



4318 Lafayette Street | Marianna, Florida 32446 | (850) 482-8061 | visitjacksoncountyfla.com

USE OF FUNDS

A. SPECIAL EVENT OR GRANT AUTHORIZED USE OF FUNDS

Grant funds are strictly used for the promotion of the special event or project aimed to increase tourism related business in Jackson County.

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
- Print, Radio, Digital, TV Ads
- Outdoor Signage and Banners
- Posters, Flyers, Brochures
- Direct Mail
- T-shirts with TDC logo
- Other expenditures consistent with Florida Statutes and TDC objectives may be considered



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B. SPORTS EVENT OR SPONSORSHIP USE OF FUNDS

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

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
- Print, Radio, Digital, TV Ads
- Outdoor Signage and Banners
- Posters, Flyers, Brochures
- Direct Mail
- T-shirts with TDC logo
- Site Fees/Costs
- Sanction Fees
- Non-Monetary Awards
- Official's Fees & Lodging
- Rental Fees
- Other expenditures consistent with Florida Statutes and TDC objectives may be considered



C. UNAUTHORIZED USE OF FUNDS

The following are examples of how tourist development funds **may not** be used, regardless of the type of event:

- 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.