



Event Development Program

Summer 2017 and FY 2018 (October 1, 2017 through September 30, 2018)

Guidelines and Application

The Charlotte County Event Development Program (EDP) provides funding to **assist in the development of new events, occurring in low or shoulder seasons which promote Charlotte County as a tourist destination.** Funds received pursuant to the Event Development Program may only be used for the purposes authorized in Section 125.0104(5) of the Florida Statutes and specified in these guidelines. The **primary objectives** of this program are to attract **overnight visitors** to Charlotte County and to promote tourism in Charlotte County.

The Program is administered through the Punta Gorda/Englewood Beach Visitor and Convention Bureau. Applicants are required to provide the following information.

Applicants must substantiate the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to **project a number of overnight visitors staying in Charlotte County accommodations.**

Each applicant must meet with VCB staff. Applications will be reviewed for completeness. VCB staff will make recommendations, if applicable, for improvements that might give the application a better chance of approval for funding. Each applicant must present their application to the TDC. The presentation must include an overview of the event, how the event will be marketed and, more specifically, how the event will draw people from outside the market for overnight stays. The applicants will be notified, in advance, of the TDC meeting during which applications will be reviewed.

The amount of each award will be contingent upon the number of applications received and the availability of funds for summer events occurring between May 1, 2017 and September 30, 2017 (summer program) OR between October 1 2017 and September 30, 2018 (annual program). Total funding available for *summer, 2017* is \$20,000. The budget for the annual program will be announced at the May, 2017 TDC meeting.

Guidelines

General

1. Funding cap for Summer events is \$10,000. Funding cap for October 1 through September 30 is \$10,000 unless in the opinion of the TDC, additional funding requested would have a significant impact on room night generation.
2. Event must occur during the specified timeframe of May 1 through September 30, 2017 if a summer application or between October 1, 2017 and September 30, 2018 if an annual program application.
3. Must be a new event or the second year of a previously TDT funded event.
4. May require paid admission but must be open to the public as opposed to a private event with paid admission.
5. Events which provide alcohol service may apply. All laws, local and state, must be stringently followed if alcohol is served at the event.
6. No event or festival may have, as its primary purpose, the promotion of any political issue, candidate or party.
7. All events must be held within Charlotte County
8. The VCB will contract to have each TDT funded event professionally surveyed. Event organizers will be contacted by the VCB to arrange for survey times and locations.

Eligible Expenses

1. Entertainment fees, e.g. musicians, singers and other performers
2. Exhibits or materials for special activities as part of an event or festival
3. Advertising, marketing, postage, printing (applications & registration forms) and the purchase of mailing lists
4. Transportation for larger venues, e.g.: carriages, wagons, shuttles, particularly if additional transportation options are needed to increase attendance
5. Equipment rental such as staging and lighting
6. Event signage
7. Prize money is eligible if it is: a) published in all advertising; b) subject to published guidelines for the event c) does not exceed \$2000; d) subject to the review of at least three people who are responsible for determining the prize winner if a decision is required for that determination. Prize money may only be used for an activity which requires skill and may not be used for raffles, lotteries or any game of chance where something of value is required to enter and prizes are awarded by chance or lot.
8. Location fees, permitting fees for an event
9. Event insurance

Ineligible Expenses

1. Any event expenses not specifically approved for funding under "Eligible Expenses."
2. Salaries, administrative expenses or other monetary compensation to event organization staff.
3. Food and beverage or any hospitality or social functions
4. Any entertainment that is not for the general audience of the event
5. Legal, medical, engineering, accounting, or other consulting services
6. Interest or reduction of deficits or loans
7. Police or public safety services

Required Post Event Documentation

Due within 90 days following the last day of the event

1. Document all TDT funded expenditures. Provide original receipts for all *EDP funded* expenses. Provide copies of signed contracts if applicable. The VCB will make copies and return the originals to you.

2. Provide evidence of local partnerships, if applicable.

3. Provide attendance estimates and the process used to determine attendance numbers, e.g.: ticket sales, aerial photos, law enforcement estimates, etc.

4. Attach documentation of all relevant media coverage. This may be done in an excel spreadsheet. Include:
 - Type of Media (print, radio, television, etc.)
 - Circulation or audience reach
 - Geographic coverage of each advertising placement – local, regional, national or international

5. Provide a general overview of the event to include:
 - Elements of the event that were most successful
 - Changes that would make the event more successful
 - Any factors impacting the event either positively or negatively (weather, etc.)

Event and Festival Application

Name of Event:

Date/s of Event:

Location/s of Event:

Hours of Event:

Was this event funded by TDT last year? ____ Yes ____ No

Primary Contact (person authorized to sign contracts and communicate with VCB staff). A presentation to the Tourist Development Council (TDC) is required. If this is the person who will be presenting, please check here _____. If another event representative will be presenting, please provide his or her name, email and phone number.

Presenter:

Name:

Email:

Phone:

Primary Contact

Name:

Address

Phone Office

Phone Mobile:

Email:

Organizer Contact (Person responsible for logistics, planning, delegation of tasks) if not the same as above:

Name:

Address:

Phone Office:

Phone Mobile:

Email:

Please summarize the experience of the person or persons who will be responsible for the planning and execution of this event.

Describe your event. This should include the type of event, e.g. "Blue Grass Festival," as well as activities or attractions that will be included in the event. Include *as much detail as possible*. Use additional sheets if necessary.

Provide a *detailed* marketing/advertising plan and budget. Include advertising and marketing channels and where you will advertise. Please include your social media plan for the event.

Complete the budget form for your event. Please list TDT request under Projected Income.

Projected Income

Source	Amount	Cash or In-Kind
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Total:

Projected Expenses

Item	Amount	TDT (Y or N)
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Total:

TDT request as a percent of the total budget: _____

Email your completed application as an attachment to: Lorah.Steiner@charlottecountyfl.gov