC approval requires **final approval** from the **Madison County Board of County Commissioners**. It is further understood that the Tourist Development Council is funded by the Local Option Tourist Development Act and all projects and events should promote overnight stay in Madison County hotels, motels, bed & breakfasts and campgrounds.

NOTE: All printed, promotional and related material must contain the following: “Funded in part by the Madison County Tourist Development Council” or words to that effect. Advertising copy and or content must be approved by the TDC Administrator in advance.

APPLICANT NAME (ORGANIZATION): _____

ADDRESS: _____ EMAIL: _____

CITY/STATE/ZIP: _____

TELEPHONE NUMBER: _____ FAX: _____

CONTACT PERSON: _____ TITLE: _____

CONTACT PERSON CELL: _____ EMAIL: _____

APPLICANT CHIEF OFFICIAL: _____ TITLE: _____

APPLICANT CHIEF OFFICIAL CELL: _____ EMAIL: _____

NAME OF EVENT/PROJECT: _____

DESCRIPTION OF EVENT/PROJECT: _____

AMOUNT REQUESTED: *(Please provide a budget detail of expenses that are to be paid with this money.)* _____

EVENT BEGIN DATE: _____ **EVENT END DATE:** _____

LOCATION OF EVENT: _____

PROJECTED ATTENDANCE:

Number of attendees: _____ Number of attendee hotel rooms: _____

Number of staff hotel rooms: _____ Number of attendee restaurant meals to be consumed: _____

Number of staff restaurant meals to be consumed: _____

EVENT PROJECTED INCOME *(Please do not include TDC Grant Funds requested):*

Booth Space Revenue: _____

Sponsorship Revenue: _____

Advertising Revenue: _____

Other Revenue: _____

OTHER SOURCES OF FUNDING AVAILABLE:

TARGET AUDIENCE: _____

DESCRIBE HOW MADISON COUNTY RESIDENTS AND VISITORS WILL BENEFIT FROM YOUR PROJECT AND HOW YOU WILL EVALUATE YOUR EFFECTIVENESS.

THE MADISON COUNTY TDC AND THE MADISON COUNTY BOARD OF COUNTY COMMISSIONERS REQUIRE THAT ALL FUNDS BE MANAGED PROFESSIONALLY AND ETHICALLY. HOW WILL YOU MONITOR EXPENDITURES OF GRANT FUNDS?

IF ENTIRE REQUEST CANNOT BE FUNDED, CAN PROJECT BE RESTRUCTURED FOR LESS FUNDING? () YES () NO IF YES, INDICATE MINIMUM AMOUNT REQUIRED \$ _____

INDEMNITY AGREEMENT

In consideration of Madison County Board of County Commissioners, the Madison County Tourist Development Council, the name of the town or city where the event is being held and the Greater Madison County Chamber of Commerce & Tourism, permitting the undersigned to lease, rent or use property of County or City described as:

_____ hereinafter referred to as the "Property", on _____, the undersigned has agreed and does hereby agree to indemnify, save and hold harmless the Madison County Board of County Commissioners, the Madison County Tourist Development Council, the name of the town or city where the event is being held and the Greater Madison County Chamber of Commerce & Tourism for loss of or damage to the Property and from any and all liability for damages or injuries, or claims for damages or injuries, to any person or property suffered while on or arising during the use of the Property and pay to Chamber of Commerce, upon demand, all damages, costs, expenses and attorney's fees that County may sustain, or become liable or answerable for, or shall pay, upon, in consequence of the use of the Property and Tourist Development Grant Funding by the undersigned or by any other person with the consent of the undersigned.

I have read the Procedures and Guidelines governing the use of these Tourist Development Council Grant Funds and this Grant Application, received a copy thereof, and do hereby agree to abide by them.

Dated this _____ day of _____, 20_____.

Print or type name of individual/organization

Signature of individual or authorized agent/officer

**MADISON COUNTY TOURIST DEVELOPMENT COUNCIL
GRANT APPLICATION CERTIFICATION**

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

CONTACT PERSON _____ EMAIL _____

TITLE _____ TELEPHONE _____

I have reviewed this GRANT APPLICATION from the Madison County Tourist Development Council. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this application and its attachments are accurate and complete.

The Clerk of the Circuit Court shall provide the Tourist Development Council a summary of all approved event grant disbursements and invoices. Any encumbered amounts of the grant not expended will revert back to "TDC Grants" expenditure line item in the budget.

Organization Leader (*Signature*) Date _____

Organization Secretary (*Signature*) Date _____

Considered this _____ day of _____, _____ at a duly called meeting of the Madison County Tourist Development Council and by motion duly recorded, this funding application is:

_____ Recommended to the BOCC in the amount of \$ _____

_____ Not approved

Madison County Tourist Development Council

Attest

Chairman

TDC Administrator

POST EVENT EVALUATION REPORT
(Keep Pages 8, 9 & 10 to complete after the Event)

Instructions: Complete all parts of this form and return within **ninety (90) days** of the event to:

Hand Deliver to: **Tourist Development Council Administrator**
Madison County Chamber of Commerce & Tourism
182 NW College Loop
Madison FL 32340

Mail to: P.O. Box 817
Madison, FL 32341

Scan & Email to: chamber@madisonfl.org

For Help Call: Telephone 850-973-2788

Evaluation of events funded by the Madison County Tourist Development Council is an important accountability tool. This report is to be submitted as a final report. It is also important to get feedback from participants and sponsors who have contributed to the event taking place. There are many ways to evaluate your event, however, this short questionnaire will help you to provide us information relating to:

- Attraction of out-of-county visitors generating hotel/motel/campground rentals;
- Accomplishment of stated objectives for the funded grant;
- Extent to which the activity provided a program to Madison County and its residents and tourists, which is of significant merit and that without such assistance, would not take place in Madison County;
- Identification of issues related to the event should be addressed by the TDC which have an adverse impact upon successful events.
- Key Data points/KPIs: ie - number of total Gross Impressions, CTR, TOS, Occupancy Rates, etc. Any metrics relevant to demonstrate the value of the grant investment and it's outcome.

Name of Event: _____

Date(s) Event Held: _____

Sponsoring Organization(s): _____

Was the event a success? **Yes () or No ()**

If the event was not a success, please identify why the event was not a success? A succinct statement of no more than two paragraphs is requested. Attached an additional sheet for detailed data points.

Approximately how many out-of-county visitors can be documented at the following lodging facilities?

Best Western PLUS - Madison (850) 973-2020 _____

Days Inn Motel of Madison (850) 973-3330 _____

Deerwood Inn (850) 973-2504 _____

Grace Manor Bed & Breakfast (850) 948-5352 _____

Super 8 Motel of Madison (850) 973-6267 _____

Unity House Bed & Breakfast (850) 973-4556 _____

Ragans Campground Resort (850)973-8269 _____

Madison RV & Golf Resort (850) 688-0363 _____

Other: _____

Total: _____

Did you advertise this event in out-of-county media? **Yes () or No ()**

If you did not advertise in out-of-county media, please explain why advertising was limited to Madison County. _____

Did you use out-of-county vendors/performers/speakers/food service providers for this event? **Yes () or No ()**

If so, who were they? _____

Would you use them again? **Yes () or No ()**

Why or why not? _____

Identify issues related to the event which should be addressed by the TDC which will help other events succeed.

Please attach original invoices to be paid by the Clerk of Circuit Court on your behalf along with a financial report (Income & Expenses) for the event.

