

# Advertising Matching Grant Program

**VISITFLORIDA** The Official Tourism Marketing Corporation for the State of Florida

## Advertising Matching Grant Program Guidelines

VISIT FLORIDA administers an Advertising Matching Grant program to publicize the tourism advantages of the State of Florida to assist local government or non-profit corporation located within boundaries of and serving a local government provided for under Section [288.017, Florida Statutes](#) (See excerpt below). VISIT FLORIDA grant programs are reimbursement grants and all expenditures must be paid in full prior to requesting reimbursement.

**Application Period:** Opens on January 3, 2019 at 8AM EST and Closes on February 18, 2019 at 11:59PM EST.

### Eligibility

Applicants must be:

- Either local government **or** non-profit corporation, and
- Serving and located in municipalities having a population of 50,000 persons or less or in counties with an unincorporated area having a population of 200,000 persons or less as provided under Section [288.017, Florida Statutes](#).

### Allocation

Applicants may not receive an award in excess of \$2,500. All applicants must demonstrate a dollar for dollar match the amount awarded with non-state dollars. The total annual allocation for this program shall not to exceed \$40,000.

Grant funds awarded for these programs to applicants must be used for marketing purposes to promote tourism advantages of the State of Florida. All marketing efforts must include VISIT FLORIDA Grant Logo in compliance with logo guidelines. To review the logo guidelines, visit the Grants Toolkit at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants). The marketing efforts cannot include VISIT FLORIDA opportunities, i.e. Welcome Center brochure distribution, VISIT FLORIDA Co-op Programs, or VISIT FLORIDA produced publications. No applicant may be considered or receive more than one grant per year for the same project or under the same grant program. VISIT FLORIDA grant programs are reimbursement grants and all expenditures must be paid in full prior to requesting reimbursement.

All project/program expenditures must be completed during the period of July 1, 2019 through June 15, 2020. VISIT FLORIDA will not reimburse any expenditure prior to July 1, 2019.

Dollar for dollar match and/or in-kind goods or services must be demonstrated. Staff salaries are not eligible towards matching funds. In-kind goods or services must be provided by third party entities.

Should you have any questions, please contact us at [grants@VISITFLORIDA.org](mailto:grants@VISITFLORIDA.org).

Grant applications will be evaluated by a Review Committee comprised of Florida tourism professionals and approved by VISIT FLORIDA's CEO and reported to the VISIT FLORIDA Marketing Council Committee and approved by the VISIT FLORIDA Board of Directors for advancement to the Department of Economic Opportunity for final approval.

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## Excerpts from Section 288.017, Florida Statutes

### 288.017 Cooperative advertising matching grants program.—

(1) Enterprise Florida, Inc., is authorized to establish a cooperative advertising matching grants program and, pursuant thereto, to make expenditures and enter into contracts with local governments and nonprofit corporations for the purpose of publicizing the tourism advantages of the state. The department, based on recommendations from Enterprise Florida, Inc., shall have final approval of grants awarded through this program. Enterprise Florida, Inc., may contract with its direct-support organization to administer the program.

(2) The total annual allocation of funds for this grant program may not exceed \$40,000. Each grant awarded under the program shall be limited to no more than \$2,500 and shall be matched by non-state dollars. **All grants shall be restricted to local governments and nonprofit corporations serving and located in municipalities having a population of 50,000 persons or less or in counties with an unincorporated area having a population of 200,000 persons or less.**

(3) Enterprise Florida, Inc., shall conduct an annual competitive selection process for the award of grants under the program. In determining its recommendations for the grant awards, the commission shall consider the demonstrated need of the applicant for advertising assistance, the feasibility and projected benefit of the applicant's proposal, the amount of non-state funds that will be leveraged, and such other criteria as the commission deems appropriate. In evaluating grant applications, the department shall consider recommendations from Enterprise Florida, Inc. The department, however, has final approval authority for any grant under this section.

**Grantees awarded grant funds will receive a Letter of Agreement, which must be signed and returned to VISIT FLORIDA before the grant is activated.**

## Grant Submission and Selection Criteria

Applicants must demonstrate that the program will directly or indirectly contribute to the promotion of tourism advantages within the State of Florida. All Grant application submissions must:

1. Provide proof of organization designation.
2. Describe project/program/event in which grant funding is requested.
3. Describe economic impact on the community.
4. Detail marketing strategy, to include timeline and marketing plan.
5. Include implementation plan and budget.
6. Identify if program is an extension to a previous program.
7. Demonstrate a need for advertising assistance. (i.e. Will this project/program happen without these grant funds?)

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## Requirements for Reimbursement

1. Grant reimbursement requests must be forwarded to VISIT FLORIDA at [grants@VISITFLORIDA.org](mailto:grants@VISITFLORIDA.org) within 60 days after the completion of the event/project/program, but no later than June 15, 2020, which ever date comes first.
2. All marketing must include the VISIT FLORIDA Grant Logo in compliance with the Grant Logo Guidelines.
3. All project costs must be paid in full. Copies of paid invoices and proof of payment must accompany the grant reimbursement request. Proof of payment must include copy of the invoices and a) copies of bank-issued cancelled checks b) credit card receipts with credit card statement.
4. Demonstration of a dollar to dollar match provided from the GRANTEE. If matching funds are from sources other than the applicant then provide the source and the amount of the funds. A letter from the organization providing the funding assistance and proof of payment.
5. If goods or services are donated to grantee by a third party entity, the in-kind good or service must be documented by providing a detailed breakdown using one of the following options:
  - a. Invoice from in-kind provider marked "Donated Services".
  - b. Letter from in-kind provider explaining the donation in detail.
  - c. Completed in-kind donation form provided by VISIT FLORIDA from provider. The form can be found at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants) in the Grants Toolkit.
6. Grant reimbursement requests must include proof of performance for marketing elements outlined in the marketing plan.
  - a. The post marketing plan is documentation of the media/marketing outlined to show what was completed, when it was completed, how it was completed, and who it was completed by.
  - b. Proof of performance would include copies of advertising elements (print, broadcast, digital, out of home and social media) displaying the VISIT FLORIDA logo/tagline and any analytical reporting received, such as impressions, click throughs, or distribution.
7. Grant reimbursement requests must include ROI (Return on Investment) report that includes the results of your project/program/event.