

ADVERTISING MATCHING GRANTS PROGRAM

PROGRAM DESCRIPTION

Administered by the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA, the Advertising Matching Grants Program serves to help smaller communities and rural counties market themselves as tourism destinations. The program is administered on behalf of the Florida Commission on Tourism, in cooperation with the Governor's Office of Tourism, Trade and Economic Development (OTTED).

ELIGIBLE APPLICANTS

Municipalities with a population of 50,000 or less, county governments with a population of 200,000 or less, and not-for-profit corporations located within the boundaries of and serving a local government; special consideration will be given to areas of high unemployment and distress.

TYPE OF ASSISTANCE

Grants.

AVAILABLE FUNDING

A total of \$40,000 per year; a maximum of \$2,500 is available per grant.

SOURCE OF FUNDS

State of Florida (legislative appropriation).

APPLICATION PROCESS/DEADLINES

Applicants should submit a completed application on the form provided by VISIT FLORIDA, along with a proposal and supporting documents describing the project and demonstrating compliance with the selection criteria; applications must be signed by the organization's chief executive officer and submitted with five copies. Notices of the grants program are sent out the second Friday in March; the deadline for applications is the third Friday in April. The Commission on Tourism reviews the recommendations of VISIT FLORIDA at its June meeting and forwards its recommendations to OTTED, where the final decisions are made.

MATCHING/OTHER REQUIREMENTS

A match is required; no applicant may be considered for or receive more than one grant per year.

Projects must: (1) demonstrate a need for advertising assistance; (2) be feasible and beneficial, as proposed; (3) contribute directly or indirectly to the promotion of tourism advantages within the State of Florida; (4) include a dollar-for-dollar match of non-state funds for grant monies requested; (5) not begin until the grant is awarded and the contract executed; (6) be completed in the fiscal year in which the grant is awarded; and (7) document payments with invoices reflecting current fiscal year expenditures in determining its recommendations for the grant awards, the commission will consider the demonstrated need, the feasibility and projected benefit of the applicant's proposal, and the amount of non-state funds that will be leveraged.

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All information published concerning the project must display the VISIT FLORIDA logo and Web site, www.visitflorida.com, along with an acknowledgement that the project has received financial assistance from the Florida Commission on Tourism. This project was made possible through funding provided by VISIT FLORIDA and the Florida Commission on Tourism.

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