

RESOLUTION NO. 2013-11

A RESOLUTION OF THE FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS AMENDING THE POLICY FOR TOURIST DEVELOPMENT SPECIAL EVENT GRANTS; AMENDING RESOLUTION 2012-07; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the provisions of Section 125.014, Florida Statutes, authorize the Board of County Commissioners, in and for Flagler County, Florida, to impose Tourist Development Taxes as specified therein; and

WHEREAS, on July 20, 2009, the Board of County Commissioners adopted Resolution 2009-35, which established a policy for special event grants, providing an application process and selection criteria and providing for special event grant award agreements; and

WHEREAS, on March 19, 2012, the Board of County Commissioners adopted Resolution 2012-07, which amended the policy for special event grant award agreements; and

WHEREAS, on January 30, 2013, the Tourist Development Council discussed various ideas on adjusting special event grant criteria and policies and on March 20, 2013 unanimously endorsed changes to said policy ; and

WHEREAS, by recommendation of this criteria for adoption the Tourism Development Council hopes to increase sports tourism and otherwise diversify our tourism base to further increase tourism overall and lodging room nights specifically; and,

WHEREAS, the Board of County Commissioners concurs with the recommendation of the Tourist Development Council.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF FLAGLER COUNTY, FLORIDA:

SECTION 1. Resolution No. 2012-07, Section 2, is hereby amended to read as follows:

1. This resolution shall be known as the Flagler County Tourist Development Tax Special Event Grant Policy.
2. Each year, the Flagler County Board of County Commissioners shall appropriate a maximum of \$100,000 for the provision of special event grants subject to the following additional limitations:

- A. 85% (up to a maximum of \$85,000) shall be allocated to special event grants related to overnight stay events (as described in greater detail elsewhere in this resolution); and
 - B. 15% (up to a maximum of \$15,000) shall be allocated to special event grants related to quality of life events (as described in greater detail elsewhere in this resolution).
3. "Overnight Stay" Special Event Grant Criteria
- A. Consideration of Funding Requests
 - i. Funding requests shall be considered quarterly in January, April, July and October.
 - ii. Requests may be considered up to 12 months in advance of event.
 - iii. Funds will be awarded on a first come, first served basis.
 - B. Evaluation of Grant Applications – All "Overnight Stay" Special Event Grant Applications which are properly submitted will be evaluated in accordance with the criteria contained in Paragraphs 5. A. through 5. D. below.
 - C. Maximum Award – The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

	Number of Room Nights Generated	Maximum Annual Award Amount
i.	225 or more	\$10,000
ii.	125-224	\$7,500
iii.	75-124	\$5,000
iv.	25-74	\$2,500

As a part of the reporting process, "Overnight Stay" Special Event Grant Recipients must establish a coding system with lodging partners to track verifiable overnight stays. A final report from lodging partners will be required showing the number of overnight stays gained from each event and submitted as part of the final special event grant report.

D. Use of Funds - a minimum of 10% percent of the funds awarded to overnight stay special event grant recipients shall be used for advertising & promotion to target audiences outside the local market. This includes pre-approved event marketing (i.e. print, radio and television advertisements, outdoor signage, poster/flyers/brochures, artwork/graphic design, media events, direct mail, and/or online media). The remaining 90% of the funds awarded may be used for:

1. Pre-approved Local Advertising – Directly related to the event
2. Security (i.e. police, sheriff deputies, ushers, marshals, etc.)
3. Fees to Sanctioning Bodies
4. Maintenance, Janitorial and other Clean-up
5. Official's Fees (i.e. referees, umpires, etc.)
6. Official's Housing
7. Awards to Participants (i.e. trophies, plaques, etc.)
8. Rental Items (i.e. tents toilets, barricades, etc.)
9. Volunteer and Officials Incentives (non-cash)
10. Local Transportation Costs (group)
11. Local Printing (i.e. results, programs, heat sheets, etc.)
12. Other pre-approved expenditures consistent with Florida Statutes and Tourist Development Objectives may be considered

Items that will not be reimbursed are:

1. Facility Rental and Required Set up Fees
2. Timing and Scoring Equipment, Supplies and Fees
3. Sports Specific Equipment rental for event
4. Medical and Athletic Training Fees and Supplies
5. Fees for Contract Labor
6. Annual operating expenditures, to include property taxes
7. Professional legal, medical, engineering, accounting, auditing, consultant, or tax service
8. Real Property
9. Interest or reduction of deficits or loans
10. Prize money and/or scholarships
11. Receptions or social functions other than those specifically designed for pre-event media promotional purposes
12. Sales Tax
13. Website design not specific to the event
14. Ongoing or annual facility maintenance
15. Docents and/or employee wages
16. Other expenditures not consistent with Florida statutes or TDC objectives

E. Advertising Plan – For any advertising grant dollars sought, applicants shall submit a detailed advertising plan with a proposed budget to include advertising dollars by media source.

- F. Advertising Branding Requirements – for all advertising whether grant funded or not, the Flagler County Tourist Development Council logo with the Web Address www.palmcoastandtheflaglerbeaches.com must appear prominently in all advertising and publicity (both written and electronic) for the special event. In addition, for “Overnight Stay” Special Event Grants in amounts greater than \$5,000, all advertising must also include the latest tourism phrase “Relax on the Quiet Side of Florida. Call 800-788-0613 or Visit www.palmcoastandtheflaglerbeaches.com for your free vacation guide and calendar of events”.
- G. Economic Impact Surveys – “Overnight Stay” Special Event Grant Recipients must distribute economic impact surveys provided by the Tourist Development Council to event participants and submit completed surveys as part of the final reporting of the event.
- H. Required Match - “Overnight Stay” Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documented in the final event report.
- I. Mandatory Consultations:
- i. Not less than 60 days prior to submitting an application –
 - a. All applicants must meet with the representative of the Flagler County Tourist Development Council at the Flagler County Chamber of Commerce.
 - b. Applicants will receive guidance regarding lodging partnerships, advertising, economic impact survey requirements and further resources.
 - ii. No later than 60 days after an event –
 - a. All “Overnight Stay” Special Event Grant Recipients must meet with a representative of the Flagler County Tourist Development Council at the Flagler County Chamber of Commerce to provide post event reporting.
- J. Reporting Requirements:
- i. “Overnight Stay” Special Event Grant Recipients must complete the written final special event report on a form approved by the Flagler County Tourist Development Council, which will include documentation of the actual room nights generated with a comparison to the estimated room nights generated used as a basis for the original grant award.

- ii. "Overnight Stay" Special Event Grant Recipients must provide a five (5) minute presentation using a format prescribed by the Tourist Development Council that details the event and be prepared to answer any questions about the report/event by the Tourist Development Council.
- iii. "Overnight Stay" Special Event Grant Recipients must provide the written and oral reports no more than 60 days after the event.
- iv. Reimbursement of "Overnight Stay" Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated.

4. "Quality of Life" Special Event Grant Criteria

A. Consideration of Funding Requests

- i. Funding requests shall be considered annually each year in advance of the start of the fiscal year (i.e. October 1).
- ii. Any funds remaining after the first quality of life grant application cycle will be considered for allocation in February of each year.

B. Evaluation of Grant Applications –

- i. All "Quality of Life" Special Event Grant Applications which are properly submitted will be evaluated in accordance with the criteria contained in Paragraphs 5. B. through 5. D. below.
- ii. In addition the "Quality of Life" Special Event Grant Applicants must answer the following questions:
 - a. What added value can the event create to a visitors stay?
 - b. What incremental economic activity is stimulated through the quality of the visitor experience?
 - c. What incremental economic activity is stimulated by encouraging visitors to extend their stay?

C. Maximum Award – The maximum award an organization can receive for a "Quality of Life" Special Event Grant Application is \$1,500, once per fiscal year.

D. Use of Funds – At a minimum, 25% of the funds awarded to Quality of Life special event grant recipients shall be used for advertising & promotion.

- E. Advertising Requirements – The Flagler County Tourist Development Council logo with the Web Address www.palmcoastandtheflaglerbeaches.com must appear prominently in all advertising and publicity (both written and electronic) for the special event.
 - F. Economic Impact Surveys – “Quality of Life” Special Event Grant Recipients must distribute economic impact surveys provided by the Tourist Development Council to event participants and submit completed surveys as part of the final reporting of the event.
 - G. Required Match - “Quality of Life” Special Event Grant Funds awarded pursuant to this section shall represent no more than 33% of the total cost of the event, as documented in the final event report.
 - H. Mandatory Consultations:
 - i. Not less than 60 days prior to submitting an application –
 - a. All applicants must meet with the representative of the Flagler County Tourist Development Council at the Flagler County Chamber of Commerce.
 - b. Applicants will receive guidance regarding lodging partnerships, advertising, economic impact survey requirements and further resources.
 - ii. No later than 60 days after an event –
 - a. All “Quality of Life” Special Event Grant Recipients must meet with a representative of the Flagler County Tourist Development Council at the Flagler County Chamber of Commerce to provide post event reporting.
 - I. Reporting Requirements - “Quality of Life” Special Event Grant Recipients must complete the written final special event report on a form approved by the Flagler County Tourist Development Council.
5. Special Event Grant Evaluation Criteria – Special Event Grant Applications submitted for consideration to the Flagler County Tourist Development Council will be subjected to the following evaluation criteria:
- A. Commitment to the Expansion of Tourism in Flagler County – Completed applications must contain evidence that the event:

- i. Serves to attract out-of-county visitors generating hotel/motel/resort/RV/campground rentals;
 - ii. Will be marketed to the fullest extent possible in an effective and efficient manner; a marketing plan must be presented for this purpose
 - iii. Demonstrates a willingness on behalf of the applicant to work with the tourism industry.
- B. Soundness of Proposed Project/Event – Completed applications must include the extent to which the project:
 - i. Has clearly identified objectives;
 - ii. Has a realistic timetable for implementation;
 - iii. Has additional funding sources available that will be utilized; and
 - iv. Will accomplish its stated objectives.
- C. Stability and Management Capacity – The completed application must include:
 - i. A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
 - ii. Documentation that the organization has a successful history of service in and to Flagler County.
 - iii. Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
 - iv. Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.
- D. Quality and Uniqueness of the Proposed Project/Event – The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

SEVERABILITY. If any section, subsection, sentence, clause or provision of this Resolution is held unconstitutional, inoperative, or void by a court of competent jurisdiction, such holding shall not affect the remainder of the Resolution.


EFFECTIVE DATE. This Resolution shall take effect for all funding obligations commencing with the next grant cycle beginning April 17, 2013. The change in the amounts listed in Section 1 (2) (A) (B) Quality of Life Grants shall take effect once FY 2013-14 funds are allocated.

DONE, ORDERED, AND ADOPTED this 1th day of April, 2013.

Board of County Commissioners
Flagler County, Florida


Nate McLaughlin, Chair

Attest:


Gail Wadsworth, Clerk of the Circuit Court
and Ex-Officio Clerk to the Board of
County Commissioners

Approved as to form:


Albert J. Hadeed

