

# SPORTS EVENTS FUNDING

## Category III Grant Application

**INTRODUCTION** St. Johns County implemented and imposed a Tourist Development Plan in 1986. The Tourist Development Council (TDC) oversees the proceeds of the tax on behalf of the St. Johns County Board of County Commissioners. Florida Statute 125.0104 is the enabling legislation for the Tourist Development Tax.

The TDC's Category III Sports Funding program is permitted under state statutes as a means of advertising and promoting tourism to St. Johns County. Funding is to be used for presenting high quality amateur or professional athletic events that will attract overnight visitors, and to advertise and promote these activities.

Below are the priority considerations the TDC will look for when evaluating sports funding requests.

1. Economic Benefit. Focus will be on the total number of out of county participants and spectators and the length of their stay.
2. Dates of the Event. Priority consideration will be given to events held during periods of lower occupancy.
3. Duration of the Event. Priority consideration will be given to those with more days or overnight stays in St. Johns County.
4. Potential for Future Events. Priority consideration will be given to those event organizers with similar or related events that could be held in the county.
5. Sports Segments. Priority consideration will be given to activities that diversify the events held in the county.
6. Event Visibility. Priority consideration will be given to high profile events such as national, state, and regional Championships.

## **PROGRAM**

### **Eligible Events**

An eligible athletic event consists of game(s), exhibition(s), tournament(s), and other sports-related events planned, presented, promoted and played at planned intervals in St. Johns County.

### **Objective**

To attract high quality amateur and professional sporting events which, in turn, advance and promote tourism and enhance the quality of life in St. Johns County through sports.

### **Process**

Award grants for reimbursement of approved expenses for qualified athletic events to event organizers with a proven ability to present and promote quality sports opportunities in cooperation with the tourism industry. **(Reimbursement is made after completion of the event and submission of a final event report, which includes verification of actual room nights by local hotels.)** Reimbursement is not contingent upon the number of room nights but upon submission of the receipts for eligible expenses. Grantees may not submit duplicate receipts to another government agency for reimbursement.

## **PROCEDURES**

Grant applications must be typed and received for review at least 120 days prior to the event and before the deadlines listed below. Grants will be approved three times a year. Twelve copies (12) of the grant application and supporting materials must be submitted to the St. Johns County Recreation and Parks Department by one of the two dates listed below:

**June 1**

**December 1**

### **PLEASE USE PROVIDED APPLICATION FORMS**

**Mail or deliver to:** TDC Category III  
St. Johns County Recreation and Parks Dept.  
2175 Mizell Road  
St. Augustine, Florida 32080

**For More Information:** Call (904) 209-0333

**E-Mail Address:**



## Event Detail

EVENT:

DATE(S) \_\_\_\_\_ SPORT: \_\_\_\_\_

LOCATION: \_\_\_\_\_

FACILITY(IES): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

HAVE YOU SECURED FACILITY(IES) (explain) ?

FACILITY CONTACT (name and phone number)?

### PARTICIPATION

# TEAMS \_\_\_\_\_ # INDIVIDUAL COMPETITORS \_\_\_\_\_

# COACHES/TRAINERS \_\_\_\_\_ # SPECTATORS \_\_\_\_\_

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria)

**DESCRIPTION OF SECURED MEDIA COVERAGE:** (Please indicate which media has committed to providing coverage, and any media coverage for which you are paying a fee)



<b>PROJECTED INCOME</b>		
	<b>In-Kind</b>	<b>Cash</b>
<b>Admissions</b>		
<b>Contributions</b>		
<b>Grants (Include TDC Funding here)</b>		
<b>Sponsorships</b>		
<b>Sales (Merchandise, Concessions, etc.)</b>		
<b>Room Rebates</b>		
<b>OTHER INCOME (Please Itemize)</b>		
<b>SUB TOTALS</b>	<b>\$</b>	<b>\$</b>
<b>TOTAL INCOME</b>		<b>\$</b>

**Please note:** If TDC funds are awarded, payment/reimbursement occurs after the event by submitting an invoice for the amount awarded together with any requested post event forms.

**PLEASE LIST BENEFITS / CONSIDERATIONS GIVEN TO SPONORS AND THE VALUE OF THOSE BENEFITS:**

**PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:**

**FOLLOWING THIS PAGE, PLEASE ATTACH A COPY OF THE:**

- (A) EVENT MARKETING PLAN**
- (B) EVENT ATTENDANCE MONITORING PLAN**
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES**
- (D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER**
- (E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000.**

# ECONOMIC IMPACT STATEMENT

**Group Meal/Banquets Paid for by Organizer:** \$ \_\_\_\_\_

Please Explain:

## Accommodations

1. **(A)**Number of Competitors **(B)**Length of Stay **(C)**ADR for Month

**(A)** \_\_\_\_\_ x **(B)** \_\_\_\_\_ x **(C)** \_\_\_\_\_ = \$ \_\_\_\_\_

2. **(D)**Number of Officials **(B)** Length of Stay **(C)** ADR for Month

(Include coaches & trainers in # of officials)

**(D)** \_\_\_\_\_ x **(B)** \_\_\_\_\_ x **(C)** \_\_\_\_\_ = \$ \_\_\_\_\_

3. **(E)**Number of Spectators **(B)**Length of Stay **(C)** ADR for Month

**(E)** \_\_\_\_\_ x **(B)** \_\_\_\_\_ x **(C)** \_\_\_\_\_ = \$ \_\_\_\_\_

Please List Properties You Are Utilizing:

Property

Contact

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## PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ \_\_\_\_\_ For \_\_\_\_\_

\$ \_\_\_\_\_ For \_\_\_\_\_

\$ \_\_\_\_\_ For \_\_\_\_\_

\$ \_\_\_\_\_ For \_\_\_\_\_

\$ \_\_\_\_\_ For \_\_\_\_\_

\$ \_\_\_\_\_ For \_\_\_\_\_

## APPLICATION SCORE SHEET

EVENT: \_\_\_\_\_

DATE: \_\_\_\_\_

**Proposal's overall compatibility with TDC's goals. Please, score according to scale listed after description.**

1. **Economic Benefit:** Priority given to events with more out-of-county participants and spectators. Total Possible Score is 30.  
\_\_\_\_\_
2. **Dates of the Event:** Priority consideration will be given to events held during periods of lower occupancy. Total Possible Score is 10.  
\_\_\_\_\_
3. **Duration of the Event:** Priority is given to events with more overnight stays in St. Johns County. Total Possible Score is 15.  
\_\_\_\_\_
4. **Potential for Future Events:** Will consider events that hold the possibility of bringing similar or related events to the county. Total Possible Score is 10.  
\_\_\_\_\_
5. **Sports Segments:** Priority Consideration is given to events that diversify the events held in St. Johns County. Total Possible Score is 10.  
\_\_\_\_\_
6. **Event Visibility:** Priority consideration will be given to high profile events such as national, state and regional championships. Total Possible Score is 25.  
\_\_\_\_\_

**Please, evaluate applications in the following additional categories on a point scale of 0-10 for each one.**

\_\_\_\_\_ Market Share: Is the event unique to others in the Northeast Florida region? How does it compare with other events scheduled on the same dates?

\_\_\_\_\_ Sustainability and Growth Potential: Does the event's organizers have community support? What is the likelihood that the event will grow relative to attracting visitors?

**Total Score:** \_\_\_\_\_ **Initial:** \_\_\_\_\_