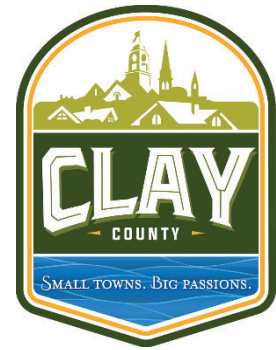


TDC Grant Subcommittee Meeting

February 8, 2023 – 2:15 pm – Clay County Administration Conference Room A

Purpose and Goals for TDC Event Grants:

The goal for TDC Grants is to be a tool to help provide tourism to Clay County. To bring people into Clay County to generate economic impact through room nights and other expenditures. There is value in providing support to events of all sizes to help aid in the product development of the destination and the quality of life for the community.



Grant Agreement:

There currently is not a Grant Agreement put into process. There has been an agreement of the Subcommittee for the development of a TDC Grant Agreement. This would replace the Grant Affidavit in the current grant process. This process has been started with the Legal Department. We have received drafts of the Grant Agreements, one for each type of Grant. Provisions need to be added to the Agreements for situations such as, “Acts of God,” referencing digital forms and giving the County Manager the power to move deadlines.

Grant Cycles:

Proposed a new grant system that implements 6 grant cycles. This will allow the Tourism Department to have sufficient time in reviewing applications. The grant cycle will also allow Connor the time to help create personalized marketing plans for each event. A graphic needs to be developed outlining the deadlines for each cycle to make the Grant process more user friendly for applicants.

Sports Grants:

There was discussion about creating a separate grant cycle for Sports Grants. We are looking into Florida Sports Foundation Grants for reimbursement purposes for TDC Grants. The subcommittee discussed creating a cap for Sports Grants and decided to bring this up with the TDC. Do we want to make the Post Event Report simpler for the Sports Grants? The topic of making the Grant amount performance based was brought up. We need to figure out a way to track vacation rentals to have the full picture of the success of an event.

Special Event Grants:

The Goal for Special Events is for them to become Signature Events. Do we want to create a new maximum award for Signature Events? Request a new max grant award for Signature Event Grants- \$35,000.00 max with a \$10,000.00 room night bonus. This would be based on if the estimated room nights and the post event room nights match and/or this would be based on if the event brought in _____ number of room nights. Or \$5 per room and/or you meet the marketing equation. Do we want to change the scoring of the algorithm? The current scoring system is hindering new events applying for grants. We do not want to punish new events, but there is a risk factor of the success of a new event.

Next Steps for the TDC Grant Subcommittee:

- Go through the Grant Guidelines To see if we want to change anything
- All members of the subcommittee to go through the scoring algorithm to see if they want to assign new values to each of the sections