

Jefferson County
Tourist Development Council

TOURIST DEVELOPMENT GRANT PROGRAM

POLICIES, APPLICATION and POST-EVENT REPORTING FORM

Approved by

Jefferson County Board of County Commissioners
Jefferson County Tourist Development Council

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TABLE OF CONTENTS

I. INTRODUCTION AND DEFINITION 3

II. STATEMENT OF POLICIES..... 3

III. FUNDING ELIGIBILITY 4

IV. RATING CRITERIA AND PROCESS..... 4

V. APPROVAL PROCESS..... 5

VI. VISITOR TRACKING AND POST-EVENT REPORTING 5

VII. CONCLUSION 5

VIII. APPENDIX 6

TOURIST DEVELOPMENT GRANT PROGRAM APPLICATION 7

CERTIFICATION AND COMPLIANCE STATEMENT 9

POST-EVENT OR ADVERTISEMENT REPORT 10

JEFFERSON COUNTY TOURIST DEVELOPMENT GRANT AGREEMENT 11

**Jefferson County Tourist Development Council
Tourist Development Grant Program**

I. INTRODUCTION AND DEFINITION

The Jefferson County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Jefferson County Code Article 3, Sections 32-54. The TDC administers funds collected from a local option tourist development tax on occupied transient lodging sales, i.e., hotels/motels, bed and breakfast facilities, campgrounds and long and short-term vacation rentals such as those found on Airbnb and Vrbo. The funds are designated to promote Jefferson County as a preferred visitor destination with emphasis in the following markets: special events, cultural activities, nature-based activities, weddings, and amateur sporting events.

The TDC allocates funds from its annual budget to a grant program for local groups and organizations with a demonstrated history of visitor impact or significant potential to draw visitors to the area. The Tourist Development Grant Fund is administered and scored by the TDC. The grants are awarded by the Jefferson County Board of County Commissioners (BOCC).

A “Special Event” shall be defined as a new or existing organized concert, exhibition, festival or fair, which is conducted according to a prearranged schedule and in which general public interest is manifested. For the purpose of this grant program, the public interest should extend to Jefferson County residents and to those living outside Jefferson County who would consider visiting the destination and staying overnight to observe or participate.

“Advertisement” shall be defined as marketing or advertising designed to increase tourist-related business activities.

Each application will be evaluated against established criteria. The number and extent of these grants will be dependent upon the availability of designated funds. Ideally, the funds allocated by the Jefferson County BOCC will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the sponsoring organization’s event or advertising budget.
- B. Funding is not intended to support administrative costs or non-public events. Funding is intended to support marketing and promotional efforts outside of Jefferson County.
- C. Grant applications will be considered on a rolling basis throughout the Fiscal Year in the order in which they are received provided grant funds are still available in the budget to make an award.
- D. Organizers and local businesses should encourage stays at Jefferson County lodging when promoting their events and business.
- E. Funding shall be provided as reimbursement for approved actual expenditures.
- F. A Post-Event or Post-Advertisement Report must be submitted prior to reimbursement. The report must include tracking statistics regarding out- of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. **Failure to submit a Post-Event or Post-Advertisement Report will result in disqualification for future award.**
- G. Any funds granted will be subject to audit by the Jefferson County BOCC.
- H. Recognition of the Jefferson County Tourist Development Council must be included where

appropriate on all printed material and the organization’s website referred to in public relations activities. A camera-ready logo will be provided. Failure to include the logo may be cause for disallowing reimbursement of that portion of the grant.

- I. Allowable expenses shall include promotion, marketing, and paid advertising for the event or business (including labor contracted for these services) that reaches beyond Jefferson County with potential to drive overnight visitation. Item #15 of the Application requires all applicants to describe how the grant funds will be used. Any changes to the items submitted in #15 MUST be submitted in writing to the TDC and will not be allowed without approval from the TDC.
- J. The maximum amount of funds awarded in a grant is \$1,500.

III. FUNDING ELIGIBILITY

The intent of the Tourist Development Grant Program is to provide funding assistance for events and businesses that attract visitors to Jefferson County impacting the commercial lodging industry, hotels/motels, bed and breakfasts, campgrounds, vacation rentals, as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

- 1. Each applicant must be registered with the Department of State Division of Corporations and licensed to do business in the State of Florida, and each application must include a Certification and Compliance page.
- 2. Applicants must not be recipients of any other Tourist Development Tax proceeds.
- 3. Events or advertisement must take place in the current fiscal year for which they are applying for funding.
- 4. The event or advertisement must have the potential to bring or have a history of bringing out-of-town visitors.
- 5. The event or advertisement must use or promote only lodging establishments within Jefferson County.
- 6. Successful applicants will enter the approved Grant Agreement upon award of a grant from the BOCC.

IV. RATING CRITERIA AND PROCESS

Each grant application will be reviewed by staff to ensure that all required information and materials have been provided. Failure to provide all the required items will result in disqualification. Please review the application carefully as incomplete applications will not move to the scoring stage. Following staff review, the applications will be turned over to the TDC for scoring. The TDC will score each application on a 100-point scale based on the following:

RATING AREA	DESCRIPTION	POSSIBLE POINTS	SCORE	NOTES
Tourism Development	Proposal has potential or previously proven ability to generate visitation to Jefferson County that may include overnight stays in the County’s commercial lodging	35 points		
Tourism Development	Proposal contributes to overall appeal of Jefferson County as preferred visitor destination through its event offerings	35 points		
Event Evaluation	Proposal includes event or advertisement goals and objectives	15 points		
Event Evaluation	Proposal includes method for documenting and evaluating outcomes in Post-Event or Post-Advertisement Report (i.e., # of attendees, participant survey, etc.) *	15 points		*See examples in Appendix
Mission Alignment	Event aligns with organization’s mission. If NO , application is automatically ineligible for consideration regardless of points awarded.	YES / NO		

Allowable Expense Criteria	Funds requested meet grant criteria of allowable expenses. If NO , application is automatically ineligible for consideration regardless of points awarded.	YES / NO		
Post-Event Report	Post-Event or Post-Advertisement Report submitted. If NO , funds will not be released regardless of points awarded.	YES / NO		
			TOTAL SCORE	

V. APPROVAL PROCESS

1. Complete application submitted within appropriate submission window.
2. TDC ranks applications and votes on grant awards.
3. BOCC considers grant awards, and organizations are notified.
4. Grantee enters grant agreement.
5. Event is held or advertisements run.
6. Post-Event or Post-Advertisement Report and request for reimbursement via invoice with accompanying proof of permissible expenditures are submitted.
7. TDC Coordinator reviews the Post-Event or Post-Advertisement Report and reimbursement documentation and, if expenses are eligible and report is complete, makes request for reimbursement in accordance with the County’s purchasing policy.

VI. VISITOR TRACKING AND POST-EVENT REPORTING

The Post-Event or Post-Advertisement Report is required in order for grant funds to be released.

In order to assess the impact of events and advertising on Jefferson County lodging, retail and restaurants, the TDC emphasizes the importance of tracking overnight and day visitor attendance, event participant ratings and sales information (levels, not numbers) from shops and eateries during special events and for all local business advertising.

Event attendance and participant opinion measurement are the responsibility of the applicant. Securing advertisement reach, impressions, and demographic information is the responsibility of the applicant.

For events and advertising, the TDC recognizes it is difficult for organizations to gauge local economic impact; however, applicant will follow up with lodging, retail shops and restaurants to get anecdotal sense of the economic impact the event had on Jefferson County (i.e., event sales compared to previous weeks or the same weekend in the previous year, etc.).

VII. CONCLUSION

To be considered for a Tourist Development Grant, submit the original application to:

Jefferson County TouristDevelopment
450 W. Walnut Street
Monticello, FL 32344

Hard copies and emailed applications accepted.
Submit to tdc@jeffersoncountyfl.gov

VIII. APPENDIX

Examples of methods that might be used to **document attendance numbers** at Special Events include:

- Registration forms
- Tickets collected at entrance
- Actual head count/clicker counter at entrance

Examples of methods that might be used to **document participant opinions** include:

- Brief, printed post-event questionnaire – circle or checkmark answers to 3 key questions upon exit
- Roaming interviews – volunteers can pose questions to a random sample of attendees while the event is going on, or at the end of the event
- Email survey after the event, if emails were collected in advance for registration

Examples of items that might be used to **evaluate the event** include:

- Rating Scale with numbers: *On a scale of 1 to 5, 5 being the BEST, please rate...*
- Rating Scale with statements: *How likely are you to attend this event next year? or How likely are you to recommend this event to a friend?*
 - *Strongly disagree, Disagree, Neither agree nor disagree, Agree, Strongly agree*
- Write-in responses: *Please tell us what you liked most about this event; or Please tell us what could be improved next time.*

Examples of methods that might be used to **evaluate an advertisement's reach** include:

- Impression numbers, including all statistics and demographic information available from the advertiser
- Increase in sales or attendance at the local business
- Brief, printed customer questionnaire – e.g. “Where did you hear about us?” and provide circle or checkmark options of potential sources of customer interest, including the grant-funded advertisement.

JEFFERSON COUNTY TOURIST DEVELOPMENT COUNCIL
TOURIST DEVELOPMENT GRANT PROGRAM APPLICATION

EVENT OR BUSINESS INFORMATION

1. Name of event or business _____
2. Date(s) of event or proposed advertisement _____
Start time _____ End time _____
3. Event or Advertisement Description: _____

4. IF AN EVENT Is the event free and open to the public? YES / NO
If NO, what is the cost to attend? _____
5. Amount of grant funds requested _____ (Maximum \$1,500.00)
6. Applicant: _____
FEIN: _____ Incorporation Date: _____ 501(C)(3): YES/NO
Entity Type: _____
7. Description of organization:
 - a. Mission _____

 - b. Services provided _____

8. Organization address _____
Phone _____ Website _____
9. Contact person _____
Phone _____ Email _____

TOURIST DEVELOPMENT INFORMATION

10. Target number of in person, out-of-town visitors, total _____
Overnight visitors _____ Day visitors _____
11. Target number of total in-person attendees (local and out-of-town) _____
12. Target number of vendors (if applicable) _____
13. How will this event or advertisement contribute to the overall appeal of Jefferson County as a preferred visitor destination?

EVENT OR ADVERTISEMENT EVALUATION

14. How does this event or advertisement align with your organization’s mission?

15. What are the goals the organization hopes to achieve with this event or advertisement?

16. How will grant funds be used? List marketing types, venues and targeted audiences, if any.

17. How will you document and evaluate event or advertisement outcomes? (See Appendix for suggestions.)

GENERAL INFORMATION

18. Has the organization received a Jefferson County TDC Grant in the past or is a current recipient of other Tourist Development Tax proceeds? YES / NO
If YES, include name of event, year(s) and amount(s) received.

**JEFFERSON COUNTY TOURIST DEVELOPMENT COUNCIL
TOURIST DEVELOPMENT GRANT PROGRAM
CERTIFICATION AND COMPLIANCE STATEMENT**

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Jefferson County Tourist Development Grant Program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Jefferson County Tourist Development Council.

Name _____

Organization _____

Signature _____

Date _____

**JEFFERSON COUNTY TOURIST DEVELOPMENT COUNCIL
TOURIST DEVELOPMENT GRANT PROGRAM
POST-EVENT OR ADVERTISEMENT REPORT**

1. Event or Advertisement name

2. Organization

3. Date(s) of Event or Advertisement

-

4. Contact person

5. Contact phone

_____ Email _____

6. Total number of attendees

In person _____

Virtual _____

7. Were attendance or target audience goals met? YES / NO

If not, what would you do differently next time?

8. Provide a summary of media coverage including local, regional and national – print, television, radio and social media. Attach ad run schedule if available.

9. Were participant evaluation goals met? YES / NO

If not, what would you do differently next time?

10. Attach completed outcomes evaluations used.

11. Attach receipts for reimbursement.

I attest that the information above is accurate and true to the best of my knowledge.

Signed _____

Print _____

Date _____

JEFFERSON COUNTY TOURIST DEVELOPMENT GRANT AGREEMENT

This Agreement is made and entered into on the date signed by the last party below (the "effective date") by and between the JEFFERSON COUNTY, a political subdivision of the State of Florida (the "County") and _____ (the "Grantee").

WITNESSETH:

WHEREAS, Grantee is a _____ in Jefferson County, Florida, which offers _____; and

WHEREAS, the County wishes to promote Jefferson County as a preferred tourist destination through grants for special events and advertising outside of the County for local organizations and businesses, such as Grantee.

NOW, THEREFORE, in consideration of mutual covenants and promises herein contained and other good and valuable consideration, the parties hereto agree as follows:

1. GRANT CONDITIONS.

A. Grant funds are intended to supplement the sponsoring organization's event or advertising budget.

B. Funding is not intended to support administrative costs or non-public events. Funding is intended to support marketing and promotional efforts outside of Jefferson County.

C. Grant applications will be considered on a rolling basis throughout the Fiscal Year provided grant funds are still available in the budget to make an award.

D. Organizers and local businesses should encourage stays at Jefferson County lodging when promoting their events and business.

E. Funding shall be provided as reimbursement for approved actual expenditures.

F. A Post-Event or Post-Advertisement Report must be submitted prior to reimbursement. The report must include tracking statistics regarding out- of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. **Failure to submit a Post-Event or Post-Advertisement Report will result in disqualification for future award.**

G. Any funds granted will be subject to audit by the Jefferson County BOCC.

H. Recognition of the Jefferson County Tourist Development Council must be included where appropriate on all printed material and the organization's website referred to in public relations activities. A camera-ready logo will be provided. Failure to include the logo may be cause for disallowing reimbursement of that portion of the grant.

I. Allowable expenses shall include promotion, marketing, and paid advertising for the event or business (including labor contracted for these services) that reaches beyond Jefferson County with potential to drive overnight visitation.

2. EFFECTIVE DATE AND TERM. The term of this Agreement shall commence on the effective date and remain in effect until the conclusion of the County's current Fiscal Year, September 30.

3. COMPENSATION. The County agrees to provide funding to Grantee in the amount of _____ (\$ _____) for the purposes set forth in Grantee's application. Funds shall be disbursed to Grantee upon receipt of a reimbursement request in the format prescribed by the County following delivery of the Post-Event or Post-Advertisement Report.

Payment may be reduced as necessary in the event of an unforeseen occurrence that results in decreased tax revenue.

4. HOLD HARMLESS. Grantee shall protect, defend, indemnify and hold the County, its officers, and employees completely harmless from and against any and all liabilities, demands, suits, claims, losses, fines, or judgments arising by reason of the injury or death of any person or damage to any property, including all reasonable costs from investigation and defense thereof (including but not limited to attorney fees, court costs, and expert fees), of any nature whatsoever arising out of or incident to this Agreement or Grantee's officers, employees, agents, contractors, subcontractors, licensees or invitees regardless of where the injury, death or damage may occur; unless such injury, death or damage is caused by the sole negligence of the County. The County shall give Grantee reasonable notice of any such notice claims or actions. Grantee, in carrying out its obligations hereunder, shall use counsel reasonably acceptable to the County. The provisions of this section shall survive the expiration of earlier termination of this Agreement. The parties further agree that nothing contained herein is intended to nor shall be construed as a waiver of the County's rights and immunities under Section 768.28, Florida Statutes, as amended from time to time.

5. TERMINATION. This Agreement may be terminated by the County upon occurrence of any of the following:

- A. The filing for Bankruptcy, loss of tax exemption status or dissolution by Grantee.
- B. The County shall have authority to withhold funding upon a reasonable determination that the Grantee has not complied with any one or any part of the terms of this Agreement. The County shall specifically identify in writing why it withheld funding. Upon receipt of such written notice the Grantee shall have ten (10) days to cure its breach of the Agreement. If the Grantee has failed to cure its breach within the time specified after receipt of such notice, the County may deliver to the Grantee a written notice of its intent to terminate this Agreement (the "Notice to Terminate"). The Grantee, upon receipt of the Notice to Terminate, shall be placed on notice that this Agreement shall terminate on the 10th day after receipt, with no further negotiations.

C. Either party may terminate this Agreement by giving sixty (60) days' written notice to the other.

6. AUDITS AND RECORDKEEPING. The Grantee is hereby obligated to maintain accurate records of expenditure of public funds under this Agreement. All records relating to these expenditures shall be considered public documents and shall remain available for audit and/or review at the request of the County at all times during the term of this Agreement. Grantee shall allow public access to all documents, records, and other materials, subject to the provisions of Chapter 119, Florida Statutes, prepared or received by Grantee in conjunction with this Agreement. The County shall have the right from time to time at its sole expense to audit the compliance by the Grantee with the terms, conditions, obligations, limitations, restrictions and requirements of this Agreement and such right shall extend for a period of three (3) years after termination of this Agreement.

IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT JEFFERSON COUNTY AT (850) 322-0223, SMETTY@JEFFERSONCOUNTYFL.GOV, 455 W. PALMER MILL ROAD, MONTICELLO, FL 32344.

Grantee must:

A. Keep and maintain public records required by the County to perform the service.

B. Upon request from the County's custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in chapter 119 Florida Statutes or as otherwise provided by law.

C. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the Grantee does not transfer the records to the County.

D. Upon completion of the contract, transfer, at no cost, to the County all public records in possession of the Grantee or keep and maintain public records required by the County to perform the service. If the Grantee transfers all public records to the public agency upon completion of the contract, the Grantee shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Grantee keeps and maintains public records upon completion of the contract, the Grantee shall meet all applicable requirements for retaining the public records. All records stored electronically must be provided to the public agency, upon the request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

7. NON-APPROPRIATION OF FUNDS. Notwithstanding anything contained in this contract to the contrary, in the event the funds appropriated by the County in any fiscal period are insufficient to pay the costs of this Agreement, the Agreement shall terminate on the last quarter period of the fiscal period for which appropriations were received, without penalty or expense to the County of any kind whatsoever. The County will immediately notify the Grantee of such occurrence.

8. ASSIGNABILITY. This Agreement may not be assigned or transferred by Grantee.

9. NOTICES. All notices or other communications required or permitted to be given by Grantee or by the County shall be in writing and shall be deemed delivered by either party when deposited in the U.S. Mail, first class postage paid, and addressed to:

GRANTEE:

COUNTY: Shannon Metty, County Manager
Jefferson County
455 W. Palmer Mill Road
Monticello, FL 32344

10. ENTIRE AGREEMENT. This Agreement contains the entire agreement and understanding between the Grantee and the County as to the subject matter hereof, and merges and supersedes all prior agreements, commitments, representations, writings, and discussions between them. Neither the Grantee nor the County will be bound by any prior obligations, conditions, warranties, or representations with respect to the subject matter of this Agreement. This Agreement may not be changed, modified, or supplemented in any way except by an instrument in writing executed by both the Grantee and the County.

11. GOVERNING LAW & VENUE. This Agreement shall be interpreted in accordance with the laws of the State of Florida without regard to its principles of conflicts of laws. Venue for any legal proceedings arising out of this Agreement shall be in Jefferson County, Florida.

IN WITNESS WHEREOF, the parties hereto have set their hands and seals this ____ day of _____, 20__.

[NAME OF GRANTEE]

JEFFERSON COUNTY, FLORIDA

By: _____
Its: _____

Chair

Date: _____

Date: _____

Attachments:

- 1. Grantee Application