




Tourism Sponsorship Program





AGENDA

- Program purpose
 - Restrictions
 - Timeline and how we'll advertise the new program
 - What the program will reimburse
 - Evaluation criteria
 - Scorecard
-
- The proposed program will commence in FY24.
 - Effective for events occurring on or after October 1, 2023.
 - This is a draft of the program; details will be fine-tuned before deployment.
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Program Purpose

To invest in events that increase the number of visitors that come to Broward County and promote Broward County as a destination.



Eligible Events

FL Statute 125.0104

- “...event shall have as one of its main purposes the **attraction of tourists** as evidenced by the promotion of the activity, service, venue, or event to **tourists**.
- “**Tourist** means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations...



Ineligible Events

Will not qualify for funding if:

- the funding is being used to offset charity, and/or
- the audience is primarily locals, and/or
- other conditions that indicate an event is primarily directed at, or appealing to, locals, and/or
- events that have previously received funding but did not perform to expectations, and/or
- events that exist to promote activities, products, or services listed as prohibited in Broward County's Advantage Marketing Program, and/or
- event/applicant/board member(s) owe money to Broward County or any municipality within Broward County.





Timeline

- **January 2023** – Program rollout & inform prior recipients
- **March 2023** – Applications due for events to be listed in annual budget
- **October 1, 2023** – All events occurring after this date will be evaluated based on this process



Communication

- Email campaign informing previous applicants
- Online video guide
- Program procedures packet and guide that includes timelines and sample documents

What the sponsorship will reimburse:

- Out of County Media Placements
- Venue Rental
 - Must produce receipts and proof-of-payment for any reimbursements
 - Out-of-county media placements must be 50% or more of the total reimbursement



Evaluation

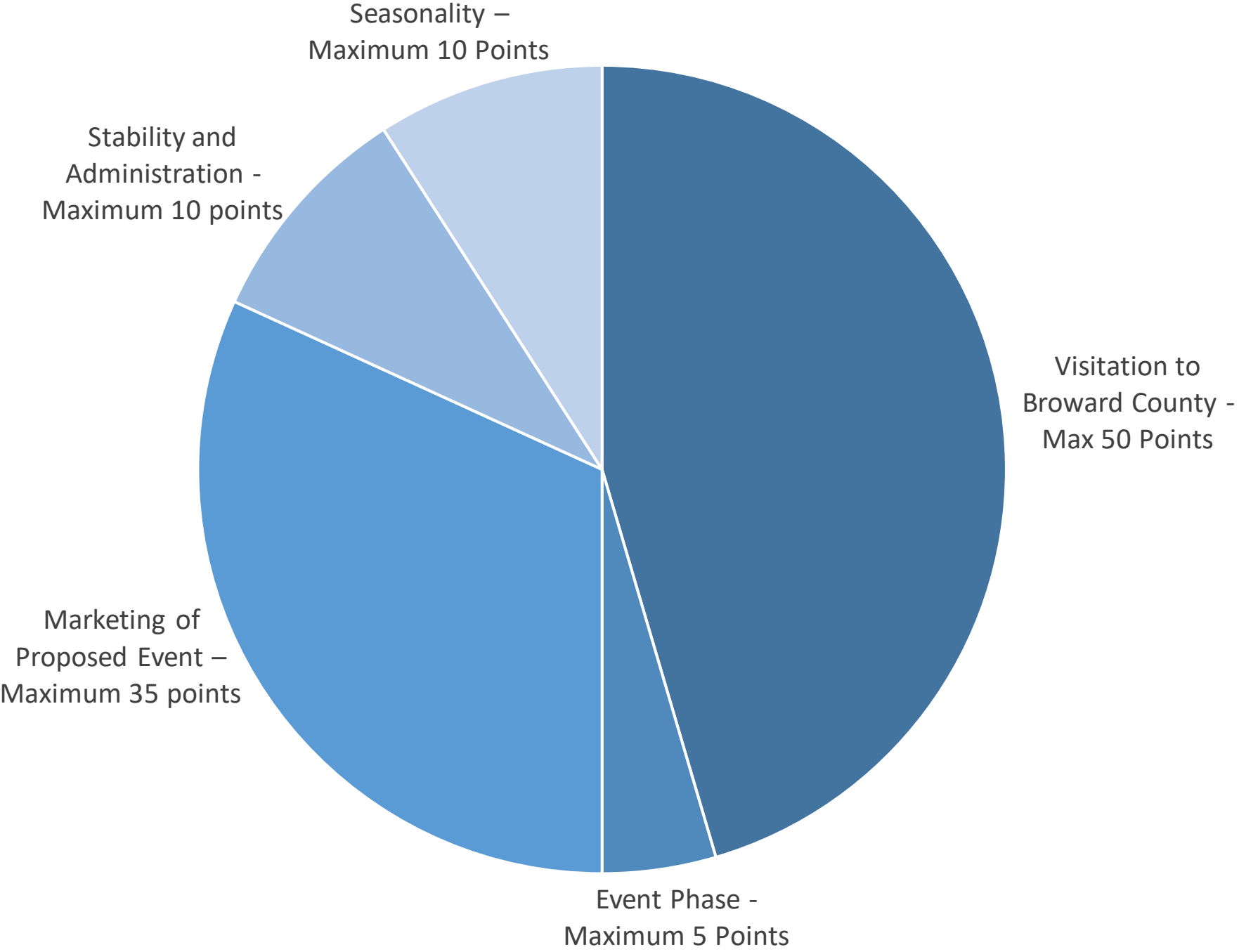
- Applicant will complete and submit an application
- Staff will review based on predetermined criteria:
 - Expansion of Visitation to Broward County - Max 50 Points
 - Event Phase - Maximum 5 Points
 - Marketing of Proposed Event – Maximum 35 points
 - Stability and Management Capacity - Maximum 10 points
 - Seasonality, Location, and Hotels – Maximum 10 Points

****This is a draft and subject to change.



Scorecard

Total Score	Sponsorship Amount	
101-110	\$	150,000.00
91-100	\$	100,000.00
81-90	\$	75,000.00
61-80	\$	50,000.00
41-60	\$	35,000.00
31-40	\$	20,000.00
15-30	\$	10,000.00
0-14	\$	- Note: events unable to show prior performance (generally first year events) not-to-exceed \$10,000.00



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THANK YOU!