

## Sports Grant Program

The Sarasota County Sports Commission (SCSC) is a division of VISIT SARASOTA COUNTY (VSC), which leads and supports the tourism industry in Sarasota County by providing the highest quality and most innovative marketing programs and promotions to ensure the continued growth of tourism and travel from visitors around the world. The mission of the SCSC is to position Sarasota County as the must-experience sports destination on Florida's Gulf Coast through quality events and initiatives.

The SCSC recognizes sports as a major contributor to the overall tourism economy. In order to develop this business, the SCSC has put in place a grant program for events seeking financial support. SCSC allocates sport marketing dollars into two categories:

1. Large/Bided/Multi-Year Events
2. Destination/Regional Events

### **Large Bided or Multi-Year Events Procedures and Guidelines**

These events are normally large and come up at various times during the year for competitive bid. They are confidential in nature and normally very time sensitive in regards to turn around of an official proposal.

All financial commitments made through bided events must:

1. Be approved by the VSC Board at their monthly meeting
2. Be within the Sports approved budget unless otherwise approved by President and VSC Board of Directors
3. If the event is cancelled for any reason, there shall be no grant payment to the Grantee regardless of any expenditures the Grantee has made. Force Majeure may apply.

Upon award of a bid an agreement letter will be sent out to the Event Organizer explaining all details of the grant/sponsorship guarantee including all reporting requirements post event. These large bided or multi-year events are not subject to the performance evaluation guidelines (as required for destination/regional and small locally organized events); however these events are required to provide the following post event:

1. Post Event Economic Impact Form
2. W-9 Form
3. Invoice
4. Copy of event collateral displaying VSC logo

## **Destination/Regional and Locally Organized Event Grant Guidelines**

Destination/Regional Events are held locally and produce an economic impact through non-local participation in sporting events.

### **Application Process**

SCSC has a comprehensive grant application that must be completed for all destination/regional organized event grants. This application is completed online at [www.sarasotasportsgrants.org](http://www.sarasotasportsgrants.org) the applications will be reviewed on a regular basis.

Grants are awarded on a first come first serve basis and events are encouraged to apply as soon as possible. Once the budgeted grant award amount has been spent, no other grants will be awarded in that fiscal year. Each event will be granted as follows:

- \$3 per room night projected in Sarasota County lodging entities for events in January, February, March, April, May, June, October, November and December.
- \$5 per room night projected in Sarasota County lodging entities for events in July, August and September.

VSC holds the right to not award grants during blackout dates where the county is already saturated by a large event taking place.

Once final grants have been determined, staff develops event agreements for all approved grants to be signed by applicant prior to the event start date.

VSC will prepare a quarterly report for presentation to the TDC.

### **Reimbursement/Accountability Guidelines**

- Within 30 days after the completion of the event, the organization must submit:
  - Post Event Report
  - Documentation of actualized room nights in the form of hotel pick-up reports, individual participant surveys, or a visitor survey conducted by a paid research firm
  - W-9 tax form
- The final amount awarded is based off actualized room nights in Sarasota County as outlined above, but not to exceed the contracted amount.
- The SCSC will conduct random audits to promote accuracy of attendance and room nights reported in Post Event Report.
- Natural disasters and other incidents that may affect the impact generated by the event will be considered on a case-by-case basis.
- If the event is cancelled for any reason, there shall be no grant payment to the Grantee regardless of any expenditures the Grantee has made. Force Majeure may apply.

## Post Event Process

- Immediately after the event, an automated email will be sent to the event organizer/applicant congratulating them on a great event, providing them with a link to a survey as well as reminding them of the following post event requirements:
  1. Post Event Economic Impact Form
  2. Actualized room night documentation
  3. W-9 Form
  
- Once the materials listed above have been submitted, staff complete the Economic Impact Information Sheet and calculate the economic impact of the event.
  
- A check request with the following attached documents is submitted to the accounting department for payment to the event organizer/applicant.
  1. Check Request
  2. Economic Impact Sheet
  3. W-9
  4. Post Event Report
  5. Signed Event Agreement

## Related Grant Forms and Documents

- Grant Application
- Post Event Evaluation Form
- Event Agreement
- Economic Impact Sheet