



Small Market Grant

The Florida Sports Foundation's (Foundation) Small Market Grant Program is designed to reach Florida's rural and small market communities, or communities with small hotel inventory. It is the intention of the Foundation to assist the small market areas, as identified below. Each year, the Foundation will evaluate the designated areas, which may result in reclassification.

The Foundation's Small Market Grant Program operates through its Sports Industry Partnership program, which encompasses all regions of the state of Florida. This program was created to assist events that normally will not exceed \$500,000 in out-of-state economic impact, by offering a grant award not to exceed \$5,000.

All events considered for grant funding are required to meet particular criteria as indicated within these Policies & Procedures.

This program is for the following Sports Industry Partners, who qualify for the Small Market Assistance, in these designated areas, for events to be held within their respective communities:

- ✚ Bradenton Area Sports Commission - (Manatee County)
- ✚ Central Florida Sports Commission - (Lake County)
- ✚ Daytona Beach CVB – (Volusia County)
- ✚ Punta Gorda/Englewood Beach Visitor & Convention Bureau - (Charlotte County)
- ✚ Citrus County Visitors Bureau – (Citrus County)
- ✚ Collier County Sports Council – (Collier County)
- ✚ Columbia County Sports Commission - (Columbia, Suwannee, Lake City Counties)
- ✚ Gainesville Sports Commission – (Alachua County)
- ✚ Ocala/Marion County Sports Commission - (Marion County)
- ✚ Pasco County Sports Commission - (Pasco County)
- ✚ Tallahassee Sports Council - (Leon County)
- ✚ Treasure Coast Sports Commission – (Indian River, Martin & St. Lucie Counties)
- ✚ Pensacola Sports Association (Escambia County)
- ✚ Santa Rosa County Board of County Commissioners
- ✚ Other small market areas not covered by a Sports Industry Partner may apply as approved by a neighboring Partner

Policies & Procedures

Grant Impact:

1. Should the event generate less than the estimated impact, the event must remain above an ROI of at least \$75:1 to receive the full award.

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.
2. Applications must be submitted using the Foundation's application form online. Mailed or emailed applications and supporting documents will not be accepted.
3. The applicant is required to list local community financial support in an amount equal to 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.
4. Grant applications will be reviewed on a quarterly basis, and applications are due no later than the deadlines listed below. If the deadline falls on a weekend, then the applications are due 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 1st** of the same year.
 - 2) October 10 –These events must be held after **January 1st** of the following year.
 - 3) January 10 –These events must be held after **April 1st** of the same year.
 - 4) April 10 –These events must be held after **July 1st** 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.*
5. Completed Applications are automatically submitted via the website application form, to the Florida Sports Foundation for review.

Notification:

Upon final approval by the Board of Directors, the Foundation will notify all applicants by mail, within one week following the Foundation's 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.

Granted Event Requirements:

1. The following requirements must be met **prior to the event**:
 - 1) The Grantee must return two 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) Whenever possible, the Grantee will agree to include the Foundation logo or program advertisement on printed materials, appropriate event signage, website and other event related media. The logo and/or program advertisement must be preapproved by the Foundation, and will be provided upon request.
 - 4) 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 items as indicated 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

- 2) The Grantee can expect reimbursement for proven Grantee payments of invoices, or a Grantee payment that is a result of an agreement with the payee, and if so used, a copy of that agreement must also be provided. 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) Whenever possible, the Grantee will use and provide proof of the use of the Foundation logo, photographs of any Foundation signage displayed during the event, and copies of any printed material or website page that contains the Foundation logo or advertisement.

3. The following requirements must be met **after the event**:

- 1) 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 back up for attendees or teams and hotel room nights. 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.
- 2) The Post Event Report form can be found and submitted on the Foundation's website at www.flasports.com.

Reimbursement:

After the Foundation receives of all 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@flsports.com or grant@flsports.com or at 850-922-8805

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