

**LAKE COUNTY**

**TOURIST DEVELOPMENT**

**CAPITAL PROJECTS FUNDING PROGRAM**

**POLICY AND GUIDELINES**

Approved March 22<sup>nd</sup>, 2011

Lake County Board of County Commissioners  
Tourist Development Council  
Office of Economic Development and Tourism  
315 West Main Street  
P. O. Box 7800  
Tavares, FL 32778  
(352) 429-3673

## **TOURIST DEVELOPMENT CAPITAL PROJECTS FUNDING PROGRAM**

### **OBJECTIVE**

The Lake County Tourist Development Tax was created to fund the promotion of tourism and attract tourists to visit Lake County. The Lake County Tourist Development Council (TDC) was established to recommend to the Lake County Board of County Commissioners (BCC) uses of the tourist development tax revenue in accordance with the Lake County Tourist Development Plan. This document sets forth the guidelines for capital projects funding requests for tourist development tax funds.

Capital projects must be located within Lake County and serve to establish new or refurbish existing facilities for recreational activities, cultural events and performances that host and promote events in Lake County which will bring substantial numbers of overnight tourists/visitors to the County and promote overnight bed stays within the County.

Tourist Development Capital Projects Funding may not exceed fifty percent (50%) of the eligible Lake County Tourist Development Tax revenue received from the 1<sup>st</sup>-3<sup>rd</sup> percent levy in a given fiscal year's budget. This will ensure that the Office of Economic Development and Tourism (ED&T) will continue to provide financial assistance for special events and other programs that generate increased tourism activity and promote overnight stays within Lake County.

There are no guarantees that applicants will be awarded funding. Even though a project may qualify, decisions regarding the award of the Funds and the amount awarded are at the sole discretion of the BCC.

**Please read this document carefully. Incomplete or incorrect applications will be returned. Applicants are required to direct all questions regarding their request for funding to Lake County Office of Economic Development and Tourism at phone number (352) 429-3673.**

### **FUNDING**

Tourist Development Funding must not be the sole source of revenue for a capital project. Tourist Development Capital Project Funding is intended to assist an organization with capital construction costs. Tourist Development funds may not exceed forty-nine percent (49%) of the total project budget. Organizations may request multi-year funding.

- Funding applications for capital projects will be reviewed by ED&T staff, who will present the applications to the TDC. The funding recommendations of the TDC will be taken to the BCC, who will make the final funding determinations.
- The BCC, at its sole discretion, may award amounts that are higher or lower than the award amounts recommended by the TDC.
- Representatives of the organization submitting an application for capital projects funding will be invited to make a personal presentation at the TDC and the BCC meetings.

- If recommended for funding, the organization will be notified. The appropriate organization official will be required to sign a Tourist Development Funding Agreement.

## APPLICATION PROCESS

### Application Deadline

- **Completed capital project applications must be received no later than 4:00 p.m.** Eastern Standard Time (EST) on the Application Submittal Deadline Date to be considered in that funding cycle. Applications may be mailed to the ED&T offices at P.O. Box 7800, Tavares, Florida 32778, or brought in person to 315 West Main Street, Suite 338, Tavares, Florida.
- **Applications failing to meet the deadline will not be considered** until the next funding cycle.
- All application submittals will be reviewed by ED&T to determine the application package is complete, basic eligibility has been met, and applicant conforms to requirements as listed in Section 125.0104, Florida Statutes.

**DEADLINES ARE STRICTLY ADHERED TO. A DATED POSTMARK WILL NOT BE ACCEPTED AS ACTUAL RECEIPT.**

### Presentations

- Presentations are optional and can only be given on the TDC and BCC meeting dates corresponding to the applicable funding cycle. The presentations may be followed by a question and answer period, and it is advised an organization representative be available for the meetings.
- Presentation appointments can be scheduled with the ED&T during the two weeks following the Application Submittal Deadline Date. Appointments will be scheduled in the order of the date and time application was received. The presentations at the TDC meeting(s) will be limited to 20 minutes each.
- The BCC will take into consideration TDC and staff recommendations for funding. The BCC will determine the extent to which presentations will be heard for each funding cycle.

Meeting dates, times and locations are subject to change and will be noticed in accordance with Florida Statutes.

<b>Funding Cycle</b>	<b>Application Submittal Deadline Date</b>	<b>TDC Meeting Date</b>	<b>LCBCC Meeting Date</b>
<b>1</b>	<b>May 25, 2011</b>	<b>June 15, 2011</b>	<b>July 19, 2011</b>
<b>2</b>	<b>August 24, 2011</b>	<b>September 21, 2011</b>	<b>November 1, 2011</b>
<b>3</b>	<b>November 16, 2011</b>	<b>December 14, 2011</b>	<b>January 17, 2012</b>
<b>4</b>	<b>February 22, 2012</b>	<b>March 21, 2012</b>	<b>May 1, 2012</b>

At the applicable TDC meeting, the TDC will meet to evaluate each capital project application to determine what economic value, if any, the project provides to Lake County. Only projects having **a substantial, lasting economic impact as explained in the Evaluation Criteria, outlined herein**, on the County by promoting overnight tourism and creating overnight stays will receive further consideration. Funding may not always be awarded during each funding cycle.

The BCC, at its discretion, may approve or reject any application regardless of recommendations by the TDC.

**There are no guarantees that applicants will be awarded funding. Even though a project may qualify, decisions regarding the award of the Funds and the amount awarded are at the sole discretion of the BCC.**

NOTE: All materials/documentation submitted with the funding application will become a matter of public record, open to inspection by any citizen of the State of Florida subject to exemptions in Chapter 119, Florida Statutes.

## **FUNDING ELIGIBILITY**

### **ELIGIBLE CAPITAL PROJECTS:**

Eligible Capital Projects for Tourist Development funds include: To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums, or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county, and in accordance with the Lake County Tourist Development Plan and Florida Statute 125.0104. However, these purposes may be implemented through service contracts and leases with lessees with sufficient expertise or financial capability to operate such facilities or other facility.

### **INELIGIBLE USES**

The following are examples of how Tourist Development funds **may not** be used:

- 1) Annual operating expenditures.
- 2) Legal, medical, Engineering, accounting, auditing, planning feasibility studies or other consulting services.
- 3) Salaries or supplements to salaries for existing or future staff, or employment of personnel not directly related to the project or event.
- 4) Purchasing tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
- 5) Interest reduction of deficits or loans.
- 6) Expenses incurred or obligated prior to or after the funding project period.
- 7) Prize money, scholarships, awards, plaques, T-shirts, uniforms or certificates.
- 8) Travel.
- 9) Projects which are restricted to private or exclusive participation.
- 10) Private entertainment, food and beverages.
- 11) Expenses to fund other events not recommended or approved by BCC.

If in the event that the organization is found to have used the funds for an ineligible use, the organization must repay the funds to Lake County plus five percent (5%) annual interest. The Funding Agreement will further outline the accounting requirements for the funds.

## **EVALUATION CRITERIA**

**Applications will be reviewed to determine if they meet the following criteria:**

- 1) **COMMITMENT TO THE EXPANSION OF TOURISM IN LAKE COUNTY (50 points)**  
Evidence that the project:
  - a) Will be marketed to the fullest extent possible in an effective manner. (10 points max)

- b) Will offer cultural and entertainment events to county residents and tourists. (10 points max)
- c) Demonstrates a willingness of the organizers to work with the tourism industry. (10 points max)
- d) Will be able to provide self-funding for annual operational costs in subsequent years. (10 points max)
- e) Will have a positive economic impact on the County and the community. The impact will include number of overnight stays. (10 points max)

**2) SOUNDNESS OF PROPOSED PROJECT (25 points)**

The extent to which the project:

- a) Has clearly identified objectives (5 points max)
- b) Has assigned responsibilities and accountability (5 points max)
- c) Has a realistic timetable for implementation (5 points max)
- d) Has additional funding sources available that will be utilized (5 points max)
- e) Will accomplish its stated objective (5 points max)

**3) QUALITY AND UNIQUENESS OF PROPOSED PROJECT (15 points)**

Extent to which the proposed project provides a benefit to Lake County through generating overnight stays, its tourists and residents which is of significant merit and that, without such assistance, would not take place in the County.

**4) STABILITY AND MANAGEMENT CAPACITY (10 points)**

- a) Proven record or demonstrated capacity of the organization to develop resources, effectively plan, organize and implement the proposed project (2.5 points max)
- b) The organization has a successful history of service in and to Lake County (2.5 points max)
- c) Ability of the organization to administer public funds of this type, and to prepare and deliver the necessary progress reports to the ED&T (2.5 points max)
- d) If a previous applicant, have reporting requirements been submitted in a timely manner (2.5 points max)

If tourist development tax funds become inadequate to fund all or part of a Tourist Development Funding Agreement, the County reserves the right to reduce funding for a project accordingly.

**FINANCIAL GUIDELINES**

Applicants must provide 51% cash match, or 25.5% cash match and 25.5% in-kind match of the budget for the total cost of an approved capital project. Examples of in-kind match are: donated goods and professional services, facilities, etc. Applicant must submit proof of other sources which, when combined, provide total funding for the full capital project. The applicant must meet further requirements as outlined in the Funding Agreement and as deemed necessary by the BCC.

**Funds will be dispersed only after the Funding Agreement has been fully executed by all parties, and all other requirements set forth in this document have been satisfied. The recipient of the funds is to return the signed agreement to ED&T within 45 calendar days of the date the BCC approved the funding.** Failure to do so within this time period will be deemed as a withdrawal from the funding process, and no further funding will be awarded the Organization without reapplication. Upon execution of the Funding Agreement by all parties, a Funding Commitment Letter will be issued to the Organization Official via the e-mail contact

address provided in the application. The Funding Commitment Letter will be provided within 10 business days following the final approval to fund the event or capital project.

Any exceptions to the agreement language must be submitted with the application. The County is under no obligation to honor requests for exceptions and the ED&T may reject an application if the exception is not, in the sole opinion of the County, in its best interests.

Funds must be expended only on items authorized under Florida Statutes 125.0104 and the County Tourist Development Plan (Section 13-47 of the Lake County Code), and in accordance with the information provided in the funding application. Changes to the project or budget submitted with the application after the funding agreement has been executed will require a formal modification to the agreement by the BCC.

**NOTE: Tourist Development funds may not be used for activities that reimburse the organization for expenditures incurred prior to the notification of approval of the funding request by the BCC. All applicants should wait until final approval and notification by ED&T that the funds were approved.**

**PAYMENT WILL ONLY BE MADE TO THE ORGANIZATION RECEIVING THE FUNDS. NO PAYMENTS WILL BE MADE DIRECTLY TO VENDORS OR INDIVIDUALS.**

### **REPORTING REQUIREMENTS**

Project Status Reports: Quarterly reports must be submitted to provide information on the capital project.

- These reports are due on the 1<sup>st</sup> day of the 3<sup>rd</sup> month of each calendar quarter.
- The report should contain a brief narrative summary providing updated information on the capital project, including planning and construction related activities.

Construction Completion Report: Within forty-five (45) days of the completion of the capital project that promotes tourism and overnight stays within Lake County, the recipient must summarize its efforts by providing the following information:

- A brief narrative summary of the successful completion of the capital project.
- An evaluation of the economic impact the capital project has initially had on Lake County.
- A financial statement listing all of the revenues received and expenses paid in the course of the development and completion of the capital project that clearly defines how and where the funds were used.
- Photographs or video of the capital project and any related events, include time lapse images of the construction.
- Flyers, newspaper ads, brochures or marketing efforts utilized to attract overnight tourists. This may include a list of radio stations, magazines, etc.
- If events have been held since completion of the capital project, include local attractions that were visited as part of the events, and local restaurants or businesses utilized as part of the events.

- Final documented, or if unable to provide actual numbers, estimated number of event participants.
- Room Night Certification Form — the organization must make every effort to obtain the number of overnight stays from local hotels within the county that housed those attending the event. This means that for events requiring registration, the recipient should make available a list of County hotels and encourage overnight stays to be in Lake County. For those events that do not require registration, information should be provided during the event to encourage an overnight stay in Lake County. After the event, the recipient will be required to request the hotel to provide information regarding the number of individuals residing at the hotel as a result of the event. (Form Attached – Exhibit “A” )

Project Impact Reports: No later January 30<sup>th</sup> and July 15<sup>th</sup> of each calendar year after completion of the capital project for a term of three (3) years the recipient shall provide ED&T staff with a detailed report of all events that have taken place as a result of the completion of the Tourist Development Capital Projects funded project. These Project Impact Reports shall include survey results from the attendees of the events. These surveys shall provide information pertaining to the number of persons attending the event, the number of paid overnight stays, food and entertainment budget while visiting, and ways to improve their visit to Lake County. Additionally, the recipient shall provide Room Night Certification Forms for each event held at the Tourist Development Capital Projects funded facility for the same 3 year term.

- **NOTE: IF THE EVENT RESULTS IN NO OVERNIGHT STAYS, OR FEW OVERNIGHT STAYS, THE RECIPIENT MUST DOCUMENT ITS EFFORTS TO PROMOTE OVERNIGHT STAYS AND OTHER OPPORTUNITIES WITHIN LAKE COUNTY.**

**LAKE COUNTY TOURIST DEVELOPMENT  
FUNDING APPLICATION FORM AND INSTRUCTIONS**

For funding consideration, please make sure your application is filled out completely and accompanied by the following information. If any item is not applicable, indicate N/A over the checkbox.

- Completed Checklist (this form);
- Funding Application and Applicant Certification;
- IRS Form W-9 Request for Taxpayer Identification Number and Certification
- Narrative Report(s) if capital project funding received in prior years describing the current status of that project;
- Written authorization on official organization letterhead for AUTHORIZED AGENT to act on behalf of Applicant;
- Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- Complete Capital Project Budget;
- Complete Operating Budget Outline;
- Three support documents (letter of recommendation, programs from previous years' event, brochures, media articles, etc.);
- A schematic design of the project, including any specifics that will assist in the approval process. All Capital Projects must meet all zoning requirements, building code, permitting regulations and other applicable laws.
- All written agreements involving media, hotels/motels and venue contracts/leases.

Application packets should follow above format with dividers or tabs between each section.

Capital Project applications must include one (1) signed/stamped original, eleven (11) copies, and one (1) electronic copy (i.e. CD, flash drive, etc.), for a **total of 13** items, and must be submitted by 4:00 p.m. on the application submittal deadline date to:

**Office of Economic Development and Tourism  
315 West Main Street, Suite 338 P. O. Box 7800  
Tavares, FL 32778**

**LAKE COUNTY TOURIST DEVELOPMENT  
CAPITAL PROJECTS FUNDING APPLICATION**

**A. General**

1. Name of Capital Project \_\_\_\_\_
2. Location \_\_\_\_\_
3. Purpose and mission of the submitting organization: \_\_\_\_\_
4. Tax Status of the submitting organization (for profit or non-profit) \_\_\_\_\_
5. Contact Person & Title \_\_\_\_\_
6. Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Twitter: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Web-site \_\_\_\_\_
7. How long has the organization been operating in Lake County? \_\_\_\_\_

**B. Proposal Submission Must Have**

1. Proposal Title and Objectives: \_\_\_\_\_
2. Describe in detail the purpose for which your organization is seeking tourist development tax funds:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Amount Requested: \_\_\_\_\_ Start & End Dates \_\_\_\_\_
4. Who is the targeted population/audience (including location of the audience):  
\_\_\_\_\_  
\_\_\_\_\_
5. Submit a brief narrative of the event and plan for this event to generate room nights in Lake County:  
\_\_\_\_\_  
\_\_\_\_\_

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6. List additional sponsors/partners: \_\_\_\_\_

7. List Host Hotels-Committed: \_\_\_\_\_

8. List Host Hotels-Applied for: \_\_\_\_\_

9. Number of Vendors: \_\_\_\_\_ Local \_\_\_\_\_ Out of County \_\_\_\_\_

10. Projected number of attendees: \_\_\_\_\_ Local \_\_\_\_\_ Out of State \_\_\_\_\_

Out of country \_\_\_\_\_

11. Projected total number of room nights: \_\_\_\_\_

12. Projected Tourist Development Tax to be generated: Total room nights \_\_\_\_\_ X average room rate \_\_\_\_\_ X 4% = \_\_\_\_\_

13. How will you evaluate and measure your programs success? \_\_\_\_\_

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14. List states and countries represented by previous attendees if an existing facility has been used for events that the new facility will host or if it is an expansion of an existing facility:

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15. Will events held through this capital project charge an entry fee, admission fee, parking fee, etc.?  
\_\_\_\_\_ If yes to any of these please list them:

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16. Outline of the marketing plan for the capital project and resulting events:

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17. Describe what steps have been taken or will be taken to reach out and bring in new attendees, and thus increase overnight stays. \_\_\_\_\_

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- C. Budget** - Submit the budget for your capital project.
- D. Agenda/schedule of events** – Submit a detailed agenda or schedule of events to be held.
- E. Signature**

\_\_\_\_\_  
Applicant's Organization

\_\_\_\_\_  
Name of authorized person to sign the contract

\_\_\_\_\_  
Signature & Title

\_\_\_\_\_  
Date

## OPERATING BUDGET OUTLINE

**PROJECT NAME** \_\_\_\_\_

	<b>Previous Year's Revenue &amp; Expenses</b>	<b>Current Projected Revenues &amp; Expenses</b>
<b><u>LIST ALL REVENUE</u></b>		
Admissions	_____	_____
Concessions	_____	_____
Sponsorships	_____	_____
Booth Space	_____	_____
Advertising Revenue	_____	_____
Sale of Promotional Items	_____	_____
TDC Funding	_____	_____
Other: _____	_____	_____
<b>Total Revenue</b>	<b>\$_____</b>	<b>\$_____</b>
<b><u>LIST ALL EXPENSES</u></b>		
Administrative	_____	_____
Advertising/Promotions	_____	_____
Printing	_____	_____
Promotional Items	_____	_____
Concessions	_____	_____
Awards	_____	_____
Travel	_____	_____
Talent	_____	_____
Other: _____	_____	_____
<b>Total Expenses</b>	<b>\$_____</b>	<b>\$_____</b>
<b>NET PROFIT/LOSS</b>	<b>\$_____</b>	<b>\$_____</b>

**APPLICATION CERTIFICATION**

I have reviewed the LAKE COUNTY TOURIST DEVELOPMENT CAPITAL PROJECTS FUNDING APPLICATION. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that the County in approving a funding agreement does not assume any liability or responsibility for the ultimate financial profitability of the project for which the funds are awarded. The County, unless otherwise specifically stated, is only a financial contributor to the project and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. I have put all third parties on notice that the County will not be responsible for payment of any costs or debts for the project.

\_\_\_\_\_  
Authorized Agent

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorized Agent Signature

**EXHIBIT A**  
**ROOM NIGHT CERTIFICATION**

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Lake County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Event Name: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Paid Room Nights: \_\_\_\_\_

Please provide any comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Hotel Representative

Signature: \_\_\_\_\_

I certify the organization/event listed above utilized the reported Room Nights.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Office of Economic Development and Tourism at (352) 429-3673.