

**HILLSBOROUGH COUNTY TOURIST DEVELOPMENT COUNCIL ANNOUNCES  
SOLICITATION FOR FUNDING CONSIDERATION  
FY 2020 – FY 2021**

The Hillsborough County Tourist Development Council (TDC) is administering a solicitation process to consider potential funding by the first 3-cent portion of the Tourist Development Tax. This process will consider projects and/or programs that are centric to the visitor-based economy with an emphasis on the three, visitor-related program areas currently adopted by the TDC and as described below. It will receive applications for funding from government and not-for-profit corporations to assist with tourism promotion activities in Fiscal Years 2020 and 2021 (starting October 1, 2019). Applications are due on or before Friday, **January 25, 2019, no later than 4 p.m. at the Economic Development Department, 601 E. Kennedy Boulevard, 20<sup>th</sup> Floor, Tampa, Florida. Late or incomplete applications will not be accepted nor evaluated.**

Interested parties can apply in any of the three major program areas below. Applications must support the TDC's objectives to support the growth of the visitor-based economy by attracting one or more of the following targets: leisure visitors, convention and meeting delegates, and sporting event visitors.

1. **Visitor Experience (VE) Program** supports activities that inform, direct, educate and provide a safety element to the visitor to increase the rate of return visits and the impact of word of mouth influence on family and friends to travel to our destination. Small scale initiatives that can enhance a visitor's experience may include: design, printing and distribution of brochures; minor signage particularly assisting visitors in wayfinding or place designation; and walking/biking/blue way trails/maps and related guides (printed/online/mobile).
2. **Festivals and Events Program (Festivals)** is a sponsorship initiative that complements private and corporate support garnered for the festival or event. The festivals and events should have a broad-based appeal or by tapping a niche/specialty market at the start, develop into a broader one. Requests may be for multi-year (up to a five-year engagement cycle) or one-time or occasional financial support. Only new applicants under the Festivals category need to apply. Partners funded in FY19 under the Festival category should not apply.
3. **Out-of-Area Marketing Co-Operative (Co-op) Program** is limited to purchased media (print, online, mobile, broadcast (TV and radio), digital, OOH (Out-Of-Home), etc.) placements that are targeted outside and beyond the Tampa-St. Petersburg (Sarasota), Florida Designated Market Area (FL DMA 539, which includes Hillsborough, Pinellas, Pasco, Hernando, Citrus, Manatee, Sarasota, Hardee, Highlands and Polk Counties). The intent is to generate overnight lodging stays and not to promote within the local drive market.

The application cycle is open to any current or potential partner that is proposing a project or program that can perform within the criteria and overall objectives of these three programs. At this juncture, a definitive budget amount has not been established for this solicitation. However, by way of context, the FY19 budget allocates \$1,280,000 for all the projects and programs under these three program objectives.

Current funding partners in the VE Program or Co-op Program that are receiving funding through the FY19 period, will be required to make new submittals to the TDC for the FY20 and FY21 budget cycles. Since the Festivals program has stepped funding over a five-year period, only new applicants under the Festivals category need to apply in this process. Regardless of whether an existing funding partner in the VE Program or Co-op Program is submitting the same program/project for continued funding, or it chooses to revise or propose a new program, the submittals for this process must stand-alone and be reviewed on merit based on the material submitted in this solicitation process. Failure of a VE Program or Co-op Program partner to make a submittal will be considered as notification that the entity no longer will require funding under this program.

In particular, the TDC will be placing an emphasis on applications that show matching funds to the TDT requested funding. Please be sure to describe those matching funds in terms of ratio to TDT request, source of match and amounts.

As a point of clarification, the TDC and the Hillsborough County Board of County Commissioners have committed to a funding formula that addresses independently from this process, the funding of the operations of the Tampa Bay Convention and Visitors Bureau (Tampa Bay CVB/Visit Tampa Bay), the Tampa Bay Sports Commission, capital improvements to the City of Tampa Convention Center (TCC), and ongoing operational support for the Hillsborough County Tournament Sports Complex.

Applications and additional details on the three programs are available on line at, see link below.  
<https://www.hillsboroughcounty.org/en/government/boards-and-committees/m-z/tourist-development-council>

For more information, contact Derek Shavor with the Economic Development Department at shavord@hcflgov.net or call (813) 274-6740.

**HILLSBOROUGH COUNTY TOURIST DEVELOPMENT COUNCIL (TDC)  
TOURIST DEVELOPMENT TAX FUNDING APPLICATION  
FISCAL YEARS 2020 and 2021**

**GENERAL INSTRUCTIONS AND INFORMATION**

Please review the information contained in this document **thoroughly** prior to completing the **application**. If you have any questions, contact Derek Shavor, at 274-67400, orshavord@hcfllgov.net. **Applications that are not delivered by the deadline will be considered LATE and not eligible for consideration.**

**Signed applications due:** By 4 p.m., Friday, January 25, 2019  
**Mail or deliver to:** Derek Shavor  
Economic Development Department  
Hillsborough County Center, 20<sup>th</sup> Floor  
601 E. Kennedy Boulevard  
Tampa, Florida 33602

**Application Requirements**

1. One (1) completed, signed original (hard copy) of application and
2. Completed application in digital format along with each of the required supplemental documents, listed below (3 through 5).
  - The digital version must be saved to a USB Flash Drive (or CD) in PDF format and placed in a sleeve with the Organization/Entity and Project Name on the CD or USB Flash Drive.
  - File names should clearly identify the Organization and each document.
  - The completed application must retain the original form. Lengthy answers may be continued on separate pages added behind the application form.
3. **Tourism Promotion Media/Marketing Plan** in addition to the organization's marketing plan (if available), the Plan should include an outline of the specific activities to be funded; a list of advertisements/multi-media budgeted, and identify how the proposed accomplishment will produce room-night (overnight lodging) sales. To assist in preparing requests for advertising support, a 2020-2021 Proposed TDT Out-of-Area Media Plan template is a part of the application. A **sponsorship package** (current year) is to be included for all events for which support is requested.
4. The organization's most recent **Year-End Financial Statements** with Financial Balance Sheet, Year-to-Date Operating Statements and current budget, as well as the organization's most current audit report, if available. Organizations operating a TDC-designated Visitor Information Center (VIC) must provide a separate profit/loss statement for the VIC operation from the prior year. For events, a separate profit/loss statement from the prior year is to be provided. Similar information must be submitted on separate foundations established by the applicant.
5. **Current organizational documents**, including Articles of Incorporation, Bylaws, list of current Board of Directors, Federal (IRS) Tax Exempt Recognition Letter, W-9, Sales Tax Exemption Form and latest annual Federal information or tax return (usually Form 990) with schedules. Organizational and financial information must be up-to-date and complete for the organization/Agency to be considered eligible for project evaluation in the selection process.

**All information identified above must be provided for the submission to be complete.** The application form is available in Word format that can be emailed to the organization upon request.

## TDC AWARD PROCESS

### Selection Criteria and Recent Updates in the Award Process

In 2018, the Tourist Development Council (TDC) members unanimously supported a stronger focus on growth of the Tourist Development Tax (TDT) fund through the greater leveraging of our resources. In the FY 20 – FY 21 award cycle, this TDC strategy continues, moving from fixed, repetitive awards to a more dynamic business model based on incentives to spur partnership in promoting the destination and generating additional overnight stays. Enhanced collaborative efforts optimize advertising and promotion efforts and broaden the range and effectiveness of our destination marketing efforts. There are three major marketing programs to better capture basic elements of the visitor-based tourism economy, and complement our core visitor initiatives with the leisure traveler, convention and meeting delegates, and the sports event traveler. The Visitor programming groups are:

1. Visitor Experience (VE) Program,
2. Festivals and Events Program (Festivals), and
3. Out-of-Area Marketing Co-Operative (Co-op) Program.

Funding also is available for the operations of the Tampa Bay Convention and Visitors Bureau (Tampa Bay CVB/Visit Tampa Bay) and the Tampa Bay Sports Commission, capital improvements to the City of Tampa Convention Center (TCC), and ongoing operational support for the Hillsborough County Tournament Sports Complex. These partners will be addressed through a separate process already established for dedicated funding.

In FY 18, the three Visitor programming groups successfully incubated innovative events and ideas (themes and concepts), and encouraged collaborative marketing efforts among emerging and established major venues. The three programs were administered by the Tampa Bay Convention and Visitors Bureau (CVB), doing business as Visit Tampa Bay, our community's destination master marketer, working closely with the County (Economic Development Department). This collaborative strategy, will continue to enhance the effective spending of marketing funds and work toward agreed upon results/outcomes in the next award cycle. It offers an opportunity to build a standardized approach, enhancing not only transparency but also accountability. To achieve the desired transparency and accountability, definitive criteria are outlined below for each program to encourage participation toward desired outcomes.

#### 1. Visitor Experience (VE) Program

**General Program Parameters:** The Visitor Experience Program is comprised of activities that inform, direct, educate and provide a safety element to the visitor. Once our visitors arrive in our market, we extend positive influences on their experiences to increase the rate of return visits and the impact of word of mouth influence on family and friends to travel to our destination. Room night generation cannot always be directly correlated to the experience. Through our designated Visitor Information Centers (VIC) we have established facilities with paid and volunteer members to touch and impact the visitor through accepted visitor experience efforts. Along with collateral material and social media, they help communicate content, convey shareable experiences and foster relationships. The TDC-designated Visitor Information Centers are in the historic district of Ybor City, Plant City and at Channelside.

Other small scale initiatives that can enhance a visitor's experience also may qualify. These include: design, printing and distribution of brochures; minor signage particularly assisting visitors in wayfinding or place designation; and walking/biking/blue way trails/maps and related guides (printed/online/mobile). Supported collateral materials extend the knowledge of our destination and our venues.

**VE Program Criteria:**

1. Must be designated by the TDC as an official Visitor Information Center to be funded as such.
2. Staff must be trained/certified by the CVB GET (Guest Experience Training Program), Visit Florida Certified Tourism Information Centers (CTICs) training or a tour guide training program regularly scheduled by a recognized entity, such as the Tampa Bay History Center or a similar organization, in coordination with the CVB.
3. Organizations seeking funds for special tours, rack brochures, signs, trails/maps and other collateral, must demonstrate a close working partnership with the CVB and its initiatives in marketing the destination. Specific requests from County staff (in the Economic Development Department) receive priority consideration.
4. Product must complement CVB advertising, promotion programs and brand advocacy efforts.
5. Preliminary design/mark up copy must be provided to the County and the CVB before the final agreement to fund the entity is formalized. As production progresses, drafts up to the final production copy must be submitted in advance for review and approval by the CVB with County concurrence.
6. County logo and recognition on all collateral material (print, online, mobile).
7. Entity must demonstrate a matching of funds so that the TDT is not the sole funding partner.

**2. Festivals and Events (Festival) Program**

**General Program Parameters:** The TDC recognizes the importance and role of festivals and events in our key visitor market segments. This program expands the TDC’s event engagement into a standardized sponsorship arrangement. The generation of room nights remains important, but the role of incubating events to a maturity stage is the first priority. Over a series of years, an event can be nurtured, monitored and refined. As the event becomes self-supporting, strengthened by corporate support and other sponsorships, it can join the Out-of-Area Marketing Co-operative Program (“Co-op”) for major venues to more collectively market the destination.

The Festivals and Events Program is structured to be a sponsorship, complementing the private and corporate support garnered for the festival or event. The festivals and events should have a broad-based appeal or they may start by tapping a niche/specialty market, and develop into a broader one.

Youth and amateur sporting events are encouraged to contact the Tampa Bay Sports Commission (TBSC) which continues to offer sponsorships and grants (with event requests and reporting similar to the Florida Sports Commission). The TBSC is separately funded by the TDC to provide support throughout the year.

Rather than setting a two-year award, the strategy is to provide a sustained level of support over a period of time. A five-year engagement cycle may be established with the ability of the TDC to review the progress on a quarterly basis. As the festival or event builds core support and achieves sustainability, it can share resources through the Out-of-Area Marketing Co-op Program to expand its target audiences and increase opportunities to generate overnight visitors.

An example of a diminishing sliding scale to be used for a future funding applicant is:

Year 1	\$50,000
Year 2	\$40,000
Year 3	\$30,000
Year 4	\$20,000
Year 5	\$10,000

Small one-time or occasional financial support through sponsorships can be granted in amounts not to exceed \$10,000. Although a sponsorship, each proposer is encouraged to bring its proposed media plan with estimated costs (vendor and amount) to the CVB for its review and recommendations. This allows for the event to be incorporated into CVB media campaigns and strengthens partnerships to promote visits to the destination.

## **Festival Program Criteria:**

1. Ticketed and/or gated event(s) a priority.
2. Events planned during off-peak season (May through December), a priority.
3. Evidences a continued growth in sponsorships, sponsorship revenues.
4. Evidences a continued growth in programming format/maturity.
5. Evidences a continued increase in revenues and efficient use of resources (management of expenses) to increase bottom line.
6. Track record of strong partners and fiscal responsibility.
7. Award amount is a good fit with sponsorship levels in an established package offered each year.
8. Program concept promotes the destination marketing and brand advocacy efforts of the CVB.
9. Works closely with CVB to arrange hotel packages and other promotions to engage potential out of state attendees and to measure overnight lodging stays and generation of expenditures (rental cars, retails sales, food and beverage sales.)
10. In print/online/mobile/broadcast collateral materials, the reference to the County and CVB must appear in the same format (such as the same size letters and font type) as the name or logo of any other funding source.
11. Makes available to the County and CVB similar sponsorship benefits as it offers to other sponsors, and may be requested to offer complimentary access to facilities, meetings, events and parking accessibility for up to five (5) County personnel.
12. Must have organized the event at least in the prior year, in order to tap Program (and must have a reasonable start-up window).
13. Maximum Sponsorship amount cannot exceed 20 percent of total cash revenues substantiated in prior year.
14. Must coordinate with CVB to schedule Event Profile surveys annually.
15. Within 90 days after the event is held, provides the County/CVB with an event report on results and outcomes including but not limited to attendance, ticket sales, overnight lodging, with a profit and loss statement and recommendations for enhanced marketing efforts in the next year.

## **3. Out-of-Area Marketing Co-Operative (Co-op) Program**

**General Program Parameters:** The Out-of-Area Marketing Co-operative Program (Co-op) is limited to purchased media (print, online, mobile, broadcast (TV and radio), digital, OOH (Out-Of-Home), etc.) placements that are targeted outside and beyond the Tampa-St. Petersburg (Sarasota), Florida Designated Market Area (FL DMA 539, which includes Hillsborough, Pinellas, Pasco, Hernando, Citrus, Manatee, Sarasota, Hardee, Highlands and Polk Counties). The intent is to generate overnight lodging stays and not to promote within the local drive market.

Coordination and collaboration in our out-of-area marketing efforts is essential to the destination marketing and branding efforts of the CVB. The CVB is recognized as the master marketer for our overall destination. With its scope of work and its overall magnitude of expenditures all out-of-area marketing funded by the TDC is coordinated by the CVB. The partnership ensures a more efficient use of marketing funds, impactful messaging on national and international levels and more effective outcomes for those expenditures. This Program has included the Tampa Bay Performing Arts Center (doing business as the David A. Straz, Jr. Center for the Performing Arts), local Chambers of Commerce operating TDC-designated Visitor Information Centers and various venues and events open to the public.

The funding model acknowledges the “room night” generation rationale for the original creation of TDC funding. Using CVB surveys conducted through each year, and Co-op participant data sources, campaigns and other marketing initiatives can be quickly refined. Analytics are compiled for immediate refinements and to assess long term impacts of the Co-Op program. The measurement process looks at the actual room nights generated directly by an event, program or campaign, and applies survey instruments that provide a better nexus to the reason and the primary causal event for the room nights. With greater knowledge of the outcomes from marketing efforts, a direct linkage of the TDC funding amount to the likely level of room nights can be attributable to the participant.

The analytics reflect the funding model focus on room night generation, a return on the TDC investment (ROI) using a guideline of a \$2 TDT increment for every room night generated at an average daily rate of \$100 in the market utilized for consideration of continued support to the Co-op and its partners.

### **Co-op Program Criteria:**

1. No funding for media inside the Tampa-St. Petersburg (Sarasota), Florida Designated Market Area (DMA).
2. No funding for venue management or industry media.
3. No funding for promotions linked to a specific hotel or private business.
4. No funding for CVB produced annual Meeting and Visitor Guides.
5. No funding for media commissions and media production costs (in-house or third party).
6. Priority on off-peak (May – December) programming, and seasonal and annual campaigns with advance planning.
7. Priority on identifying small investments with big impacts.
8. Priority on media centric to customers and influencing a visitor decision (backed by metrics).
9. Demonstrate leveraging of County TDT dollars by matching funds from the entity for marketing.
10. Advance planning of campaigns with partnership input to insure effective customer intercepts.
11. Co-op partner data to address ROI benchmarks, see Role of Metrics and Surveys, below.

### **Role of Metrics and Surveys**

The TDC and its partners seek to make funding decisions that have measurable results for positive growth to the leisure and hospitality industries. The primary emphasis of the TDC is on the Return on its Investment (ROI), with primary support to initiatives and events that directly generate overnight stays (or “room nights”) at Hillsborough County-based hotel/lodging properties to grow the TDT fund. An applicant should explain how the program or event will result in unique and documentable demand for local lodging (hotel/motel) facilities attributable to the proposed use of funds. Estimated or derived room night counts should be supported at year end by actual overnight lodging (room night) sales achieved.

Metrics and surveys provide the tools to ascertain the primary reason for visitation, measure dollar values of TDT funds generated by a funded event or attractor, and calculate the return on the investment of TDT funds provided to the festival, event or program. Managed by the CVB, primary data collection on visitor volume and spend estimates are from the origin visitor surveys and customer intercept surveys, primarily to capture domestic and international visitor profiles. For the Festivals and Events Program, the event attendee intercept surveys are conducted for individual events and attractions. For marketing campaigns conducted through the Out-of-Area Marketing Co-op Program, customer intercepts focus on the targeted audiences and markets. Secondly, data mining enables supplemental collection on expenditures by our visitors on rental cars, gasoline, food and beverage and other retail expenditures in the County as well as sales at the venues and participating lodging properties.

The TDC supports the CVB in a marketing strategy plan of action with measurable benchmarks which all participants can understand and support. The research and resulting insights will assist in moving events beyond the incubator stage and launching significant events that generate room nights and increase TDT. Marketing campaigns can be readily tweaked/adjusted as the success of campaigns and events are known. Immediately generated outcomes can identify new and strong markets and those where/when efforts need to be consolidated. All partners in the Out-of-Area Marketing Co-op will provide any and all customer data that can be brought to focus on the investment decision for out-of-area marketing. Lodging entities are encouraged to work directly with the CVB to provide supplemental information. Food and beverage and other retailers benefiting from overnight and extended stays are encouraged to continue to establish links to the CVB research efforts.

The TDC/CVB annual survey process focuses predominately on the venues and participants of the Out-of-Area Marketing Co-op. It taps semiannual and annual destination visitor profile reports and is linked with local validation against Smith Travel Research data, TDT collections and other available data sources. It includes an assessment of the extent incremental spending generates new travel and lodging volumes from campaigns. Such Co-op partner data should include elements of the criteria listed on the next page.

**Criteria:**

- Zip code analysis of tickets purchased.
- Web analytics, Google analytics, bookings, sales.
- Efforts to synchronize point of sale data generated by diverse software packages at venues.
- Efforts to synchronize mobile payment systems and related metrics derived from developing apps.
- Coordination of CityPASS, Artstampabay.com and other partner package/online/mobile initiatives that may be inclusive of non-CVB members.

**Other Considerations in applying for a TDC award**

- The TDC strongly encourages cooperative marketing efforts between recipient agencies, the hotel/motel industry and other local tourism partners. Applicants should take advantage of expanded opportunities at the state level for co-op funding through Visit Florida.
- Unless specifically approved by the TDC and Board of County Commissioners (BOCC), TDT funding for an approved project or program is limited to the year in which it is proposed and budgeted in the organization's/Agency's application and subsequent Agreement.
- TDT funds cannot be used as a match to a Tampa Bay CVB grant, a co-op opportunity directly funded by TDT funds, or other County grants/awards (unless approved and noted in the Agreement on the Special Conditions page). TDC funds cannot be used for CVB or other organizational membership dues.
- Any submitted expenses by TDC awardees, which have not been formally approved as specified in the Agency's Agreement (as a line item in the approved budget or noted on the Special Conditions page), will be deemed not eligible for reimbursement.
- All applicants who receive TDT funds must submit quarterly reports according to their Agreement detailing the room nights generated and media exposure received, unless specified in the Agreement.

**TDC WORKSHOP SCHEDULE**

The TDC will conduct up to four (4) meetings related to its recommended allocations for the next two-year funding cycle, as follows. The dates may be changed by the Economic Development Department and the applicants will be contacted.

- 1) AGENCY PRESENTATIONS (TDC QUARTERLY MEETING)**  
Thursday, February 14, 2019, 1:30 p.m., County Commission Boardroom
- 2) BUDGET WORKSHOP**  
Thursday, February 28, 2019, 1:30 p.m., County Commission Boardroom
- 3) BUDGET WORKSHOP WITH FINAL ALLOCATION**  
Thursday, March 14, 2019, 1:30 p.m., County Commission Boardroom
- 4) SUPPLEMENTAL MEETING (IF NEEDED)**  
Thursday, March 28, 2019, 1:30 p.m., County Commission Boardroom

At the conclusion of this process, the TDC will forward its funding recommendations to the BOCC for adoption and inclusion in the County budget. Agencies approved for funding are required to execute an Agreement, detailing the responsibilities of both parties.



2020 Requested Funds: \$\_\_\_\_\_

2021 Requested Funds: \$\_\_\_\_\_

**APPLICATION FOR TOURIST DEVELOPMENT TAX (TDT) FUNDING  
FOR FISCAL YEARS 2020 AND 2021**

Legal Name of Organization: \_\_\_\_\_

Office Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Web Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Director: \_\_\_\_\_

Program Manager: \_\_\_\_\_

Email Address (Program Manager or Contact): \_\_\_\_\_

Telephone (Program Manager or Contact): \_\_\_\_\_

Fiscal Administrator/Bookkeeper: \_\_\_\_\_

Agency (If other, please indicate):

\_\_\_\_ Nonprofit, incorporated (must include IRS certification letter and Florida sales tax exemption form)

\_\_\_\_ Nonprofit, unincorporated (must include IRS certification letter and Florida sales tax exemption form)

\_\_\_\_ Commercial (for-profit)

\_\_\_\_ Federal

\_\_\_\_ State

\_\_\_\_ County

\_\_\_\_ City

\_\_\_\_ Other: \_\_\_\_\_

Date Organization was created: \_\_\_\_\_

Date of incorporation: \_\_\_\_\_

Briefly outline Organization's mission and major activities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**NOTE TO APPLICANT: Use of tourist development tax (TDT) funding by recipient agencies is limited to expenses eligible under the TDC Out-of-Area Marketing Co-operative (“Co-op Program,” supporting media advertising and associated production, production and distribution of tourism promotion materials), Visitor Experience (VE) Program, and sponsorship support for its Festivals and Events (“Festival”) Program, as well as the operations of the Tampa Bay Convention and Visitors Bureau (CVB), Tampa Convention Center (TCC) and TDC-designated Visitor Information Centers. Exceptions must be expressly authorized by agreement or interlocal agreement.**

**All applicants should read the accompanying “General Instructions and Information” document completely, before completing this application.**

**In responding to the questions below, please keep to the format of each page that follows. Additional pages must be added behind the application (after the signature page) with the question number noted.**

1. Describe in detail the purpose for which your Organization is seeking TDT funds. For specific activities, include the name of each to be funded, address/location(s), frequency of activity/event(s) and day(s) scheduled in 2020 and/or 2021. Events must be held in the year budgeted and approved, and before September 30, 2021, the end of the Funding Cycle. Off-season (May through December) events are preferred.

2. PROJECT TYPE - Check one:

\_\_\_ The TDT award will be used to support the Organization’s ongoing tourism promotion efforts. (Co-op Program)

\_\_\_ The TDT award will be used for specific tourism promotion projects/programs/activities (i.e., national playoffs or special exhibitions and/or capital projects that generate significant overnight stays). NOTE: If an award with the County is granted, a section of the Quarterly Report must detail actual overnight stays at lodging properties (room nights) sold and media exposure received for each special or significant activity funded. (Co-op Program)

\_\_\_ The TDT award will be used to support the Organization’s ongoing TDC-Designated Visitor Information Center program. (Visitor Experience Program, Skip to Question 10.)

\_\_\_ The TDT award will be used for sponsorship support as part of an annual Festival or tourism event. This sponsorship support may be administered by Visit Tampa Bay (Festivals and Events Program, Skip to Question 11.)



5. a) If your program or activity has been held before, how many room nights (overnight stays) did your Organization’s program or activity actually generate (directly) in each of the past two fiscal years?

<u><b>FY</b></u>	<u><b>Projected Room Nights</b></u>	<u><b>Actual Room-Nights</b></u>
2018:	(Annual estimate here)	(Actual total)
2019:	(Annual estimate here)	(Year-to-date, give ending date)

- b) How many room nights are projected to be directly generated by your Organization for the program/activity proposed for TDT funding in 2020 and 2021?

<u><b>FY</b></u>	<u><b>Projected Room Nights</b></u>
2020:	
2021:	

- c) On what data or information are the room night projections based, and how will your Organization validate and document its performance in meeting those projections?

6. Does your Organization’s program/activity proposed for TDT funding fulfill a special need within the tourism industry and/or enhance the overall local tourism product by increasing the number and quality of tourist activities? If so, in what way?

7. **A Tourism Promotion Media/Marketing Plan for the proposed activity and a marketing plan for the Organization (if separate and available) are to be submitted and must be attached behind the application for the application to be considered complete.**

Summarize how the Tourism Promotion Media/Marketing Plan supports the program or activity and how it assists your Organization in increasing visitation to the County. The Plan should identify the specific activities and objectives for which TDT funding is being requested, list each advertisement/multi-media with budgeted estimates and state how the proposed accomplishment(s) will produce room night (overnight lodging) sales. **Please complete the FY 20 – FY 21 Proposed TDT Out-of-Area Media Plan, a template is part of this application.**

8. a) With what Organization(s) (including hotels/motels) will you coordinate and conduct the cooperative marketing efforts that will be supported by the TDT award? List partners and briefly describe these collaborative efforts.

b) Will you be receiving other sources of support such as sponsorships and/or other local or state grants? If yes, please provide details and current sponsorship package as an attachment to this form.

9. If applying for TDT funding for a special activity that provides charitable donations, please identify each charity and the donation amount from the prior year.

10. **TDC Visitor Information Center (VIC) applicants only.**

\_\_\_\_\_Not a VIC, skip to Question 11.

If your tourism promotion program includes the operation of a TDC-designated Visitor Information Center, and it is an authorized use of TDT funds, describe this activity in detail.

- Location, hours of operation, staffing schedule (paid and volunteer).
- Information/assistance provided.
- Annual number of visitors served (in past two years) and method of tracking visitors and hotel stays. Does the VIC offer assistance in making hotel reservations?
- Additional Partners (if any) involved with this activity.
- If additional space is required to answer, please attach entire response behind this application form.

**As part of this proposal, attach a separate, detailed budget (FY 20 and FY 21) of the VIC operation with all expense items. Identify each expense item and the amount to be supported by TDT funding. Also, attach the Profit/Loss statement of the VIC operation from the most recent year.**

**FUNDING FOR APPLICANTS**

11. **Current Revenue Sources.** Please list all funding sources for your **entire Organization** for the most recent Fiscal Year (**FY 18**). Identify the following, if applicable: Admissions, Contracted Services Revenue, Other Revenue, Corporate Support, Foundation Support, Other Private Support, Government Support – Federal, State, Regional and Local, and Cash. **In particular, the TDC will be placing an emphasis on applications that show matching funds to the TDT requested funding. Please be sure to describe those matching funds in terms of ratio to TDT request, source of match and amounts.**

(May be summarized on a separate, attached page behind this application form.)

<u>Funding Source</u>	<u>\$ Amount</u>	<u>Comments or Explanation</u>
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12. **Anticipated Revenue Sources.** Please list all funding sources for your **entire Organization** for **FY 20** and **FY 21**.

(May be summarized on a separate, attached page behind this application form.)

<u>FY</u>	<u>Funding Source</u>	<u>Anticipated \$ Amount</u>	<u>Comments or Explanation</u>
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2020

2021

13. **Other / Foundation Support.** If the Organization has established a separate foundation, please

identify and provide similar information.

(May be summarized on a separate, attached page behind this application form.)

<u>FY</u>	<u>Funding Source</u>	<u>Anticipated \$ Amount</u>	<u>Comments or Explanation</u>
2020			
2021			

**If you are applying under the Co-op Program or Visitor Experience Program STOP HERE; go to page 11.**

**If you are applying under the Festivals and Events Program, continue on to question 14.**

14. **Event location** (Street Address or Park Location)
  
15. **Event dates and times** (If the event has already occurred, please do not proceed with completing this application.)
  
16. **Is the location within Hillsborough County? Yes \_\_\_ No \_\_\_** (If the answer is No, please do not proceed with completing this application.)
  
17. **Will the event be open to the public? Yes \_\_\_ No \_\_\_** (If the event will not be open to the public, either free, or for a fee, please do not proceed with this application.)
  
18. **Is the event in at least its second year? Yes \_\_\_ No \_\_\_** (If this is a first time event, please do not proceed with this application. This program is intended to grow existing events with proven record of growth and fiscal responsibility.)
  
19. **Will this event be ticketed or gated? Yes \_\_\_ No \_\_\_** (Priority will be given to ticketed or gated events.)
  
20. **Requesting a one-time sponsorship \_\_\_ or a multi-year sponsorship \_\_\_** (check appropriate box)
  
21. **Total amount requested: One-time \_\_\_\_\_ Over Five Years \_\_\_\_\_**
  
22. **Please provide a comprehensive description of the event, including, but not limited to: the**



goals and objectives of the event, the targeted market, attendance fees, participation of vendors, and any available promotional material on the event. Also describe how the success of the event will be measured. The event description is particularly important in the evaluation of the application. The more detail provided the easier it will be for VTB to make a positive decision. If additional space is needed, please use a separate sheet and attach the event description to the application.

23. **Has this event been coordinated with, and does it have the support, of business and community groups located within Hillsborough County?** Examples of these groups include, but are not limited to: The Chamber of Commerce, Tampa's Downtown Partnership, and Ybor CDC (YCDC). Please list the groups.

24. **How many people are expected to attend the event?**

25. **How did you determine this number for expected attendance?**

26. **How many people are expected to require overnight lodging while attending the event?**

a. What is the anticipated number of room nights?

b. How many of the room nights are expected to occur within Hillsborough County?

27. **Have you reserved rooms at any hotels/motels located within Hillsborough County?**

Yes \_\_\_ No \_\_\_

If yes, please list the hotels/motels and the number of rooms reserved for the event.

28. **Will any of the activities be free of charge to the public?**

Yes \_\_\_ No \_\_\_

If yes, what percentage will be made available to the public for free? \_\_\_\_\_%

Please describe those activities.

**29. How many years has this event been held?**

Please provide a description of its location and success, including number of attendees, pictures, participation by local vendors, economic impact. Provide post-event surveys, if available

**30. Has this organization received Tourist Development Council (TDC) funding in the past for this event?**

Yes \_\_\_ No \_\_\_

If yes, how many years has the organization received TDC funds for this event?

Please provide a detailed description of any funding provided by the TDC

**BUDGET**  
**Specific Applicant Financial Information**

Agency: (Name of Agency)  
 Requested Activities to be funded by TDT award: Out-of-area marketing (for example)  
 Specific Events to be funded by award: (Name of event and specific dates)

**2020**  
**BUDGET SUMMARY FOR TOURIST DEVELOPMENT TAX (TDT) FUNDED ACTIVITIES**

	All Funding	TDT Funds only
Applicant Funding:	\$ -	Not applicable
TDT Funding:	_____ -	_____ -
Total Budget:	\$ -	\$ -
Expenditures:		
Staff Compensation (1):	\$ -	\$ -
Administrative Costs (2):	-	-
Purchase of Advertising:	-	-
Media Production Cost:	-	-
Posters/Signs:	-	-
Promotion Materials:	-	-
Other (TDT related, specifically listed):	-	-
Remaining Operating Expenses:	_____ -	_____ -
Total	\$ -	\$ -

**(1) If an allowable expense for your Agency, per TDC policies and under Section 125.0104, Florida Statutes, provide staff name, title and detailed explanations of duties of staff being compensated with TDT funds and percent of total hours or salary to be covered by funding, on a separate page.**

**(2) If an allowable expense for your agency, per TDC policies and under Section 125.0104, Florida Statutes, provide detailed explanations of the types of administrative expenses on a separate page.**

**BUDGET**  
**Specific Applicant Financial Information**

Agency: (Name of Agency)  
 Requested Activities to be funded Out-of-area marketing  
 by TDC award:  
 Specific Events to be funded by (Name of event and provide specific dates)  
 award:

**2021**  
**BUDGET SUMMARY FOR TOURIST DEVELOPMENT TAX (TDT) FUNDED ACTIVITIES**

	All Funding	TDT Funds only
Applicant Funding:	\$ -	Not applicable
TDT Funding:	_____ -	_____ -
Total:	\$ -	\$ -
Expenditures:		
Staff Compensation (1):	\$ -	\$ -
Purchase of Advertising:	-	-
Media Production Cost:	-	-
Posters/Signs:	-	-
Promotion Materials:	-	-
Other (TDT related) specifically listed :	-	-
Remaining Operating Expenses:	_____ -	_____ -
Total	\$ -	\$ -

**(1) If an allowable expense for your agency, per TDC policies and under Section 125.0104, Florida Statutes, provide staff name, title and detailed explanations of duties of staff being compensated with TDT funds and percent of total hours or salary to be covered by funding, on a separate page.**

**(2) If an allowable expense for your agency, per TDC policies and under Section 125.0104, Florida Statutes, provide detailed explanations of the types of administrative expenses on a separate page.**

## ATTACHMENTS

### **Supplemental documents below are part of the application**

#### **All Applicants:**

- Yes     No    Organization's Most Recent *Year-End Financial Statements* with Financial Balance Sheet and Year-to-Date Operating (P/L) Statements with current budget. Similar reports from related Foundations must be submitted, also, if applicable.
- Yes     No    Organization's current Articles of Incorporation, Bylaws, list of current Board of Directors (BOD), Federal (IRS) Tax Exempt Recognition Letter, W-9, Sales Tax Exemption Form and latest annual Federal information or tax return (usually Form 990) with schedules OR indicate current documents are in County files.
- Yes     No    Organization's most current audited financial statements.

#### **Co-op Applicants must also include the following:**

- Yes     No    Organization's Media/Marketing Plan and Tourism Promotion Plan including **FY 20 – FY 21 Proposed TDT Out-of-Area Media Plan template enclosed.**
- Yes     No    If the Co-op Applicant is seeking funding for a Capital Project, include a **schedule of FY 20 – FY 21 Proposed Sources and Uses.**

#### **Visitor Information Center Applicants must also include the following:**

- Yes     No    For Visitor Information Center operations, last Year-End and Year-to-Date Operating (P/L) Statements.

#### **Festivals and Event Applicants must also include the following:**

- Yes     No    Last Year-End and Year-to-Date Operating (P/L) Statements for Event, current sponsorship package, media kit and **FY 20 – FY 21 Proposed TDT Festivals and Events Budget template enclosed.**

**Application Submission**

One completed, signed original (hard copy) of this application and a completed application in digital format along with each of the required supplemental documents are to be delivered to the County. The digital version must be saved to a USB Flash Drive (or CD) in PDF format and placed in a sleeve with the Organization/Entity and Project Name on the CD or USB Flash Drive. File names should clearly identify the Organization and each document (example: MOSI.TDT application FY 20-21, or STRAZ.TDT FY18 BOD).

For further information, please see the General Instructions and Information document online at: <https://www.hillsboroughcounty.org/en/government/boards-and-committees/m-z/tourist-development-council> or contact Derek Shavor at (813) 274-6740.

**Application Deadline**

Signed applications are due: By Friday, January 25, 2019

Mail or deliver to:

Derek Shavor  
Economic Development Department  
Hillsborough County Center  
601 E. Kennedy Blvd, **20<sup>th</sup> Floor**  
Tampa, Florida 33602

**Applicant Signature**

All of the information in this application is true and correct to the best of my knowledge and belief.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name of Signer

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**2020-2021 PROPOSED TDT OUT-OF-AREA MEDIA PLAN TEMPLATE**

MEDIUM BY MEDIA TYPE (If you need more space, please insert lines to accommodate your plan)	COST (NET)	DESCRIPTION OF MEDIA BUY INCLUDING ADDED VALUE	RUN DATES	(OUTCOME) EXPECTED ROOM NIGHT GENERATION	ADDITIONAL INFORMATION
<b>Consumer Print</b>					
<i>Ex. Southern Living</i>	\$5,850.00	<i>4/c Travel Directory; 1,230,000 circ; 20,000 email blast</i>	<i>Mar-15</i>		
Subtotal by type:					
<b>Broadcast (Television/Radio)</b>					
<i>Ex. Tallahassee Traffic Radio</i>	\$1,065.00	<i>100 :10 spots/week; 150 Adults 25-54 GRPS's/week; 87,500</i>	<i>Apr 13-17</i>		
Subtotal by type:					
<b>Digital/Social Media</b>					
<i>Ex. Travelocity Banners</i>	\$10,000.00	<i>160 W x 600H Skyscraper; 833,000 impressions.</i>	<i>Jul-Aug</i>		
Subtotal by type:					
<b>Out-of-Home</b>					
<i>Ex. Digital Outdoor</i>	\$2,000.00	<i>Orlando; 14'x48'; 899,913 impressions</i>	<i>Aug 1-15</i>		
Subtotal by type:					
<b>Other</b>					
<i>Ex. Brochure Rack Space (Visit Florida Program)</i>	\$500.00	<i>I-95 Welcome Center; 750,000 impressions</i>	<i>2015</i>		
Subtotal by type:					
Grand Total by type:					

FY 2020 Event Budget

**Expenses**

**Income**

	Estimated	Actual
<b>Rentals</b>		
Facilities		
Equipment (Audio/Visual)		
Portalets		
Tables and chairs		
Parking volunteers		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Publicity/Marketing</b>		
Graphics work		
Photocopying/Printing		
Ad - TV, Radio, News		
Postage		
Social Media		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Refreshments</b>		
Food (VIP and Volunteers)		
Drinks (beer for ticket holders)		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Entertainment</b>		
Performers		
Speakers		
Kids Entertainment		
Other (game supplies)		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Miscellaneous</b>		
Permit(s)//Fees/Sales Tax on Tix sales		
Security		
Gen. Liability Insurance		
Technical Support/Public Works		
Supplies (please explain)		
Supplies (please explain)		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Admissions</b>		
Adults		
Children		
Other		
Other		
Other		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Exhibitors/Vendors</b>		
Large Booth		
Medium Booth		
Small Booth		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Sale of Items</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Co-Sponsors/Partners</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Grant Income</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>In-Kind Donations/Services</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Revenues</b>	<b>\$0.00</b>	<b>\$0.00</b>

Estimated Actual

Estimated Actual

Estimated

Actual

Note: Total expenses and income should balance. If there is a profit, be sure to explain how revenue will be used - event sustainability, charity or otherwise. Attach additional sheets if needed



FY 2021 Event Budget

**Expenses**

**Income**

	Estimated	Actual
<b>Rentals</b>		
Facilities		
Equipment (Audio/Visual)		
Portalets		
Tables and chairs		
Parking volunteers		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Publicity/Marketing</b>		
Graphics work		
Photocopying/Printing		
Ad - TV, Radio, News		
Postage		
Social Media		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Refreshments</b>		
Food (VIP and Volunteers)		
Drinks (beer for ticket holders)		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Entertainment</b>		
Performers		
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Kids Entertainment		
Other (game supplies)		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Miscellaneous</b>		
Permit(s)//Fees/Sales Tax on Tix sales		
Security		
Gen. Liability Insurance		
Technical Support/Public Works		
Supplies (please explain)		
Supplies (please explain)		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Admissions</b>		
Adults		
Children		
Other		
Other		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Exhibitors/Vendors</b>		
Large Booth		
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<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
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Estimated Actual

Estimated Actual

Estimated

Actual

Note: Total expenses and income should balance. If there is a profit, be sure to explain how revenue will be used - event sustainability, charity or otherwise. Attach additional sheets if needed

**TDC FUNDING PROCESS SCHEDULE**

**(FY 2020 and 2021 Funding Cycle)**

<i>SCHEDULED DATE/PLACE</i>	<i>SCHEDULED TIME</i>	<i>PURPOSE OF MEETING</i>
Friday December 14, 2018 hillsboroughcounty.org	Online post	Funding solicitation public notice
Friday, January 25, 2019 County Center, 20th Floor	4:00 p.m.	Application deadline at Economic Development Department.
Friday, February 8, 2019 Online link for TDC Members	4:00 p.m.	Application packages loaded to dropbox
Thursday, February 14, 2019 BOCC Boardroom	1:30 p.m.	TDC Quarterly Meeting and Agency Presentations.
Thursday, February 28, 2019 BOCC Boardroom	1:30 p.m.	Application Budget Workshop
Thursday, March 14, 2019 BOCC Boardroom	1:30 p.m.	Application Budget Workshop / Allocation Meeting with recommended budget
Thursday, March 28, 2019 BOCC Boardroom	1:30 p.m.	Allocation Meeting/ Application Workshop (supplemental meeting if needed)
May 1, 2019 BOCC Boardroom	Ask for time certain	Presentation of final TDC recommendations and budget to BOCC.
Thursday, May 9, 2019 BOCC Boardroom	2:30 p.m.	TDC Quarterly meeting after presentation to BOCC.
October 2019 (exact day TBD) BOCC Boardroom	Ask for time certain	Presentation of agreements to BOCC (County budget approval, final date to be confirmed).