



Tourist Development Council Marketing Funds Application

The Gadsden County Tourist Development Council (TDC) was established to promote tourism and attract tourists to Gadsden County. As such, the TDC allocates a portion of the tourist development tax revenue for marketing of events that further the purposes of the TDC by promoting tourism. Marketing grant applications will be accepted from organizations that will sponsor and promote tourism activities within Gadsden County.

TDC funds must be matched with other funding sources and must not be the sole source of income.

Pursuant to Strategy 4.3 of the Strategic Plan, organizations are encouraged to become self-sufficient after a period of three years. If an organization has received funds for a period of consecutive three years, funding levels may be decreased by 50% of the prior year's funded amount for subsequent years, to continue each year at 50% of the previous year's funded amount.

Funds for marketing are available as deemed appropriate by the TDC, upon a schedule approved by the TDC. These funds are available on a reimbursement basis only and are limited to no more than **\$5,000** per event or organization which will promote tourism within Gadsden County. Pursuant to Florida Statutes, marketing funds may only be used for the following purposes:

- **Print material advertising or marketing the event, to include internet presence.**

- o The print materials, which include mobile applications and web sites, must contain the TDC logo.

- **Radio or TV spots.**

- o Verbal marketing such as radio or TV spots, must mention funding received by the Gadsden County Tourist Development Council.

Funds may not be reimbursed for any other purpose, to include but not limited to operating expenses, tangible property, travel expenses, transportation, entertainment, prize money, donations to any organization, any food or beverages.



APPLICATION SUBMISSION:

The completed and signed marketing grant application should be submitted to the TDC by the established deadline. Applications may be mailed, or hand delivered to the Gadsden County Tourist Development Council:

c/o Olivia Smith, at 1-B E. Jefferson Street, Quincy, FL 32353.

Applications may also be submitted via email to the following address: OSmith@GadsdenCountyFL.gov

Additional information or questions may be obtained by calling 850-875-8671 during the hours of 8:00 a.m. and 5:00 pm, Monday through Friday.

NOTE: All materials/documentation submitted with the grant application will be become a matter of public record, open to inspection by anyone who makes a request.



MARKETING FUNDS APPLICATION

Date of Application: _____

Name of Event: _____

Event Description: _____

Event Sponsor: _____

Contact Name: _____

Contact Address: _____

Contact Phone: _____

Contact Email: _____

Location of Event: _____

Event Date(s): Start: _____ End: _____

Number of years event has occurred in the past: _____

Is this the first time this event has received funds? _____

When has this event received funds in the past? (date) _____

What was the amount of the past receipt? _____

Anticipated number of attendees: _____

Projected range of attendees (distance traveled): _____



Event Budget Overview:

Please provide detailed budget descriptions below.

Marketing Item / Service	Description	Estimated Cost

Total Fund Request: _____

How did you learn about the TDC Marketing Grant Program? _____



The events committee shall review submitted applications and make a recommendation to the TDC regarding the priority of funding these events, if at all, by using a scoring system based on points received. The TDC shall subsequently hear the events committee recommendations at a public hearing, and adopt by majority vote the priority list. The funding of the marketing for the events shall be limited to the marketing funds allocated in the budget adopted for the respective year.



CERTIFICATION

I submit this application to the Gadsden County Tourist Development Council which acknowledges that the information contained herein is true. My signature below also confirms that I accept the terms and statements provided herein. I further agree to provide an accounting of expenditures as required by the TDC within forty-five (45) days of completion of project or program for which funds may be allocated.

By:

Signature of Authorized Agent

Date:
