



**Franklin County Tourist Development Council 2024-25  
Non-Profit Major Two-Day Event  
\$3,500 Promotional Grant Application,  
Information and Procedures**

The Franklin County Tourist Development Council will accept applications from any 501c non-profit and governmental organizations for participation in the TDC Events Promotion Grant Program. This is a reimbursement grant program designed for major two - day events to assist local non-profit organizations in marketing their local area events (advertising via media outlets). The TDC has identified funds for five (5) \$ 3,500 grants under this program. Organizations may only apply for one grant for this grant category.

**Eligibility Requirements:**

- Organization must be a 501c-non-profit corporation or governmental organization located and doing business in Franklin County.
- Applicants must complete an application requesting funds and provide all information and documents requested by the TDC, by the posted deadline.
- Applicants must include a current W-9 Form with the application
- Applicant organization must have been in operation for a minimum of two (2) years and have conducted the event(s) for which funds are requested for a minimum of one (1) year.
- Grants are designed for two-day events, each day must be open to the public for a minimum of six hours each day (an auction viewing, dinners or receptions do not qualify).
- Application must include a schedule of events for the two days.
- Events must be held in Franklin County
- Events must be held within the grant period of October 1, 2024, through September 30, 2025.

**Grants award:** Grants provided under this program are for promotional activities only (i.e. television, print media, social media, radio). Please note that printed T-shirts do not qualify. Also, grants are subject to availability.

**Application Deadlines:** Applicants must submit the required application and supporting documents to the Franklin County TDC Office located at 731 Highway 98, Eastpoint, Florida. 32328 no later than 4:00 pm on Friday, August 2, 2024. Applications can also be submitted via email to [grants@floridasforgottencoast.com](mailto:grants@floridasforgottencoast.com).

**Review and Ranking:** Grant applications will be reviewed by the TDC Grants Committee at their meeting beginning **at 1:30 pm on August 14, 2024**, at the Eastpoint Visitor Center. Applications will be ranked by Committee members in accordance with the following ranking methodology:

|  |     |
|--|-----|
| Application meets Submission Requirements  | 15% |
| Consistency of event with TDC Brand elements                                     | 35% |
| Demonstration of ability to conduct event  | 40% |
| Documentation of Event’s previous ability to Attract visitors to Franklin County | 10% |

**TDC Brand Elements:**

- Beaches Maritime
- History Fishing
- Art & Culture
- Culinary
- Outdoor Adventure
- Provided in a pet and family friendly environment.

Applicants are encouraged to attend the Grants Committee meeting and be prepared to answer questions if requested by the Committee. Applicants are not required or requested to make a presentation.

|               |                                 |
|---------------|---------------------------------|
| 06/17 - 08/2  | Grant Application Period        |
| 08/2 4:00 pm  | Grant Application Period Closes |
| 08/14 1:30pm  | Grant Meeting                   |
| 08/14 2:00 pm | TDC Board Meeting               |

**Cancellation Policy:** In addition to funds awarded under this program, the TDC will be promoting non-profit events through their standard marketing channels. If it is necessary to cancel events for any reason, it is the responsibility of the organization to give notice of such cancellation to the TDC no later than five (5) days before the event is scheduled to occur. Failure to provide such notice will result in the organization being disqualified from applying for grant funds in the next year’s cycle. The TDC will not reimburse organizations for any funds for an event that has been cancelled. Should it be necessary to reschedule an event, the TDC must be notified two (2) days prior to the Board meeting immediately prior to the originally scheduled event or sooner to obtain approval for rescheduling the event.

**Reimbursement:** This is a reimbursement grant program. Applicants must submit a request for reimbursement on forms approved by the FCTDC within 90 days of the event. Requests are required to include receipts for all expenditures, copies of the advertising, and copies of proof of payment (front and back of cancelled checks, bank statements, or credit card statements) for which reimbursement is being requested. Please see the Expense Reimbursement Form at the end of this packet. Reimbursements requested after 120 days of the event will not qualify for reimbursement.

**Web Site Linkage and Marketing Coordination:** TDC funded grant recipients must participate in an exchange of web links as a condition of funding. All funded grant requests will be promoted by TDC during its annual promotional activities and marketing coordination. In addition, grant recipients must locate, in a prominent location on the grant recipient’s web site home page, a copy of the TDC logo which links directly to the TDC web site. Grantees will include the words “Funded in part by the Franklin County TDC”

underneath the TDC logo. High resolution copies of the TDC logo can be obtained by contacting the TDC office at the previously stated email address. All Promotional Print, Television Commercials and social media advertisements and solicitations must include the TDC logo. All radio advertisements must include the phrase “Funded in part by the Franklin County TDC”.

**Application Questions:** Applicants may request clarification regarding any provision of this application by emailing [deb@floridasforgottencoast.com](mailto:deb@floridasforgottencoast.com).



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Non-Profit Major Two-Day Event \$3,500  
Promotions Grant 2024-25 Application**

**Section 1. Organizational Information**

Organization Corporate or

Government Name:

Address:

Contact Person:

Phone Number:

Email Address

FEIN #:

W-9 Form

Have you previously received TDC funding for this event? Y N

**Section 2. Event Information**

Event: Please provide a description of the event.

Name:

Location of Event:

Date and Times of Event:

Event Coordinator:

Web Site:

**Section 3. Support Information Needed:**

- One High Resolution Promotional Photo
- Application must include a schedule of events for the two days
- Brief Description of Event
- Most Recent 990
- W-9 Form
- Description of Rain Date alternatives
- Event Budget

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Signature of Authorized Agent

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Date