



## ***Sports Event – Funding Program Guidelines***

### **AUTHORIZATION HISTORY**

The Ocala/Marion County Visitors and Convention Bureau (OMCVCB), leads and supports the tourism industry in Marion County by providing the highest quality and most innovative marketing programs and promotions to ensure the continued growth of tourism and travel from visitors around the world. The OMCVCB's objective and purpose of the sports event funding guidelines is to position Marion County as a must-experience sports destination in Florida through quality events and initiatives. The OMCVCB recognizes sports as a major contributor to the overall tourism economy. In order to develop sports-related tourism, the OMCVCB has put in place guidelines for events seeking funding.

The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) in response to the growing need of Florida counties to provide additional revenue sources for tourist development in an effort to stimulate the local economy. The Marion County Tourist Development Council (TDC) was created pursuant to Marion County Resolution 04-R-44, as a result of the 2004 passage of the 2% Tourist Development Tax (TDT) and subsequent passage of an additional 2% TDT in 2015, and operates in accordance with Florida State Statute 125.0104 and Marion County Code Art. XIII, sections 10-381 through 10-386. The TDT is levied on occupied transient lodging sales, i.e. hotels/motels, campgrounds and other short term rental properties. The Tourist Development Tax Revenues are designated to promote Ocala/Marion County as a preferred visitor destination.

All requests for funds from organizers (Applicants) seeking to host an event or project (Event/Project) must be reviewed and approved by OMCVCB Staff and the Tourist Development Council (TDC). Once a funding amount has been allocated, funds will not be disbursed until after the Event/Project has been completed and a post-Event/Project economic impact report has been produced and timely submitted to the OMCVCB for review.

The number and extent of these grants will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales. The intent of the Sports Event Funding Program Guidelines is to provide funding assistance for events that attract overnight visitors to Marion County.

**Quality of Life/Community Events/Projects:** Some Events/Projects attract large numbers of day visitors with little to no overnight room night stays, whose presence will benefit the county gross domestic product (GDP) through other transactional means. These community events will have a positive effect in contributing to the vitality of Marion County and therefore attractiveness to potential tourists. For these reasons, the OMCVCB may support these events that are open to the public through non-monetary means, such as:

- Collateral fulfillment of area tourism information;
- OMCVCB promotional branded material fulfillment;
- Request for Proposal (RFP) distribution;
- Public relations support;
- Photo/video support;
- Social media/calendar listing;
- Referrals to County/City departments;
- Research data collection; and,
- Consultation to grow events to attract overnight visitors.

## SPORTS EVENT FUNDING CRITERIA

### STATEMENT OF POLICIES

- A. **To be considered for the maximum award available, applications are due at a MINIMUM six (6) months prior to the Event/Project start date.**
- B. Staff will conduct a preliminary review of the application. An economic impact report will be created by staff using the Destination Marketing Association International (DMAI) Event Impact Calculator – Sports Module based on the numbers submitted in the application. The figures generated by this report will be used to gauge estimated economic impact in relation to the guaranteed paid number of room nights.
- C. Incomplete applications will not be considered. Not applicable or N/A should be marked if needed.
- D. Funding is not intended to support administrative costs or non-public Events/Projects. Funding is intended to support marketing and promotional efforts, production and venue/site rentals and costs associated with public facilities (see eligible and ineligible use of funds list). The Ocala/Marion County Visitors and Convention Bureau logo block must appear prominently in all advertising and publicity (written or electronic) for the Event/Project.
- E. Hotels secured for the Event/Project must be located within Marion County. If Applicant has already contracted with or secured a room block with any accommodator prior to the submission of the completed funding request application, Applicant will not be able to apply for funding.
- F. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the Event/Project. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements, however, Applicant is strongly encouraged to use a check or credit card. Written confirmation from a vendor that an expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided. Written confirmation from a vendor will be necessary if cash was accepted as payment.
- G. The OMCVCB will only pay facility fees directly to the facility (when applicable), not to Applicant. Any additional costs incurred as a result of the facility maintenance per the request of Applicant will be handled independently between Applicant and facility.
- H. To be eligible for payment, Applicant must timely submit **completed and verified** Room Block Report(s)/Room Night Certification Form(s). Failure to submit completed Room Block Report (s)/Room Night Certification Form(s) will result in disqualification for support. Applicant must provide the written report including documentation of the **actual room nights generated in comparison to the initial room night guarantee indicated in the application** not more than 60 days after the Event/Project concludes. At Marion County's discretion, an online booking

tool and/or event page may be utilized to provide tracking of room nights from host hotel(s). However, it is the responsibility of Applicant not to solely depend on this tracking tool and to make every effort to obtain room nights that were not included as part of the host hotel(s).

- I. Any funds granted will be subject to audit by the Marion County Clerk of the Court – Internal Auditor or other representative the County may designate.
- J. If applicable, to qualify for reimbursement, Applicant must provide proof of liability/medical insurance from the host organization. A Commercial General Liability Insurance Policy should be obtained for the Event/Project of \$500,000 / \$1,000,000 limits, with the “Marion County, a political subdivision of the State of Florida, its officials, employees and volunteers” being named as an additional insured on the policy. The term of coverage must include not only all days of the Event/Project, but set up days and take down days, as well.
- K. The TDC may choose to lend assistance or administer funds approved in the form of advertising, public relations, promotions or research programs through its respective agency of record on behalf of Applicant.
- L. Recognition of the OMCVCB must be included where appropriate on all printed material and Applicant’s website and referred to in public relations activities. A camera-ready logo will be provided. All printed materials with the logo block must be presented with the reimbursement request.
- M. Upon approval of funds, Applicant must provide 20 tickets for promotional use, as well as media passes for use by OMCVCB staff to attend and cover the Event/Project for Marion County’s marketing and public relations purposes.
- N. Applicant is to have only one designated contact (Designee) for the duration of the Sports Event Funding process. Designee is responsible for turning in all application documents, as well as follow up paperwork needed prior to the Event/Project. Additionally, Designee will be responsible for executing the funding contract and providing a W-9 for Applicant. Funds will be released only to Designee upon completion of post-Event/Project documentation and room night certification. Should Designee change at any point during the process, written notification to the OMCVCB office is required. Failure to provide notification will adversely affect funding.
- O. If any details (date, time, name of event, etc.) change prior to the Event/Project execution, a letter must be sent to the OMCVCB office advising of the changes. Date changes require a vote by the TDC and must be submitted 90 days prior to the originally approved date or new date (whichever comes first).

- P. Applicant must meet with a representative of the Ocala/Marion County Visitors & Convention Bureau (via phone or in person) prior to submitting an application.**
- a. Please contact (352) 438-2800 for an application and/or to set an appointment.
  - b. The application is also available at [www.ocalamarion.com](http://www.ocalamarion.com).
- Q. Applicant is required to grant Marion County and all of its agents, the right to use and reproduce any and all photographs, digital images, videotapes or recordings made at or made in relation to the Event/Project, including those of Applicant's employees, volunteers, invitees, and those that contain Applicant's name, artwork, logo or trademark, for use by Marion County, and the right to copyright and/or use, reuse and/or publish, republish photographic pictures, digital images, videotapes or recordings. Applicant must affirm that it is the legal owner of any artwork, logo or trademark used by Applicant and acknowledge that Marion County is relying on this representation and to the extent there is any claim by any third party against Marion County, Applicant will indemnify and hold Marion County harmless as to any such claim or damages arising from such claim. Applicant is required to grant Marion County permission for the photographs, digital images, videotapes, or recordings to be used in their entirety and/or edited versions as deemed necessary by Marion County. Applicant must understand these items will become the property of Marion County and all rights to inspect or approve as well as any royalties or other such compensation are waived. Applicant further grants Marion County permission for the photographs, digital images, videotapes or recordings to be used by Marion County at any time in the future without notice being provided and that Marion County's use may include for trade, commercial and advertising purposes, to promote the product or service of Marion County, and to simply report happenings in Marion County, and may include the use of items on Marion County websites. Applicant must make its invitees aware of Marion County's intentions in this regard and make a release a requirement to participate in the Event/Project.**

**APPLICATION DEADLINE AND GUIDELINES**

Applications will be reviewed as outlined in the schedule included in this document. Applications are due no later than the deadlines listed herein. If the deadline falls on a weekend/holiday, then the applications are **due the last business day prior to the posted deadline**. One application will be accepted per Event/Project. The application **must be completely filled out**. Not Applicable or N/A should be marked if needed. Completed applications will be date stamped and added to the TDC agenda in the order that they are received. **To be considered for the maximum award available, applications shall be submitted at a MINIMUM six (6) months prior to the Event/Project start date.**

The OMCVCB Staff and TDC will review funding for Sports Event Funding Requests as outlined below:

**Submittal & Meeting Schedule  
Sports Event Funding**

Submittal Deadline to VCB	TDC Meeting*	Earliest Date Event/Project Could Occur
November 30	2 <sup>nd</sup> Thursday in January	2 <sup>nd</sup> week of August
December 31	2 <sup>nd</sup> Thursday in February	2 <sup>nd</sup> Week of September
January 31	2 <sup>nd</sup> Thursday in March	2 <sup>nd</sup> Week of October
February 28/29	2 <sup>nd</sup> Thursday in April	2 <sup>nd</sup> Week of November
March 31	2 <sup>nd</sup> Thursday in May	2 <sup>nd</sup> week of December
April 30	2 <sup>nd</sup> Thursday in June	2 <sup>nd</sup> Week of January
May 31	2 <sup>nd</sup> Thursday in July	2 <sup>nd</sup> Week of February
June 30	2 <sup>nd</sup> Thursday in August	2 <sup>nd</sup> Week of March
July 31	2 <sup>nd</sup> Thursday in September	2 <sup>nd</sup> Week of April
August 31	2 <sup>nd</sup> Thursday in October	2 <sup>nd</sup> Week of May
September 30	2 <sup>nd</sup> Thursday in November	2 <sup>nd</sup> Week of June

**ALL FUNDING RECOMMENDATIONS REQUIRE FINAL APPROVAL BY  
THE MARION COUNTY BOARD OF COUNTY COMMISSIONERS**

*\*Dates are subject to change*

You may mail or hand deliver the **ORIGINAL** application to:  
Ocala/Marion County Visitors and Convention Bureau  
Attn: Corry Locke  
112 N. Magnolia Ave.  
Ocala, FL 34475

## VISITOR TRACKING

In order to assess the impact of each Event/Project on the Ocala/Marion County transient lodging industry, the TDC requires the tracking of the number of overnight visitors attending the Event/Project.

**Room block reports from hotels are the preferred method of reporting room data.** However, a **Room Night Certification Form** (page 17) is an acceptable means of tracking. For the Events/Projects that impose an online booking tool and/or event page for direct tracking of host hotels, it is the Applicant's responsibility and make every effort to track room nights from overnight stays at all accommodators, whether or not they were selected as a host hotel. This information will be used to track the number of visitors attending each Event/Project and staying overnight in short term accommodations.

- *For the purpose of calculating creditable overnight stays, only rooms subject to Tourist Development Tax shall be included, i.e., rooms exempt from payment of tax or provided on a complimentary (free of charge) basis shall be excluded from the calculation.*

Following the Event/Project, the OMCVCB reserves the right to conduct an audit of information presented for each funded Event/Project. All lodging accommodations listed may be contacted to confirm the number of room nights generated for the Event/Project. **PLEASE NOTE THAT ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT CURRENT AND FUTURE FUNDING AWARDS.** Not tracking your rooms and/or visitors could void your post Event/Project funding.

## CONCLUSION

Applicant is encouraged to not contact members of the TDC in order to provide a fair and equitable process of consideration of each applicant. Applicant may make contact with OMCVCB staff to address any concerns or deliver updates. Additionally, the Event/Project director, fiscal administrator or other contact person may be called upon by OMCVCB staff at any time during the review process. TDC meetings are held on the second Thursday of each month (unless otherwise noticed). Applicant is strongly encouraged, if possible, to attend the meeting for which its application is scheduled for review. This will be the only opportunity to speak directly to the TDC in regards to the Event/Project application. Attending the meeting is NOT requirement to receive funding.

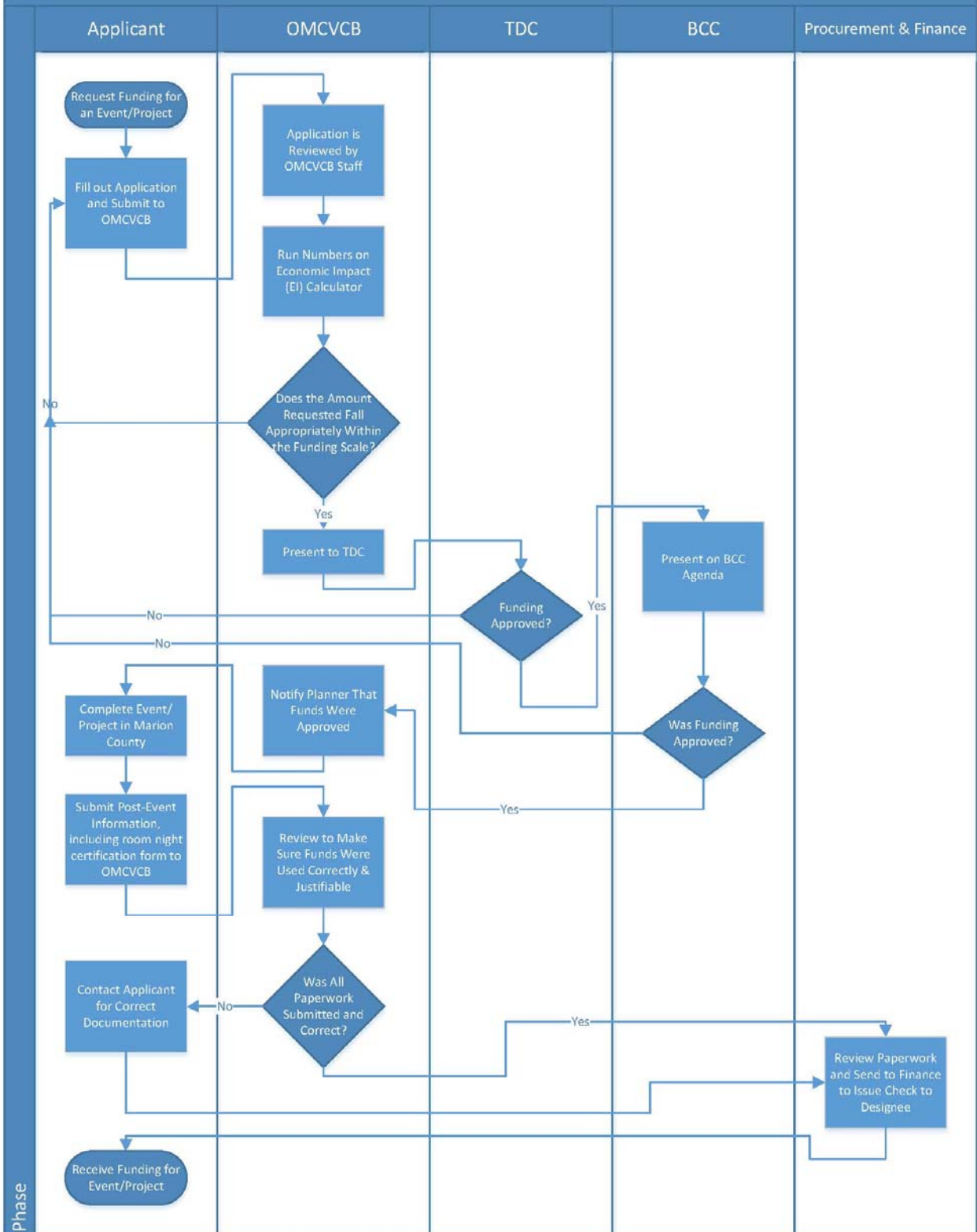
## **REIMBURSEMENT/ACCOUNTABILITY**

- Within 60 days after the completion of the Event/Project, Applicant must submit:
  - Post Event Report (required form found on [www.OcalaMarion.com](http://www.OcalaMarion.com)), copy of event collateral displaying approved logo block.
  - Invoice for TDC/BCC approved funds (addressed to Ocala Marion/County Visitors and Convention Bureau) and all supporting reimbursement documentation.
- If original award amount must be prorated due to the actual room nights being less than the guaranteed room nights, an updated invoice will be required with the new award amount.
- The OMCVCB will conduct audits to promote accuracy of attendance and room nights reported in Post Event Report.

*Incomplete reports will not be considered. A request for an extension of the 60 day deadline will require specific additional action on the part of the Tourist Development Council.*



# Funding Request Application and Evaluation Procedure



### **SPORTS EVENT FUNDING REQUEST LEVELS**

The table on page 11 reflects the level of funding possible based on the Event/Project's guaranteed number of room nights. **There is a maximum funding level of \$25,000. The guaranteed number of room nights does not guarantee the level of funding at which the Event/Project may be approved. The final funding recommendation will be based on the TDC's discretion and available funding levels. As an example, if the TDC believes Applicant has overstated the room nights, the TDC has the right to place the application in a lower funding category.**

**All requests will be submitted as a recommendation by the TDC to the Marion County Board of County Commissioners.**

### **SPORTS EVENT GUIDELINES**

Funding is available for major Events/Projects staged in Marion County by organizations that attract large numbers of visitors from outside the County. Such an Event/Project must generate a **minimum of 150 TOTAL room nights** to be considered for funding. An example would be a state, regional, national, or international sporting event.

Consideration for funding is determined by the number of room nights and the overall economic impact the Event/Project will bring to Marion County. The level of funding will be determined strictly based upon the funding scale relative to the **guaranteed minimum number of paid room nights** the Event/Project will bring to Marion County lodging partners. The funding scale on page 10 indicates the maximum total dollar amount available based upon the total number of paid room nights projected the Event/Project will bring to Marion County.

**If the room night guarantee has not been satisfied, Applicant will be responsible to pay the remaining balance of any unpaid facility fees within 30 days of the conclusion of the Event/Project. Failure to make this payment within the appropriate time frame could result in no longer being eligible to use that facility in the future.**

## FUNDING SCALE

<b>Guaranteed Room Nights</b>	<b>Funding Range</b>
<b>150-300</b> room nights	Funding not to exceed <b>\$2,500</b>
<b>301-500</b> room nights	Funding not to exceed <b>\$5,000</b>
<b>501-700</b> room nights	Funding not to exceed <b>\$7,500</b>
<b>701-900</b> room nights	Funding not to exceed <b>\$10,000</b>
<b>901-1,100</b> room nights	Funding not to exceed <b>\$12,500</b>
<b>1,100-1,300</b> room nights	Funding not to exceed <b>\$15,000</b>
<b>1,301-1,500</b> room nights	Funding not to exceed <b>\$17,500</b>
<b>1,501- 1700</b> room nights	Funding not to exceed <b>\$20,000</b>
<b>1701-1900</b> room nights	Funding not to exceed <b>\$22,500</b>
<b>1901+</b> room nights	Funding not to exceed <b>\$25,000</b>

***The maximum allowable amount of funding is \$25,000\*.***

\*Special consideration to exceed this amount can be requested on a case by case basis and require specific action by the TDC and the Marion County Board of County Commissioners. All funding requests will only be considered if they relate to eligible uses of funds which are listed on page 14 of the application.

## DISBURSEMENT

### Disbursement Guidelines for April – December (off-peak season)

**80% Rule for Reimbursement:** If the total amount of actual room nights is less than 80% of Applicant's guarantee, the following formula will be used to determine the reimbursement percentage. The OMCVCB will only reimburse up to this percentage of the initial amount awarded if the Event/Project generates **less than 80%** of the minimum room night guarantee as stated in the application. The total amount reimbursed will be based upon the following formula:

1. Total Number of Actual Room Nights/The Guaranteed Number of Room Nights = % of Room Nights
2. % of Room Nights (x) the Original Grant Amount Awarded = Maximum total amount OMCVCB would reimburse for the event.

### Example:

If the TDC approved a grant for \$12,500 for an event that guaranteed 1,000 room nights and the event actually only generated 480 total room nights the OMCVCB would determine the total percentage of what was produced based upon what was guaranteed by taking  $480/1000= 48\%$ . The maximum total amount awarded in this case based upon the % formula would be 48% of \$12,500 which equals \$6,000. However, since the actual number of room nights generated falls into a lower funding category, the funding scale only allows a maximum payment of \$5,000. Therefore the OMCVCB will only reimburse the organization up to \$5,000 assuming all other requirements for post-event reporting have been satisfied. ***However, if Applicant guaranteed 1,000 room nights and the actual number of room nights generated was 800 (80 % of the original guarantee) then Applicant would qualify to receive up to the full amount (\$12,500) that was initially awarded.***

### Disbursement Guidelines for January – March (peak season)

#### Sliding Scale for Funding

If the actual number of room nights is less than the room night guarantee the OMCVCB will do the following:

1. Determine the reimbursement percentage by utilizing the formula above.
2. If the actual number of room nights generated slides down into a different level of funding as indicated on page 11 then the Event/Project can only qualify to receive up to the maximum amount for that specific level of funding as indicated by the funding scale.
3. The OMCVCB will select the lesser of these two amounts and process payment once all paperwork has been finalized and submitted to the OMCVCB.
4. The 80% rule does not apply to Events/Projects held during these months.

### **New/Repeat Events**

*For the purpose of OMCVCB funding programs, a “New Event/Project” is defined as a specific event or project named in the application that has not been held in Ocala/Marion County during the previous three consecutive years. A “Repeat Event/Project” is defined as a specific event or project named in the application that has been held in Ocala/Marion County at some point during the previous three consecutive years.*

The criteria for the recurring funding of Events/Projects are, as follows:

New Events/Projects (Sports): First and second year Events/Projects.

These Events/Projects will be eligible for the maximum amount of funding associated with the corresponding room night funding scale.

Repeat Events/Projects (Sports): Repeat Events/Projects with a continuous 3-5 funding year history. These Events/Projects will be eligible for 80% amount of funding associated with the corresponding room night funding scale.

### **Exceptions**

It is to be acknowledged that while it is clearly not possible to legislate for the unknown it is possible to identify and anticipate the potential for exceptional circumstances and to weigh our response to them. The TDC may recommend to increase funding in extraordinary circumstances. These extraordinary circumstances will be reviewed on a case by case basis for consideration and recommendation to the Marion County Board of County Commissioners for final approval.

## **ELIGIBLE USE OF FUNDS**

The following is a list of how Tourist Development Funds are to be used to promote tourism for Marion County.

### **1. Promotional Expense**

- A. Promotional expenses in conjunction with the Event/Project to increase participation and bring visitors outside of a 60 mile radius of Ocala/Marion County to the Event/Project.
- B. Advertising and publicity outside of the Central Florida area to increase participation, attendance and awareness of the Event/Project and generate hotel room nights:
  - Print
  - Radio
  - Online Media
  - Television Advertisements
  - Outdoor Signage/Banners
  - Poster/Flyers/Brochures
  - Artwork/Graphic Design
  - Media Events
  - Direct Mail
  - Event Banners
  - Printing Collateral
- C. OMCVCB logo block and name inclusive on all digital and printed material associated with the Event/Project and listed as a sponsor of the Event/Project including t-shirts, Event/Project merchandise, and or give away items.

### **2. Operational Expense**

Operational expenses are attributed purely to the development/production of the Event/Project that specifically targets and promotes out-of-town visitors to come to Marion County.

- A. Bid Fee (Must be considered an authorized use as determined by the Florida State Statute 125.0104);
- B. Facility fees for Events/Projects that take place at publicly owned and operated facilities and/or Events/Projects that take place at facilities that are operated by not-for-profit organizations and open to the public; and,
- C. Additional necessary operational expenses, as approved per Florida State Statute 125.0104, and indicated in the final motion to approve funding.

## **INELIGIBLE USES OF FUNDS**

### **FUNDS MAY NOT BE USED FOR:**

1. Prize money, scholarships, awards, plaques, trophies, certificates;
2. T-shirts that do not include the Ocala/Marion County Visitors and Convention Bureau logo block;
3. Any and all travel expenses. (Includes, but is not limited to, car rental fees, airline tickets, hotels, food, luggage fees, etc.);
4. Private entertainment, food, beverages, or any type of concession;
5. Annual operating expenditures not directly related to the Event/Project;
6. Legal, medical, security, engineering, accounting, auditing, planning, feasibility studies or other consulting services;
7. Employee salaries;
8. Rental Items: tents, barricades, toilets, etc.;
9. Real property or capital improvements to facilities;
10. Tangible personal property including but not limited to office furnishings or equipment;
11. Interest or reduction of deficits and loans;
12. Expenses incurred or obligated prior to or after the grant Event/Project period;
13. Advertising and promotional materials distributed at the Event/Project site or after the Event/Project;
14. Receptions or social functions other than those specifically designed for pre-event media promotional purposes;
15. Sales tax;
16. Website design not specific to the Event/Project; and
17. Ongoing or annual facility maintenance.

## **RFP DISTRIBUTION AND ROOM NIGHT TRACKING**

If Applicant has already contracted with or secured a room block with any accommodator prior to the submission of the completed funding request application, Applicant will not be able to apply for funding.

Applicant will be required to provide to all hotels with room night certification forms and submit the **Room Night Certification Form** (page 18) to the OMCVCB at the conclusion of the Event/Project. Applicant is strongly encouraged to conduct its own room night surveys to verify room nights and hotels in order to complete the **Room Night Certification Form** for back up documentation should there be any discrepancies in determining the total number of room nights generated from the event. All documents verifying room nights must be signed by an authorized representative of the lodging partner.

**For all Events/Projects that are funded by the OMCVCB, the following procedure must take place to secure hotel accommodations:**

1. Applicant must not currently have a contracted or secured room block with any accommodator prior to the submission of the completed funding request application.
2. Applicant must include the OMCVCB logo block and link [www.ocalamarion.com](http://www.ocalamarion.com) on the Event/Project website (if applicable).
3. A hotel Request for Proposal (RFP) must be sent out via the OMCVCB office in order to secure hotel rooms for the Event/Project. This process provides Applicant an opportunity to secure the best possible rate for the host hotel and/or overflow hotels.
4. When Applicant has selected the participating hotel or hotels, Applicant must notify the OMCVCB so all of the hotels that originally submitted a lead will be informed of the Applicant's decision. **It is up to Applicant to set up a tracking code or system so that the hotel front desk and sales staff can track and document all Event/Project related room nights.**
5. Applicant may list as many, or as few, "participating hotels" on the Event/Project website, and may post as much information, including pictures, amenities, etc. for these hotels as they choose as long as the listed hotels on the tournament website are hotels located in Marion County.
6. Applicant may utilize a third party housing provider for accommodations as long as the selected accommodators are within Marion County. Applicant may not list hotels outside of Marion County unless it receives special permission from the OMCVCB. (Example –



Marion County hotels may not meet the demand of the Event/Project so overflow hotels outside of the County could be considered necessary to accommodate participants).

7. After the Event/Project, Applicant will submit the Room Night Certification Form from all of the hotels that generated room nights from the Event/Project. This form is what the OMCVCB uses to verify actual number of room nights generated from the Event/Project. This form, which can be found herein, needs to be filled out and signed by an authorized representative of the lodging partner.

**ROOM NIGHT CERTIFICATION FORM**

**Attention: General Manager and/or Director of Sales**

The Event/Project, \_\_\_\_\_, was awarded Funding through the Ocala/Marion County Visitors & Convention Bureau to help in the advancement of bringing additional economic impact through tourism into our community. The purpose of this form is to certify the number of room nights in Marion County that were attributable to the Event/Project.

**Hotel/Location:**

\_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Telephone:** \_\_\_\_\_

	TRACKED ROOM NIGHTS					
GROUP NAME						
EVENT NAME						
DATE						
<b>PAID</b> ROOM NIGHTS						
COMP ROOM NIGHTS						

**Hotel Representatives Signature:**

\_\_\_\_\_

I certify that Applicant/Event/Project listed above consumed the reported room nights.

**Name of Applicant:** \_\_\_\_\_

**By:** \_\_\_\_\_ **Title:** \_\_\_\_\_

(Signature)

Your cooperation in completing this form is greatly appreciated.

**The OMCVCB reserves the right to unilaterally reduce the maximum amount of reimbursement should Applicant’s room night guarantee not be satisfied or documented with this Room Night Certification Form. This SIGNED form must be completed and returned before final payment is made to Applicant.**

## **APPLICATION GENERAL INSTRUCTIONS**

The application **must be completely filled out**. Not Applicable or N/A should be marked if needed.

**Copies of the following items should be attached to your application:**

- List of Applicant's current Officers and/or Board members (if available)
- Applicant's W-9 tax form for post-Event/Project payment
- Overall marketing plan for the Event/Project

**Please note:** All final paper work as outlined in the application must be submitted to the OMCVCB **within 60 days of the conclusion of the Event/Project**. The request for reimbursement will be considered incomplete until all of the required forms are submitted to the OMCVCB.

**OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU  
SPORTS EVENT FUNDING REQUEST APPLICATION**

**I. General Information**

1. Name of Applicant:
2. Name of Event/Project:
3. Contact person:
4. Contact person e-mail:
5. Complete address of Applicant:  
Phone:  
Cell:  
Fax:
6. Applicant's Chief Official/Tournament Director:  
Title:  
Address if different from above:  
Phone:  
Cell:  
Fax:
7. Has Applicant ever received funding from the TDC? Yes      No  
If yes – list years and amounts
8. Amount Applicant is requesting for the Event/Project: \$
9. Intended use of funds:  
(Refer to pages 14 and 15 – Eligible and Ineligible Uses of Funds)

**II. Details about Applicant:**

### III. Schedule of Event/Project:

#### IV. Event/Project Specific Information

1. Event/Project name:
2. Type of event or project:
3. Dates of Event/Project:
4. Location of Event/Project:
5. Number of days:  
Hours:
6. Projected number of out of town participants:  
Out of state:  
In-state:
7. Projected number of spectators per day:  
Out of state:  
In-state:
8. Projected number of media, staff, officials:  
Out of state:  
In-state:
9. Event/Project promoter (if other than Applicant):  
Name of promoter:  
Company name:  
Address:  
Phone and fax:
10. Is this an elimination tournament (circle one) Yes or No
11. Sports Calculation Method (circle one) Direct\* Admission\* Participation\*
12. Admission Price (if applicable)

\*Direct: The # of overnight attendees, including the participants and the spectators

\*Admission: Used when the event is ticketed, providing metrics on the exact number of visitors

\*Participation: Typically used for amateur events and calculates the total number of visitors as a function of the number of participants

13. What is the GUARANTEED MINIMUM NUMBER OF PAID ROOM NIGHTS the Event/Project will bring to Marion County? (This is the minimum number of rooms that must be captured by the Event/Project and documented by submitting the Room Night Certification Form within 60 days of the conclusion of the Event/Project. The OMCVCB reserves the right to reduce the reimbursement amount should the Event/Project fail to meet this minimum room night guarantee.):

14. Provide the previous year's event or project information, (if applicable):

Previous Event or Project:

Date:

Location:

Total Room Nights:

Contact Name/Phone:

Funding amount awarded:

Economic Impact (If available):

## EVENT/PROJECT BUDGET SUMMARY

**Income Sources (TOTAL Sponsorship):**

**Tourist Development Council Request (Refer to page 11 for Funding Scale):**

Marion County cannot be the sole source of income. Please list all Event/Project income (include any in kind services provided from public agencies (i.e. Ocala Police Department, Marion County Fire Rescue, etc.).

Income Source Type	Income Amount
<b>TOTAL ADDITIONAL INCOME</b>	\$
<b>TOTAL INCOME ALL SOURCES</b>	\$

### EVENT/PROJECT EXPENSES

Provide an itemized summary indicating the intended use of TDC funds at the bottom of this page. Please be as detailed as possible, including intended publications, promotional materials, etc. and the dollar amount that will be expended (tentatively) for each category. This is the total amount of the grant you have requested. Use additional sheets if necessary.

<b>TOTAL EXPENSES - Please list all projected expenses, not including TDC Funds.</b>	<b>Expense Amount</b>
<b>Expense Type</b>	
<b>TOTAL EXPENSES</b>	\$

<b>Intended Use of Tourist Development Tax Funds</b>	<b>Amount</b>
<b>TOTAL EVENT/PROJECT EXPENSES</b>	\$



## **ELIGIBLE USE OF FUNDS**

The following is a list of how Tourist Development Funds are to be used to promote tourism for Marion County.

### **1. Promotional Expense**

- D. Promotional expenses in conjunction with the Event/Project to increase participation and bring visitors outside of a 60 mile radius of Ocala/Marion County to the Event/Project.
- E. Advertising and publicity outside of the Central Florida area to increase participation, attendance and awareness of the Event/Project and generate hotel room nights:
  - Print
  - Radio
  - Online Media
  - Television Advertisements
  - Outdoor Signage/Banners
  - Poster/Flyers/Brochures
  - Artwork/Graphic Design
  - Media Events
  - Direct Mail
  - Event Banners
  - Printing Collateral
- F. OMCVCB logo block and name inclusive on all digital and printed material associated with the Event/Project and listed as a sponsor of the Event/Project including t-shirts, Event/Project merchandise, and or give away items.

### **2. Operational Expense**

Operational expenses are attributed purely to the development/production of the Event/Project that specifically targets and promotes out-of-town visitors to come to Marion County.

- D. Bid Fee (Must be considered an authorized use as determined by the Florida State Statute 125.0104);
- E. Facility fees for Events/Projects that take place at publicly owned and operated facilities and/or Events/Projects that take place at facilities that are operated by not-for-profit organizations and open to the public; and,
- F. Additional necessary operational expenses, as approved per Florida State Statute 125.0104, and indicated in the final motion to approve funding.

## **INELIGIBLE USES OF FUNDS**

### **FUNDS MAY NOT BE USED FOR:**

1. Prize money, scholarships, awards, plaques, trophies, certificates;
2. T-shirts that do not include the Ocala/Marion County Visitors and Convention Bureau logo block;
3. Any and all travel expenses. (Includes, but is not limited to, car rental fees, airline tickets, hotels, food, luggage fees, etc.);
4. Private entertainment, food, beverages, or any type of concession;
5. Annual operating expenditures not directly related to the Event/Project;
6. Legal, medical, security, engineering, accounting, auditing, planning, feasibility studies or other consulting services;
7. Employee salaries;
8. Rental Items: tents, barricades, toilets, etc.;
9. Real property or capital improvements to facilities;
10. Tangible personal property including but not limited to office furnishings or equipment;
11. Interest or reduction of deficits and loans;
12. Expenses incurred or obligated prior to or after the grant Event/Project period;
13. Advertising and promotional materials distributed at the Event/Project site or after the Event/Project;
14. Receptions or social functions other than those specifically designed for pre-event media promotional purposes;
15. Sales tax;
16. Website design not specific to the Event/Project; and
17. Ongoing or annual facility maintenance.

## ACKNOWLEDGEMENT OF REQUIREMENTS FOR FUNDING

\_\_\_\_\_ (initial acknowledgment) The funding request is within the limits as outlined in the Funding Scale. (page 11)

\_\_\_\_\_ (initial acknowledgment) *If Event/Project is held in January – March*, Applicant understands that if it does not reach at least 100% of its minimum guaranteed paid room nights then Applicant may not receive the full amount of funding that was approved by the TDC. (page 12)

\_\_\_\_\_ (initial acknowledgment) *If Event/Project is held in April – December*, Applicant understands that if it does not reach at least 80% of its minimum guaranteed paid room nights then it may not receive the full amount of funding that was approved by the TDC. (page 12)

\_\_\_\_\_ (initial acknowledgment) The funds Applicant receives will ONLY be used in accordance with the eligible and ineligible uses of funds. (pages 14 and 15)

\_\_\_\_\_ (initial acknowledgment) Applicant acknowledges that it is a requirement to submit a Request for Proposal (RFP) through the OMCVCB to secure hotel rooms for the participants of the Event/Project. (page 16)

\_\_\_\_\_ (initial acknowledgment) Applicant understands that it is required to submit a Room Block Report/Room Night Certification Form in order to track the amount of rooms the Event/Project produces in order to receive funding. (page 18)

\_\_\_\_\_ (initial acknowledgment) Applicant has included a list of its current Officers and/or Board members (if applicable) with the application.

\_\_\_\_\_ (initial acknowledgment) Applicant's W-9 tax form is included with the application.

\_\_\_\_\_ (initial acknowledgment) Applicant has included a marketing plan for the Event/Project.

\_\_\_\_\_ (initial acknowledgment) As an authorized representative of Applicant, the person submitting this documentation acknowledges that he/she is also the person required to execute the contract and prepare the post- Event/Project analysis for the Event/Project, as well as receive payment.

\_\_\_\_\_ (initial acknowledgement) Applicant acknowledges that any material made or received by Marion County in connection with Applicant's request for Program funding is a public

record and subject to public inspection unless there is a legislatively created exemption that makes it confidential and not subject to disclosure. Applicant acknowledges that it cannot dictate to Marion County what material is open to public inspection or the circumstances under which material is deemed confidential.

\_\_\_\_\_ (initial acknowledgement) Applicant understands that as a requirement to receiving funding, Applicant will execute a release to permit Marion County to photo and/or record the Event/Project and Applicant must make Event/Project invitees aware of this and make the signing of a release a requirement to participate in the Event/Project.

\_\_\_\_\_ (initial acknowledgement) Applicant understands that all funds it receives are subject to audit by the Marion County Clerk of the Court – Internal Auditor or other representative as Marion County may designate.

**CERTIFICATION OF APPLICANT**

Applicant has reviewed this Application for Funds from the Tourist Development Council. Applicant is in full agreement with the information contained herein. To the best of Applicant’s knowledge, the information contained in this Application and its attachments is accurate and complete.

\_\_\_\_\_  
Applicant Date

By: \_\_\_\_\_  
(Signature)

Its: \_\_\_\_\_  
(Title)

State: \_\_\_\_\_ County: \_\_\_\_\_

Before me this day personally appeared \_\_\_\_\_ (name) as \_\_\_\_\_ (title) of APPLICANT to me well known or produced identification \_\_\_\_\_ (type of ID) and who executed the foregoing instrument, and who acknowledged that he/she did so freely and voluntarily for the uses and purposes herein expressed.

Witness my hand and seal (date)  
My Commission expires (date)  
Signature of Notary