

**APPLICANT INFORMATION
PALM BEACH COUNTY TOURIST DEVELOPMENT COUNCIL
SPECIAL PROJECTS FUND**

Purpose: The Palm Beach County Special Projects fund is reserved for special projects and events which arise from time to time offering the County the opportunity to sell more room nights and generate national publicity. The intent of this program is to incentivize new events that have large initial impact on Palm Beach County. Organizations who receive this funding cannot receive funding from the TDC agencies, the Sports Commission, the Cultural Council or the Convention and Visitors Bureau for the same event or project. However, this requirement may be waived by a vote of the TDC for major multi hotel use projects of major significance to Palm Beach County.

Eligibility:

- 1. The program can only be funded from Special Projects for a total of three years maximum.**
- 2. The organization is expected to contact the other TDC agencies to determine if funding is available for the project or program through their grant cycles.**
- 3. Be a nonprofit organization, part of an organization or a unit of government which produces the event or project. This requirement may be waived by the TDC Board.**
- 4. Complete the attached application and submit it with 9 copies to the TDC office at 1555 Palm Beach Lakes Boulevard, Suite 900, West Palm Beach, Florida 33401.**
- 5. Submit the application and all copies no later than 60 days prior to the event for which you are seeking funding.**
- 5. Staff will review the application for completeness and set up a meeting for the review panel. Applicant will be notified of the meeting date and time and be invited to attend to present a brief presentation and answer questions.**
- 6. TDC agency heads, the Executive Director, Deputy County Administrator or their representatives, and a TDC representative will review the application and make the determination to present it to the TDC with recommendations for funding at a regular board meeting or return to the applicant for further information or detail.**
- 7. TDC Board will review the application as part of a regular meeting agenda. The applicant will be notified of the meeting date and time and be invited to attend.**
- 8. Once the TDC Board has voted to fund the program or project, a contract will be developed by the TDC staff. This contract will follow the requirements of Palm Beach County including insurance requirements, retroactive payments for the program/project, required reporting on meeting of program/project goals and objectives and so forth.**

9. The contract will be sent to the applicant for signature. Three originally signed copies of the contract are to be returned to the TDC offices along with the proper insurance certificate.

10. The signed contract will be reviewed by the PBC attorney assigned to TDC and once approved by the County Attorney's office the TDC staff will place the contract on the BCC agenda for final approval.

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APPLICANT INFORMATION
PALM BEACH COUNTY TOURIST DEVELOPMENT COUNCIL
SPECIAL PROJECTS FUND



A TOURIST DEVELOPMENT COUNCIL FUNDED PROJECT

Applicant Information		
Applicant (legal name of organization)	Federal Employer ID number	
Address	Location of Event	
City	Zip Code	Grant Contact Name/Title (Print)
Legal Signatory (Print Name)	Website	
Signature	E-mail address of Contact	
Telephone and Extension	Fax Number	

Circle the program you are applying for	
Major Event	<ol style="list-style-type: none"> 1. Budget of at least \$500,000 2. 2,000 room night minimum 3. Off season (May to October) gives 10% more funding 4. Long term impact is substantial and can be projected and measured.
Tourism Special Project	<ol style="list-style-type: none"> 1. Has a budget of at least \$200,000 2. 300 room nights minimum
Environmental Tourism Special Project See Section 5 for required documentation.	<ol style="list-style-type: none"> 1. Program does not meet the criteria of typical funding sources such as ERM, county, state, and local agencies 2. Must be officially endorsed by the Director of the Palm Beach County Environmental Resources Management Department. 3. Serves to promote an environmental experience in Palm Beach County primarily to our visitors.

Program Information

Title of Program	Current Budget	Previous Budget
	\$	\$
Dates of Event(s)	Total Request Amount	
Total estimated Audience	Total estimated Tourists(1) to attend	
# of Actual Participants such as athletes, coaches, performers, etc	Estimated Room Nights based on previous event or anticipated hotel bookings (2)	

- (1) Overnight visitors
- (2) Include condo rentals and campground nights

Funds requested from another TDC Grant Program or PBC funds. Circle if pending, awarded or denied.		
		Pending / Awarded / Denied
Agency	Amount	
		Pending / Awarded / Denied
Agency	Amount	
		Pending / Awarded / Denied
Agency	Amount	

Include Brief History of Organization:

Half Page or less

Proposed Program and/or Festival

Half Page or less

1. Detailed Out-of-County Marketing Plan

- A. The Organization’s plans to market the program to out-of-county visitors. Include strategic approaches, the target audience, specific plans, and measurable goals or objectives. Be specific and highlight any plans for collaboration with other organizations, businesses, media, hotels, or the travel industry.

Please address these marketing areas, if appropriate to your plans.

- 1. Collateral materials and distribution
- 2. Print advertising including newspapers, magazines, travel guides, etc.
- 3. Special promotions
- 4. Group Sales, FAM tours, Trade shows, etc.
- 5. Public Relations
- 6. Electronic media including website, TV/Radio, Internet marketing, film, etc.

- B. Include your audience survey results if you do one.

2. Budget Information

- A. Attach current budget and expense statement for program. Note which income is in-kind versus cash. (If program’s budget is part of a larger organization, break out program budget separately.)
- B. Must show projected profit and loss. Separately, show what you would use the TDC funds for.

3. Economic Impact

- A. Number of room nights expected to be sold to both _____ participants and others.
Hotel room block agreements should be included if available.
- B. Room nights X Average Rate (see chart below. Select month)= \$_____
- C. If event previously held, how many room nights were generated? _____

January, 2013	\$168	
February, 2013	\$197	
March, 2013	\$192	
April, 2013	\$160	
May, 2013	\$127	
June, 2013	\$113	
July, 2013	\$112	
August, 2013	\$107	
September, 2013	\$101	
October, 2013	\$121	
November, 2013	\$131	
December, 2013	\$162	

Based on current Smith Travel Research for 12 months

4. General Tourism Impact

- A. Attach information on how the program promotes tourism not already detailed in Section 1.A.

5. ENVIRONMENTAL TOURISM SPECIAL PROJECTS PROGRAM

Include information requested above as appropriate, plus the following:

- A. Endorsement, in writing, by the Director of the Palm Beach County Environmental Resources Department.
- B. Impact project will have on the environmental experience of Palm Beach County visitors.
- C. Does this project publicize Palm Beach County beaches, reefs, or freshwater areas? Explain.
- D. What economic value will the project have to tourism?
- E. Explain the percentage of funding from other major sources, by source. (List only those of \$3,000 or more)

6. Logos

- A. All printed material and electronic material must include the proper Palm Beach County Tourist Development Council Funded Project logo as shown and the Palm Beach County Seal.

TDC logo



Palm Beach County Seal



7. Final Report

A. Room nights actually sold as verified in writing by hotels or reservation service, or individual surveys of those renting them.

B. Approximate Value of media and PR based on advertising rates for that media.

C. Final Budget

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Special Project Fund

Palm Beach County Tourist Development Council

Submit with Application

Applicant Name:

Budget Report			
	Actual Year 2013	Proposed Year 2014	Proposed Year 2015
Expenses			
Personnel: Administration			
Personnel: Tech/Artistic			
Personnel: Marketing			
Outside Professional Services: Artistic			
Outside Professional Services: Marketing/PR			
Outside Professional Services: Legal			
Outside Professional Services: Other			
Site Fees			
Rental Fees			
Office Space			
Travel			
Postage			
Printing			
Supplies			
Equipment			
Insurance			
Security			
Marketing / Promotions (in County)			
Marketing / Promotions (Out of County)			
Miscellaneous			
TOTAL EXPENSES	\$	\$	\$
Revenue			
Admissions/Tickets			
Membership Revenue			
Contracted Services Revenue			
Other Revenue			
Corporate/Private Contributions			
Foundation Grants			
Governmental Grants (Federal)			
Governmental Grants (State)			
Governmental Grants (Local)			
This Grant Request – TDC Special Project			
Applicant Cash			
In-Kind			
Personnel			
Outside Professional Services			
Site Fees			
Equipment			
Marketing			
TOTAL REVENUE	\$	\$	\$
NET REVENUE	\$	\$	\$

Palm Beach County Tourist Development Council Submit with Final Request for Payment

Applicant Name:

Budget Report			
	Actual Year 2013	Proposed Year 2014	Actual Year 2014
Expenses			
Personnel: Administration			
Personnel: Tech/Artistic			
Personnel: Marketing			
Outside Professional Services: Artistic			
Outside Professional Services: Marketing/PR			
Outside Professional Services: Legal			
Outside Professional Services: Other			
Site Fees			
Rental Fees			
Office Space			
Travel			
Postage			
Printing			
Supplies			
Equipment			
Insurance			
Security			
Marketing / Promotions (in County)			
Marketing / Promotions (Out of County)			
Miscellaneous			
 TOTAL EXPENSES	 \$	 \$	 \$
Revenue			
Admissions/Tickets			
Membership Revenue			
Contracted Services Revenue			
Other Revenue			
Corporate/Private Contributions			
Foundation Grants			
Governmental Grants (Federal)			
Governmental Grants (State)			
Governmental Grants (Local)			
This Grant Request – TDC Special Project			
Applicant Cash			
In-Kind			
Personnel			
Outside Professional Services			
Site Fees			
Equipment			
Marketing			
 TOTAL REVENUE	 \$	 \$	 \$
NET REVENUE	 \$	 \$	 \$