

SPORTS EVENTS FUNDING

Recreation and Leisure Sports Marketing 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 Sports Marketing Program
St. Johns County Parks and Recreation Dept.
2175 Mizell Road
St. Augustine, Florida 32080

For More Information: Call (904) 209-0333

St. Johns County Tourist Development Council
Sports Event Funding
Application Summary

Event Name: _____ Sport: _____

Legal Name of Host Organization: _____

This Organization is:

Independently chartered Private
 city/county/state organization Non-profit

Other (please describe) _____

Date(s) of Event: _____ Location of Event: _____

Primary Contact Person:

_____ Title: _____

Phone Numbers: (W) _____ (C) _____

Fax: _____ E-Mail: _____

Address: _____

City _____ State _____ Zip _____

Secondary Contact Person:

_____ Title: _____

Phone Numbers: (W) _____ (C) _____

Fax: _____ E-Mail: _____

Address: _____

City _____ State _____ Zip _____

Organization or Event Website: _____

TOTAL EVENT BUDGET AMOUNT \$ _____ GRANT REQUESTED \$ _____

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION?

CASH: Amount Requested: \$ _____

IN-KIND: Value \$ _____

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)

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

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

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ _____ For _____

ST. JOHNS COUNTY RECREATION ADVISORY BOARD (RAB)
Tourist Development County (TDC) Category III Sports Marketing Application Score Sheet

Event Name: _____ **Event Date:** _____

Scoring Guidance: The RAB will utilize a scoring method in which you rate each of the following on a scale of 1 (Low) – 10 (High). Definitions for each metric’s rating are provided for your reference. Upon completion of each RAB member’s application review and overall scoring, the application will either be approved or denied.

Section 1: Overall Economic Benefit Scoring

A: “Heads in Beds”: How much revenue will the event generate through multi-night stays in the county?
This has a direct measurable impact, as calculated by the per night hotel rate and bed tax.

Low (1) Means:	High (10) Means:	Score:
<i>Event does NOT require multi-night stays within St. Johns County.</i>	<i>Event requires multi-night stays within St. Johns County.</i>	

B: Ancillary Business Revenue and Other County Tax Revenue Considerations: How much revenue will the event generate through other means (besides “heads in beds”)? *This has an indirect non-measurable impact (Ex: fuel, food, beverages, attractions).*

Low (1) Means:	High (10) Means:	Score:
<i>Event has a LOWER likelihood of generating various revenues to St. Johns County businesses and local government.</i>	<i>Event has a HIGHER likelihood of generating various revenues to St. Johns County businesses and local government.</i>	

Section 2: Additional Event Considerations Scoring

A: Diversification of Event Type: How much does the event provide diversity in overall events being funded through TDC CAT III? *RAB member may review the TDC CAT III Tracking Schedule for guidance.*

Low (1) Means:	High (10) Means:	Score:
<i>Event does NOT increase the diversity of events because similar events are already funded.</i>	<i>Event is unique, therefor increasing the diversity of events being funded.</i>	

B: Enhancing Visibility of the Community: How much does the event’s marketing plan likely to enhance the visibility of St. Johns County?

Low (1) Means:	High (10) Means:	Score:
<i>Applicant did not submit a marketing plan OR the marketing plan is not likely to increase the visibility of St. Johns County.</i>	<i>Applicant has proposed a marketing plan that is likely to increase the visibility of St. Johns County at a state, national, or international level.</i>	

C: Giving Back to the Community: How much does the event or organization hosting the event give back to the community or have a positive impact on the community?

Low (1) Means:	High (10) Means:	Score:
<i>Applicant did not submit a plan to give back to the community and/or has not described the positive impacts their event or organization will have on St. Johns County.</i>	<i>Applicant has proposed a plan to give back to the community in some way and/or is able to describe how their event will have a positive impact on St. Johns County.</i>	

Section 3: Event Impact Scoring

A: Facilities Impact: How much will the event impact county facilities?

Low (1) Means:	High (10) Means:	Score:
<i>Event uses little to no facilities and/or infrastructure (Ex: a race event using only roads would be low to moderate).</i>	<i>Event uses many facilities and/or infrastructure (Ex: a countywide baseball tournament would be moderate to high).</i>	
Has a county representative vetted the application for negative impacts on infrastructure? Yes or No		

B: Event Date, Timing, and Location: Is the event scheduled a time or place that would conflict with other events or peak tourism seasons? Click [here for county calendar](#) or [here for VCB](#).

Low (1) Means:	High (10) Means:	Score:
<i>Event will NOT have a negative impact on tourism and has the potential to provide off-season revenue.</i>	<i>Event could have a negative impact on tourism because is it scheduled during peak tourist season and/or at a location that would conflict with tourism.</i>	

C: Conflict with Other Events: How much will the event conflict with other St. Johns County Events?

Low (1) Means:	High (10) Means:	Score:
<i>Event will NOT conflict with other events.</i>	<i>Event conflicts with multiple other events or a large important event.</i>	

Calculate Final Event Score:

Section 1 Total	+	Section 2 Total	-	Section 3 Total	=	Final Event Score
	<i>(plus)</i>		<i>(minus)</i>			

Application & Organization Score:

How would you rank the overall quality of the application on a 1 - 10?	How would you rank the organization on a scale of 1-10?
<i>1: poor quality (such as budget errors, missing information) 10: high quality (all information complete and error-free)</i>	<i>1: organization is not well-established, not qualified to receive support, and/or does not give back to the communities in which they operate 10: organization well-established, highly qualified to receive support, and/or gives back to the communities in which they operate</i>

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____