

CULTURAL HERITAGE AND NATURE TOURISM GRANT PROGRAM

PROGRAM DESCRIPTION

The Cultural Heritage and Nature Tourism (CHNT) Grant Program is a reimbursement program designed to provide funding for multi-partner and/or multi-county marketing and tourism education projects for the promotion of cultural, heritage and nature tourism efforts in Florida. There are three available grants under the CHNT Grant Program: (1) Marketing Grant; (2) Image Development Grant; (3) Tourism Education Grant.

Marketing Grant: Grants are available for multi-county and/or multi-partner programs. Projects must involve two or more counties, or two or more VISIT FLORIDA partners, with no geographical boundaries required (i.e. neighboring counties not required). Marketing projects can include marketing campaigns, brochure development, Web site development, economic impact studies, research projects and any other component used to market cultural heritage and nature tourism in Florida. Please see project suggestions for more information.

- Grants awarded up to \$5,000 each
- Dollar-for-dollar match
- Non-match for counties without a local option tourism tax and a 50-percent match for Rural Areas of Critical Economic Concern

Image Development Grant: Grants are available for multi-county or multi-partner* programs. Still image grant projects must have multi-county participation, while video development projects require multi-partners. Projects must involve two or more counties or two or more VISIT FLORIDA partners, with no geographical boundaries required (i.e. neighboring counties not required). An Image Development project can include an image library; a video development project could comprise of an informational video production that increases awareness about cultural heritage and nature tourism in Florida with exposure on various video Web sites (i.e. YouTube, VF.com, etc.). See project suggestions for more information. Please note: VISIT FLORIDA and the Florida Commission on Tourism are granted a non-exclusive license to unlimited use of all images/video produced hereunder. A written release from the photographer must accompany the reimbursement request.

- Grants awarded up to \$5,000 each
- Dollar-for-dollar and/or in-kind service match
- Non-match for counties without a local option tourism tax and a 50-percent match for Rural Areas of Critical Economic Concern

(over)

Tourism Education Grant: Grants are available for multi-county and/or multi-Partner* tourism education efforts. Projects must involve two or more counties, or two or more VISIT FLORIDA Partners, with no geographical boundaries required (i.e. neighboring counties not required). Tourism education projects can include presentations, workshops, public relations and/or outreach programs aimed to educate and increase awareness of cultural heritage and nature tourism in Florida. Hiring a facilitator for community meetings is applicable. Marketing projects as described under the Marketing Grant are not qualified for a Tourism Education Grant. Please see project suggestions for additional information.

- Grants awarded up to \$2,000 each
- Non-Match

The program is administered by the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA. 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.

ELIGIBLE APPLICANTS

County governments, municipalities, local agencies and nonprofit organizations are eligible to apply for these grants on behalf of multi-partner and/or multi-county marketing and tourism education projects.

TYPE OF ASSISTANCE

Reimbursement grants.

AVAILABLE FUNDING

See program description for dollar amounts.

SOURCE OF FUNDS

State of Florida (legislative appropriation).

CONTACT

Ebonee M. Rudolph, New Product Development Representative
Marketing Department
VISIT FLORIDA
2540 W. Executive Center Circle, Suite 200
Tallahassee, FL 32301
(850) 205-3811
Fax: (850) 201-6908
E-mail: erudolph@visitflorida.org
www.visitflorida.org