

**Fiscal Year 2009/10
CLAY COUNTY TOURIST DEVELOPMENT COUNCIL
FUNDING GUIDELINES**

The Clay County Board of County Commissioners (BCC) administers the funds collected from the resort (bed) tax on occupied overnight accommodations, including hotel & motel rooms, campsites and apartment leases of less than six months. The purpose of the tax is to provide funds to implement programs to increase the amount of tourist activity in Clay County.

The funds allocated by the BCC will eventually be returned to the BCC through (the aforementioned) occupancy and the resort tax resulting from that occupancy, or from sales tax collected on fuel, meals, admissions (*etc.*) charged by local merchants.

Special event funding may be applied for, providing the event meets with one of the following conditions:

1. **Either A or B must apply:**
 - (a) **An established national, state or regional convention or a recognized gathering held on a regular basis.**
 - (b) **A new event inclined to attract out-of-town guests who would occupy the aforementioned accommodations.**
2. **As a likely result of the event, out-of-town visitors occupy the aforementioned accommodations in Clay County.**
3. **Extraordinary events or programs that do not meet the above conditions but will attract substantial publicity for Clay County or further enhance Clay County's marketability as a convention/tourist destination may be considered for funding.**
4. **The following general guidelines shall also apply:**
 - (a) **An application submitted for an event occurring for the first time will be limited to \$500. However, an application for an event occurring in Clay County for the first time, but with a proven history elsewhere, will be subject to the same limitations as any other event that can substantiate room-nights. All other events will be limited to \$1,500 except when substantiation of room nights justifies the additional expense. The TDC will determine this justification and make a recommendation to the Board of County Commissioners for approval.**
 - (b) **Any funds granted are for the purpose of advertising, unless specifically designated by the Tourist Development Council. Only advertising out of Clay County with proof of distribution will be accepted.**

The information listed below will assist you with the application process and procedure after approval of your application.

<p>Deadline for applications: Unless it is a first time event or a first time application for TDC funds, in order to be considered for the upcoming fiscal year starting October 1, 2009, ALL APPLICATIONS MUST BE RECEIVED BY JULY 1, 2009. (For example, applications received by July 1, 2009 will apply to annual events between Oct 1, 2009 and September 29, 2010.)</p>
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2009/2010 APPLICATION PROCESS

1. The Board of County Commissioners (BCC) ultimately approves the recommendation of the Tourist Development Council with the option to increase or decrease the recommended amount.
2. All advertising must be done "outside" of Clay County. (i.e. outside means other than Clay Today, Clay County Leader, Lake Region Monitor, and Times Union/My Clay Sun, or any other publication which has a home office and "core" of circulation within Clay County, will not be reimbursed).

WRITTEN APPROVAL of ad copy or script from the Tourism Office is required **IN WRITING AND IN ADVANCE** of publication or airing. You may fax your ad copy or script to Clay County Tourism Director at (904) 278-4731 or email to: jaclyn.slaybaugh@co.clay.fl.us or call 904-278-3734 with questions.

3. A representative or designee from your organization **MUST** submit the following materials in the order listed for reimbursement:
 - (1). Signed and notarized copy of Reimbursement Affidavit (included with the application).
 - (2). Duplicate of all advertisement. **"Paid for by Clay County Tourist Development Council Funds" must be visible on all advertising.** Attach copy of newspaper, magazine or professional periodicals showing coverage of event. **If radio or TV coverage is used they also must say "Paid for by Clay County Tourist Development Council Funds" in the announcement (submit duplicate of tape, CD or DVD used.)**

Attach copy of written ad approval to paperwork submitted for reimbursement.
 - (3). Copy of cancelled checks (back and front), Bank Statement or Credit Card Billing Statement and paid invoices must be provided as proof of payment. Invoices must be attached to checks or you will not receive reimbursement.

If you are unsure if an expense is reimbursable, contact Wanda Mears at 541-3829. The above items must be submitted **WITHIN 60 DAYS AFTER THE EVENT** before reimbursement will be made.

**Submit ALL application and reimbursement follow up to:
Wanda Mears, TDC Recording Secretary, Planning Department,
3rd floor, Administration Building or mail to:
Wanda Mears, TDC
Post Office 367
Green Cove Springs, FL 32043.**

After submitting the above materials, your request for application will be forwarded to the Finance Department for processing and reimbursement. If all materials are in order, a check should be issued from the Finance Department in about 30 days. You may call Wanda Mears at (904)541-3829 or email her at wanda.mears@co.clay.fl.us if you have any question. Any funds received will be subject to audit by the County auditor or their designee.

2009/2010 Clay County Tourist Development Council Grant Application

Name & Year of Event:

Sponsoring Organization:

Contact Person:

Address:

Phone:

Fax:

Email:

Website:

Location of event:

Dates and times of event:

Non-profit Organization: Yes _____ No _____

- 1. Describe the event and the purpose for it:**
- 2. How do you intend to provide a valid count of attendance at this event?**
- 3. How do you intend to provide a number of out of county visitors?**

Amount requested from Tourist Development Council:

\$ _____

4. Itemize anticipated advertising expenses:

Advertising in:

Dollar Amount:

2009 Clay County Tourist Development Council Grant Application

5. **Media coverage of event. (Provide with application copies of newspaper, magazine or professional periodicals showing coverage of previous event, if applicable. Also give description of TV, Radio or other coverage received).**

6. **Show sources of funding received other than those requested from the Tourist Development Council.**

7. **What will be the benefits to Clay County hotels & tourism from this event?**

8. **If this event has a history(or has happened in the past), please attach separately the most recent measurements for Economic Impact such as the official name of the event then, where it was held, the date, number of attendees, or any purchasing done for the event. If a hotel was used, please include the total number of rooms per night.**

9. **What alternative source of revenue will you seek if your request is not eligible for funding?**

ALL APPLICATIONS ARE REIMBURSEMENT ONLY, NO MONIES WILL BE DISTRIBUTED UP FRONT.

NOTE: PLEASE LIMIT YOUR PRESENTATION TO 10 MINUTES.

Fritz Behring
County Manager and Clerk of the Board

Planning Department
P.O. Box 367, 477 Houston Street
Green Cove Springs, FL 32043-0367
Telephone: (904) 284/269-6301
Fax: (904) 529/278-3706
Email: planning@co.clay.fl.us

**CLAY COUNTY TOURIST DEVELOPMENT COUNCIL
GRANT REIMBURSEMENT AFFIDAVIT
(TO BE SUBMITTED WITHIN 60 DAYS AFTER THE EVENT)**

I _____, AUTHORIZED REPRESENTATIVE
OF _____, VERIFY THAT THE ATTACHED
INVOICES ARE DUE AND PAYABLE IN ACCORDANCE WITH THE GRANT
APPROVED FOR \$ _____ BY THE BOARD OF COUNTY COMMISSIONERS
ON _____.

SIGNED _____

SWORN TO AND SUBSCRIBED BEFORE ME THIS _____ DAY OF
_____, 200_____.

NOTARY SIGNATURE:

COMMISSION EXPIRES:

APPROVED FOR PAYMENT BASED ON ATTACHMENTS:

Fritz Behring, County Manager

Date

Wendell D. Davis – District 1 Douglas P. Conkey – District 2 Travis Cummings – District 3
T. Chereese Stewart – District 4 Ronnie E. Robinson – District 5
GCS (904) 284-6300 KH (352) 473-3711 KL (904) 533-2111

After the Event we would appreciate your comments: *(Use back if needed)*

1. What worked well for your event in Clay County?

2. What didn't work well?

3. What could we do to make your event more successful?
