



Grant Program Summary And Application

POLICIES AND PROCEDURES

The Florida Sports Foundation's (FSF) Major and Regional Grant Programs are designed to assist communities and host organizations in attracting sports events, which will generate significant out-of-state economic impact for the state of Florida. The applicant must demonstrate that "but for" the grant award, the event will not be successful.

Events that will be considered for grant funding include amateur or professional athletic events, or other categories approved by the Foundation's Board of Directors. When awarding grants, the Foundation places emphasis on out-of-state economic impact, community support and image value to the state. Mature events currently based in Florida are not eligible for the grant program unless proof can be provided that it was secured through a bid. Grant applications are only accepted through a regional Sports Commission in the State of Florida.

Effective July 1, 2009 all events considered for grant funding are required to meet additional criteria. Events to be considered for a Major Grant must generate at least \$5 million in out-of-state economic impact as well as at least 4,000 out-of-state bed nights. Those events to be considered for a Regional Grant must generate at least \$1 million in out-of-state economic impact and at least 1,200 out-of-state bed nights

To ensure the success of your application please understand the following:

- **The regional Sports Commission in the area where your event is held must submit all applications.** Please contact a regional Sports Commission for grant funding with your event. Regional Sports Commissions are listed at www.flasports.com under Sports Industry. If there is not a Sports Commission in the area where your event takes place you may apply under a local Convention & Visitor's Bureau (CVB) or a Tourist Development Council (TDC) per the direction of the Florida Sports Foundation. If there is not a local CVB or TDC in your area please contact the Florida Sports Foundation.
- Only regional Sports Commissions in good standing with their partnership requirements to the Florida Sports Foundation can submit applications for funding. Applications received from a regional Sports Commission not in good standing with their partnership will not be considered for funding until their partnership is made current.
- Grant applications will be reviewed quarterly and application deadlines are as follows:
 - January 10** for final recommendation at the April Board of Directors meeting. Events must be held after April 1 of the same year.
 - April 10** for final recommendation at June Board of Directors meeting. Events must be held after July 1 of the same year.
 - July 10** for final recommendation at the September Board of Directors meeting. Events must be held after October 1 of the same year.
 - October 10** for final recommendation at the December Board of Directors meeting. Events must be held after January 1 of the following year.
- Applications are due the day of the deadline listed above, if this day falls on a weekend then they are due the Friday before the deadline.
- Applications must be typed using the application form provided. Applicants must submit **seven (7)** copies of the application only. Any additional documentation or presentation materials should not be affixed to the applications, and

only one (1) copy of these additional materials should be included. Each application should be stapled. Please do not bind applications in any way.

- Forward **seven (7)** copies of the application to:
Florida Sports Foundation Grant Program
2930 Kerry Forest Parkway, Suite 101
Tallahassee, FL 32309
- Mature events (In the same location for more than three years) currently based in Florida are not eligible for the grant program unless proof can be provided that it was secured through a bid. If the event is a bid event, please **submit all bid documents** including award letter.
- The Foundation will contact the applicant organization upon final recommendation by the Board. Approved applications will receive the grant contract, FSF logos and a Post Event Report form can be found on our website at www.flasports.com.
- Prior to the event, if awarded a grant, the organization must provide the signed Grant Agreement, proof of insurance, which lists the **state of Florida**, and the **Florida Sports Foundation** as additional insured, with a minimum liability of \$1,000,000 per occurrence. **If these items are not provided before the event takes place then the grant will not be awarded.** In addition, if your municipality is self insured, you still are required to provide the FSF with a \$1,000,000 certificate of insurance with the state of Florida and the Florida Sports Foundation as additionally insured.
- The applicant must also agree to include the FSF logo on appropriate printed pieces and displays during the event and or on the website and display banners, etc. The FSF logo and program advertisement can be provided upon request.
- Within 90 days after the completion of the event, the organization must forward the Post Event Report. The Foundation will disburse funds as reimbursement for paid invoices only (canceled checks), for expenses specified in the Post Event Report. After review of the Post Event Report, the grant funds will be forwarded to the organization.

Reimbursement/Accountability

- Within 90 days after the completion of the event, the organization must forward the Post Event Report. The Foundation will disburse funds as reimbursement for paid invoices only (canceled checks), for expenses specified in the Post Event Report. After review of the Post Event Report, the grant funds will be forwarded to the organization.
- The Grantee must report the minimum of \$1 million in out-of-state economic impact to receive the final award.
- The Grantee must generate 80% of estimated impact to receive full award, above the minimum \$1 million economic impact. Pro-rated amount of the award will be awarded fewer than 80%.
- Natural Disasters and other incidents that may affect the impact generated by the event will be considered on a case-by-case basis.

GLOSSARY OF TERMS

Earnings	The income of local households from wages, salaries, and proprietors incomes. The earnings impact is the increase in household income directly or indirectly attributable to the event.
Economic Impact	Any of several measures of change in the local economy, including output, earnings, employment, or revenue.
Employment	The number of jobs in the local economy. The employment impact is the expected increase in jobs directly or indirectly attributable to the event.
Mature Events	Events that have taken place in the same location for more than three years. Exception: events that have been secured through a bid process.
Multiplier	The expected change in output, earnings, or employment for each one-dollar change (million dollar change for employment) in direct impact.
Output	The value of sales of goods and services by local businesses. The output is the increase in sales directly and indirectly attributable to the event.
Participants	Athletes, coaches, officials, trainers, organizers (anyone that is part of the competition).
Revenue	The income of local government from taxes, fees, and sales of goods and services. The revenue impact is the increase in local government income directly or indirectly attributable to the event, less any expenditure of local government funds to attract or support it.
Room Nights	Total number of rooms multiplied by the average length of stay.
Spectators	Friends, family, fans.
Youth	18 years and younger

Previous Location/Date(s):

Contact Name/Phone:

Out-Of-State: Participants: Room Nights: **Out of State:** Economic Impact:

FSF Grant Funding:

13. Was the event secured through a bid? ___ Yes ___ No

 If yes, **please include appropriate documentation**.**

****Grant will not be awarded to events hosted in the state of Florida longer than three years without bid documentation.**

14. Will you expended any bid fee monies prior to your event? If so, how much and when?

15. What is the overall event plan (include schedules, competition details, special events, etc.):

16. Summarize the marketing plan for the event to include all media(s), timeline and if you are paying a promotional or production expense to obtain event coverage.

III. GRANT REQUEST

1. Amount of Grant Requested: \$ _____

2. Have you received FSF grant funds for this event in the past? (If yes, **please list dates and amounts:**)

3. Intended use of grant funds, if awarded:

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

5. What benefits associated with this event will the Florida Sports Foundation receive if a grant is awarded?
(Please attach appropriate sponsor benefit list if applicable)

6. Will the event be televised? (If yes, list network, date, time, and commercial opportunity for the FSF):

7. How will this event contribute to a positive image for the state of Florida?

IV. COMMUNITY SUPPORT

1. Please list any city, county, TDC, or other cash contributions from public entities for this event (include amount and source):

2. Please outline any in-kind (donated facilities, volunteer/staff support, city/county services, etc.) support from the community that has been committed for this event:

3. Please outline any local corporate sponsorship support that has been secured for this event:

V. ECONOMIC IMPACT/PARTICIPATION PROJECTIONS

1. Total expected Participants (competitors, coaches, trainers, officials, etc.)

 ADULT Out-of-State: _____ In-State: _____

 YOUTH Out-of-State: _____ In-State: _____

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

ADULT **Out-of-State:** _____ **In-State:** _____

YOUTH **Out-of-State:** _____ **In-State:** _____

3. Total expected Media

Out-of-State: _____ **In-State:** _____

4. Estimate the projected Direct Out-of-State Economic Impact of the Event (please use participation projections outlined in questions 1-3 above):

***Note: The average spending figure is what is used by the State of Florida.**

Of out-of-state *Adult Participants* _____ x avg. length of stay _____ x \$143 (avg. spending) =
\$ _____

Of out-of-state *Adult Spectators* _____ x avg. length of stay _____ x \$143 (avg. spending) =
\$ _____

Of out-of-state *Youth Participants* _____ x avg. length of stay _____ x \$72 (avg. spending) =
\$ _____

Of out-of-state *Youth Spectators* _____ x avg. length of stay _____ x \$72 (avg. spending) =
\$ _____

Of out-of-state *Media/Professional* _____ x avg. length of stay _____ x \$143 (avg. spending) =
\$ _____

TOTAL PROJECTED DIRECT OUT-OF-STATE ECONOMIC IMPACT \$ _____

5. Total Hotel Impact (In-State and Out-of-State):

Of Rooms _____ x Avg. # of nights _____ x Avg. Room Rate \$ _____ = \$ _____

6. Revenue Estimates Generated by Out-of-State Participants/Spectators

(Use total projection out-of-state economic impact number from above to complete these figures)

State Sales Tax

Direct Out-of-State Economic Impact x .06 = \$ _____

Local Option Sales Tax (if applicable)

Direct Out-of-State Economic Impact x local option sales tax rate _____ = \$ _____

Transient Lodging Tax/Bed Tax (if applicable)

Total Hotel Impact x lodging/bed tax rate _____ (example .03) = \$ _____

VI. PROJECTED EXPENSES

Please list intended use of grant funds:

PROJECTED EXPENSES	
REIMBURSEABLE EXPENSES	CASH
TOTAL EXPENSE	

Please note: If a grant is awarded, payment/reimbursement occurs after the event by submitting invoices totaling the amount granted. The following summarizes the allowable/disallowable expenses that may be used for reimbursement

Allowable Expenses:

- promotion, marketing, and programming
- paid advertising and media buys
- production and technical expenses
- site fees/costs (contract help, rentals, insurance)
- rights fees, sanction fees, non-monetary awards
- travel (if approved by FSF in advance)

Disallowable Expenses:

- general and administrative expenses
- building, renovating and/or remodeling
- permanent equipment purchases
- debts incurred prior to the grant
- programs, which solicit advertising
- hospitality or social functions

VII. SIGNATURES

1. Area Sports Commission Signature/Disclaimer

We, the undersigned, hereby certify that we have read and understand the Florida Sports Foundation Grant Program Policies and Procedures and, that all information included with our application is true and correct.

Authorized Signature, Applicant

Title

Date

Updated: 10/08/09