Citrus County
Tourist Development Council

DISCOVER CRYSTAL RIVER FLORIDA

FLORAL CITY || HOMOSASSA || INVERNESS

Capital Projects Funding Grant (CPFG) & Application Guidelines

Citrus County Visitors & Convention Bureau
915 N Suncoast Blvd
Crystal River, FL 34429
www.discovercrystalriverfl.com

SUMMARY

The Citrus County Tourist Development Council (TDC) and the Visitors & Convention Bureau (VCB) offers a Capital Projects Funding Grant (CPFG) to organizations designated to develop a Capital Project that attract overnight visitors to Citrus County, thereby impacting the lodging industry. A "Capital Project" is a project which qualifies pursuant to State Statute 125.0104, except marketing, and must meet those legal standards as determined by Citrus County, Florida (County) to be eligible for funding.

These funds have been established to stimulate economic growth by supporting visitor attractions in Citrus County. Primary consideration will be given to those projects that have the greatest potential for a positive economic impact on tourism. Highest priority will be given to those projects which promote travel from outside Citrus County, which would likely generate overnight stays in our destination.

Projects must be for tourism economic benefit. All CPFGs approved for funding must prove they attract and serve visitors to Citrus County as their primary purpose for overnight travel.

Applicants must conform to the TDC's policies and procedures as specified. Applicants failing to conform to the policies and procedures will not be considered for funding. All funding requests must be recommended by the TDC and approved by Board of County Commissioners (BOCC). Funds will not be awarded to projects that are already underway or whose begin date precedes the award date.

DEFINITIONS

In the context of the Capital Projects Funding Program Grant, the following definitions apply:

"Capital Project" for purposes herein shall mean any project that receives CPFG funding that is authorized by Section 125.0104, Florida Statutes, except marketing, that provides significant tourism economic benefits as defined in these Guidelines, the funding agreement, and/or as otherwise determined by the TDC and BOCC.

"Eligible Applicant" shall mean the owner and/or operator of a Capital Project and includes one of the following:

1. An organization that operates a publicly owned facility in Citrus County through a service contract or lease whose use of the facility is eligible for funding; or

2. An organization that owns a facility in Citrus County which is open to the public.

"Marketing" shall mean advertising, direct sales, public relations, promotions, or research, exclusive of professional fees and services, designed to increase tourist-related business activity from outside Citrus County.

"Matching Funds" shall mean and include any of the following assets or expenditures by applicant incurred or available after the application date:

1. cash funds
2. In-kind contributions to the Capital Project
3. Land acquired for the Capital Project at the purchase price, or fair market value if donated
4. Costs of infrastructure improvements to real property necessary to complete the Capital Project
5. Capital Project design and engineering costs
6. Capital equipment

"Tourism Economic Benefit" shall mean all projected incremental increases in annual measurable returns from the Capital Project generated from Tourists, including but not limited to transient lodging (Tourist room nights).

"Tourist" shall mean a person who participates in trade or recreational activities outside the county of the person's residence or any person who rents or leases transient accommodations in Citrus County as described in Section 125.0104(3)(a), Florida Statutes.

APPLICATION SCHEDULE

Applications must be submitted by the schedule deadline set forth on the Tourist Development page of the Citrus County website at this address:

https://www.citrusbocc.com/news_detail_T12_R2430.php

Application Deadline	TDC Approval	BOCC Approval
November (Date TBD)	January (Date TBD)	February (Date TBD)
May (Date TBD)	July (Date TBD)	August (Date TBD)

Deadlines are strictly enforced. The applicant must submit a completed hard copy application to the VCB either in person or via mail at:

915 N. Suncoast Blvd
Crystal River, FL 34429

A dated postmark will not be accepted as the date of receipt of an application. Applications that fail to meet the deadline must be resubmitted for consideration during the next funding cycle.

All materials submitted with an application will become a matter of public record, open to inspection by the public subject to Chapter 119, Florida State Statutes.

There are no guarantees that applicants will be awarded funding. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Decisions regarding the award of funds are at the sole discretion of the BOCC.

PRESENTATIONS

Presentations are mandatory and can only be given on the TDC meeting dates corresponding to the applicable funding cycle. Presentation time is limited to fifteen (15) minutes with Q&A from TDC. Following the presentation, the TDC will review the grants and vote on a budget allotment. The TDC will submit a recommendation to the BOCC for final approval, Funds cannot be obligated prior to BOCC approval.

ELIGIBLE APPLICANTS

The TDC accepts grant applications from organizations that will be promoting a project or events that will increase hotel stays in Citrus County. The Capital Project must be located within Citrus County to increase the tourism economic benefit.

Only those projects that would support the growth of tourism in Citrus County by providing funding for the expansion/enhancement of tourism infrastructure or added capacity will be awarded a grant.

*There are activities that expand community awareness, but which have a limited impact on tourism. **The primary focus of the CPFG must be on the growth of tourism economic benefit in Citrus County**.

Some examples of projects that expand community awareness, but have limited potential to impact tourism include, but are not limited to, beautification projects, maintenance replacement, and operational costs.

a. To be eligible for funding, Capital Projects must be located within Citrus County and demonstrate the ability to attract tourists from the State of Florida, Nationally and/or Internationally.

b. Project funds may be used to acquire, construct, extend, enlarge, remodel, repair, or improve Capital Projects as authorized in Section 125.0104, Florida Statutes.

c. Applicants must demonstrate the incremental economic impacts of the Capital Project through an economic impact study that determines the tourism economic benefits of the proposed Capital Project. The study shall include a projection of incremental increases in annual Tourist room nights and annual Tourist paid and documented attendance, and projected increases in governmental revenues through taxes and fees, to be generated by the Capital Project. The study shall, at a minimum, apply the methodologies, satisfy the requirements, and address the findings specified or required by the VCB. The VCB reserves the right to determine compliance

with the requirements and/or the validity of the findings, and may request such additional information, data, or analysis as determined necessary to evaluate the tourism economic benefits of the proposed Capital Project. The study shall be completed at applicant's sole cost and shall be submitted at the time of filing the application.

d. Capital Project completion timelines may not exceed three (3) years from execution of CPFG funding award agreement with Citrus County, Florida unless agreed to in writing by the parties based on the BOCCs sole discretion. Any Capital Project or phase scheduled to be completed more than 3 years out shall require a separate CPFG application.

REQUIRED DOCUMENTATION

FAILURE TO PROVIDE ALL OF THE FOLLOWING ITEMS (including the Application) MAY DISQUALIFY THE APPLICATION/FUNDING REQUEST.

a. A TIMELY, FULLY COMPLETED, TYPED, SIGNED APPLICATION (wet-signature). "Not Applicable" or "N/A" should be marked for any questions deemed inapplicable to the application.

b. Explanation and documentation of any security interest in the Capital Project, and the design, permitting, and construction status of the Capital Project.

c. A tourism economic benefits statement of the proposed Capital Project completed in accordance with the requirements herein.

d. An explanation of how the funds will be utilized, including amount requested, and itemized Capital Project budget (schedule of values).

e. Capital Projects funding request must be detailed and if funding is approved, Capital Project funding requests may not exceed 20% of the total projected cost, with a maximum allowable amount of $250,000 per project, matching funds derived from projected earned income are not allowable for consideration. The amount and source of all funds for the proposed project must be disclosed at the time of application. Citrus County, Florida will not recognize projected amounts and/or anticipated revenue from future fundraising or other activities as Matching Funds. Only funds identified as "on hand" at the time of commencement of the Capital Project will count towards the required match and failure to provide verified proof of same may result in a loss of funding.

f. BOCC reserves the right to request such additional information, documentation, or studies as it deems necessary in its sole discretion to evaluate the return on investment of tourist tax capital funding the financial feasibility of the Capital Project or the applicant, including but not limited to feasibility studies, plans and specifications, and/or applicant financial information.

EVALUATION CRITERIA & PROCEDURES

Funding for this grant is done on a reimbursement basis.

Requests for funding will be evaluated on criteria to increase overnight lodging and economic impact for Citrus County. Applicants will be ranked according to the following criteria:

1. Review & Evaluation Process.
    a. VCB review and evaluation.
        i. Each application will be reviewed by VCB and the County Attorney's office, as needed, to ensure compliance pursuant to section 125.0104 of the Florida Statute, county ordinances and these Guidelines regarding proper usage of funds.
        ii. VCB staff will evaluate each application using the rating criteria below and determine the tourism and marketing value of the Capital Project:

            Rating Criteria
            1. Annual Tourism Economic Benefits of the Capital Project for a period of ten (10) years (30 points).
            2. Number of projected Tourist room nights and Tourist attendance generated annually and the projected minimum growth rate per year (25 points).
            3. Total Marketing benefits (20 points).
            4. Contribution of the Capital Project to the VCB's Tourism strategic plan (20 points).
            5. The extent that the Capital Project achieves geographic distribution of CPFG funding throughout Citrus County (5 points).

    b. VCB will then make its funding recommendations to the TDC who will then review and finalize their funding recommendations for BOCC review and approval.

    c. BOCC Review.
        i. The BOCC will review the funding recommendations of both VCB and the TDC.

There are no guarantees that applicants will be awarded funding. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Decisions regarding the award of funds are at the sole discretion of BOCC. Applications must conform to the policies and procedures specified by the TDC. Any application that is not in compliance will not be considered for funding.

The VCB will notify approved applicants by phone and email of the dates and time of their presentation to the TDC. TDC meetings are generally held on the bi-monthly second Wednesday of the month.

Capital Project Funding recipients will receive funding as authorized and set forth in the

Funding Agreement. As may be applicable, as required, original invoices must be submitted to the VCB. Any payments will only be made to applicants and not directly to third parties. Capital Project funds approved and allocated hereunder shall be paid in the amounts and the terms as provided in the funding agreements.

The VCB will review requests for payment and submit approved invoices to the Citrus County Finance Department for reimbursement. Final decisions on disbursement of grant funds are at the sole discretion of BOCC.

Failure to submit invoices in a timely manner may result in denial of funding for future Capital Projects.
All grant recipients are required to maintain accurate financial records. All grants are subject to audit by the Citrus County Clerk of Circuit Court and Comptroller.

FUNDING AMOUNTS

The awarding of funds for the CPFG is subject to the following additional limitations:

MAXIMUM AWARD

If funding is approved, Capital Project funding requests may not exceed 20% of the total projected cost, with a maximum allowable amount of $250,000 per project.

NOTE: Only Capital projects requesting $50,000 or more are required to complete an Economic Impact Study analysis.

ELIGIBLE USE OF FUNDS

Allowable and Non-Allowable Capital Facilities Costs:

Allowable Costs:

- Construction costs including labor
- Architectural and design
- Site work
- Building materials
- Furniture, fixtures, and equipment
- General and administrative expenses and other expenses when specifically authorized and set forth in the awarded grant application

Non-Allowable Costs:

- General and administrative expenses when specifically, not authorized and not set forth in the capital facilities funding agreement
- Prize money, gift cards, items for resale, scholarships, contests, awards, or giveaways
- Travel
- Matching funds from another TDC funding program
- Marketing within Citrus County
- Interest or reductions of deficits or loans, fines, penalties or cost of litigation
- Permanent equipment purchases not attached to the structure
- Insurance and professional membership fees
- Debts incurred or obligated prior to grant request

QUESTIONS:

Please contact Auvis Cole at auvis@visitcitrus.com

APPLICATION REQUEST

Organization Information

Organization Name:_____

Contact Person:_____

Email Address:_____

Mailing Address:_____

Phone:_____Fax:_____

1. Registered as a non-profit corporation? Yes No (Attach proof)

Project Description

Project Name_____

_____

Project Dates:_____

_____

Amount Requested:_____

What is the total budget amount for the Project?_____

NOTE: ***Project budget must be submitted together with this application.***

The VCB logo and website address (www.discovercrystalriverfl.com) must appear prominently in all advertising and publicity (both print and digital) for the CPFG.

Please provide detailed information on your Project. (Additional pages may be used).

_____

_____

_____

_____

_____

_____

How will Citrus County Tourism benefit from your Project?_____

_____

_____

_____

_____

_____

Funding

What are the other sources of funding that your organization can provide to match the funds requested within this application? _____

_____

List past TDC Funding:

Year	Project	Requested	Awarded	Spent
		$	$	$
		$	$	$
		$	$	$

Provide all additional contributors, sponsors, and sources of funding for this Project. (If not applicable, please explain). _____

_____

_____

Project History

Tell us about the history of your Project. _____

_____

_____

_____

_____

Commitment to the Expansion of Tourism in Citrus County

How will you demonstrate a willingness to work with the tourism industry? _____

_____

_____

Please provide evidence as to how the Project will be self-funded in subsequent years.

_____

_____

Soundness of Proposed Project

What are the Project's goals and objectives? _____

_____

What is the timetable for implementation of the Project? _____

How do you intend to accomplish your slated objectives? _____

_____

_____

Stability and Management Capacity: - the completed application must include:

1. A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed Project.

2. Documentation that the organization has a successful history of service in and to Citrus County.

3. Confirmation of organization representatives and proof that the organization approved the application for a CPFG funds.

Quality and Uniqueness of the Proposed Project:

The completed CPFG Application form must include documentation of the extent to which the Project provides a program for Citrus County visitors and its residents which is of significant merit and that, without such assistance, would not take place in Citrus County.

I,_____the Applicant or Authorized Agent of Applicant have reviewed this Application and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Guidelines. I, the Applicant or Authorized Agent of Applicant acknowledge that I have reviewed and understand the requirements for a CPFG Request.

_____ _____

Authorized Agent Signature Date

Print Name:_____Title:_____

Capital Projects Funding Grant FY 2027

APPLICATION CHECKLIST

Please Provide the Following

- ☐ Project description (detailed)
- ☐ Project name / Project dates
- ☐ Amount requested
- ☐ Project budget
- ☐ Detailed information about your Project
- ☐ Tourism economic benefits statement
- ☐ How will Citrus County Tourism benefit from the project (Please see Marketing & Sponsorship Benefits Document)
- ☐ What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council
- ☐ Tell us about the history of your Project
- ☐ How will you demonstrate a willingness to work with the tourism industry
- ☐ Please provide evidence as to how the Project will be self-funded in subsequent years
- ☐ Clearly identify the Project's objectives
- ☐ What is the timetable for implementation of the Project
- ☐ How do you intend to accomplish your slated objectives
- ☐ You must show the proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed Project
- ☐ Documentation that the organization has a successful history of service in and to Citrus County
- ☐ Confirmation of organization representative and proof that the organization approved the application for CPFG Request
- ☐ The completed CPFG Request Application form must include documentation of the extent to which the Project provides a program for Citrus County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County