

RESOLUTION NUMBER 2009-35

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF FLAGLER COUNTY, FLORIDA ESTABLISHING FINDINGS; ESTABLISHING A POLICY FOR SPECIAL EVENTS GRANTS; PROVIDING A PROCESS FOR THE APPLICATION, SELECTION AND EXECUTION OF SPECIAL EVENT GRANTS; PROVIDING FOR SEVERABILITY, AND PROVIDING AN EFFECTIVE DATE.

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

WHEREAS, on October 16, 1986, the Board of County Commissioners, in and for Flagler County Florida, pursuant to the provisions of Flagler County Ordinance Number 86-14, levied a Tourist Development Tax of 2 percent of each whole and major fraction of each dollar of the total rental charged every person who rents, leases, or lets for consideration any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment motel, rooming house, tourist or trailer camp or condominium for a term of six (6) months or less; and

WHEREAS, on January 12, 2004, the Board of County Commissioners, in and for the Flagler County Florida, pursuant to the provisions of Flagler County Ordinance Number 04-02, levied an additional Tourist Development Tax of 1 percent, as authorized by the provisions of Section 125 0104(3)(d), Florida Statutes; and

WHEREAS, the Board of County Commissioners, pursuant to the referenced ordinances, has partitioned the proceeds derived from the levy of the 3 percent tourist development tax into three distinct categories; Capital Projects (30%), Promotion and Advertising (55%), and Beach Restoration and Maintenance (15%); and

WHEREAS, the Board of County Commissioners, desires, by means of this resolution, to adopt a set of formal policies which provide for the application, selection and execution of special event grants awarded from the proceeds generated in promotions and advertising account;

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Flagler County, Florida, 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 \$60,000 for the provision of special event grants subject to the following additional limitations:

A. 80% (up to a maximum of \$48,000) shall be allocated to special event grants related to overnight stay events (as described in greater detail elsewhere in this resolution), and

B. 20% (up to a maximum of \$12,000) 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:

	<u>Number of Room Nights Generated</u>	<u>Maximum Annual Award Amount</u>
i	200 or more	\$10,000
ii	100 to 199	\$7,500
iii	50 to 99	\$5,000
iv	10 to 49	\$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 - 100% 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

E Advertising Requirements – The Flagler County Tourist Development Council logo and the Visit Flagler Web Address (www.visitflagler.org) must appear prominently in all advertising and publicity (both written or 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 "Come and Relax on the Quiet Side of Florida. Call 800-670-2450 or Visit www.visitflagler.org for your free vacation guide and calendar of events".

F 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.

G. 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

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 30 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

I 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 \$2,000.
- D. Use of Funds – At a minimum, 25% percent 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 and the Visit Flagler Web Address (www.visitflagler.org) must appear prominently in all advertising and publicity (both written or 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 50% 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 30 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, 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 slated 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,

- 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

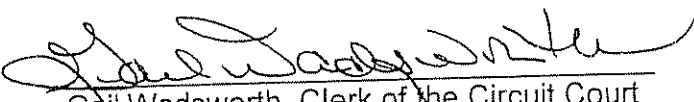
EFFECTIVE DATE. This Resolution shall take effect for all funding obligations commencing with the fiscal year which begins on October 1, 2009.

DONE, ORDERED, AND ADOPTED this 20th day of July, 2009.


Board of County Commissioners
Flagler County, Florida


Milissa Holland, 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
Flagler County Attorney