



## GRANT PROGRAM

### POLICIES AND PROCEDURES

The Florida Sports Foundation (FSF) Grant Program is designed to assist organizations in attracting sport opportunities, which will generate significant out-of-state economic impact to 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 FSF Board of Directors. When awarding grants, the FSF 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.

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

- Applications must be typed. Applications must be completed using the form provided. Additional information that is requested or provided may be attached to the application.
- The event must take place a **minimum of 120 days** from the application deadline. The grant **deadlines are as follow:**

**February 10** for final recommendation at April Board of Directors Meeting

**April 10** for final recommendation at June Board of Directors Meeting

**July 10** for final recommendation at September Board of Directors Meeting

**November 10** for final recommendation at January Board of Directors Meeting

- **All applications must be signed by the regional sports commission in your area** (see page 3). If your area does not have a regional sports commission, please call the Florida Sports Foundation Grant Director to determine appropriate action.

- **Forward ten (10) copies of the application to:**

**Florida Sports Foundation Grant Program**

**2930 Kerry Forest Parkway, Suite 101**

**Tallahassee, FL 32309**

- If the event is a bid event, please **submit all bid documents** including award letter to the Florida Sports Foundation.

- The FSF will contact the organization upon final recommendation by the Board. Approved applications will receive the grant contract, Post Event Report form, FSF logo slicks and sample Event Out-Of-State Participant Survey.
- 30 days prior to the event, the organization must provide 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.
- Within 90 days after the completion of the event, the organization must forward the Post Event Report that includes complete and accurate accounting of the event's financial activity and summary of the collected Out-of-State Participant Surveys. 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 expenditures 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.

## REGIONAL SPORTS COMMISSIONS

### **Greater Ft. Lauderdale CVB**

John Webb, Executive Director  
1850 Eller Drive  
Ft. Lauderdale, FL 33316  
954-765-4466 x261 (O) 954-765-4467(FAX)  
[jowebb@broward.org](mailto:jowebb@broward.org)

### **Central Florida Sports Commission**

Randy Johnson, President  
126 E. Lucerne Circle  
Orlando, FL 32801  
407-648-4900 (O) 407-649-2072 (FAX)  
[www.orlandosports.org](http://www.orlandosports.org)

### **Gainesville Sports Organizing Committee**

Jack Hughes, Executive Director  
300 East University Avenue, Suite 100  
Gainesville, FL 32601  
352-338-9300 (O) 352-338-0600 (FAX)  
[www.gsoc.com](http://www.gsoc.com)

### **Jacksonville Sports & Entertainment**

Michael Sullivan, Executive Director  
220 E. Bay Street, 14<sup>th</sup> Floor  
Jacksonville, FL 32202  
904-630-3600 (O) 904-630-3606 (FAX)  
[www.coj.net/jedc/sports/default.htm](http://www.coj.net/jedc/sports/default.htm)

### **Lee Island Coast Visitor & Convention Bureau**

Gary Ewen, Director of Sports Development  
2180 West First Street, Suite 100  
Ft. Myers, FL 33901  
941-338-3500 (O) 941-334-1106 (FAX)  
[www.leeislandcoast.com](http://www.leeislandcoast.com)

### **Palm Beach County Sports Commission**

Pam Gerig, Executive Director  
1555 Palm Beach Lakes Boulevard, #1410  
West Palm Beach, FL 33401  
561-233-1015 (O) 561-233-1012  
[www.palmbeachsports.com](http://www.palmbeachsports.com)

### **Pensacola Sports Association**

Ray Palmer, Executive Director  
Post Office Box 12463  
Pensacola, FL 32582  
850-434-2800 (O) 850-432-4237 (FAX)  
[www.pensacolasports.com](http://www.pensacolasports.com)

### **Polk County Sports Marketing**

Mark Jackson, V.P. for Sports  
600 North Broadway, #300  
Bartow, FL 33830  
863-534-4372 (O) 863-534-0886 (FAX)  
[www.cfdc.org/sports](http://www.cfdc.org/sports)

### **Tampa Bay Sports Commission**

Ross Bartow, Executive Director  
4040 Himes Ave.  
Tampa, FL 33607  
813-350-6557 (O) 813-673-4312 (FAX)

### **Space Coast Sports Authority**

Rusty Buchanan, Executive Director  
326 East Merritt Island Causeway, Suite 300  
Merritt Island, FL 32952-3656  
321-453-7765 (O) 321-452-1398 (FAX)  
[www.spacecoastsports.org](http://www.spacecoastsports.org)

### **Tallahassee Sports Council**

John Citron, Executive Director  
106 East Jefferson Street, P.O. Box 1369  
Tallahassee, FL 32301  
850-413-9200 (O) 850-487-4621 (FAX)  
[www.tallahasseesports.com](http://www.tallahasseesports.com)

### **Treasure Coast Sports Commission, Inc.**

Tom Colucci, Executive Director  
Thomas J. White Stadium  
Port St. Lucie, FL 34986  
561-871-5458 (O) 561-871-5456 (FAX)  
[www.treasurecoastsports.com](http://www.treasurecoastsports.com)

### **St. Petersburg/Clearwater Area Convention & Visitors Bureau**

John Giantonio, Director of Sports  
14450 46<sup>th</sup> Street North #108  
Clearwater, FL 33762  
727-464-7254 (O) 727-464-7222 (FAX)  
[www.floridasbeach.com](http://www.floridasbeach.com)









**23. Estimate the multiplied out-of-state impact of event (use total projected out-of-state economic impact figure from above as multiplier).**

Output Impact: \_\_\_\_\_ x 1.5 (output multiplier) = \$ \_\_\_\_\_

Earnings Impact: \_\_\_\_\_ x .57 (earnings multiplier) = \$ \_\_\_\_\_

Employment Impact: \_\_\_\_\_ /1,000,000 x 22 (employment multiplier) = \_\_\_\_\_

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

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

**25. Revenue Estimates Generated by Out-of-State Participants/Spectators**

State Sales Tax

Direct Out-of-State Economic Impact x .06 = \$ \_\_\_\_\_

Local Option Sales Tax (if applicable)

Direct Out-of-State Economic Impact x local option sales tax rate \_\_\_ = \$ \_\_\_\_\_

Transient Lodging Tax/Bed Tax (if applicable)

Total Hotel Impact x lodging/bed tax rate \_\_\_\_\_ (example .03) = \$ \_\_\_\_\_

Local Option Gasoline Tax (if applicable)

Direct Out-of-State Economic Impact x local option gasoline tax rate \_\_\_ = \$ \_\_\_\_\_

**26. Event History**

Previous Location/Date(s): \_\_\_\_\_

Contact Name/Phone: \_\_\_\_\_

Out-Of-State Participants: \_\_\_\_\_ Room Nights: \_\_\_\_\_ Economic Impact: \_\_\_\_\_

Previous Location/Date(s): \_\_\_\_\_

Contact Name/Phone: \_\_\_\_\_

Out-Of-State Participants: \_\_\_\_\_ Room Nights: \_\_\_\_\_ Economic Impact: \_\_\_\_\_

Previous Location/Date(s): \_\_\_\_\_

Contact Name/Phone: \_\_\_\_\_

Out-Of-State Participants: \_\_\_\_\_ Room Nights: \_\_\_\_\_ Economic Impact: \_\_\_\_\_

27. Total Event Budget (Expenses/Income)

<b>PROJECTED EXPENSES</b>		
	<b>IN-KIND</b>	<b>CASH</b>
<b>Travel</b>		
<b>Housing</b>		
<b>Food</b>		
<b>Sanction Fees</b>		
<b>Site Fees</b>		
<b>Rights/Guarantees Fees</b>		
<b>Officials</b>		
<b>Awards</b>		
<b>Equipment</b>		
<b>Rentals</b>		
<b>Insurance</b>		
<b>Security</b>		
<b>Labor</b>		
<b>Marketing/Promotions</b>		
<b>Administrative Costs</b>		
<b>OTHER EXPENSES</b>		
<b>Total In-Kind Expense</b>		
<b>Total Cash Expense</b>		
<b>TOTAL EXPENSE</b>		

**27. Event Budget Continued**

<b>PROJECTED INCOME</b>		
	<b>IN-KIND</b>	<b>CASH</b>
<b>Admissions</b>		
<b>Contributions**</b>		
<b>Grants*</b>		
<b>Sponsorships**</b>		
<b>Sales</b>		
<b>Room Rebates</b>		
<b>OTHER INCOME</b>		
<b>Total In-kind Income</b>		
	<b>Total Cash Income</b>	
	<b>TOTAL INCOME</b>	

- \* **Do not include the FSF grant request.**
- \*\* **Please provide a summary of current sponsors/contributors including the amount of their cash and/or in-kind contribution.**

**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

## GRANT APPLICATION SUMMARY

**Event Title:** \_\_\_\_\_

**Proposed Date:** \_\_\_\_\_

**Location(s):** \_\_\_\_\_

**Was this event secured through a bid process? \_\_\_\_\_ If yes, please attach all bid documents and award letter.**

**Total Cash Expense:** \$ \_\_\_\_\_

**Total Direct Out-Of-State Economic Impact:** \$ \_\_\_\_\_

**Amount of Grant Requested:** \$ \_\_\_\_\_

**Intended use of grant funds if awarded:** \_\_\_\_\_

\_\_\_\_\_

**How will this grant affect the success of the event?** \_\_\_\_\_

\_\_\_\_\_

**Does this event have other implications, spin-offs, or future considerations?** \_\_\_\_\_

\_\_\_\_\_

**Approval by Area Sports Commission\*:**

\_\_\_\_\_  
Signature, Area Sports Commission

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\* Non-applicable if applicant is a Sports Commission listed on page 3 of application.

### SIGNATURE/DISCLAIMER

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

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

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

Updated 7/01/02