



**TOURIST DEVELOPMENT COUNCIL  
OPERATIONS AND PROCEDURES MANUAL**

SPECIAL EVENTS GRANT POLICIES AND PROCEDURES

SPORTS EVENTS & SPONSORSHIP POLICIES AND PROCEDURES

CAPITAL PROJECTS POLICIES AND PROCEDURES

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## **Section One: Operations and Procedures Manual**

### A.0 **PERSONNEL AND EXPENSES**

#### A.1 **Personnel Matters**

The Director shall make recommendations with respect to personnel issues and present to the County Administrator and Human Resources Director for final approval.

### A.2 **STATUS OF PERSONNEL**

#### **Human Resources Policies**

As County employees, Tourist Development Council employees are governed by Human Resource policies of Jackson County.

### A.3 **TRAVEL PROCEDURES**

#### A.3.1 **General**

Travel related expense payments and/or reimbursements are governed by County Policies and Procedures applied under the provisions of Jackson County and Section 112.061, Florida Statutes. However, for certain travel and promotional expenses, staff is also governed by the broader provisions of Section 125.0104, Florida Statutes.

#### A.3.2 **DEFINITIONS**

**Authorized Persons** - Persons who obtain the required approval pursuant to Section A.4 of this manual.

**Class A Travel** - Continuous travel of 24 hours or more away from official headquarters.

**Class B Travel** - Continuous travel of less than 24 hours which involves overnight absence from official headquarters.

**Class C Travel** – Travel for short day trips where traveler is not away from official headquarters overnight.

**Official Headquarters** – The official headquarters of an officer or employee assigned to an office shall be the city or town in which, or nearest to which, the office is located.

**Travel Expense** – Usual, ordinary, and incidental expenditures that are necessarily incurred by a traveler.

**Traveler** – A public official, public employee, or authorized person when performing travel.

**County Travel and County Expense** – Travel undertaken and/or expenses incurred by Travelers in context of advertising and promotional activities carried out pursuant to the Tourist Development Plan and annual promotional and advertising plan as approved pursuant to Section A.4 of this manual. Reimbursement of these expenses will be subject to the limitations provided in Section 125.0104 (9), Florida Statutes, Section 112.061, Florida Statutes, and Section A.5 of this Manual.

#### A.4 **Approval of Travel Expenses**

All Council Members and TDC employees must have prior approval for travel and approval after-the-fact for actual travel expenses.

- 1) Tourist Development Council staff must receive prior approval of the Director.
- 2) The Director must receive prior approval from the ~~Council~~ County Administrative Services Director and County Administrator for all travel outside of Jackson County.
- 3) Council Members must receive prior approval of the BOCC.
- 4) All foreign travel must receive prior approval of the Tourist Development Council and BOCC.

#### A.5 **Travel Forms**

Official forms shall be used for travel approval and travel expense reimbursement, as required by County Travel Policies, Section 125.0104(9), Florida Statutes, and Section 112.061, Florida Statutes:

- 1) **Daily Travel Log** – This form is used only to obtain reimbursement for mileage incurred in use of a personal vehicle in local (within Jackson County) travel.
- 2) **Travel Requests** – Travel outside of Jackson County must receive final approval through submission of Travel Authorization Form to Department Head. TDC Director must obtain advance approval from County Administrative Services Director and County Administrator.
  - a: Obtain advance approval for travel.
  - b: Request payment for registration for conference and conventions in advance of the actual event as authorized under County Policies, and Section 112.061, Florida Statutes, which governs authorization advances anticipated travel costs.

- 3) **Voucher for Reimbursement for Travel Expenses** – This form is used to account for travel expenses and obtain reimbursement for all job related mileage on a personal vehicle. TDC Employees must submit completed reimbursement voucher to TDC Director for final approval and submission. The TDC Director must submit voucher to County Administrative Services Director for review before submitting reimbursement voucher to County Administrator, who will then submit to County Finance Offices.

#### A.6

#### **Reimbursable Out-of-County Travel and Expenses**

Reimbursement is permitted for approved County Travel and Expenses incurred each day in conducting bona fide County tourism business, in accordance with County, State and Federal procedures. No one shall be reimbursed for any meal or lodging that is included in a convention, conference registration fee, or airline ticket. Refer to Section 112.061 and Section 125.0104, Florida Statutes.

- 1) Airline Fare (at the lowest fare available) or other commercial carrier fare (ticket stub required to be attached to reimbursement request).
- 2) Any meal included in the fare must be deducted from the per diem reimbursement at the applicable rate. The approved traveler's copy of all ticket invoices shall be submitted as receipts.
- 3) Taxi, limousine, rental car (attach receipts).
- 4) Road tolls and parking fees (attach receipts).
- 5) Registration fees. Any meals and lodging included in registration fees will be deducted in accordance with allowances provided in this policy. If available, an agenda or program schedule, along with a receipt, must be attached when requesting reimbursement.
- 6) Mileage, as determined by the County, is reimbursable when using personal vehicle for county job related travel. This amount may change due to Federal Standards dealing with oil pricing worldwide. Mileage should be computed from the post of duty to the point of destination. Whenever possible, the mileage computation should be based on current DOT Map Mileage Chart.
- 7) Vicinity mileage will be paid when an employee, after having reached such employee's original destination, is required to travel within the County or other locations on official business.

- 8) All gifts, certificates, coupons, et cetera, received in conjunction with travel are to be turned over to the Tourist Development Council for further handling.
- 9) In all cases, travel will be by the most economical means taking into account employee's time involved and distances. If an employee, for such employee's own convenience, travels by auto which would result in more travel reimbursement than had such employee travelled by commercial means, reimbursement shall be limited to the amount had such employee traveled via commercial transportation.

#### A.7

### **REIMBURSABLE PROMOTIONAL TRAVEL AND EXPENSES**

The Tourist Development Council is authorized and empowered to:

- 1) Provide, arrange, and make expenditures for transportation, lodging, meals and other reasonable and necessary items and services for Tourist Development Council employees and other authorized persons, as defined in Section A.3.2 of this manual, in connection with performance of promotional, marketing, and advertising duties.
- 2) Entertainment expenses shall be authorized when meeting with travel writers, tour brokers, or other persons connected with the tourist industry. All travel and entertainment related expenditures made pursuant to this paragraph shall be substantiated by paid receipts. Complete and detailed justification for all travel and entertainment related expenditures made pursuant to this paragraph shall be shown on the Travel Expense Voucher and attached to the same.
- 3) Transportation and other incidental expenses other than those provided in Section A.3 of this manual shall only be authorized for the Director and designated employees of the Tourist Development Council; and other authorized persons — including, but not limited to, TDC Board members, travel writers, tour brokers, or other persons connected with the tourist industry — when traveling pursuant to paragraph 5 below. All other transportation and incidental expenses pursuant to this paragraph shall be as provided in Section A.3 of this Manual.
- 4) Pay by reimbursement only, except as specifically authorized by the County, the costs of per diem and incidental expenses of the Director and employees of the Tourist Development Council, and other authorized persons for foreign travel at the current rates as specified in the federal publication, "Standardized Regulations (Government Civilians, Foreign Areas)." The provisions of this paragraph shall apply for the Director, or other designated employees of the Tourist Development Council, traveling in foreign countries for the purpose of promoting tourism and travel to the County, if such travel expenses are

approved and certified by the TDC and BOCC. As used in this paragraph, the term “authorized person,” shall have the same meaning as provided in Section A.3.2. Foreign Travel means all travel outside the United States.

- 5) Pay by reimbursement only, except as specifically authorized by the County, through the Tourist Development Council, the actual reasonable and necessary costs of travel, meals, lodging, and incidental expenses of the Director and designated employees of the Tourist Development Council, and other authorized persons when meeting with travel writers, tour brokers, or other persons connected with the tourist industry, and while attending or traveling in connection with travel or trade shows. With the exception of provisions concerning rates of payment, the provisions of Section A.6 of this Manual are applicable to the travel described in this paragraph.

## **B.0 TOURIST DEVELOPMENT PLAN AND BUDGET**

### **B.1 Tourist Development Plan Adoption**

- 1) The Director shall present a recommended Tourist Development Plan to the Council. The Plan should include a prioritized list of approximate cost or expense allocation for each specific project or special use.
- 2) The Council shall annually review and recommend to the BOCC any proposed changes to the Tourist Development Plan as necessary.
- 3) Pursuant to Section 125.0104(4) (d), Florida Statutes, the County has adopted a Tourist Development plan by Ordinance 98-12 and Ordinance 04-06 (amended by Ordinance 10-07) enacted by the BOCC. The Tourist Development Plan may not be substantially amended except by an affirmative vote of a majority plus one additional member of the BOCC.

### **B.2 Budget Process**

- 1) Initial Draft Budget – The Director is responsible for compiling the initial draft of the proposed annual budget for presentation to the Council prior to the date for submission of the annual budget proposal to the BOCC. This draft shall contain, at a minimum, the following items:
  - a. Estimates of projected tax revenues for the budget period, as provided by County Finance Officer.
  - b. Budget information for all proposed capital projects recommended by the Council for the budget year.



c. Recommendations on staff positions and salary.

2) Council Review – The Council is responsible for conducting at least one public meeting each year on the proposed budget recommended by the Director before transmitting its proposed budget to the County Administrative Services Director for review. This meeting shall occur annually in May and will take place before the regular meeting for that month.

3) BOCC Review – The Director will present the Council’s budget recommendations to the Administrative Services Director who will utilize the recommendation in preparing the budget submission to the BOCC during its budget review process.

4) Council Review of the Final Budget – The Director will present the budget approved by the BOCC to the Council within a timely period of the final approval. The Council shall review the approved budget to ensure conformity with the County Tourist Development Plan and the provisions of Section 125.0104, Florida Statutes. If the Council has any objections to the approved budget, the objection(s) shall be presented to the BOCC.

5) Budget Modifications and Reserve Expenditures – The Director shall present to the Council any proposed modifications to the approved budget line items or allocation of reserve funds during the course of the budget year which require BOCC action. The Council shall provide its recommendation on the proposed changes to the Administrative Services Director, who will approve or deny the changes and report to the County Finance Officer.

6) General Budget compilation and review by the Director and Council shall be governed by the relevant provisions of this Manual, county budget ordinances and policy, and state revenue rules and statutes.

**B.2.1 Strategic Marketing Plan**

1) In conjunction with the preliminary budget, the Director will be responsible for preparing a Strategic Marketing Plan, which shall set forth the proposed marketing activities for the upcoming fiscal year.

2) The Strategic Marketing Plan shall be presented to the Council for review and recommendation. The Council’s recommendations shall be presented to the BOCC for final approval in the form of a Resolution.

3) All advertising/marketing expenditures made during the fiscal year shall be in conformity with the approved Strategic Marketing Plan, unless approved with majority vote of Council.

4) Any amendments to the Strategic Marketing Plan shall be reviewed and approved by the Council and the Council’s recommendations shall be presented to the BOCC for final approval in the form of a Resolution.

### B.3

#### **Accounts**

The Director, after consulting with the Administrative Services Director of the County, shall establish such accounts within the County accounting system as appropriate. All present tourist development tax revenues and reserve shall be placed in an interest-bearing trust fund in accordance with Florida Statutes, which shall then be re-allocated to various areas as required by Section 125.0104, Florida Statutes. In no case shall the Tourist Development Funds be co-mingled with the general revenue of the County.

Intra-account transfers may be made upon recommendation in conformity with County policies and procedures.

### B.4

#### **Expenditures**

- 1) All expenditures for operating expenses and capital items are to be made in conformity with established County Purchasing Policies and s. 125.0104, Florida Statutes.
- 2) Expenditures for acquisitions shall only be allowed utilizing the written purchase order procedures of the County's Purchasing Manual. All written purchase orders shall be approved by the appropriate county officials pursuant to the Purchasing Approval Authority of the County's Purchasing Manual.
- 3) The following procedures shall be utilized for the purchase of items:
  - a. Property being defined as fixtures and other tangible personal property of a non-consumable nature purchased with Tourist Development Trust Funds is owned by the BOCC and therefore, pursuant to Florida Statutes, must be included in the inventory listing of Jackson County and tagged accordingly as required by the Auditor General.
  - b. If the purchase price of the item is over \$1,000 but under \$5,000, such item is defined as a "small equipment" purchase and must be noted.
  - c. If the purchase price of the item is \$5,000 or more, such item is defined as a "capital outlay" purchase and must be noted. Items with a value of more than \$5,000.00 and with an estimated life span of more than three (3) years shall be considered a fixed asset and shall require a property sheet be completed and added to the County's property inventory per established policy.
- 4) The Director has the authority for up \$3,500 in expenditures for promotional purposes, or such limit as outlined in County Purchasing Policies for other Department Directors. At the meeting following any such expenditure, the

Director shall report to the Tourist Development Council how the funds were administered.

C.0 **CONTRACTS WITH THIRD PARTIES**

C.1 **Contract Specifications**

All functions to be handled by contract with the third parties shall be entered into in accordance with the County's Standard procedures, coordinated with the County's Purchasing Department, including the issuance of Requests for Qualifications (RFQ's) and/or Requests for Proposals (RFP's), required under the County's Purchasing Manual.

C.2 **Contract Requirements**

When making proposals to the BOCC for contracts with third parties, the Director with the advice from the Council shall ensure that each proposed contract includes the following provisions:

- 1) The contract is made with the BOCC under the recommendation of the Council and is to be administered by the Director. The BOCC is not bound by an agreement, unless and until it has approved the contract by a majority vote of the BOCC and the agreement is fully executed.
- 2) No modification to the contract will be binding until approved in writing by the BOCC.
- 3) Payments called for under the contract are subject to review by and approval of the Director and the BOCC in accordance with County Policies and Procedures and as may be required by statute.
- 4) The contracting person or company shall produce written monthly and/or quarterly reports as to the status of all matters which are subject of the contracts and supply these to the Director for review.
- 5) All contracts and payments shall be in compliance with the County's Purchasing Manual.
- 6) At the end of the stated term of a contract, the Council shall publicly consider whether to recommend renewal of the contract or to seek competitive bids.

**C.3 Contract Compliance**

- 1) The Director shall oversee contract compliance by the contracting person or the entity and make appropriate reports and recommendations to the Council and the BOCC on a regular basis.
- 2) All contracts shall be in compliance with the County's Purchasing Manual.

**C.4 Contract Approval**

No contract shall be submitted to the BOCC for review and approval unless such contract has been reviewed and approved by the Administrative Services Director, County Attorney, and/or County Administrator, as required in the County's Purchasing Manual, to indicate that such submission has been made and such approval has been obtained.

**C.5 Communications with Contractors**

The Director shall act as liaison between the BOCC/Council and the contracting persons or entities. All correspondence from the BOCC/Council to such contracting persons or entities shall be administered by the Director.

**C.6 Contract Payment Approval Procedures**

- 1) Upon the approval of the budget by the BOCC/Council, payments shall be made in conformity with the County's Purchasing Manual.
- 2) All expenditures and payment approvals shall comply with the County's Purchasing Manual. All approval for payments shall be reviewed by the Tourist Development Director.
- 3) No invoice will be processed through the Clerk's Office without the executed and/or purchase order approved by the Director. No invoice will be approved unless the actual invoice from the vendor accompanies the invoice reflecting the acquisition of goods/services.

**C.7 Additional Procedures for Administration of Advertising and Marketing Contracts**

- 1) Review of advertising programs. While the Director is charged with the general budgeting and administration of the County's Tourism promotion efforts, a broader base for review and approval of advertising programs is required. As such, the Council shall, at a duly-noticed public meeting, review and make recommendations on print, radio, television and digital advertising programs produced under any advertising or marketing contract.
- 2) Advancement of funds. No advancement of funds will be issued unless specifically approved by the Council and the Board of County Commissioners.

## **Section Two: Special Event Policies and Procedures**

### Special Event Grants

#### D.0

##### **Summary**

The Jackson County Tourist Development Council offers a Special Event grant program to organizations designated to promote special events that attract overnight visitors impacting the lodging industry. Special Event is defined as any activity, service, venue or event that is open to the public and intended to attract visitors to Jackson County or directly impact Jackson County. Special Events may include, but are not limited to, festivals, art shows, and historical events.

Special Event grants provide funding to advertise and promote events to out-of-county markets to attract overnight visitors. Grant funds are intended to supplement the organization's budget and are restricted in its use for advertising and promotional materials.

Applicants must follow the entire TDC's Policies and Procedures as specified. Applicants failing to conform to the Policies and Procedures will not be granted reimbursement. All funding requests must be approved by the TDC and BOCC.

Organizations are required to submit a Final Evaluation Report including invoices and receipts of approved expenditures within 45 days after the event.

#### D.1

##### **Eligible Applicants**

The TDC accepts holding a tourist-related event or activity in Jackson County. The event venue must be held in the county or help promote the county, any exceptions to this need a majority vote. Applications for funding may be submitted any time during the TDC's Fiscal Year, which runs from October 1 to September 30.

#### D.2

##### **Procedure**

The Special Events grant request is a three-month process. Applicants with the intent to increase tourism, economic impact, and overnight lodging have a greater consideration for funding. The Special Event application is available on the TDC website, [www.visitjacksoncountyfla.com](http://www.visitjacksoncountyfla.com). The TDC Director will review the grant application to determine eligibility prior to TDC review.

1. Month One – The TDC will review and consider the grant request. The TDC will determine if the grant is a valuable event to attract a large number of overnight visitors to the county.

2. Month Two – The applicant is required to give a presentation and provide a written proposal demonstrating the economic impact. The TDC has the right to award funds as needed on a case by case basis. Presentation time is limited to three minutes.

3. Month Three – The TDC will review the grant and vote on a budget allotment. The TDC will submit a recommendation to BOCC for final approval at the next regularly scheduled BOCC Meeting. Funds cannot be obligated or expended before BOCC approval, which shall serve as the beginning of the grant project period.

Request for funding will be evaluated on criteria to increase overnight lodging, and economic impact. Funding requests will be judged according to the following criteria:

1. Potential to impact tourism
2. Potential to increase overnight lodging
3. Realistic and detailed budget
4. Potential to increase visitor spending
5. Financial stability
6. Experience and documented success in similar project
7. Longevity of governing board
8. Coordination with local lodging

The TDC is not responsible for any debt incurred to the event. Funding limits are subject to final approval by the TDC and BOCC.

All applications must be submitted prior to six (6) months of the event.

The TDC will hear presentations up to eleven (11) months prior to event.

The organization will be awarded a budget to spend and ~~no longer issued a check~~ will receive funds by reimbursement only. No advances in funding will be made unless approved by majority vote of the TDC and BOCC on a case-by-case basis.

Late applications may be processed by the TDC at its sole discretion.

The TDC office will notify approved applicants by ~~phone~~ or email the date and time to present and support the grant. TDC meetings are held monthly, unless otherwise noted, and are advertised as required by statute, as well as posted on the TDC website.

Applications must conform to the Policies and Procedures specified by the TDC. Any organizations not in compliance will be denied reimbursement.

The Special Event Grants application and Final Evaluation Report forms are available on the TDC website or at the TDC Office.

Organizations are asked to submit 10 copies of completed application to the TDC Office (4318 Lafayette St, Marianna, FL) up to eleven (11) months prior to event. Organizations must submit 10 copies of the Final Evaluation Report 45 days after event to TDC Office. Failure to comply with submitting a report may cease current and future funding.

### D.3

#### **Policy**

Organizations requesting funds are urged to become self-sustaining over a five (5) year-period. Funding request amounts may be amended at the discretion of the TDC or BOCC. Organizations must apply each year they are seeking funding and adhere to TDC Policies and Procedures as described in this manual. Funding beyond a five-year period requires a supermajority of six (6) votes and organizations must provide documentation that the event proved to increase overnight lodging and economic impact each year.

The TDC may refuse the right to serve as a perpetual funding source for any event. A final decision for all funding is at the discretion of the TDC.

### D.4

#### **Advertising**

Special events requesting advertising and promotional funds must meet the requirements specified in this section. Failure to comply may cease current and future funding. Promotional materials must include:

**TDC logo**

**Funded in part by the Jackson County Tourist Development Council**

**Visitjacksoncountyfla.com**

#### D.4.1

#### **Advertising Requirements**

1. Advertise in **out-of-market** media to attract visitors from outside county
2. Advertise no more than ¼ of expenditure funds in within county media
3. Increase economic impact in county
4. Increase overnight lodging
5. Submit all invoices for reimbursement and Final Evaluation Report within 45 days after the special event or project with all required documentation.

#### **D.4.2 Special Event Authorized Use of Funds**

The following are examples of how tourist development funds may be used to promote tourism in the county:

- Advertising and promotional expenses in out-of-market media with the intent to attract visitors to Jackson County and increase overnight visitation. All printed promotional material must contain:
  - the TDC logo
  - Funded in part by the Jackson County Tourist Development Council
  - [www.visitjacksoncountyfla.com](http://www.visitjacksoncountyfla.com)
- Print, Radio, Digital, TV ads
- Outdoor signage, banners
- Posters, Flyers, brochures
- Direct Mail
- T-shirts with TDC logo
- Other expenditures consistent with Florida Statutes and TDC objectives may be considered

The following are examples of how tourist development funds may not be used for Special Events:

- Annual operating expenditures not directly related to the project or event.
- Legal, medical, engineering, accounting, auditing, planning, feasibility studies, or other consulting services.
- Salaries or supplements to salaries for existing or future staff, employment of personnel not directly related to the project or event.
- Real property or capital improvements to privately owned facilities.
- Tangible personal property including, but not limited to office furnishings or equipment, permanent collections.
- Interest or reduction of deficits and loans.
- Expenses incurred or obligated prior to or after the grant project period.
- Prize money, scholarships, awards, plaques or certificates.
- Travel expenses.
- Projects restricted to private or exclusive participation.
- Private entertainment, food and beverages.



## D.5

### **Invoice Procedure or Reimbursement**

The TDC requires copies of approved expenditures invoices and Final Evaluation Report within 45 days before reimbursement and/or payment of invoice is issued. Decision on all funding reimbursement is at the discretion of the TDC.

The organization will be awarded a budget for advertising the special event. All backup documentation and invoices as required as part of the Final Evaluation Report must be submitted to the TDC Office for review by the TDC Director and Tourist Development Council. Upon satisfactory review, the TDC Director will submit a request to the County Finance Offices to issue a reimbursement check for all authorized expenditures for the grant.

The TDC has the right to refuse non-compliance with the intent to advertise and promote the event, and is within the guidelines agreed upon by the TDC.

1. Event sponsors will notify vendors providing services to include the event name and date on invoices.
2. Invoices received at the TDC will be reviewed, coded and submitted to the Jackson County Finance Department for payment or reimbursement after formal review by the TDC Director and Tourist Development Council.
3. Invoices received where the event identity cannot be determined will be returned to vendors as incomplete with instructions to submit the bill to their customer for processing back to the TDC.
4. Grants will be considered closed 45 days after the event with invoices submitted for approval along with the Final Evaluation Report to the TDC. No further costs shall be paid by the TDC regardless of any credit balance remaining in the grant, unless an exception is granted on a case-by-case basis solely at the discretion of the TDC.
5. Failure to submit invoices in a timely manner may cease funding for current and future events.

## D.6

### **Dissolution of Organization**

If an event loses its sustainability, the organization disbands, or goes out of business or the event does not take place, the TDC chairperson will make the initial decision to terminate funding for the event. If the TDC chairperson decides that such termination is appropriate, then it shall proceed to the TDC. If the TDC decides to terminate the funding, then the funds will revert to the grant budget. The TDC chairperson may take emergency action to temporarily terminate a

project before TDC approval, if the action is necessary to protect the TDC and BOCC best interest.

## D.7

### **Final Evaluation Report**

A Final Evaluation Report is due within 45 days following the date of. The criteria to complete the form are listed below and available on the website. The report requires specific details describing the outcome and success to the tourism industry to access the event and determine future funding. Include the following documentation:

#### **Cover Letter**

- Organization name and address
- Event title, location, and date(s)
- Documented number of lodging rooms booked for this event
- Number of nights visitors stayed in Jackson County for this event
- Documented number of attendees, including local and visitors

#### **Backup Documentation**

- Copies of all marketing/advertising materials (tear sheets, spot reports, performance reports, design layouts, etc.)
- Copies of all promotional items, with JCTDC logo (banners, posters, rack cards, shirts, cozies, etc.)
- Copies of registration form for each participant if used (e.g. walk/run registration)
- Original invoices for **all** vendors and businesses who advertised/ marketed the event or provided promotional items
- Spreadsheet listing invoices in order, including total amount
- Copies of cancelled checks (front and back)
- Completed W-9
- Proof of non-profit status, where applicable
- Zip code form

#### **Follow Up Report**

- Detailed follow-up report
- Detailed budget reconciliation
- Method utilized to benchmark tourism and overnight lodging
- Economic impact from local tourist related businesses
- Statistical report of overnight lodging, including names of rental accommodation(s) utilized
- List three ways in which the event was a success
- List three areas of challenge, including potential solutions
- Describe how successfully the goals were met
- Describe strategy for surplus of funds to apply to next years' event

- Comparison details from previous years' events

**Signed Affidavit**

- Signed and turned in with packet

All grant recipients are required to maintain accurate financial records. All grants are subject to audit by the Jackson County Clerk of Circuit Court's Department of Finance and State of Florida, pursuant to s. 125.0104, Florida Statutes.

All materials submitted with application will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes, and s. 125.0104, Florida Statutes.

## **Section Three: Sports Event or Sponsorship Policies and Procedures**

### **E.0 Summary**

The Jackson County TDC mission is to attract overnight visitors to the county to impact the lodging industry and create a local economic impact. Sports Event and Sponsorship funding is designed to host events in Jackson County to attract overnight visitors. Sports events with the ability to host multi-day events, increase economic impact in Jackson County, and provide potential for future events will receive priority consideration. Sponsorships are available to major events staged in the county by organizations that attract large numbers of visitors from outside the county.

### **E.1 Eligible Applicants**

The TDC accepts applications from organizations holding a tourist-related event or activity in Jackson County. The event venue must be held in the county or help promote the county, any exceptions to this need a majority vote. Applications for funding may be submitted any time during the TDC's Fiscal Year, which runs from October 1 to September 30.

### **E.2 Procedure**

The TDC Sports Event Grants program is intended to be a three month process. The sponsorship application must be completed and submitted to TDC director who will then present it to TDC for review. The TDC director will review all requests to determine if the criteria are met for funding assistance. The requests that demonstrate a longevity of event, substantial economic impact, attract visitors to local tourist related businesses will be considered. An expedited process and waiver of procedure may be granted at the discretion of the TDC.

1. Month One – The TDC will review and consider the sponsorship. The TDC will determine if the sponsorship is a valuable event planned to attract a large number of overnight visitors to the county.

2. Month Two – The applicant will give a presentation to the TDC specifically detailing the need for funds and how they will be used. Presentation time is limited to three minutes. The TDC has the right to award funds as needed on a case by case basis.

3. Month Three – The TDC will award funding for reimbursement. The TDC will submit a recommendation for final approval to BOCC at the next regularly scheduled BOCC Meeting. Funds cannot be obligated or expended before BOCC approval, which shall serve as the beginning of the sponsorship project period.

Request for funding will be evaluated on criteria to increase overnight lodging, and economic impact. Applications will be judged according to the following criteria:

1. Potential to impact tourism
2. Potential to increase overnight lodging
3. Realistic and detailed budget
4. Potential to increase visitor spending
5. Financial stability
6. Experience and documented success in similar project
7. Longevity of governing board
8. Coordination with local lodging

The TDC is not responsible for any debt incurred to the event. Funding limits are subject to final approval by the TDC and BOCC.

All applications must be submitted prior to six (6) months of the event.

The TDC will hear presentations up to eleven (11) months prior to event.

The organization will be awarded a budget to spend and will receive funds by reimbursement only. No advances in funding will be made unless approved by majority vote of the TDC and BOCC on a case-by-case basis..

Late applications may be processed by the TDC at its sole discretion.

The TDC office will notify approved applicants by email the date and time to present and support the sponsorship. TDC meetings are held monthly, unless otherwise noted, and are advertised as required by statute, as well as posted on the TDC website.

### **E.3 Policy**

Applicants must follow and conform to the entire TDC's Policies and Procedures as specified in this section. Any organization not in compliance will be denied reimbursement. All funding requests will be approved by the TDC and BOCC.

The Sports Event and Sponsorship application and Final Evaluation Report forms are available on the TDC website or at the TDC Office.

Organizations are asked to submit 10 copies of completed application to the TDC Office (4318 Lafayette St, Marianna, FL) up to eleven (11) months prior to event.

Organizations must submit 10 copies of the Final Evaluation Report 45 days after event to TDC Office. Failure to comply with submitting a report may cease current and future funding.

### **E.4 Sports Event or Sponsorship Authorized Use of Funds**

Sports events are designed to provide funding assistance for events and tournaments held in Jackson County to attract overnight visitors.

Examples of how Tourist Development funds may be used:

- Promotion, marketing, and programming
- Site fees/costs
- Sanction fees
- Non-monetary awards
- Official's fees and lodging
- Rental Fees
- T-shirts with TDC logo
- Banners
- Other expenditures consistent with Florida Statutes and TDC objectives may be considered

All printed promotional material must contain:

- the TDC logo
- Funded in part by the Jackson County Tourist Development Council
- Visitjacksoncountyfla.com

Examples of how tourist development funds may **not** be used:

1. Annual operating expenditures not directly related to the project or event.
2. Legal, medical, engineering, accounting, auditing, planning, feasibility studies or consulting services.

3. Salaries or supplements to salaries for existing or future staff, employment of personnel not directly related to the project or event.
4. Real property or capital improvements to privately owned facilities.
5. Tangible personal property.
6. Permanent equipment purchases
7. Expenses incurred or obligated prior to or after the grant project period.
8. Prize money or scholarships.
9. Travel expenses.
10. Projects which are restricted to private or exclusive participation.
11. Private entertainment, food and beverages.

## **E.5 Dissolution of Organization**

If an event loses its sustainability, the organization disbands, or goes out of business or the event does not take place, the TDC chairperson will make the initial decision to terminate funding for the event. If the TDC chairperson decides that such termination is appropriate, then it shall proceed to the TDC. If the TDC decides to terminate the funding, then the funds will revert to the grant budget. The TDC chairperson may take emergency action to temporarily terminate a project before TDC approval, if the action is necessary to protect the TDC and BOCC best interest.

## **E.6 Final Evaluation Report**

A Final Evaluation Report is due within 45 days following the date of the event. The criteria to complete the form are listed below and available on the website. The report requires specific details describing the outcome and success to the tourism industry to access the event and determine future funding. Include the following documentation:

### **Cover Letter**

- Organization name and address
- Event title, location, and date(s)
- Documented number of lodging rooms booked for this event
- Number of nights visitors stayed in Jackson County for this event
- Documented number of attendees, including local and visitors

### **Backup Documentation**

- Copies of all marketing/advertising materials (tear sheets, spot reports, performance reports, design layouts, etc.)

- Copies of all promotional items, with JCTDC logo (banners, posters, rack cards, shirts, cozies, etc.)
- Copies of registration form for each participant if used (e.g. walk/run registration)
- Original invoices for **all** vendors and businesses who advertised/marketed the event or provided promotional items
- Spreadsheet listing invoices in order, including total amount
- Copies of cancelled checks (front and back)
- Completed W-9
- Proof of non-profit status, where applicable
- Zip code form

### **Follow Up Report**

- Detailed follow-up report
- Detailed budget reconciliation
- Method utilized to benchmark tourism and overnight lodging
- Economic impact from local tourist related businesses
- Statistical report of overnight lodging, including names of rental accommodation(s) utilized
- List three ways in which the event was a success
- List three areas of challenge, including potential solutions
- Describe how successfully the goals were met
- Describe strategy for surplus of funds to apply to next years' event
- Comparison details from previous years' events

### **Signed Affidavit**

- Signed and turned in with packet

All sponsorship recipients are required to maintain accurate financial records. All sponsorships are subject to audit by the Jackson County Clerk of Circuit Court's Department of Finance and State of Florida, pursuant to s. 125.0104, Florida Statutes.

All materials submitted with application will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes and s. 125.0104, Florida Statutes.



## **Section Four: Capital Projects Policies and Procedures**

*Reserved. Please refer to Statue 125.0104(5)(6).*