

EXHIBIT E



ALACHUA COUNTY Cultural, Heritage and Nature-Based

TOURISM PRODUCT DEVELOPMENT PROGRAM

Application Packet

**TOURISM PRODUCT DEVELOPMENT PROGRAM
GRANT APPLICATION CHECKLIST**

APPLICATION CHECKLIST

Please use this list to make sure that all applicable and required documentation is included. To facilitate review and scoring, please tab all exhibits as shown below.

ANY APPLICATION SUBMITTED WITHOUT BEING IN ORDER, WILL BE CONSIDERED INELIGIBLE. Only attach requested supporting documentation as follows:

Tabs can be actual tabs or sheets of paper labeled with appropriate letter

ALL ORIGINAL SIGNATURES ARE TO BE IN BLUE INK

Application Item	Tab as Exhibit	Completed
Completed Organization form with Signatures	A	
Research	Write all of these sections together as exhibit "B"	
Program goals and objectives that show a Tourism benefit		
Detailed marketing plan: Include Budget, matching funds, and process for evaluating results		
Cooperation with existing VCB or cultural affairs marketing program		
Collaboration with other cultural, heritage, or nature-based organizations.		
Materials referenced in Section B	C	
Organization Mission Statement	D	
Narrative of organization's history	E	
List of current board members	F	
Organizations prior year application – Section B only	G	
Organization's annual budget	H	
Letters of support for the project (place all letters together)	I	
Three (3) hard copies (1 original and 2 copies) and a PDF of the completed and signed application and all supporting documentation must be submitted to the Visitor and Convention Bureau.		

Signature of Applicant

GRANT APPLICATION COVER PAGE
ALACHUA COUNTY TOURISM PRODUCT DEVELOPMENT GRANT

Requested Amount: \$ _____

Legal Name of not-for-profit entity: _____

Project/Activity Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____ Fax: _____

Email Address (**mandatory**): _____

Incomplete applications will not be considered for funding.

Three (3) hard copies (1 original and 2 copies) and a PDF of the completed and signed application and all supporting documentation must be submitted to the Visitor and Convention Bureau the deadline date specified each year to be eligible for funding.

The Applicant Hereby certifies that the following documents, which are required for consideration of this application packet, are complete and accurate, and in the following order.

- Completed Organization form with signatures
- A list of current board members AND organization mission statement
- An organization history and prior year's tourist tax funding history
- A letter from the agency authorizing the grant request or a copy of board minutes approving grant application
- Organization's annual budget
- An organizational chart showing paid and unpaid positions and chain of command
- Copy of the applicant's current IRS determination letter or letter of non-profit status
- Letters of authorization from partners acknowledging partnership and level of commitment (if applicable)

Signature of authorizing official (board chair)

Signature of contact person

Typed Name Date

Typed Name Date

Alachua County
Culture, Heritage and Nature-Based Attractions and Programs
Tourism Product Development Application

There will be no exceptions to the following new rules. Applications that do not follow the rules below will not be accepted:

All applicants will be required to have a valid email address. If you do not have an email address, now is the time to establish one. Many sites offer free web-based email addresses.

Original signatures **MUST** be in blue ink only.

Binders or folder of any kind will not be accepted. All applications are to be left corner stapled.

Only put in the grant what is requested, do not provide pictures, brochures, or additional information unless specifically requested.

A separate application will be required for each program requesting funds.

PURPOSE:

The Alachua County Board of County Commissioners in partnership with the Tourist Development Council, and the City of Gainesville have contracted the assistance of the City's Division of Cultural Affairs to oversee the grant program provided for under Chapter 38 of the Alachua County Code of Ordinances and according to the provisions of 125.0104 Florida Statutes, and in conjunction with the Alachua County Vision Statement. The intent of this competitive grant program is to work with community-based culture, heritage and nature-based attractions and organizations to enhance established events and create new products that have the demonstrated potential to aid in the development of the tourism economy for Alachua County. A proposal and application process has been developed to insure the highest and best use of all funds in meeting the intent of the program. This process will also aid in providing a tool to measure return on investment for the new Tourism Product Development (TPD) Program.

GENERAL PROGRAM GUIDELINES:

All governmental institutions and municipalities including the City of Gainesville, cultural, heritage, and nature-based community organizations that operate within the boundaries of Alachua County are welcome to propose "out of County" marketing plans that feature activities, venues, events and services that will measurably increase the tourism economy for Alachua County and her citizens. All organizations must have not-for-profit status.

A cap of \$50,000.00 total funding request per agency whose budget exceeds \$100,000 and \$25,000 per agency whose budget is below \$100,000.

“Out of County” marketing is defined as advertising, promotions, direct sales, publicity and sales activities that take place AND are directly targeted to persons and groups who live outside the boundaries of Alachua County. Adhering to this definition will encourage the investment of new out-of-area dollars in the Alachua County economy rather than moving around discretionary entertainment dollars available to County citizen/residents. To qualify for reimbursement, the marketing must have a verifiable viewership/readership of at least 51% outside of Alachua County. Marketing that does not fit this criteria will be charged against the program operations portion of the grant.

To pursue this strategy for diversifying and growing the community economy, the Tourism Product Development (TPD) grant program will be designed to encourage organizations to gradually reduce their dependence on these grant funds and move toward higher levels of direct market investment. The table below describes the distribution of funds between program operations and out of town marketing.

Year	Program Operations	Out of Town Marketing
1	70%	30%
2	65%	35%
3	60%	40%
4	55%	45%
5	50%	50%
6	40%	60%

The above scale will be applied to all applications. The Tourist Development Council will determine the funding award for each application. The 40/60 split will be applied to all years after Year 6 for continuing programs. The Visitors Bureau and Cultural Affairs staffs are responsible for determining the percentages that are applied to each award. For an agency that has received funds to remain in the Year 1 category, clear and significant evidence must be shown as to how the new application differs from the previous year or years.

For example, Year 1 application is for the marketing of a season of shows or performances. Year 2 application is for the marketing of a season with a different slate of shows or performances. This application will move to the Year 2 percentages because it is still marketing the agency’s season regardless of the fact that the slate of shows has changed.

Each agency shall submit a year end report to the Visitors and Convention Bureau no later than **November 30**. The preferred method of delivery is an electronic format (Word or PDF). Hardcopies will be accepted as well.

ALLOWABLE EXPENDITURES

TPD Funding is restricted to specific program operation expenses and the advertising and promotion of the cultural, heritage or nature-based, venue, activity service or event that is targeted to tourists. It is the intent of this program to stimulate and encourage the development of new experiences for visitors to Alachua County to promote these experiences effectively and to measure the return on tourist tax investment dollars. The allowable expenditures for the creation and marketing of activities, venues, services and events are listed below. The percent allowable for operations and marketing expense is described in the above table and paragraph.

MARKETING EXPENSE:

Advertising and promotion must take place in areas outside the boundaries of Alachua County. Promotional activity that seeks to attract overnight visitors will be scored higher than that which seeks to attract day-trippers from bordering and other nearby counties.

- Printing
- Copying/duplicating
- Ad placement in or on: These media outlets **MUST** have at least **50%** of their readership; listenership; or viewer-ship audience outside the boundaries of Alachua County.
 - ❖ Newspapers
 - ❖ Magazines
 - ❖ Radio
 - ❖ Television
 - ❖ Websites
- Direct mail, postage and handling
- Telemarketing
- Brochure or program distribution outside the County
- Internet website development and management (Specific to the activity, venue, service or event and targeted to outside County visitors)

OPERATIONS EXPENSE

Operating expenses are allowable when they logically and defensibly can be attributed purely to the development/production of the activity, service or event that is specifically targeted to attract visitors to Alachua County. Examples of allowable expenses include, but are not limited to:

- Event specific coordination services
- Staging rental
- Support service expense including security and cleaning
- Site/tent rental
- artist(s) fees for performance
- artist(s) related travel expenses

Note: All personnel costs (including graphic design) will come out of the Operating Expense Category. Commitment to defraying expense through in-kind volunteer labor will be considered favorably by the funding selection committee. E.g.; (Use of volunteers for site clean-up as compared to paying for an outside vendor.)

NON-ALLOWABLE EXPENSES

- Annual operating expenditures of the organization;
- Professional, legal, medical, engineering, accounting, auditing, or other consultant services;
- Salaries of full-time staff or supplements for salaries of existing staff; employment of personnel not directly related to the event;
- Real property; Capital improvements, including but not limited to new construction, renovation, restoration and installation or replacement of fixtures;

- Tangible personal property, including but not limited to office furnishings or equipment, permanent collections or individual pieces of art;
- Interest or reduction of deficits or loans. Expenses incurred or obligated prior to or after funding period;
- Travel, accommodations, and personal expenses for agency staff or board members.
- Events which are restricted to private or exclusive participation; Private entertainment, food or beverages;
- Making payments or reimbursements for goods or services purchased for previous or other events;
- Fundraisers

NOTE: All grantees must show on promotional materials: the Alachua County Visitor & Convention Bureau logo and website AND/OR the following: “This activity/service/venue/event/ has been funded in part by a Tourist Development Tax Grant from the Alachua County Board of County Commissioners in conjunction with the Alachua County Tourist Development Council.”

APPLICANTS MUST DESCRIBE THE FOLLOWING SECTIONS IN WRITING TO BE ELIGIBLE FOR FUNDING

A cap of \$50,000.00 total funding request per agency whose budget exceeds \$100,000 and \$25,000 per agency whose budget is below \$100,000. The information required below will not exceed 7 double sided pages. Font sizes will be no smaller than 10 and no larger than 12

RESEARCH (15 Points)

Describe how the organization will gather research that measures the participation of out-of-County residents in the venue, service, activity or event being funded.

PROGRAM GOALS AND OBJECTIVES THAT SHOW A TOURISM BENEFIT (20 Points)

Applicant organizations must delineate the goals and objectives of their organizations and the specific venue/service/activity/event as each relates to a **MAIN** purpose of promoting tourism. Applicant organizations must describe how the venue/service/activity or event marketing program will attract new visitors to Alachua County and the economic benefits to be derived for the citizens of the County as a result of this marketing grant. The application should also describe how and which of the key market segments (Visiting Friends and Relatives, Sports, Meetings and Conferences, Culture and Nature) are addressed by the venue/service/activity/event. Examples would include overnight stays in paid accommodations; anticipated gate/ticket sales, program fees; related retail sales; related food and beverage sales; etc.

DETAILED MARKETING PLAN (45 Points)

Applicant organizations must provide a description of the venue, service, activity or event that will be promoted. All elements of the marketing effort including but not limited to; brochures, websites, advertisements, direct sales, etc. with their specific costs should also be included. The organization should show how they are contributing resources to this event, activity or venue’s promotion. In-kind contributions of staff and financial resources should be included. The applicant organization must indicate how they will measure return on the investment of tourist tax funds.

COOPERATION WITH EXISTING VCB OR CULTURAL AFFAIRS MARKETING PROGRAMS: (5 Points)

Describe how the applicant will utilize help from the VCB or Cultural Affairs marketing efforts. Examples would include advertisements in cooperative newspaper or magazine buys; working in partnership to attract editorial coverage; website linkage and much more. Workshop participation is required of all applicants. The workshops will provide a regular opportunity to share ideas on ways to cooperative package the destination and various venues, activities, services and events.

COLLABORATION WITH OTHER CULTURAL, HERITAGE OR NATURE-BASED ORGANIZATIONS: (10 Points)

Applicants will clearly demonstrate that they are working collaboratively to provide Alachua County visitors with information needed to encourage longer lengths of stays; that they are working collaboratively to provide enhanced visitor experiences by designing events and programs in existing venues; and that they are cross-marketing to visitors to take advantage of the visitor who is already present in the destination and encourage that person to explore other services, activities, venues and events.

ATTENDANCE AT TPD GRANT WORKSHOP: (5 Points)

5 points for organization representative at meeting.

**SCORING RANGES
TOURISM PRODUCT DEVELOPMENT PROGRAM**

95-100 points	Up to 100%
89-94 points	Up to 90%
83-88 points	Up to 80%
77-82 points	Up to 70%
71-76 points	Up to 60%
70 points and Below	No Funding

**Applications must be received by 3:00 p.m. at the
Visitors and Convention Bureau Office
30 East University Avenue**

**To Be Eligible for
Funding**