

RESOLUTION NO. 2016-26

A RESOLUTION OF THE FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS AMENDING THE POLICY FOR TOURIST DEVELOPMENT SPECIAL EVENT GRANTS; RESCINDING RESOLUTIONS 2009-35, 2012-07, 2013-11, 2014-12 AND 2015-69; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the provisions of Section 125.0104, 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 section 2 of the policy increasing the maximum to \$100,000 and changing percentage allocation; and

WHEREAS, on April 1 2013, the Board of County Commissioners adopted Resolution 2013-11, which amended the policy for special event grants to provide additional criteria and award amount allocations; and

WHEREAS, on April 7, 2014, the Board of County Commissioners adopted Resolution 2014-12, which further amended the policy for special event grants, changing the consideration period to monthly from quarterly and removing some items that will not be reimbursed; and

WHEREAS, on November 16, 2015 the Board of County Commissioners adopted Resolution 2015-69 which amended section 2 of the policy removing the maximum and percentages for special events grants and allocating funding as approved in the annual budget each year; and

WHEREAS, the demand for the special event grant funds continues to outpace available funding; and

WHEREAS, new special event grant policy changes are needed to address the demand for funds to ensure the most productive tourism events receive limited tourism funding; and

WHEREAS, additional special event grant policy changes are necessary to make a clearer, more efficient special event grants tourism policy to address the Tourism Development Office location, the Tourist Development Council funding percentage changes, the funding

limits for special event grants, advertising for tag-line changes, and other policy changes recommended by the Tourism Development Office; and

WHEREAS, these proposed policy changes have been presented to and discussed with the Tourism Development Council at several meetings and also discussed with the Board of County Commissioners at an April 19, 2016 workshop; and

WHEREAS, rescinding the original Resolution 2009-35 and its four amendments and replacing them with a complete policy in one resolution will result in a more efficient and workable protocol for the award of special event grants.

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

1.
 - A. This Resolution shall be known as the Flagler County Tourist Development Tax Special Event Grant Policy.
 - B. This Resolution hereby rescinds and replaces Resolutions 2009-35, 2012-07, 2013-11, 2014-12, and 2015-69.
2. Each year, the Flagler County Board of County Commissioners shall appropriate funding approved in the annual budget for the provision of special event grants, to be called Overnight Stay Special Events and Regional Drive Market Special Events.
3. "Overnight Stay" Special Event Grant
 - A. Consideration of Funding Requests
 - i. Funding requests for Overnight Stay special event grants shall be considered each July. Should a balance remain after July awards, applications will be accepted on a quarterly basis until all funding has been distributed.
 - ii. Requests will be considered 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 Paragraph 5 below.
 - C. Maximum Award – The maximum award an organization can seek is directly related to the overnight stays the event generates as reported according to Section 3.J below, subject to the limits listed in the following table. (Preference will be given to events that take place in the following months: August, September, October, November, December and January.)

	Number of Room Nights Generated	Maximum Annual Peak Season Award Amount	Maximum Annual Off- Peak Season Award Amount
i.	400+	\$8,000	\$10,000
ii.	300 to 399	\$6,000	\$7,500
iii.	200 to 299	\$4,000	\$5,000
iv.	50 to 199	\$2,000	\$2,500
v.	0 to 49	\$0	\$0

D. Use of funds awarded to Overnight Stay Special Event Grant Recipients shall be used for:

1. Pre-approved Local Advertising promotion and event marketing
2. Security (i.e., police, sheriff deputies, ushers, marshals, etc.)
3. Fees to Sanctioning Bodies
4. Maintenance, Janitorial and other Clean-up
5. Officials' Fees (i.e., referees, umpires, etc.)
6. Officials' Housing
7. Awards to Participants (i.e., trophies, plaques, etc.)
8. Rental Items (i.e., tents, toilets, barricades, and other event-related items)
9. Volunteer and Officials Incentives (non-cash)
10. Local Transportation Costs (group)
11. Local Printing (i.e., results, programs, heat sheets, etc.)
12. Meeting Room Rental
13. Audio-Visual Equipment Rental
14. Staff and Speakers' Guestrooms
15. Signage
16. Contract Labor (Medical, Timing & Scoring, Law Enforcement, Parking, Non-Profit Organizations, etc.)
17. Other pre-approved expenditures consistent with Florida Statutes and Tourist Development objectives may be considered

Funds awarded to Overnight Stay Special Event Grant Recipients shall not be used for:

1. Annual operating expenditures, to include property taxes
2. Professional services including legal, medical, engineering, accounting, auditing, consultant, or tax service
3. Real Property acquisition
4. Interest or reduction of deficits or loans
5. Prize money and/or scholarships

6. Receptions or social functions other than those specifically designed for pre-event media promotional purposes
7. Sales Tax
8. Website design not specific to the event
9. Ongoing or annual facility maintenance
10. Docents and/or employee wages
11. Other expenditures not consistent with Florida Statutes or Tourist Development 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 – Flagler County Tourist Development Council logo with the Web Address, www.visitflagler.com, must appear prominently in all marketing materials for the event.

G. 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 - Grant Funds awarded pursuant to this section shall represent no more than fifty percent (50%) of the total cost of the event, as documented in the final event report.

I. Mandatory Consultations:

i. All applicants must meet with the representative of the Flagler County Tourist Development Council at the Flagler County Tourist Development Office as part of the application process. Applicants will receive guidance regarding lodging contact information, promotional opportunities, economic impact survey requirements and further resources. All applicants will be required to sign pre-application checklists and logo requirements.

ii. All Grant Recipients must meet with a representative of the Flagler County Tourist Development Council at the Flagler County Tourist Development Office no later than sixty (60) days after an event to provide post-event reporting.

J. Reporting Requirements:

i. 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.

- ii. 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 to be generated used as a basis for the original grant award.
- iii. Grant Recipients must provide the final reports no more than sixty (60) days after the event.
- iv. Reimbursement of expenditures and obligations pursuant to Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated.

4. "Regional Drive Market" Special Event Grant Criteria

A. Consideration of Funding Requests

- i. Funding requests shall be considered each July; should a balance remain after the July awards, applications will be accepted on a quarterly basis until all funding has been distributed.
- ii. Requests will be considered on a first come, first served basis.

B. Evaluation of Grant Applications –

- i. All Regional Drive Market Special Event Grant Applications which are properly submitted will be evaluated in accordance with the criteria contained in Paragraph 5 below.
- ii. In addition, the Regional Drive Market Special Event Grant Applicants must answer the following questions:
 - a. What added value can the event create for a visitor's 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 Regional Drive Market Special Event Grant Application is One Thousand Two Hundred Fifty Dollars (\$1,250) per fiscal year.

D. Advertising Requirements – The Flagler County Tourist Development Council logo with the Web Address, www.visitflagler.com, must appear prominently in all advertising and publicity (both written and electronic) for the event.

E. Required Match - Regional Drive Market Special Event Grant Funds awarded pursuant to this section shall represent no more than thirty-three percent (33%) of the total cost of the event, as documented in the final event report.

F. Mandatory Consultations:

i. All applicants must meet with the representative of the Flagler County Tourist Development Council at the Flagler County Tourist Development Office as part of the application process. Applicants will receive guidance regarding lodging partnerships, advertising, economic impact survey requirements and further resources.

ii. No later than 60 days after an event, Regional Drive Market Special Event Grant Recipients must meet with a representative of the Flagler County Tourist Development Council at the Flagler County Tourist Development Office to provide post-event reporting.

G. Reporting Requirements - Regional Drive Market 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 for both Overnight Stay Special Events and Regional Drive Market Special Events 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; and

iii. Demonstrates a willingness on behalf of the applicant to work with the tourism industry.

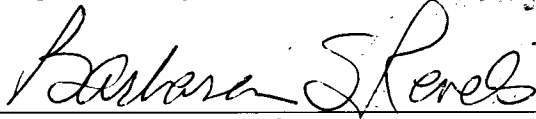
- B. Soundness of Proposed Project/Event – Completed applications must include the extent to which the project:**
- i. Has clearly identified objectives;
 - ii. Has a realistic timetable for implementation;
 - iii. Has additional funding sources available that will be utilized; and
 - iv. Will accomplish its stated objective.
- 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, when applicable;
 - iii. Confirmation of authorized representatives and proof that the organization approved the application for special event grant funds; and
 - 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.**
- E. All events must take place within Flagler County.**
- F. No single event may obtain both an ‘Overnight Stay’ grant and a ‘Regional Drive Market’ grant in the same fiscal year.**

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 upon adoption.

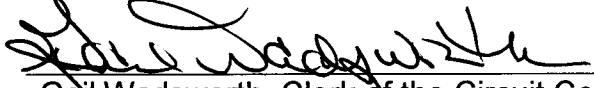
DONE, ORDERED, AND ADOPTED this 6th day of June, 2016.

Board of County Commissioners
Flagler County, Florida



Barbara S. Revels, Chair

Attest:



Gail Wadsworth, Clerk of the Circuit Court
and Comptroller

Approved as to form:



Al Hadeed, County Attorney