



# 2020 Supplemental Place of Interest Sponsorship Program

## Guidelines

**Application Deadline:** May 20, 2020, 5:00 PM

## **Supplemental Tourism Place of Interest Sponsorship Program**

**Purpose:** Recognizing the difficulty placed on the tourism industry during the COVID-19 pandemic crisis, the Supplemental Sponsorship program has been created for the purpose of providing assistance with ongoing operational expenses and promotional efforts for permanent Places of Interest (POI) located within Broward County during the remainder of the 2020 Fiscal Year (ending September 30, 2020). For the purpose of this program, a Place of Interest is defined as a tourist attraction, museum or welcome center that provides services to and attracts visitors from outside of Broward County. For the purpose of this program, tourists and visitors are defined as non-residents of Broward County.

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### **Program Eligibility**

**Eligible Applicants:** For the purpose of this program, a Place of Interest is defined as a tourist attraction, museum or welcome center that provides services to and attracts visitors from outside of Broward County. The primary purpose of the POI must be the attraction of tourists to Broward County. Retail establishments are not eligible recipients. Tourists/visitors are defined as a non-resident of Broward County. POIs will be required to submit documentation with the application that verifies the POI's 2019 visitation numbers. Documentation may be in the form of a 3<sup>rd</sup> party survey, entrance ticket sales, turnstile reports, etc.

Funds must be used to preserve staff jobs or to support ongoing operational expenses that have been severely impacted by suspension of services as a result of COVID-19 crisis **AND** to enhance marketing/promotional programs to attract visitors back to Broward County and the POI. POIs must commit to immediately reopening to visitors when government restrictions are lifted.

**Note: If you are receiving support, or expecting to receive support through the Coronavirus Aid, Relief, and Economic Security (CARES) Act** to preserve jobs and help support organizations forced to close operations, please make certain as you prepare your application, that the County's funding is not supporting identical positions or duplicating support for operational services, that would also be supported by this supplemental sponsorship program. (Namely the Paycheck Protection Program (PPP) and the Economic Injury Disaster Loan (EIDL))

#### **Use of Funds:**

1. Reimbursable expenses (outlined below) incurred between March 1 – September 30, 2020.
2. Salary support, full or partial, for one or more positions that are critical to the POI's mission and that have been eliminated, or are in jeopardy of elimination by September 30, 2020 as a result of the current economic climate, **but** are not being covered by a Federal CARES Act loan or other available COVID-related funding program, **And/Or,**
3. Operational expenses such as utility fees, rent, insurance that support the operational activities of the POI, **but** are not being covered by a Federal CARES Act loan or other available COVID-related funding program, **And,**
4. Costs associated with marketing and promoting visitors to return to Broward County and the POI.

**NOTE: Funding from the Supplemental POI Sponsorship Program cannot be used for supporting new positions or creating new programs.**

POI will be required to submit a final report that explains how this sponsorship assisted in keeping the POI operational.

**Ineligible activities: Salaries, wages, fringe benefits, and fees that are incurred in connection with fund raising are not allowable project expenses. Creating new positions or new services are ineligible activities. Creating a 'paid staff' position from a position that was previously a 'volunteer staff position' (non-compensated) is an ineligible activity.**

### **Sponsorship Amounts**

Eligible Broward County POIs whose primary mission is the attraction of tourists to Broward County may request a one-time sponsorship not to exceed \$20,000. Priority will be given to POIs that demonstrate their primary purpose is the attraction and support of tourists from outside Broward County with documented, verified 2019 visitation numbers.

### **Application Review Criteria and Scoring**

To be eligible, POIs must demonstrate that their primary purpose is the attraction of tourists from outside Broward County by submitting verified 2019 visitation numbers. Additionally, POIs must commit to immediately reopening to visitors when government restrictions are lifted. Additionally, applications will be reviewed using the following criteria:

- 1. Organizational Need** – How will support from this Sponsorship directly impact job retention and sustain the core mission of attracting tourists to Broward County? What is the position(s), or program(s) that will be saved? Has the position, or service, been eliminated, or is the position, or service, clearly in jeopardy of elimination prior to September 30, 2020? What operational expenses will be supported by this sponsorship? What is the plan to sustain the operations of the POI after the grant period ends? (0-3 points)
- 2. Promotional Reach** – How will you market Broward County and your POI to attract visitors back to Broward County? What media outlets will you use? How will you measure the effectiveness of your marketing outreach? Are you involving others from the local tourism industry with your marketing effort? (0-3 points)
- 3. Demographic Impact** – How many tourists (non-residents of Broward County) visited your POI in 2019? (1-10 points)

**Scoring:** Applicant scores are based on the above review criteria. Maximum score is 16 points. An applicant must receive a minimum score of 5 points to be considered for an award. Funding recommendations are based on the applicant's score and funds available.

**Funding Approval:** Following staff review, award recommendations are presented to Broward County Board of County Commissioners. Funding is conditioned upon the organization using good faith efforts to obtain applicable financial assistance from available COVID-related funding, such as the federal CARES Act. Additionally, funding is conditioned upon verified visitation numbers.

## **Application Deadline: May 20, 2020 by 5:00 PM**

The application template is located on the **Supplemental Tourism Place of Interest Sponsorship Program** webpage: <http://sunny.org/POIsponsorship>

Applications must be emailed to [chartsell@broward.org](mailto:chartsell@broward.org) by 5:00 PM on the deadline listed.

Review of Supplemental Tourism Place of Interest Sponsorship Program applications will be conducted by staff at the Greater Fort Lauderdale Convention & Visitors Bureau. Recommendations will then be made to the Broward County Board of County Commissioners for final award approval. It is anticipated grantees will be notified of their status a few days following the Board's approval.

## **Managing the Award**

Agreements: Once applications are approved by the Broward County Board of County Commissioners, recommended awardees will be sent an agreement to execute. Funds will be disbursed by the County only after the agreement has been signed and certified by all parties.

Project Reporting: Awardees are required to keep accurate records of the use of the Sponsorship funds. A final report is to be submitted in accordance to the sponsorship agreement.