



# Grant Program Summary And Application

## POLICIES AND PROCEDURES

The Florida Sports Foundation's (FSF) Major and Regional Grant Programs are designed to assist communities and host organizations in attracting sports events, which will generate significant out-of-state economic impact for the state of Florida. The applicant must demonstrate that "but for" the grant award, the event will not be successful.

Events that will be considered for grant funding include amateur or professional athletic events, or other categories approved by the Foundation's Board of Directors. When awarding grants, the Foundation places emphasis on out-of-state economic impact, community support and image value to the state. Mature events currently based in Florida are not eligible for the grant program unless proof can be provided that it was secured through a bid. Grant applications are only accepted through a regional Sports Commission in the State of Florida.

**To ensure the success of your application please understand the following:**

- **The regional Sports Commission in the area where your event is held must submit all applications.** Please contact a regional Sports Commission for grant funding with your event. Regional Sports Commissions are listed at [www.flasports.com](http://www.flasports.com) under Sports Industry. If there is not a Sports Commission in the area where your event takes place you may apply under a local Convention & Visitor's Bureau (CVB) or a Tourist Development Council (TDC) per the direction of the Florida Sports Foundation. If there is not a local CVB or TDC in your area please contact the Florida Sports Foundation.
- Grant applications will be reviewed quarterly and application deadlines are as follows:
  - January 10** for final recommendation at the April Board of Directors meeting. Events must be held after April 1 of the same year.
  - April 10** for final recommendation at June Board of Directors meeting. Events must be held after July 1 of the same year.
  - July 10** for final recommendation at the September Board of Directors meeting. Events must be held after October 1 of the same year.
  - October 10** for final recommendation at the December Board of Directors meeting. Events must be held after January 1 of the following year.
- Applications are due the day of the deadline listed above, if this day falls on a weekend then they are due the Friday before the deadline.
- Applications must be typed using the application form provided. Applicants must submit **seven (7)** copies of the application only. Any additional documentation or presentation materials should not be affixed to the applications, and **only one (1) copy** of these additional materials should be included. Each application should be stapled. Please do not bind applications in any way.
- Forward **seven (7)** copies of the application to:

Florida Sports Foundation Grant Program  
2930 Kerry Forest Parkway, Suite 101

Tallahassee, FL 32309

- Mature events (In the same location for more than three years) currently based in Florida are not eligible for the grant program unless proof can be provided that it was secured through a bid. If the event is a bid event, please **submit all bid documents** including award letter.
- The Foundation will contact the applicant organization upon final recommendation by the Board. Approved applications will receive the grant contract, FSF logos and a Post Event Report form can be found on our website at [www.flasports.com](http://www.flasports.com).
- Prior to the event, if awarded a grant, the organization must provide the signed Grant Agreement, proof of insurance, which lists the **state of Florida**, and the **Florida Sports Foundation** as additional insured, with a minimum liability of \$1,000,000 per occurrence. **If these items are not provided before the event takes place then the grant will not be awarded.** In addition, if your municipality is self insured, you still are required to provide the FSF with a \$1,000,000 certificate of insurance with the state of Florida and the Florida Sports Foundation as additionally insured.
- The applicant must also agree to include the FSF logo on appropriate printed pieces and displays during the event and or on the website and display banners, etc. The FSF logo and program advertisement can be provided upon request.
- Within 90 days after the completion of the event, the organization must forward the Post Event Report. The Foundation will disburse funds as reimbursement for paid invoices only (canceled checks), for expenses specified in the Post Event Report. After review of the Post Event Report, the grant funds will be forwarded to the organization.

## GLOSSARY OF TERMS

<b>Earnings</b>	The income of local households from wages, salaries, and proprietors incomes. The earnings impact is the increase in household income directly or indirectly attributable to the event.
<b>Economic Impact</b>	Any of several measures of change in the local economy, including output, earnings, employment, or revenue.
<b>Employment</b>	The number of jobs in the local economy. The employment impact is the expected increase in jobs directly or indirectly attributable to the event.
<b>Mature Events</b>	Events that have taken place in the same location for more than three years. Exception: events that have been secured through a bid process.
<b>Multiplier</b>	The expected change in output, earnings, or employment for each one-dollar change (million dollar change for employment) in direct impact.
<b>Output</b>	The value of sales of goods and services by local businesses. The output is the increase in sales directly and indirectly attributable to the event.
<b>Participants</b>	Athletes, coaches, officials, trainers, organizers (anyone that is part of the competition).
<b>Revenue</b>	The income of local government from taxes, fees, and sales of goods and services. The revenue impact is the increase in local government income directly or indirectly attributable to the event, less any expenditure of local government funds to attract or support it.
<b>Room Nights</b>	Total number of rooms multiplied by the average length of stay.
<b>Spectators</b>	Friends, family, fans.
<b>Youth</b>	18 years and younger.

**Major and Regional Grant Program**  
**GRANT APPLICATION**

**I. APPLICANT INFORMATION**

- 1. Organization Name:
- 2. Organization Contact:
- 3. Title:
- 4. E-mail:
- 5. Phone:
- 6. Fax:
- 7. Address:

**II. EVENT INFORMATION**

- 1. Event Title:
- 2. Event Date:
- 3. Brief description of event (format, qualifying criteria, ages, etc.):
- 4. Sport(s) involved:
- 5. Location(s):
- 6. Proposed facility (ies):
- 7. Has the facility been secured?
- 8. Facility contact: Name: Phone:
- 9. Event Owner/Sanctioning Body:
- 10. Event Owner contact: Name: Phone:
- 11. Event director(s): Name: Phone:
- 12. Event History (most recent, regardless of location) **PLEASE LIST YEAR OF EVENT:**

Previous Location/Date(s):

Contact Name/Phone:

**Out-Of-State:** Participants: Room Nights: **Out of State:** Economic Impact:

**FSF Grant Funding:**

Previous Location/Date(s):

Contact Name/Phone:

**Out-Of-State:** Participants: Room Nights: **Out of State:** Economic Impact:

**FSF Grant Funding:**

Previous Location/Date(s):

Contact Name/Phone:

**Out-Of-State:** Participants:      Room Nights:      **Out of State:** Economic Impact:

**FSF Grant Funding:**

13. Was the event secured through a bid? \_\_\_\_Yes      \_\_\_\_No

If yes, **please include appropriate documentation\*\*.**

**\*\*Grant will not be awarded to events hosted in the state of Florida longer than three years without bid documentation.**

14. Will you expended any bid fee monies prior to your event? If so, how much and when?

15. What is the overall event plan (include schedules, competition details, special events, etc.):

16. Summarize the marketing plan for the event to include all media(s), timeline and if you are paying a promotional or production expense to obtain event coverage.

**III. GRANT REQUEST**

1. Amount of Grant Requested: \$ \_\_\_\_\_

2. Have you received FSF grant funds for this event in the past? (If yes, **please list dates and amounts**):

3. Intended use of grant funds, if awarded:

4. How will this grant impact the success of the event?

5. What benefits associated with this event will the Florida Sports Foundation receive if a grant is awarded?  
(Please attach appropriate sponsor benefit list if applicable)

6. Will the event be televised? (If yes, list network, date, time, and commercial opportunity for the FSF):

7. How will this event contribute to a positive image for the state of Florida?

**IV. COMMUNITY SUPPORT**

1. Please list any city, county, TDC, or other cash contributions from public entities for this event (include amount and source):

2. Please outline any in-kind (donated facilities, volunteer/staff support, city/county services, etc.) support from the community that has been committed for this event:

3. Please outline any local corporate sponsorship support that has been secured for this event:

**V. ECONOMIC IMPACT/PARTICIPATION PROJECTIONS**

1. Total expected Participants (competitors, coaches, trainers, officials, etc.)

ADULT      Out-of-State: \_\_\_\_\_      In-State: \_\_\_\_\_

YOUTH      Out-of-State: \_\_\_\_\_      In-State: \_\_\_\_\_

2. Total expected Spectators (fans, family, friends, etc.)

ADULT      Out-of-State: \_\_\_\_\_      In-State: \_\_\_\_\_

YOUTH      Out-of-State: \_\_\_\_\_      In-State: \_\_\_\_\_

**3. Total expected Media**

**Out-of-State:** \_\_\_\_\_ **In-State:** \_\_\_\_\_

**4. Estimate the projected Direct Out-of-State Economic Impact of the Event (please use participation projections outlined in questions 1-3 above):**

**\*Note: The average spending figure is what is used by the State of Florida.**

# Of out-of-state *Adult Participants* \_\_\_\_\_ x avg. length of stay \_\_\_\_\_ x \$152 (avg. spending) =  
\$ \_\_\_\_\_

# Of out-of-state *Adult Spectators* \_\_\_\_\_ x avg. length of stay \_\_\_\_\_ x \$152 (avg. spending) =  
\$ \_\_\_\_\_

# Of out-of-state *Youth Participants* \_\_\_\_\_ x avg. length of stay \_\_\_\_\_ x \$76 (avg. spending) =  
\$ \_\_\_\_\_

# Of out-of-state *Youth Spectators* \_\_\_\_\_ x avg. length of stay \_\_\_\_\_ x \$76 (avg. spending) =  
\$ \_\_\_\_\_

# Of out-of-state *Media/Professional* \_\_\_\_\_ x avg. length of stay \_\_\_\_\_ x \$152 (avg. spending) =  
\$ \_\_\_\_\_

**TOTAL PROJECTED DIRECT OUT-OF-STATE ECONOMIC IMPACT \$ \_\_\_\_\_**

**5. Total Hotel Impact (In-State and Out-of-State):**

# Of Rooms \_\_\_\_\_ x Avg. # of nights \_\_\_\_\_ x Avg. Room Rate \$ \_\_\_\_\_ = \$ \_\_\_\_\_

**VI. PROJECTED EXPENSES**

Please list intended use of grant funds:

<b>PROJECTED EXPENSES</b>	
<b>REIMBURSEABLE EXPENSES</b>	<b>CASH</b>
<b>TOTAL EXPENSE</b>	

**Please note:** If a grant is awarded, payment/reimbursement occurs after the event by submitting invoices totaling the amount granted. The following summarizes the allowable/disallowable expenses that may be used for reimbursement

Allowable Expenses:

- promotion, marketing, and programming
- paid advertising and media buys
- production and technical expenses
- site fees/costs (contract help, rentals, insurance)
- rights fees, sanction fees, non-monetary awards
- travel (if approved by FSF in advance)

Disallowable Expenses:

- general and administrative expenses
- building, renovating and/or remodeling
- permanent equipment purchases
- debts incurred prior to the grant
- programs, which solicit advertising
- hospitality or social functions

**VII. SIGNATURES**

**1. Area Sports Commission Signature/Disclaimer**

**We, the undersigned, hereby certify that we have read and understand the Florida Sports Foundation Grant Program Policies and Procedures and, that all information included with our application is true and correct.**

\_\_\_\_\_  
**Authorized Signature, Applicant**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Date**