



## 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)
- 🏠 Visit Tallahassee - (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 \$100:1 to receive the full award.
2. 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.
3. 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.
4. Grants are state funded and as such, are subject to all state funding audit requirements.

## 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 <https://www.playinflorida.com/grantapplication>.
2. Applications must be submitted using the Foundation's application form online. Mailed or emailed applications and supporting documents will not be accepted.
3. Applications would include efforts to promote and further the Foundation mission and the State of Florida through the granted event.
4. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in the state of Florida.
5. 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.*
6. 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.
7. 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.
  - 1) July 10 –These events must be held between **October 1<sup>st</sup>** and **December 31<sup>st</sup>**.
  - 2) October 10 –These events must be held between **January 1<sup>st</sup>** and **March 31<sup>st</sup>**.
  - 3) January 10 –These events must be held between **April 1<sup>st</sup>** and **June 30<sup>th</sup>**.
  - 4) April 10 –These events must be held between **July 1<sup>st</sup>** and **September 30<sup>th</sup>**.*\* 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.*

8. Completed Applications are automatically submitted via the website application form, to the Florida Sports Foundation for review.
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 electronically, within one week following the Foundation Board Meeting. Approved Grantees will receive an electronic copy of the Foundation's Grant Agreement along with their notification, which needs 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.

**Granted Event 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) 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(s)** billed to the Grantee;
  - b) **Canceled Grantee check(s)**, (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, 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) 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 Grants section of the Foundation's website at <https://www.playinflorida.com/grantapplication>.  
\*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 provided all conditions have been met.

**Please contact staff, if you have any questions:**

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**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

<b>GRANT TIMELINE</b>	
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