

ALACHUA COUNTY
BOARD OF COUNTY COMMISSIONERS

MANDATORY PRE-APPLICATION MEETING

12:00 PM, Wednesday, July 19, 2017
Alachua County Health Department Auditorium
218 SE 24th Street
Gainesville, FL 32641



REQUEST FOR APPLICATIONS
(RFA) #18-194

TOURISM PRODUCT DEVELOPMENT GRANT PROGRAM

RFA Submittal Deadline:
5:00 P.M., Wednesday, August 9, 2017

LATE APPLICATIONS WILL NOT BE CONSIDERED

Any applications received after the above submittal deadline **will not be considered.**

Alachua County Procurement,
County Administration Building
12 SE 1st Street, 3rd Floor
Gainesville, Florida 32601-6983
(352) 374-5202 (PHONE)

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ALACHUA COUNTY BOARD OF COUNTY COMMISSIONERS
REQUEST FOR APPLICATIONS #18-194
FOR THE PROVISION OF
Tourism Product Development Grant Program

1.0 **GENERAL PROVISIONS**

1.1 **Purpose**

The Alachua County Board of County Commissioners has allocated a portion of the Tourist Development Tax revenue to aid in the promotion and advertisement of programs and events to visitors with the purpose of bringing overnight stays to Alachua County. Tourist Development Tax funds are governed by State Statute 125.0104, which states in part:

To promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;

Alachua County adopts in addition to the purpose stated in the State Statute quoted above, that an additional main purpose is the promotion of nature, arts and culture in Alachua County.

1.2 **Mandatory Pre-Application Meeting**

All applicants must attend the pre-application meeting. The Visitor and Convention Bureau will conduct a Mandatory Pre-Application Meeting during which potential applicants are provided with an overview of the program, information on the grant and instructions on completing the application. The Mandatory Pre-Application Meeting will be held:

July 19, 2017 (Wednesday), 12:00 p.m.
Alachua County Health Dept. Auditorium
224 SE 24th Street
Gainesville, FL 32641

1.3 **Application Submission**

Applications should be submitted with all requested (**Exhibit B**) Request for Application (RFA) information. Missing or re-worded questions constitute an incomplete application. Each applicant is responsible for full and complete compliance with all laws, rules and regulations which may be applicable. All applications (also called proposals) should be bound/stapled together on the left side. **One (1) Original, two (2) Copies, and one (1) Electronic Thumb Drive (properly labeled with “18-194: Tourism Product Development Grant Program”).** Each program proposal should be placed in a sealed box or envelope and labeled on the outside of the box or envelope: **“18-194: Tourism Product Development Grant Program”**.

See **Exhibit A: Instructions** for full instructions on proposal submission. It is the complete responsibility of the applicant to compile and package its proposals according to instruction. The Division of Purchasing will NOT provide assistance in any manner, including making copies.

ALL applications must be received no later than 5:00 p.m, Wednesday, August 9, 2017 to the:

**Alachua County Procurement
Alachua County Administration Building
12 SE 1st Street, 3rd Floor
Gainesville, Florida 32601
352-374-5202**

1.4 **Inquiries/Question**

Questions regarding any portion of the application or application process must be made in **WRITING**, via mail, fax or email to the Purchasing Agent. **Verbal** questions may only be asked at the pre-application meeting. All questions must be submitted no later than **Saturday, July 29, 2017**. Any Applicant in doubt as to the true meaning of any part of the Request for Application (RFA) or related documents may submit a written question/request to the Purchasing Agent, in order to be answered. All questions will be answered in writing in the form of an Addendum.

Theodore White, Acting Purchasing Agent
Alachua County Procurement
12 SE 1st Street, 3rd Floor
Gainesville, Florida 32602-1467
E-Mail: twhite@alachuacounty.us

1.5 **Prohibited Communications During the RFA Application Process**

The RFA funding process is not over until the final award decisions are made by the County Commission. To ensure fair consideration for all Applicants, the County prohibits communication regarding this funding process, including the funding recommendations to or with any department, employee, elected official, or any other person involved in evaluation of or consideration of the applications, except as provided in Section 1.4, until the County Commission has formalized its funding decision. Communication includes both oral and written. The RFA funding process is not over until the final award decisions are made and formalized by the County Commission.

Additionally, the County prohibits communications initiated by an Applicant to any department, employee, elected official, or anyone evaluating or considering the application prior to the time an award decision has been made. Applicants or applicant representatives may not communicate with RFA Advisory Board members or with any County Commissioner regarding this RFA or RFA process, until after final funding decision is made by the Board of County Commissioners. Violation of the communication restrictions can result in not only disqualification of the offending Applicant from consideration of the proposal, but for any future proposals.

The County's Division of Purchasing or representative may initiate communication with an Applicant in order to obtain information. Communications initiated by an Applicant to anyone other than the appropriate Purchasing Agent or representative may be grounds for disqualifying the offending Applicant from consideration of its proposal/s and possibly any future application.

1.6 **Acceptance/Rejection of Applications**

Alachua County reserves the right to reject any application which may be considered irregular, show serious omission, unauthorized alteration of form, unauthorized alternate applications.

Alachua County reserves the right to accept or reject any or all applications in whole or in part, with or without cause, to waive technicalities, or to accept applications or portions thereof which, in the County's judgment, best serve the interests of the County.

1.7 **RFA Process Appeal**

*Only the RFA **process**, itself, up to the point of Advisory Board Funding Recommendations may be appealed. RFA Advisory Board Funding Recommendations are not released prior to the resolution of any appeal or prior to the appeal deadline, itself. The Funding Recommendations made by the RFA Advisory Board cannot be appealed. The final funding decision made by the Board of County Commissioners can also not be appealed. All decisions made by the Board of County Commission shall be finalized at a scheduled Special County Commission Board meeting, TBA.*

Applicant complaints or grievances shall first be submitted in writing to the Purchasing Manager, Mr. Larry Sapp. **The deadline for filing an appeal is August 22, 2017, by 11:59 p.m. (one minute before midnight)**. The Purchasing Manager will investigate the complaint and present the findings in writing to the applicant. If the funding applicant is dissatisfied with the Purchasing Manager's decision and desires to continue with the appeal, s/he may make an appeal in writing to the County Manager within 5 (five) days of the Purchasing Manager's written finding. The County Manager will render a written response to the funding applicant. All decisions by the County Manager shall be considered final, and no further appeal is allowed.

Failure of any funding applicant to submit and appeal within the time frames provided in this section shall constitute a waiver of such funding applicants' right to appeal.

1.8 **Proprietary Information**

Responses to this Request for Application upon receipt by the County become public records subject to the provisions Chapter 119 F.S., Florida Public Records Law.

2.0 **GENERAL PROGRAM GUIDELINES**

2.1 **Program Guidelines/Funding Levels**

The maximum request amount for an applicant is \$50,000.00 regardless of the number of submittals. For agencies with a cash budget below \$100,000.00, they may apply for a maximum amount of \$25,000.00. For agencies with a cash budget above \$100,000.00, they may apply for a maximum amount of \$50,000.00. Agencies that submit multiple applications are subject to the total award amount of \$50,000.00. Applicants must spend a minimum of 35% of the award on "out of county" marketing.

If the applicant fails to meet the "Out of County" spending percentage, the Applicant must repay the "Total Amount Reimbursed" to date.

2.2 **Eligibility**

All governmental institutions and municipalities including Alachua County, City of Gainesville, cultural, heritage, and nature-based community organizations that operate within the boundaries of Alachua County are eligible to apply for “out of County” advertising and promotion funds that market activities, venues, events and services with a goal to measurably increase the tourism and economic impact for Alachua County and its citizens. All applicants must have not-for-profit status under the Division of Corporations and will be verified on Sunbiz.org.

“Out of County” marketing is defined as advertising, promotion, direct sales, publicity and sales activities that take place AND are directly targeted to persons and groups who live outside the boundaries of Alachua County. Adhering to this definition will encourage the investment of new out-of-area dollars into the Alachua County economy rather than moving around discretionary entertainment dollars available to County citizen/residents. To qualify for reimbursement, the marketing must be reach at least 51% of the listeners/readers/viewers from beyond the Alachua County borders.

Each applicant must submit a year-end report to the Visitors and Convention Bureau no later than November 30 documenting overall activities during the entire grant period. The preferred method of delivery is an electronic format (WORD/PDF); paper copies are acceptable too.

2.3 **Budget**

Each applicant will provide a detailed cash expenditure budget for the organization which must include cash on hand. The applicant will also provide a detailed cash budget for the activity requesting to be funded. **Failure to do so will disqualify the application.** If applicant chooses to expend any of the award dollars for the operation of an activity, service, venue or event, then the applicant must provide a detailed cash expenditure budget showing evidence of primary marketing expenditures placed and/or distributed to tourists outside of the county as stated in (Section 2.5 and 2.6) of the General Program Guidelines.

2.4 **Credit Attribution Requirements**

All grantees must include the Visit Gainesville logo and/or the following statement, “This activity has been funded in part by a Tourist Development Tax Grant from the Alachua County Board of County Commissioners in conjunction with the Alachua County Tourist Development Council,” on all promotional materials funded by this grant.

2.4.1 Examples:

2.4.1.1 The VCB logo is required on all graphic materials.

2.4.1.2 The statement is required on text base materials.

2.4.1.3 For audio content or digital marketing use the following statement: “Funded in part by Visit Gainesville/Alachua County.”

2.4.1.4 For additional information or clarification contact Visit Gainesville at kmunden@alachuacounty.us or at 352.374.5260.

2.5 **TPD Social Media Promotion Guideline**

Note these are general guidelines to be reimbursed for marketing expenses.
Please include screenshots of the promotions to include as backup with your invoices.

- 2.5.1 Facebook
 - 2.5.1.1 Tag your sponsored content post with Visit Gainesville, AND/OR
 - 2.5.1.2 Include Visit Gainesville logo on graphics, AND/OR
 - 2.5.1.3 Include text in post/caption “Funded in part by Visit Gainesville/Alachua County”
- 2.5.2 Twitter
 - 2.5.2.1 Include Visit Gainesville logo on graphics, AND/OR
 - 2.5.2.2 Use hashtag #WhyILoveGNV
- 2.5.3 Instagram
 - 2.5.3.1 Include Visit Gainesville logo on graphics, AND/OR
 - 2.5.3.2 Use hashtag #WhyILoveGNV
- 2.5.4 YouTube
 - 2.5.4.1 Include Visit Gainesville logo within the video, AND/OR
 - 2.5.4.2 Include sponsorship text in video description “Funded in part by Visit Gainesville/Alachua County”

2.6 **Allowable Marketing And Promotion Expenditures**

Promotional activities that seek to attract overnight visitors will be scored higher than those which primarily attract day-trippers from inside the 50 mile county radius or the local community.

- 2.6.1 Printing of promotional materials with distribution plan outside of Alachua County (reimbursement will only be a percentage of the printing directly related to the out of county distribution plan)
- 2.6.2 Ad placement in or on media outlets must be reach at least 51% of the listeners/readers/viewers from beyond the Alachua County borders.
 - 2.6.2.1.1 Newspapers
 - 2.6.2.1.2 Magazines
 - 2.6.2.1.3 Radio
 - 2.6.2.1.4 Television
 - 2.6.2.1.5 Websites
 - 2.6.2.2 Direct mail, postage and handling to out of county visitors
 - 2.6.2.3 Telemarketing
 - 2.6.2.4 Brochure or program distribution outside the County
 - 2.6.2.5 Internet Marketing geo targeted outside the County
 - 2.6.2.6 Other media opportunities that meet above requirements and receive the approval of the Director

2.7 **Allowable Operation Expenditures**

TPD Funding is restricted to specific program operation expenses and the advertising and promotion of the activity, service, venue, or event to tourists. It is the intent of this program to stimulate and encourage the development of new experiences for visitors to Alachua County, to promote these experiences effectively, and to measure the return on tourist tax investment dollars. The allowable expenditures for the creation and marketing of activities, venues, services and events are listed below.

- 2.7.1 Operating expenses are allowable when they logically and defensibly can be attributed purely to the development/production of the activity, service or event that is specifically targeted to attract visitors to Alachua County. Examples of allowable expenses include, but are not limited to:
 - 2.7.1.1 Event specific coordination services
 - 2.7.1.2 Staging rental
 - 2.7.1.3 Support service expense including security and cleaning
 - 2.7.1.4 Site/tent rental
 - 2.7.1.5 artist(s) fees for performance
 - 2.7.1.6 artist(s) related travel expenses

Note: All temporary personnel costs (including graphic design) will come out of the Operating Expense Category.

2.8 **Non-Allowable Expenses**

- 2.8.1 Annual operating expenditures of the organization;
- 2.8.2 Professional, legal, medical, engineering, accounting, auditing, or other consulting services;
- 2.8.3 Salaries of full-time staff or supplements for salaries of existing staff; employment of personnel not directly related to the event;
- 2.8.4 Real property; Capital improvements, including but not limited to new construction, renovation, restoration and installation or replacement of fixtures;
- 2.8.5 Tangible personal property, including but not limited to office furnishings or equipment, tents or other outdoor items, electronics, permanent collections or individual pieces of art;
- 2.8.6 Interest or reduction of deficits or loans. Expenses incurred or obligated prior to or after funding period;
- 2.8.7 Travel, accommodations, and personal expenses for applicant staff or board members.
- 2.8.8 Events which are restricted to private or exclusive participation; Private entertainment, food or beverages (member only events);
- 2.8.9 Making payments or reimbursements for goods or services purchased for previous or other events, invoices paid outside of contract period;
- 2.8.10 Fundraisers that benefit organizations other than the contracted applicant
- 2.8.11 Awards
- 2.8.12 Political events
- 2.8.13 Contest Prizes
- 2.8.14 Alcohol

2.9 **Reimbursement**

- 2.9.1 All funds are available on a reimbursement basis only. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information which shows proof-of-payment must accompany all requests for funds. All requests for reimbursement must be received in a timely fashion from the close of the event.
- 2.9.2 The “Total Amount Reimbursed” is the amount of money you have been reimbursed for the FY of the funded grant.

If the applicant fails to meet the “Out of County” spending percentage, the Applicant must repay the “Total Amount Reimbursed” to date.

3.0 **RFA SELECTION PROCEDURES**

The Organization(s) selected to provide the services described herein will be selected from the qualified Organization(s) submitting responses to this request for applications. The selection process will be as follows:

3.1 **Tourism Product Development Grant Application**

All the applications will be reviewed by a County Commission appointed RFA Evaluation Team taking into account all the criteria and the overall application(s). The application(s) of these Organization(s) will be reviewed and funding recommendations presented to the BoCC for consideration and final approval of the funding award amount.

3.2 **RFA Evaluation Team**

The RFA Evaluation Team will review the professional qualifications of the organization and application. In doing so, the team will evaluate applications in accordance with the evaluation criteria identified in Section 4.0 and as submitted in **EXHIBIT B**. RFA Evaluation Team serves in an advisory capacity to the BOCC and is responsible for the screening and evaluation for final recommendation to the Board of County Commissioners.

At time of funding, award recommendation by the RFA Evaluation Team to the Board of County Commissioners, it may be necessary to apply a ratio to the amounts each applicant qualifies for to distribute the funds available. The ratio will be determined by dividing the funds available by the total eligible amount of the applicants. Scores will not be rounded up.

3.3 **Negotiation of Contract**

The County will negotiate contract(s) with approved Grantee(s) for the provision of these services requested in this Request for Application.

4.0 **SELECTION AND EVALUATION CRITERIA**

Applications will be evaluated in accordance with the entirety of this proposal and procedures described in this Request for Applications, utilizing **EXHIBIT A as the Instructions and EXHIBIT B for the Application Packet**. RFA Evaluation Team will evaluate applications and all requirements set forth in this Request for Applications.

4.1 **Evaluation Criteria**

- 4.1.1 Describe your activity, service, venue, or event (hereafter “program”). Include its mission, goals, and activities during the grant proposal period. (30 points) 750 words maximum
- 4.1.2 How will Tourist Development funds be used to promote and advertise this program to visitors? (35 points) 1000 words maximum please use bullets when appropriate
- 4.1.3 What research have you conducted most recently regarding out of county visitors, when, and what were the results? (20 points) 500 words maximum-- please use bullets when appropriate
- 4.1.4 Economic impact. Describe in detail the overall economic impact to Alachua County. (15 points) 500 words -- please use bullets when appropriate
- 4.1.5 A Detailed cash **expenditure budget for the organization** which must include **cash on hand**. A detailed cash **budget for the activity requesting to be funded**. (Copy of Budgets is required to be eligible for funding.)
- 4.1.6 Submit Exhibit B, Completed Entirely
- 4.1.7 Submit Exhibit C, Information Only

5.0 **GENERAL TERMS AND CONDITIONS**

The following are the general terms and conditions, supplemental to those stated elsewhere in the Request for Application, to which the selected Organization(s) must comply in order to be consistent with the requirements for this Request for Application. Any deviation from these or any other stated requirements should be listed as exceptions in a separate appendix of the proposal.

5.1 **Assignment of Personnel**

All personnel assigned to the grantee will be subject to the approval of the County and no changes shall be allowed unless prior written approval is obtained.

5.2 **Basis for Contract Negotiation**

The proposal/application will serve as the basis for negotiating the contract.

5.3 **Insurance Requirements for Independent Contractor**

5.3.1 Awarded applicants (hereafter referred to as “Grantee”) will be acting in the capacity of an independent contractor and not as an agent, employee, partner, joint venture, or associate of the County. Grantee is solely responsible for the means, method, techniques, sequence, and procedure utilized by the Grantee in the full performance of this agreement. Neither Grantee nor any of its employees, officers, agents or any other individual directed to act on behalf of Grantee for any act related to this Agreement shall represent, act, purport to act, or be deemed to be the agent, representative, employee or servant of the County.

5.3.2 For Independent Contractors outside the construction industry with fewer than four employees choosing not to secure worker’s compensation coverage under the Florida Worker’s Compensation Act, the Independent Contractor outside the construction industry verifies that it has posted clear written notice in a conspicuous location accessible to all employees, telling employees and others of their lack of entitlement to worker’s compensation benefits.

5.3.3 Policies and decisions of Grantee, which may be represented by Grantee in performance of this Agreement, shall not be construed to be the policies or decision of the County.

5.4 **Term of the Contract**

The contract shall be effective for the period to begin based on the date of the October 1, 2017 continuing through September 30, 2018.

5.5 **Governing Law**

This agreement shall be governed in accordance with the laws of the State of Florida. Venue shall be in Alachua County.

5.6 **Indemnification**

To the maximum extent permitted by Florida law, the Grantee shall defend, indemnify and hold harmless the County and its officers and employees from any and all liabilities, claims, damages, penalties, demands, judgments, actions, proceedings, losses or costs, including, but not limited to, reasonable attorneys’ fees and paralegals’ fees, whether resulting from any claimed breach of this Agreement by the Grantee or from personal injury, property damage, direct or consequential damages, or economic loss, to the extent caused by the negligence, recklessness, or intentional wrongful misconduct of the Grantee or anyone employed or utilized by the Grantee in the performance of this Agreement.

The duty to defend under this Article is independent and separate from the duty to indemnify, and the duty to defend exists regardless of any ultimate liability of the Grantee, the County and any indemnified party. The duty to defend arises immediately upon presentation of a claim by any party and written notice of such claim being provided to the Grantee. The Grantee’s obligation to indemnify and defend under this Article will survive the expiration or earlier termination of this Agreement until it is

determined by final judgment that an action against the County or an indemnified party for the matter indemnified hereunder is fully and finally barred by the applicable statute of limitations.

Nothing contained herein shall constitute a waiver by the County of sovereign immunity or the provisions of §768.28, Florida Statutes.

5.7 **Amendments**

This agreement may be amended by mutual written agreement of the parties and may be changed only by such written amendment.

5.8 **Independent Organization(s)**

In the performance of this agreement, the Grantee(s) will be acting in the capacity of an independent Organization(s) and not as an agent, employee, partner, joint venture, or associate of the County. The Grantee(s) shall be solely responsible for the means, method, technique, sequences, and procedures utilized by the Grantee(s) in the full performance of the agreement.

INSTRUCTIONS

18-194 ALACHUA COUNTY TOURISM PRODUCT DEVELOPMENT GRANT

1. Complete and Fill out all required fields of Grant Application Cover Page Section 1 of **Exhibit B**.
2. Complete and Fill out Question, Section 2 of **Exhibit B**, using the guidelines listed in **Exhibit A**.
3. Review Scoring Criteria, Sample Score Sheet and Budget Estimate to assist you with completing **Exhibit B**.
4. Submit: Budget Requirements, Section 3 as part of **Exhibit B**, per RFA Section 2.3.
5. Complete and Fill out **Exhibit C**.
6. Submit Grant Application Packet per RFA section 1.3 by deadline.

TOURIST PRODUCT DEVELOPMENT INSTRUCTIONS AND SCORING

1. Describe your activity, service, venue, or event (hereafter “program”). Include its mission, goals, and activities during the grant proposal period. **30 points**

Points	Excellent 27 and above	Good 24 to 26.99	Fair 21 to 23.99	Weak 20.99 or below
Up to 4	Mission statement is specific. Describes organization and programs/activities fully support the mission	Mission statement describes organization and programs/activities support the mission	Mission statement describes organization and programs/activities do not fully support the mission	Mission statement does not clearly describe organization and programs/activities do not fully support the mission
Up to 4	Identifies specific goals and fully measurable objectives and activities	Identifies goals and measurable objectives and activities	Identifies some goals and limited measurable objectives and activities	Does not identify goals and very minimal objectives and activities
Up to 22	Clearly and thoroughly describes proposed programs in detail	Clearly describes proposed programs	Describes proposed programs	Proposed programs are unclear

2. How will Tourist Development funds be used to promote and advertise this program to visitors? **35 points**
(See example of Marketing Plan Budget for guidance.)

Excellent 31.5 and above	Good 28 to 31.49	Fair 24.5 to 27.99	Weak 24.49 or below
Very detailed and descriptive marketing, promotion, publicity and audience development and expansion plan	Comprehensive marketing, promotion, publicity and audience development and expansion plan	Limited and minimally descriptive marketing, promotion, publicity and audience development and expansion plan	Very limited and weak descriptive marketing, promotion, publicity and audience development and expansion plan

3. What research have you conducted most recently regarding out of county visitors, when and what were the results? **20 points**

Excellent 18 and above	Good 16 to 17.99	Fair 14 to 15.99	Weak 13.99 and below
Has extensive and detailed ongoing efforts to research out-of-county attendance	Has significant ongoing efforts to improve out-of-county attendance	Has limited ongoing efforts to improve out-of-county attendance	No ongoing effort is made to improve out-of-county attendance

4. Economic Impact. Describe in detail the overall economic impact to Alachua County. **15 points**

Excellent 13.5 and above	Good 12 to 13.49	Fair 10.5 to 11.99	Weak 10.49 and below
Clearly and thoroughly describes economic impact to the County in detail	Somewhat describes economic impact to the County	Minimally describes the economic impact to the County	Fails to describe the economic impact to the County

SCORING FOR THE FINAL APPLICATIONS

At time of funding, award recommendation by the RFA Evaluation Team to the Board of County Commissioners, it may be necessary to apply a ratio to the amount each applicant qualifies for, to distribute the funds available. The ratio will be determined by dividing the funds available by the total eligible amount of the applicants. Scores will not be rounded up.

For example: 30 Vendors were awarded funding totaling \$800,000.00. You will take the available funding (ex. \$736,000.00) divided by the awarded funding \$800,000.00 giving you a ratio of 0.92. Take your awarded amount and multiply it by the new ratio to give you your actual funded amount.

Description	Score	Funding
Strongly demonstrates public value of arts, nature, and culture. Merits investment of Alachua County funding.	90 - 100	Up to 100%
Satisfactorily demonstrates public value of arts, nature, and culture. Merits investment of Alachua County funding.	80 – 89.99	Up to 90%
Does not sufficiently demonstrate public value of arts, nature, and culture. Does not merit investment of Alachua County funding.	70 – 79.99	Up to 80%
Makes an incomplete and/or inadequate case for the public value of arts, nature, and culture. Information is confusing, unclear, and lacks specific details. Does not merit investment of Alachua County funding.	69.99 or below	No Funding

TOURIST PRODUCT DEVELOPMENT SAMPLE SCORE SHEET

<p>Applicant:</p> <p>Program Name:</p>	<p>Request:</p>
<p>1. Describe your activity, service, venue, or event (hereafter “program”). Include its mission, goals, and activities during the grant proposal period. Maximum of 30 points</p>	
<p>2. How will Tourist Development funds be used to promote and advertise this program to visitors? Maximum of 35 points</p>	
<p>3. What research have you conducted most recently regarding out of county visitors, when, and what were the results? Maximum of 20 points</p>	
<p>4. Economic impact. Describe in detail the overall economic impact to Alachua County. Maximum of 15 points</p>	
<p>Total Points</p>	

EXAMPLE: MARKETING PLAN BUDGET



Marketing Plan & Projected Expenses					
Target Market: Birders					
Platform	Q1	Q2	Q3	Q4	Total Cost
Print Advertising					
Full Pg. Ad: (1) Bird Watchers Digest (Circ 40,000) <i>Southeast Travel Edition</i> (1) Other Nationally Distributed Birding Mag TBD		\$ 2,990.00		\$ 2,990.00	\$ 5,980.00
Social Media					
Facebook Ad Campaigns	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 800.00
Asset Creation					
Map: Alachua County Birding Sites					
Design, Photography & Printing					\$ 3,000.00
				TOTAL:	\$ 9,780.00
Visit Florida Matching Dollars Requested:					\$ (4,890.00)
Visit Gainesville Contribution					\$ 4,890.00

GRANT APPLICATION COVER PAGE

18-194 ALACHUA COUNTY TOURISM PRODUCT DEVELOPMENT GRANT

Section 1:

Requested Amount:		\$			
Legal Name of not-for-profit entity:					
Project/Activity Name:					
Project/Activity Dates:					
Mailing Address:					
City:		State:		Zip:	
Contact:		Phone:			
Email Addresses for Contact:					

All application should be fully completed.

One (1) Original, two (2) Copies, and one (1) Electronic Thumb Drive (properly labeled with “18-194: Tourism Product Development Grant Program” of the completed and signed application and all supporting documentation should be submitted.

Please initial next to each item below, signifying that you have read and understand the conditions of the Tourism Marketing Program.

- _____ I understand that the Event’s Marketing Coordinator and/or Authorized Agent must attend a Grant Workshop to be eligible for funding.
- _____ I understand that all printed and/or digital collateral and advertisements must include the Visit Gainesville logo as one of the event sponsors and on any and all advertising/marketing materials, the event website (with link to VisitGainesville.com), programs, and any newsletters or email notifications promoting the event.
- _____ I understand that all reporting requirements must be satisfied in order to receive reimbursement dollars.
- _____ I understand that the Event must be ADA accessible.
- _____ I understand that the Organization Cash Budget and the Event Cash Budget are required to be eligible for funding.
- _____ I understand that I should complete and submit Exhibit B: Grant Application Packet
- _____ I understand that I should complete and submit Exhibit C: GMW information only
- _____ I understand that the Event will credit Visit Gainesville at the level equal to the award amount. For example, if the award is \$15,000.00 and that is a gold level sponsor, Visit Gainesville is to be listed as a gold sponsor.

×

Signature of authorizing official (Board Chair)

×

Signature of Contact Person

QUESTIONS


Section 2:

1. Describe your activity, service, venue, or event (hereafter “program”). Include its mission, goals, and activities during the grant proposal period. **30 points** (750 words maximum)

2. How will Tourist Development funds be used to promote and advertise this program to visitors? **35 points** (1000 words maximum)

3. What research have you conducted most recently regarding out of county visitors, when and what were the results? **20 points** (500 words maximum)

4. Economic Impact. Describe in detail the overall economic impact to Alachua County. **15 points** (500 words maximum)



BUDGET REQUIREMENTS

Section 3:

Each applicant will provide a detailed cash expenditure budget for the organization which must include cash on hand. The applicant will also provide a detailed cash budget for the activity requesting to be funded.

ALACHUA COUNTY GOVERNMENT MINIMUM WAGE

THIS IS FOR INFORMATION PURPOSES ONLY

Alachua Board of County Commissioners has adopted the new County Government Minimum Wage ordinance. Please provide the following information.

1. **Are your employees paid a minimum wage of \$12.50 hourly plus health insurance benefits related to programs assisting Alachua County residents? ____ yes or ____ no**

2. **Are your employees paid a minimum wage of \$14.48 hourly without health insurance benefits related to programs assisting Alachua County residents? ____ yes or ____ no**

If employees are not currently paid a minimum wage of \$12.50 hourly plus health insurance benefits or \$14.48 hourly without benefits please explain:
