



MARKETING FUNDS REQUEST

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 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.

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 (INCLUDES INTERNET).

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

RADIO OR TV ADVERTISING.

Verbal marketing such as radio or TV advertising 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.

Sponsored 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 to 50% of the prior year's funded amount for subsequent years, to continue each year at 50% of the previous year's funded amount.

APPLICATION SUBMISSION:

One (1) original and ten (10) copies of the completed and signed marketing grant application should be submitted to the TDC a minimum of 60 days prior to qualified activity. Applications may be mailed or hand delivered to the Gadsden County Tourist Development Council, c/o T.J. Lewis, at 11 W. Jefferson Street, Quincy, FL 32351. Additional information or questions may be obtained by calling 850-498-3079 during the hours of 8:00 AM and 5:00 PM, Monday through Friday.

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



MARKETING FUNDS APPLICATION

DATE OF APPLICATION: _____

NAME OF EVENT: _____

SPONSOR: _____

CONTACT NAME: _____

CONTACT ADDRESS: _____

CONTACT PHONE: _____

CONTACT EMAIL: _____

LOCATION OF EVENT: _____

EVENT DATE(S): START: _____ / _____ / _____ END: _____ / _____ / _____

NUMBER OF YEARS THIS EVENT HAS OCCURRED IN THE PAST: _____

IS THIS THE FIRST TIME THIS EVENT HAS RECEIVED FUNDS? _____ YES _____ NO

WHEN HAS THIS EVENT RECEIVED FUNDS IN THE PAST? _____ YES _____ NO

WHAT WAS THE AMOUNT OF THE PAST AWARD? \$ _____

ANTICIPATED NUMBER OF ATTENDEES: _____

DESCRIBE THE EVENT (PURPOSE):

HOW DID YOU LEARN ABOUT THE TDC MARKETING GRANT PROGRAM?

OUTLINE YOUR TOTAL BUDGET BELOW:

REVENUE:	AMOUNT	EXPENSES (LIST):	AMOUNT
TDC FUNDS:	_____	_____	_____
SPONSORSHIPS:	_____	_____	_____
DONATIONS:	_____	_____	_____
ENTRANCE FEES:	_____	_____	_____
OTHER:	_____	_____	_____
TOTAL:	_____	GRAND TOTAL:	_____

The Tourist Development Council shall review submitted applications and make a recommendation regarding the priority of funding these events, if at all, by using a scoring system based on the points received.

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 sixty (60) days of completion of project or program for which funds may be allocated.

BY:

SIGNATURE OF AUTHORIZED AGENT

PRINTED/TYPED NAME

DATE

**TO BE COMPLETED BY THE TOURIST DEVELOPMENT COUNCIL (TDC)
TOURIST DEVELOPMENT COUNCIL RECOMMENDATION**

Considered and reviewed this _____ day of _____, 20____ at a duly noticed meeting of the Gadsden County Tourist Development Council. By motion duly recorded, this funding is hereby _____ Recommended _____ Not Recommended for the amount of \$_____.

BY: _____
CHAIRMAN / VICE CHAIRMAN OR ADMINISTRATOR GADSDEN



ROOM NIGHT CERTIFICATION

TO: Gadsden County Hotel Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Gadsden County for:

NAME OF EVENT OR ORGANIZATION NAME

Your internal correspondence or documentation on this room night certification form is critical for the event's receipt of marketing funds.

LODGING ESTABLISHMENT: _____

TRACKED ROOM NIGHTS

EVENT NAME: _____

DATE(S) OF EVENT: _____

PAID ROOM NIGHTS: _____

PLEASE PROVIDE ANY COMMENTS:

HOTEL REPRESENTATIVE

I certify the organization/event listed above utilized the reported room nights.

SIGNATURE: _____

PRINT NAME: _____

TITLE: _____

TELEPHONE NUMBER: _____

EMAIL: _____

In order to help us track the bed tax collected and the redistributed by the TCD your cooperation in completing this form is greatly appreciated. For additional information, please contact T.J. Lewis, TDC Director, at (850) 498-3079.