



## MAJOR GRANT PROGRAM

### Introduction

The Florida Sports Foundation, (Foundation), Grant Programs are designed to assist communities and host organizations in attracting sports events, which will generate significant out-of-state economic impact for the state of Florida. The Foundation's Board of Directors awards grants on a quarterly basis, and places emphasis on out-of-state economic impact, return on investment, community support and image value to the state. Events that will be considered for grant funding include amateur events, collegiate events, or professional all-star games and championships, or other categories approved by the Foundation's Board of Directors. If you are an event holder, please contact an approved Foundation partner or sports commission in the area in which you desire to hold your event. If you need assistance in locating a partner, please contact the Foundation.

The Foundation's Grant program operates through its Sports Industry Partnership program, which encompasses all regions of the state of Florida.

Events will not be considered, unless approval is granted before the application process, for any of the Foundation's Grant Programs if the event also receives funding from the state of Florida, its agency or state private partner, for the purpose of economic development or economic impact. All events considered for grant funding are required to meet the criteria as indicated within these Policies & Procedures.

## Policies & Procedures

### Grant Impact, Support & Bidding:

1. An event must generate more than \$500,000 in out-of-state economic impact and at least 600 out-of-state bed nights in order to be considered for funding.
2. For events that generate over \$5 million in out-of-state economic impact, as well as at least 4,000 out-of-state bed nights, the applicant may be required to give a presentation to the Foundation Board of Directors at a regularly scheduled Board meeting. Please contact the Foundation for a meeting

schedule. Presentations should include a subject matter expert and an industry partner representative to discuss local economic impact.

3. The event must generate at least 80% of the applicant's estimated impact or remain above an ROI of at least \$150:1 to receive the full award. If the impact is less than the estimate, but still exceeds the \$500,000 threshold, the final payment will be pro-rated based on percentage of impact. Natural Disasters and other incidents that may affect the impact generated by the event will be considered on a case-by-case basis.
4. The applicant is required to list local community financial support in an amount double the grant request. Local community support is defined as a monetary contribution funded by an entity of local government and/or by a Foundation Industry Partner/Regional Sports Commission in good standing.
5. Securing events by a bid remains the standard; however created or contracted events may be eligible. Applications should include information on the possibility of multi-year guarantees that the event will remain in Florida from the Rights Holder.
6. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event.
7. Any funds granted will be subject to audit by the State of Florida Office of the Auditor General, Chief Financial Officer and Office of the Chief Inspector General and the Grantor's independent auditor. By submitting an application, the applicant agrees to retain and maintain all records in connection with the event for a period of seven (7) years.

#### **Application for Funding:**

1. A Foundation Sports Industry Partner in good standing must fill out an application, which is found and submitted on the Foundation's Grants section of the Foundation's website at [www.flasports.com](http://www.flasports.com).
2. Applications must be submitted using the Foundation's current online application form. Mailed or emailed applications and supporting documents will not be accepted.
3. Allowable expenses must be detailed on the application: The applicant must provide a marketing/promotions plan, and must provide a detailed event budget.
4. Applications would include efforts to promote and further the Foundation mission and the State of Florida through the granted event.
5. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in the state of Florida.
6. The Foundation emphasizes the importance of tracking the number of overnight out-of-state visitors attending the event. Documentation must be provided and must include tracking backup for attendees or teams and hotel room nights. Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization. If your event uses an advanced registration procedure, utilize the attached Visitor Tracking Form to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room. If another method is used, please obtain Foundation approval.
7. Grant applications will be reviewed on a quarterly basis, and applications are due no later than 5 p.m. on the deadlines listed below. If the deadline falls on a weekend, then the applications are due no later than 5 p.m. on the Friday **before** the deadline. No applications will be accepted beyond the deadline except in the case of extreme circumstances.

- 1) July 10 –These events must be held after **October 1<sup>st</sup>** of the same year.
  - 2) October 10 –These events must be held after **January 1<sup>st</sup>** of the following year.
  - 3) January 10 –These events must be held after **April 1<sup>st</sup>** of the same year.
  - 4) April 10 –These events must be held after **July 1<sup>st</sup>** of the same year.  
*\* Events with a short booking window that will be held prior to the dates listed above will be considered on a case-by-case basis.*
8. Completed applications are automatically submitted, via the website application form, to the Foundation for review. The applicant will receive a confirmation notice of submission.
  9. All applications received for the quarter will be reviewed and compiled for the Foundation Grant Committee review for award recommendations to the Board of Directors at the next meeting.

**Notification:**

Upon final approval by the Board of Directors, the Foundation will notify all applicants by mail, within one week following the Foundation Board Meeting. Approved Grantees will receive two copies of the Foundation's Grant Agreement along with their notification, which need to be signed and returned to the Foundation. Applicants are asked not to contact members of the Grant Committee or Board of Directors.

**Granted Event Requirements:**

1. The following requirements must be met **prior to the event:**
  - 1) The Grantee must return two signed copies of the executed Grant Agreement. (After signed by the Foundation, one will be returned for your records.)
  - 2) The Grantee must provide proof of insurance, which lists Florida Sports Foundation as additional insured, with a minimum liability of \$1,000,000 per occurrence.
  - 3) The Grantee must agree to include the Foundation logo on program advertisement: in printed materials, appropriate event signage, website and other event related media. All materials developed for the event must be submitted to the Foundation for approval, and include a link the Foundation website.
  - 4) When applicable, the Grantee will include a Foundation Benefit Agreement for the event.
  - 5) When applicable, the Grantee will agree to market and sell our Specialty License Plates, including, but not limited to, ads placed in programs and allowing the DMV FLOW Mobile at the site of the event.
  - 6) The Foundation grant contract will contain other various requirements not listed herein and is subject to change per legislative session.
  - 7) The Grantee shall notify the Foundation immediately if the event is canceled, postponed or rescheduled.
2. The following requirements must be met **in order to disburse funds:**
  - 1) The Grantee will expend funds in accordance with allowable expense items as indicated below and within the Grant Agreement.

**Allowable Expenses:**

1. Promotion, marketing & programming
2. Paid advertising & media buys
3. Production & technical expenses; officials

4. Site fees, venue rentals, costs (contract help)
5. Rentals, insurance, rights fees, bid fees, sanction fees, non-monetary awards

Disallowable Expenses:

1. General and administrative expenses
  2. Building, renovating and/or remodeling
  3. Permanent equipment purchases
  4. Debts incurred prior to the grant
  5. Programs which solicit advertising
  6. Hospitality or social functions including meals or banquets
  7. Travel expenses
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- 2) The Grantee will be reimbursed for proven payment of invoices that meet the allowables. Proof of payment includes:
    - a) A copy of the invoice billed to the Grantee;
    - b) Canceled Grantee checks, (front & back), and dated within the grant period, except for pre-paid bid fees; or proof of electronic funds transfers.
    - c) Inter-governmental transfers, dated within the grant period, and which details the payment number, payee, the event date, and/or the invoice.
  - 3) Grantee will provide proof the Florida Sports Foundation logo and banner was displayed, inserted into program advertising, and included in any public service announcements and social media.
  - 4) If the Grantee agreed to provide television spots for the event contingent per the grant award, then a schedule of the airtime should be included.
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3. The following requirements must be met **after the event:**
    - 1) With the exception of June events, the Grantee will complete an accounting of the event's financial activity within 90 days after the completion of the event and provide documentation evidencing the direct impact of the event by completing and submitting a Post Event Report form. Documentation must include tracking backup for attendees or teams and hotel room nights. The Post Event Report form can be found and submitted on the Foundation's Grants section of the Foundation's website at [www.flasports.com](http://www.flasports.com). All June events post event reports must be completed by September 1<sup>st</sup>.

**Reimbursement:**

After the Foundation receives all of the Grant Agreement requirements and reviews the Post Event Report, the grant funds will be forwarded to the Grantee.

Please contact staff, if you have any questions:

Charlotte Cowen, Director of Administrative Affairs at [ccowen@flasports.com](mailto:ccowen@flasports.com) or [grant@flasports.com](mailto:grant@flasports.com) or at 850-922-8805

Michelle Roque, Finance & Grant Coordinator at [mroque@flasports.com](mailto:mroque@flasports.com) or at 850-298-6637

The following is a checklist of items you will need to complete in order to receive funding:

- Read and sign both contracts and return to FSF
- Make sure a certificate of insurance naming Florida Sports Foundation is in place and a copy is sent to FSF at least 15 days prior to the event
- A post event report is required within 90 days of the event for disbursement and should include:
  - Front and back copies of cancelled checks from grantee to the third party for reimbursable expenses
  - An invoice supporting charges paid above
  - Proof of exposure for FSF/photos of banners
  - Room night tracking back up for attendees or teams and hotel room nights

## **GRANT TIMELINE**

Submission Dates	July 10, October 10, January 10 & April 10
Grant Committee	Preferred date: 1st Tuesday of the month following the grant deadline however, it is subject to change due to Grant Committee availability.
Board Meeting	Board meeting in the same quarter as the grant deadline
Contracts Out	2 copies of grant contracts go out within 7 days following Board meeting
Contracts Signed & Returned	Grantee signs and returns both copies of contracts prior to event
Insurance Certificate Provided	Certificate received by FSF at least 15 days prior to event
Post Event Report	PER Received per grant policies timeline with required documentation