



Sports Industry Conference Assistance Grant

The Florida Sports Foundation's (Foundation) Sports Industry Conference Assistance (SICA) Program is designed to assist communities in attracting legitimate event rights holders to market the state of Florida and generate viable event sales leads. The SICA goal is to host Event Business opportunities throughout the State. Conferences that will be considered for assistance include tradeshow, conferences or association meetings whose attendees include legitimate event rights holders willing to conduct business in Florida.

The Foundation's SICA 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 SICA Programs. All events considered for assistance are required to meet particular criteria as indicated within these Policies & Procedures.

Funds:

1. 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.
2. Grants are state funded and as such, are subject to all state funding audit requirements.

Application for Funding:

1. All awards begin with an application, which must be submitted by a Foundation Sports Industry Partner in good standing. Applications can be found and submitted on the Foundation's Grants section of the Foundation's website, <https://www.flasports.com/grantapplication/>.
2. Applications must be submitted using the Foundation's application form. Mailed or emailed applications and supporting documents will not be accepted.
3. 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. *Airbnb and other lodging accommodations may be included in the room nights tracking with the exception that bed tax is collected. Room night backup must be separated by type of accommodation and then may be subtotaled.

4. 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.
5. Grant applications must be submitted in the designated quarter based on the event start date. In the case that an event occurs in one quarter and ends in another, you will apply in the quarter which the event starts.
 - a. July 10 –These events must be held between **October 1st** and **December 31st**.
 - b. October 10 –These events must be held between **January 1st** and **March 31st**.
 - c. January 10 –These events must be held between **April 1st** and **June 30th**.
 - d. April 10 –These events must be held between **July 1st** and **September 30th**.

** 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.*

** Industry partners who may need confirmation of funds at an earlier date may submit an application and provide an explanation. These applications will be considered on a case-by-case basis.*
6. Completed Applications are automatically submitted via the website application form, to the Florida Sports Foundation for review.
7. 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 electronically, within one week following the FSF Board Meeting. Approved Grantees will receive an electronic copy of the Foundation's Grant Agreement along with their notification, which need to be electronically signed and returned to the Foundation. After the document is electronically signed by the grantee and the Foundation, final copies will be disbursed to both parties. Applicants are asked not to contact members of the Grant Committee or Board of Directors.

SICA Program Requirements:

1. The following requirements must be met **prior to the event**:
 - 1) The Grantee must electronically sign the executed Grant Agreement. (After electronically signed by the Foundation, one will be returned for your records.) If your county requires the Grant Agreement to be hand signed, please print, sign, and send two copies of the contract to the Foundation. The Foundation will sign both and return one for your records.
 - 2) Whenever possible, the assistance recipient must agree to **include the Foundation logo** on program advertisement in printed materials, or upon any other event related media, or upon appropriate event signage or displays during the event or website acknowledgment. The logo and/or program advertisement must be preapproved by the Foundation, and will be provided upon request.
 - 3) **The assistance recipient shall negotiate two free conference registrations (if applicable) and two complimentary rooms at host hotel for Foundation staff.**

- 4) The assistance recipient must negotiate **at least one (1) event function** to market the state of Florida and for the Foundation's industry partners to attend.
- 5) 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
6. Required hospitality or social functions including meals or banquets

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. Travel expenses

- 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) A **copy of the contract** between the Grantee and the Event Holder containing any financial obligations. This is only in the case that the Grantee reimburses the event holder for expenses incurred.
- d) 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, 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.

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/accommodation room nights**.
- 2) The Post Event Report form can be found and submitted on the Foundation's website at The Post Event Report form can be found and submitted on the Foundation's Grants section of the Foundation's website at <https://www.flasports.com/grantapplication/>.
*All June events post event reports must be completed by September 1st.

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 provided all conditions have been met.

Please contact staff, if you have any questions:

Michelle Roque
Director of Finance
Email: mroque@flsports.com
Office: 850-298-6637

Melissa Estremera
Finance & Grant Coordinator
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Office: 850-298-6623

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

- Read and electronically sign the contract 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
 - Contract outlining financial obligations between grantee and event (if reimbursing event holder)
 - 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 | Electronic copies of grant contracts go out within 7 days following Board meeting |
| Contracts Signed & Returned | Grantee electronically signs and returns the contract 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 |