



**Franklin County Tourist Development Council
2022-23 Non-Profit
Major Three-Day Event \$5,000 Promotion Grant Application
Information and Procedures**

The Franklin County Tourist Development Council will accept applications from any 501c non-profit and governmental organizations for participation in the TDC Events Promotion Grant Program. This is a reimbursement grant program designed for major three- day events to assist local non-profit organizations in marketing their local area events. The TDC has identified funds for five (5) \$ 5,000 grants under this program. Organizations may only apply for one grant for this grant category.

Eligibility:

Applicants must meet the following minimum requirements:

- Organization must be a 501c non-profit corporation or governmental organization located and doing business in Franklin County.
- Applicants must complete an application requesting funds and provide all information and documents requested by the TDC, by posted deadline.
- Applicant organization must have been in operation for a minimum of two (2) years and have conducted the event(s) for which funds are requested for a minimum of one (1) year.
- Grants are designed for three-day events.
- Application must include a schedule of events for the three days
- Events must be held in Franklin County
- Events must be held within the grant period of September 15, 2022 through May 22, 2023

Grant Amount:

Grants awarded under this program are limited up to \$ 5,000. Applicants may utilize funds provided under this program for promotional activities only (i.e. Television, Print Media, social media, Radio) for events operated within the grant fiscal year (September 15, 2021 through May 22, 2022). All grants are subject to the availability of funds.

Application Deadlines:

Applicants must submit the required application and supporting documents to the Franklin County TDC Office located at 731 Highway 98, Eastpoint, Florida. 32328 no later than 4:00 pm on Wednesday, August 3, 2022. Applications can also be transmitted via email to grants@floridasforgottencoast.com

Review and Ranking:

Grant applications will be reviewed by the TDC Grants Committee at their meeting beginning **at 1:30 pm on August 10, 2022** at a location to be announced. Applications will be reviewed and ranked by Committee members in accordance with the following ranking methodology:

Application meets Submission Requirements	15%
Consistency of event with TDC Brand elements	35%
Demonstration of ability to conduct event	40%
Documentation of Event’s previous ability to Attract visitors to Franklin County	10%

TDC Brand Elements:

- Beaches
- Maritime History
- Fishing
- Art & Culture
- Culinary
- Outdoor Adventure
- Provided in a pet and family friendly environment

Applicants are encouraged to attend the Grants Committee meeting and be prepared to answer questions if requested by the Committee. Applicants are not required or requested to make a presentation.

06/12 - 08/3	Grant Application Period
08/3 4:00 pm	Grant Application Period Closes
08/10 1:30pm	Grant Meeting
08/10 2:00 pm	TDC Board Meeting

Cancellation Policy:

In addition to funds awarded under this program, the TDC will be promoting non-profit events through their standard marketing channels. If it is necessary to cancel events for any reason, it is the responsibility of the organization to give notice of such cancellation to the TDC no later than five (5) days before the event is scheduled to occur. Failure to provide such notice will result in the organization being disqualified from applying for grant funds in the next year’s cycle. The TDC will not reimburse organizations for any funds for an event that has been cancelled. Should it be necessary to reschedule an event, the TDC must be notified two (2) days prior to the Board meeting immediately prior to the originally scheduled event or sooner to obtain approval for rescheduling the event.

Reimbursement:

This is a reimbursement grant program. Applicants must submit a request for reimbursement on forms approved by the FCTDC within 90 days of the event. Requests are required to include receipts for all expenditures for which reimbursement is being requested. Please see the Expense Reimbursement Form at the end of this packet. Reimbursements requested after 90 days of the event will not qualify for reimbursement.

Web Site Linkage and Marketing Coordination:

TDC funded grant recipients must participate in an exchange of web links as a condition of funding. All funded grant requests will be promoted by the TDC during its annual promotional activities and marketing coordination. In addition, grant recipients must locate, in a prominent location on the grant recipient's web site home page a copy of the TDC logo which links directly to the TDC web site. Grantees will include the words "Funded in part by the Franklin County TDC" underneath the TDC logo. High resolution copies of the TDC logo can be obtained by contacting the TDC office at the previously stated email address. All Promotional Print, Television Commercials and social media advertisements and solicitations must include the TDC logo. All radio advertisements must include the phrase "Funded in part by the Franklin County TDC"

Application Questions:

Applicants may request clarification regarding any provision of this application by emailing deb@saltyflorida.com .

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Section 1. Organizational Information

Organization Corporate or Government Name:

Address:

Contact Person:

Name:

Phone Number

Email Address

FEIN #:

Have you previously received TDC funding for this event? Y N

Section 2. Event Information *(Note: A separate application is required for each application of funds under this program)*

Event: Please provide a description of the event.

Name:

Location of Event:

Date and Times of Event:

Event Coordinator:

Web Site:

Section 3. Support Information to be Provided:

- One High Resolution Promotional Photo
- Application must include a schedule of events for the three days
- Brief Description of Event
- Most Recent 990
- Description of Rain Date alternatives
- Event Budget

Signature of Authorized Agent

Date