

MINORITY CONVENTION GRANTS PROGRAM

PROGRAM DESCRIPTION

Administrated by the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA, the Minority Convention Grants Program awards grants to attract new national conferences and conventions for minority persons to the State of Florida. The purpose of the program is to attract new meetings, rather than subsidizing existing events. 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

Local governments and nonprofit corporations and organizations. Each applicant must submit an application that proposes an activity or promotional program which is designed to attract to the State of Florida national conferences and conventions primarily involving minority persons. Minority persons for this purpose are defined in Section 288.703, Florida Statutes, but they need not be residents of Florida.

TYPE OF ASSISTANCE

Grants.

AVAILABLE FUNDING

\$40,000 per year.

SOURCE OF FUNDS

State of Florida.

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 in detail and demonstrating compliance with selection criteria. Applications must be signed by the organization's chief executive officer; five copies of the application must be submitted. Notices of the grants program are sent out the second Friday in March, and the deadline for applications is the second 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

There are no match requirements. No applicant may be considered for or receive more than one grant per year. Each project must: (1) directly relate to attracting new national conferences and conventions for minority persons (grant funds may be spent on hosting conferences and conventions); (2) propose a feasible and effective strategy for contacting meeting planners and assign one individual to be responsible for the contracts; (3) have support from other local governments and nonprofits in the area; (4) make use of minority business enterprises, as defined in Section 288.703, Florida Statutes; (5) be completed in the fiscal year in which the grant is awarded; and (6) document payments with invoices reflecting current fiscal year expenditures.

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Each applicant must have prior experience in hosting conferences or conventions and estimate the economic impact of the conferences or conventions, and each proposal must estimate the economic impact of the conference or convention on the local area and also the potential for the generation of future business.

All information published concerning the project must display the VISIT FLORIDA logo and Web site address, 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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