

## Wakulla TDC Grant Cycle Proposal

The Wakulla Tourist Development Council proposes to allocate \$7,000 a year for grants, based on \$35, 000 annual income.

### Procedure

1)Grant deadlines will be on or near October 1 and March 1, as this will keep grants in same fiscal year and will wrap up funding before end of fiscal year. Projects funded in either cycle should occur before Sept. 30 of that fiscal year. Notice of Funding Availability will be advertised at least 30 days prior to the application deadline. Applicants must use the application form provided. Grant applications may be emailed to [pportwood@embarqmail.com](mailto:pportwood@embarqmail.com) or mailed physically to P.O. Box 67, Panacea, Florida 32346 and received by close of business on the date published in the Notice of Funding Availability.

2)Purpose of grants – applications may be made by organizations that sponsor and promote tourism activities during each fiscal year in Wakulla County that will bring in substantial numbers of visitors to the county.

3)The Wakulla TDC will review and score all applications according to the criteria established below. Applicants will receive acknowledgement that their applications have been received for consideration. Repeat applications from groups previously funded may receive lower priority. The TDC will vote on applications and award funds for each cycle. The TDC Director will include the successful grant recipients in the quarterly report to the Wakulla County Board of Commissioners.

6)Event/Project Guidelines – events/projects must be able to fill **at least 25 hotel room nights** to be evaluated. The maximum allowable amount for any single cycle sponsorship is \$1,500.

7)Event/ProjectCriteria – **Commitment to expansion of tourism** in Wakulla County. Applicant should explain how the event/project will attract visitors from outside the county and why TDC funding assistance is vital to the event's/project's success. (25 points); **Soundness of proposed project** – responsibilities and accountability established for implementation and has other sources of funding (25 points); **Stability and management capacity** – organization has a proven record to implement proposed project & has successful history of service to the county and will deliver necessary reports to TDC (25 points); **Quality and uniqueness** of project – event /project provides program to visitors and residents of significant merit Does the event/project promote something unique to Wakulla County that could not easily be experienced elsewhere? (25 points). Event/project has received TDC funding assistance in prior application cycles. (-10 points)

8) Examples of how TDC grant funds may be used to promote tourism: promotional expenses – printing and distribution of materials; media tours; fishing tournaments; advertising and publicity outside the county for an event to increase beds. Grant recipients will need to submit original invoices and copies of cancelled checks for promotional expense reimbursements. Also, each grant recipient will measure accommodations and spending patterns of visitors into county.

9) Examples that will not be funded: prize money/scholarships/awards/plaques & certificates; advertising inside county; travel expenses; projects that are restricted to private or exclusive participation; private entertainment, food or beverages; annual operating expenses of organization not related to event; consulting services such as legal, engineering, medical, auditing, planning, etc.; any salaries of personnel not directly related to project or event; interest or reduction of deficits or loans; expenses outside grant period; field or facility rentals; advertising or promotional materials distributed at the event site after the event.



What is your organization's experience in managing grant funds?

### **III. Event/Project Information**

Event/Project Name:

Date of Event:

Number of days of event: if applicable

What are anticipated number of visitors to event? \_\_\_\_\_  
Or How many visitors will be drawn to Wakulla county by the project?

What are the anticipated number of room night bookings? \_\_\_\_\_

Does the project have other sponsors and what are the amounts?