

## WAKULLA COUNTY TOURIST DEVELOPMENT COUNCIL

### GRANT CYCLE OPENS

The Wakulla County Tourist Development Council is pleased to announce the opening of the first Wakulla County TDC Grant Program application cycle. The purpose of the grant program is to provide limited funding to organizations that sponsor and promote tourism activities in Wakulla County. Requests for funding from the TDC for local tourism events/projects will not be received by the Council except through the grant application process. It is the intent of the Council to open the cycle twice annually with due dates of October 1 and March 1.

Application forms and criteria can be obtained by contacting Pam Portwood, Director, Wakulla County TDC, P. O. Box 67, Panacea, Florida 32346, [pportwood@embarqmail.com](mailto:pportwood@embarqmail.com), (850) 984-3966. **Applicants must use the application form provided and all applications must be received by 5:00 p.m. on October 1, 2008.** Applications (in Word or pdf format) can be emailed to [pportwood@embarqmail.com](mailto:pportwood@embarqmail.com). If application is submitted in hard copy, applicants must submit ten (10) copies to the above address.

Maximum funding request is \$3,000. Funded projects must be complete by 9/30/09. Questions or requests for additional information should be directed to Pam Portwood, Director, Wakulla County TDC, P. O. Box 67, Panacea, Florida 32346, [pportwood@embarqmail.com](mailto:pportwood@embarqmail.com), (850) 984-3966.

## 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 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. 31 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 either October 1 or March 1.

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 \$3,000.

7) Event/Project Criteria – **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.



If entire request cannot be funded, can the project be restructured for less funding?

## **II. Details of Organization**

What are the goals and objectives of the organization? (list website if applicable)

What service does the organization provide?

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?