

PENSACOLA SPORTS

SPECIAL EVENT GRANT
PROGRAM

2016 - 2017



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I. INTRODUCTION AND DEFINITION

The Escambia County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Escambia County Ordinance Chapter 90, Article II. Section 90-31 – 90-64. The TDC guides the Escambia County Board of County Commissioners in the administering of funds collected from a local option tourist development tax (commonly known as the “bed tax”) on occupied transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Escambia County as a preferred visitor destination with emphasis on the shoulder season of late August through May.

Through Pensacola Sports, the TDC allocates funds from its annual budget to a grant program for local groups and organizations that coordinate events with a demonstrated history of visitor impact or significant potential to draw visitors to the area. The Grant Fund is administered by Pensacola Sports.

A “Special Event” shall be defined as “a new or existing organized sports event which is conducted according to a prearranged schedule and in which general public interest is manifested. For the purpose of this grant program, the public interest should extend to Escambia County residents and to those living outside Escambia who would consider visiting the destination and staying overnight to observe or participate.

Direct sales, advertising or marketing programs that are either supplemental to, or are in conflict with Pensacola Sports or Visit Pensacola direct sales, advertising or marketing programs do not qualify as a special event.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants are dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

II. STATEMENT OF POLICIES

- a. Grant funds are intended to supplement the sponsoring organization’s budget.
- b. Funding is not intended to support administrative costs or non-public events. Funding is intended to support marketing and promotional efforts, and venue/site expenses.
- c. Grant applications should be received 90 days prior to a scheduled event; however, exceptional circumstances may be considered. One application will be accepted per event, per fiscal year.
- d. Hotels secured for the event must be located within Escambia County.
- e. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a “paid” vendor credit card receipt accompanied by a cancelled

check. A copy of both the front and back of canceled check must be provided. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.

- f. To be eligible for payment a completed **Post-Event Report** must be submitted. The report must include tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. If the event occurs near the end of the fiscal year request for reimbursement **must be received by September 30**.
- g. Recipient must provide a current IRS Form W-9 before grant payment will be processed.
- h. Any funds granted will be subject to audit by the Escambia County, Visit Pensacola Inc., Pensacola Sports auditor or other outside auditor as directed by Pensacola Sports, Visit Pensacola or Escambia County.
- i. To qualify for funding, proof of liability/medical insurance must be provided by the host organization in the amount of \$1 million. Pensacola Sports, Visit Pensacola and Escambia County must be named as additionally insured on policies
- j. Pensacola Sports may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its respective agency of record on behalf of the applicant.
- k. Recognition of the Escambia County Tourist Development Council, Pensacola Sports, and/or Visit Pensacola must be included where appropriate on all printed material and the organization's Web site and referred to in public relations activities. A camera-ready logo will be provided. All printed materials with the Pensacola Sports logo and/or Visit Pensacola logo must be presented with Post-Event Report.
- l. **Allowable expenses shall include the following:**

Promotion, marketing and programming expenses, paid advertising, and media buys, production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses (if approved by Pensacola Sports in advance), and lodging in an Escambia County property.

- m. **Disallowable expenses:**

General and administrative expenses, building, renovating and/or remodeling expenses, permanent equipment purchases, debts incurred prior to grant requests, programs which solicit advertising or sponsorships, hospitality or social functions where alcohol is served.

III. FUNDING ELIGIBILITY

The intent of the Pensacola Sports Grant Program is to provide funding assistance for events that attract overnight visitors to Escambia County impacting the commercial lodging industry, hotels/motels, campgrounds, condominiums as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

- a. Each application must include a signed Certification and Compliance page.
- b. Event must have legitimate/proven potential to bring or have past history of bringing out-of-town visitors who occupy qualifying accommodations.
- c. Applicant must provide a marketing/promotions plan.
- d. Applicant must provide a detailed event budget.
- e. The event must promote and/or use commercial lodging establishments within Escambia County.
- f. Must provide proof of Liability/Medical/Workers Comp Insurance Coverage.
- g. The event must provide its own financial resources; i.e., all applications must demonstrate at least a 50% investment match from the applicant or other non-governmental partner. In-kind support does not qualify for matching dollars.

IV. RATING CRITERIA AND PROCESS

Each grant application will be reviewed to ensure that all required materials have been supplied. Failure to supply all the required materials may result in disqualification. Each application will be scored on a 100-point scale based on the following:

Total Room Nights Produced up to 40 pts

More than **3,000** room nights are needed to score 40 pts in this category

2,001 – 3,000 room nights score 30 pts.

1,001 – 2,000 room nights score 25 pts.

501 – 1,000 room nights score 20 pts.

201 – 500 room nights score 15 pts.

100 – 200 room nights score 10 pts.

Less than 100 room nights score 5 pts.

Total Direct Economic Impact up to 30 pts

\$1,000,000 in direct economic impact is needed to score 30 pts.

\$ 500,001 – 999,999 scores 25 pts.

\$250,001 – 500,000 scores 20 pts.

\$100,000 - \$250,000 scores 15 pts.

Less than \$100,000 in direct economic impact scores 5 pts.

Event date(s) up to 10 pts

10 pts for events in December – January

8 pts for events in November or February

6 pts. for events in September or October

4 pts. for events in April or August

2 pts for events in March or May

0 pts for events in June and July

Image Enhancement up to 10 pts

2 pts each for positive publicity, an established track record of impact and room night production, and maximal use of variety of county locations/venues

2 pt. for national publicity

2 pts. for stability of Local Organizing Committee

Marketing Plan/Intangibles up to 10 pts

- 2 pts for marketing reach outside of area
- 2 pts for web-streaming / social media use
- 4 pts for TV broadcast
- 1 pt for co-promotion with other events/activities
- 1 pt for spin-off or future growth opportunities

V. GRANT REQUEST FUNDING LEVELS

The following table reflects the level of funding possible based on the event's total score

< 30 pts	up to \$500
30 – 39 pts	\$501 - \$2,500
40 – 49 pts	\$2501 - \$5,000
50 – 59 pts	\$5001 - \$7,500
60 - 69 pts	\$7,501 - \$10,000
70+ pts	\$10,000 +

The estimated number of room nights **does not guarantee the level of funding at which the event may be approved. The Final Funding recommendation will be based on Pensacola Sports discretion and available funding levels. As an example, if Pensacola Sports believes the event has overstated the potential room nights, they have the right to place the application in a lower funding category.**

VI. VISITOR TRACKING

In order to assess the impact of each event on the lodging industry, the **importance of tracking the number of overnight visitors** attending the event is a priority.

Should your event use a registration procedure, we encourage you to utilize the attached "Visitor Tracking Form" (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room. Following the event, Pensacola Sports reserves the right to conduct a post-audit of information presented on the Post-Event Report (Appendix B). All lodging accommodations listed may be contacted to confirm the number of room nights generated for the event. PLEASE NOTE THAT ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS. Not tracking event rooms and/or visitors, or providing misleading or false information could void event funding.

VII. CONCLUSION

Applicants are not to contact members of the TDC or Visit Pensacola during the review process. Please submit the original plus one (1) copy of the attached application form and Certification and Compliance Statement to:

Pensacola Sports
Special Event Grant Program
P.O. Box 12463
Pensacola FL 32591

Or, to the Pensacola Sports office at 101 W. Main Street Pensacola FL 32502

Pensacola Sports Grant Program
SPECIAL EVENT GRANT APPLICATION

1. APPLICATION INFORMATION

1. Organization name: _____

2. Organization contact: _____

3. Title: _____ 4. E-mail: _____

5. Phone: _____ 6. Fax: _____

7. Address: _____

8. This organization is: _____ Independently chartered _____ Private
_____ Not for Profit _____ Other

If other, please describe _____

9. Sporting events (and dates) hosted by the organization:

2. EVENT INFORMATION

1. Event Title: _____

2. Event Date: _____

3. Brief description of event (format, qualifying criteria, ages, etc.): _____

4. Sport(s) involved: _____

5. Location(s): _____

6. Proposed facility (ies): _____

7. Event owner/Sanctioning body: _____

8. Event owner contact: Name _____ Phone: _____

Email: _____

9. Event director(s): Name _____ Phone: _____

Email: _____

10. Event history (*most recent, regardless of location*):

Previous location/date(s): _____

Contact name/phone: _____

Out-of-town participants: _____ Total hotel room nights: _____

3. GRANT REQUEST

1. Amount of grant requested: \$ _____

2. Have you received assistance for this event from Pensacola Sports in the past? (Please list dates & assistance provided): _____

3. Intended use of grant funds, if awarded:

4. How will this grant impact the success of the event?

5. Summarize the marketing plan for the event; **specifically, those efforts aimed at bringing visitors from outside the immediate area:** _____

Include any television, radio or online broadcasting planned for the event and the market it will reach:

6. What other support from Pensacola Sports do you request?

Brochure or program design and/or printing: Yes____ No____

Hotel room blocks secured Yes____ No____

Promotion through social media platforms or other marketing assistance Yes____ No____

Other _____

4. ECONOMIC IMPACT/PARTICIPATION PROJECTIONS

1. Total expected participants (Competitors, coaches, trainers, officials, etc.)

ADULT out-of-town _____ in-town _____

YOUTH out-of-town _____ in-town _____

2. Total expected spectators (fans, family, friends, etc.)

ADULT out-of-town _____ in-town _____

YOUTH out-of-town _____ in-town _____

3. a) Hotel rooms used: _____ (per night)

b) Total nights of event : _____

Total room nights (a * b) = _____

4. Event organizing committee spending, if any: \$ _____

5. Other special expenditures, if any: \$ _____

TOTAL EVENT BUDGET

Please complete the following budget summaries: (provide attached lists as necessary to complete information)

PROJECTED EXPENSES

	IN-KIND	CASH
Housing		
Food		
Sanction Fees		
Site Fees		
Officials / Security		
Awards		
Rentals/Equipment		
Insurance		
Marketing/Promotions		
Administrative Costs		
OTHER EXPENSES		
Total In-Kind Expenses		
	Total Cash Expenses	
	TOTAL EXPENSE	

PROJECTED INCOME

	IN-KIND	CASH
Entry Fees (Participants)		
Admissions (Spectators)		
Grants*		
Sponsorships**		
Sales (merchandise, etc.)		
Public Funding/Support		
Total In-Kind Income		
	Total Cash Income	
	TOTAL INCOME	

Must note any funding either secured or solicited from another bed-tax-funded agency

* **Do not include the Pensacola Sports grant request**

** **Please provide summary of sponsors including the amount of cash and/or in-kind contribution.**

NOTE: If a grant is awarded, payment/reimbursement occurs after the event by invoicing Pensacola Sports for the grant amount and submitting evidence of **paid receipts or cancelled checks for those expenses** equal to or greater than the amount of the Grant.

All expenses must be allowable expenses in accordance with the Pensacola Sports’ current appropriations agreement with Visit Pensacola and/or Escambia County.

Allowable Expenses: Promotion, marketing and programming expenses, paid advertising, and media buys, production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses (if approved by Pensacola Sports in advance), and lodging in an Escambia County property.

Disallowable Expenses: General and administrative expenses, building, renovating and/or remodeling expenses, permanent equipment purchases, debts incurred prior to grant requests, programs which solicit advertising or sponsorships, hospitality or social functions where alcohol is served.

Incomplete applications: Incomplete applications are subject to delays and/or complete dismissal

Inaccurate applications: Applications with false, inaccurate or overstated information are subject to loss of funding

Performance: The actual performance of the event in accordance with this application will be reviewed for results.



CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Statement of Policies of the Pensacola Sports Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from Pensacola Sports, by way of Visit Pensacola, Inc. and Escambia County.

If a specific event is identified in the Grant Award letter, I understand that proof of insurance as noted in the Policies and Procedures must be provided before the event specified takes place; failure to do so will result in grant funds being withheld.

Name: _____
Please Print or Type

Organization: _____
Please Print or Type

(Signature)

(Date)

Please sign and return the original plus one (1) copy of the Application and the Certification & Compliance Page to:

Pensacola Sports
ATTN: Grant Program
P.O. Box 12463
Pensacola, FL 32591

Or to the Pensacola Sports office
101 W. Main Street, Pensacola FL 32502

POST – EVENT REPORT

To be reimbursed, please submit the following:

1. An invoice from your organization to Pensacola Sports for payment of awarded grant amount.
2. Valid invoice(s) and receipts for allowable expenses.
3. Copy of proof of payments such as cleared check record showing front and back of checks; for media buys, include run schedules/insertion orders/station affidavits.
4. Number of visitors calculated with backup documentation (registration lists, rosters, surveys).
5. Number of room nights tracked with backup documentation (ie: hotel letters, surveys).
6. Copies of marketing or advertising materials, websites showing Visit Pensacola and or Pensacola Sports logo.
7. Copy of your organization's IRS Form W-9.

Grant Information

Name of Event: _____

Date(s) of Event: _____

Contact/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Awarded Grant Amount \$ _____

Email: _____

Make Check Payable to: _____

EXPENSES TO BE REIMBURSED

Itemized expenses to be reimbursed by the Special Event Grant funds **must be allowable** and match submitted invoices:

Expense Item	Amount

Total: \$ _____

VISITORS

Out of town participants: _____ (athletes, coaches, officials)

Total participants: _____ (Both local and out of town)

Out of Town Visitors: _____ (family + spectators from out of town)

Total Attendees: _____ (participants + visitors) both local and out of town

ROOM NIGHTS

To calculate the total number of room nights, multiply number of rooms by the number of nights

- Unknown or untracked is not acceptable and request for reimbursement will not be processed
- Please provide explanation if actual room nights are different than what was reported as anticipated room nights on the grant application.

HOTEL PROPERTY/STREET ADDRESS	ROOM NIGHTS

Please attach additional information such as participant sign-in sheets or rosters/lists with hometowns to support room nights reported.

MEDIA / MARKETING

Provide summary of media exposure received (local, regional and national/print/television and radio) as well as examples of promotional materials (brochures, posters, programs, etc.)

Add additional sheet if necessary

I certify that the above information is complete, true and accurate to the best of my knowledge.

(Name)

(Organization)

(Date)

CHECKLIST FOR SUBMITTING
SPECIAL EVENT GRANT APPLICATION

- 1. Completed grant application form _____
- 2. Certification and Compliance Statement _____
- 3. Event Budget _____
- 4. Marketing and Promotion Plan _____

Should you have any questions about any part of the grant funding process, please do not hesitate to call me, and thank you for your interest in sports in our area.

Sally Garst
Director of Operations
Pensacola Sports
850.434.2800 / 850.982.0591
sgarst@pensacolasports.org