



# Play Treasure Coast Sports Tourism

(formerly Treasure Coast Sports Commission)

## SPORTS & EVENTS GRANT PROGRAM Policies and Procedures

**IMPORTANT:** Play Treasure Coast (PTC) Grant applications must be received before designated grant deadline as listed below. One application will be accepted per event, per fiscal year. In the event a grant application is received after the PTC designated grant deadline, PTC will only consider the application if funds are available for the advertised grant cycle.

- Grant deadline – **July 15** For events held after October 1<sup>st</sup>
- Grant deadline – **October 15** For events held after January 1<sup>st</sup>
- Grant deadline – **January 15** For events held after April 1<sup>st</sup>
- Grant deadline – **April 15** For events held after July 1<sup>st</sup>

**Approved by the Play Treasure Coast Sports Tourism Board of Directors**

# Sports & Events Grant Program – Policies

## I. INTRODUCTION AND DEFINITION

Play Treasure Coast Sports Tourism (PTC) formerly Treasure Coast Sports Commission is a 501(C)(3) not-for-profit Florida corporation created to attract local, state, regional, national and international events and sports-related business and activities to the Treasure Coast region on the eastern coast of Florida. These events provide tremendous exposure opportunities for Indian River County, St. Lucie County and Martin County and are a proven economic driver for the businesses in the Treasure Coast region. Play Treasure Coast is a member of the National Association of Sports Commissions (NASC) and the Florida Sports Foundation.

The PTC allocates funds from its annual budget to a grant program for Event Owners, Rights Holders, Tournament Directors, Groups and Organizations that coordinate events with a demonstrated history of visitor impact or significant potential to draw visitors to the area. The Sports and Events Grant Fund is administered by the PTC with recommendations from designated advisory groups including the PTC Event Grant Committee.

Direct sales, advertising or marketing programs that are either supplemental to, or conflict with the “Play Treasure Coast” direct sales, advertising or marketing programs do not qualify as a special event.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the PTC will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

**IMPORTANT:** Play Treasure Coast (PTC) Grant applications must be received before designated grant deadline as listed below. One application will be accepted per event, per fiscal year. In the event a grant application is received after the PTC designated submission dates, the PTC **will only** consider the application based upon funds available for that advertised grant cycle.

- Grant request must be received prior to grant deadline – **July 15** for events held after October 1<sup>st</sup>
- Grant request must be received prior to grant deadline – **Oct. 15** for events held after January 1<sup>st</sup>
- Grant request must be received prior to grant deadline – **January 15** for events held after April 1<sup>st</sup>
- Grant request must be received prior to grant deadline – **April 15** for events held after July 1<sup>st</sup>

## II. STATEMENT OF POLICIES

- A. Event must meet a minimum of seventy-five (75) room nights to qualify for grant funds.
- B. Grant funds are intended to supplement the sponsoring organization's budget.

- C. Funding is not intended to support administrative costs or non-public events. Funding is intended to support marketing and promotional efforts, venue/site rentals.
- D. Hotels secured for the event must be located within Indian River, St. Lucie and Martin counties.
- E. To be eligible for payment, a completed Post-Event Report must be submitted within 30 days after the completion of the event. The report must include tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy.
- F. Failure to submit a complete Post-Event Report will result in disqualification for support. If the event occurs near the end of the fiscal year, request for reimbursement must be received by August 31.
- G. All grant funds awarded may be subject to audit.
- H. To qualify for reimbursement, proof of insurance, which lists the Play Treasure Coast or Treasure Coast Sports Commission and appropriate county (Indian River, Martin and St. Lucie) as an additional insured, with a minimum liability of \$1,000,000 per occurrence.
- I. The PTC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations and promotions through its respective agency of record on behalf of the applicant.
- J. Allowable expenses shall include the following:
- Promotions
  - Marketing and programming expenses
  - Paid advertising, and media buys outside of the area market
  - Production and technical expenses
  - Site fees/costs (contract help, rentals, insurance)
  - Rights fees
  - Sanction fees
  - Non-monetary awards (medals, ribbons, plaques, etc.)
- K. Unallowable expenses:
- General and administrative expenses
  - Marketing within Indian River, St. Lucie and Martin County
  - Building, renovating and/or remodeling expenses
  - Permanent equipment purchases
  - Debts incurred prior to grant request
  - Programs which solicit advertising or sponsorships
  - Hospitality or social functions.
- L. Tax-exempted room nights are not eligible for grant funding consideration. Only room nights that generate applicable lodging tax revenue may be counted toward grant eligibility, funding calculations. Because grant funding is derived from local Tourist Development Tax (TDT) revenues, only room nights that generate TDT revenue are eligible for consideration. Room nights that are exempt from applicable lodging taxes do not contribute to the funding source and therefore are not eligible to be included in grant applications, minimum room night thresholds, or funding award calculations.

### III. FUNDING ELIGIBILITY

The intent of the Sports and Events Grant Program is to provide funding assistance for events that attract overnight visitors to Indian River, St. Lucie and Martin counties impacting the commercial lodging industry, hotels/motels, campgrounds, condominiums as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

**Event must meet a minimum of seventy-five (75) room nights to qualify for grant funds**

1. Each application must include a signed Certification and Compliance page
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring or have had past history of attracting out-of-town visitors.
4. Applicant may be asked to provide a marketing/promotions plan.
5. Applicant may be asked to provide a detailed event budget.
6. The event must use commercial lodging establishments, commercial RV/campgrounds sites within Indian River, St. Lucie and Martin counties subject to tourist tax.
7. Must provide proof of “Additionally Insured” certificate.
8. Applicant must provide details related to room night tracking process.

### IV. APPROVED USE OF PTC LOGO

Recognition of ***Play Treasure Coast Sports Tourism*** must be included where appropriate on all printed material and the organization’s web site, [www.playtreasurecoastflorida.com](http://www.playtreasurecoastflorida.com), under About Us/Brand Assets and referred to in public relations activities. A camera-ready logo will be provided if needed. All printed materials with the PTC logo must be presented with the Post Event Report.



### V. VISITOR TRACKING

In order to assess the impact of each event on the Indian River, St. Lucie and Martin counties transient lodging industry, PTC wants to emphasize the importance of tracking the number of overnight visitors attending the event.

Should your event use a registration procedure, we encourage you to utilize the attached **Visitor Tracking Form** (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room. Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending each event. Furthermore, the information can be used to determine the growth of a particular event. Subsequently, the growth of an event can impact the funding level of the grant awarded to the organization.

Following the event, PTC reserves the right to conduct a post-event audit of information presented on the **Post-Event Report** (Appendix B). All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event.

**PLEASE NOTE THAT ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.** Not tracking your event rooms and/or visitors could void your post event funding

## VI. CONCLUSION

Applicants are asked not to contact board members of the Treasure Coast Sports Commission and/or the Sports and Events Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

Please submit event grant application to:

***Play Treasure Coast Sports Tourism***  
Sports and Events Grant Program  
PO Box 882172  
Port St. Lucie, FL 34988

Or

email the grant application to:  
[kgreene@playtreasurecoastflorida.com](mailto:kgreene@playtreasurecoastflorida.com)

**Failure to meet the specified guidelines may result in disqualification.**

**For questions or additional information, please call (772) 871-5458**