Citrus County
Tourist Development Council

DISCOVER
CRYSTAL RIVER
FLORIDA

FLORAL CITY | HOMOSASSA | INVERNESS

Collateral Materials Grant (CMG) & Application Guidelines

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

Collateral Materials Grant | FY 2027

SUMMARY

The Citrus County Tourist Development Council (TDC) and the Visitors & Convention Bureau (VCB) offers a Collateral Materials Grant (CMG) to organizations designated to promote and attract overnight visitors to Citrus County, thereby impacting the lodging industry. Collateral Material refers to any supporting marketing or promotional printed materials used to advertise, brand, or promote a destination, event, attraction or tourism related activities and/or businesses. Some examples may include brochures, flyers, posters, maps, travel guides, rack cards and event promotions.

The CMG is to provide funding to advertise and promote to out-of-county visitors in order to attract overnight visitors. The grant funds are intended to supplement the organization's budget and are restricted in their use for marketing and promotional materials

THE GOALS OF THE PROGRAM ARE:

- Increase or extend overnight stays in Citrus County
- Promote a positive image and increased visibility of the area's attractions
- Increase expenditures by visitors to Citrus County
- Enhance the quality of existing material and encourage new collateral development
- Educate visitors to the different areas in the County

Applications for the CMG will be reviewed by the TDC at the scheduled meeting per the grant application schedule. A representative of the applicant will be required to appear before the TDC to provide any additional information and to answer any questions on the proposed project or activity. Funds will not be awarded to projects that are already underway or whose begin date precedes the award date.

The CMG will be funded with monies allocated from Tourist Development Tax Revenue. Funding may be awarded for actual printing expenditure for a single project, not to exceed a maximum of **$2500. This grant requires a dollar for dollar cash match. In addition, 10% of the grant-funded collateral must be provided for distribution in the Citrus County Welcome Center.**

Any project or activity which directly supports the efforts of the VCB will be eligible for consideration. However, the TDC has identified the following types of activities as having the highest priority:

- Projects which include new and innovative ideas designed to increase visitor attendance in the area and, in turn, increase overnight stays in Citrus County.
- Development, improvement, and promotion of existing attractions.

Submitting an application will not guarantee project approval. Applicants must conform to the TDC's policies and procedures . Applicants failing to conform to the policies and procedures will not be considered for funding. All funding requests must be approved by the TDC and BOCC. Funds will be reimbursed after all post-evaluation forms have been submitted.

PROCEDURES

The VCB will review the grant application to determine if all criteria are met prior to TDC review. After submission, the County Attorney's office will determine whether the project is appropriate for expenditure of Tourist Development Tax funds, pursuant to section 125.0104 of the Florida Statute.

At the applicable TDC meeting, the TDC will evaluate each SEMG application. The BOCC, at its discretion, may approve or reject any application, regardless of recommendations by the TDC.

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

ELIBILITY REQUIREMENTS & PROGRAM GUIDELINES

1. The applicant must be located within Citrus County.

2. Printed materials will be reviewed during the pre-application process. All materials must be approved by VCB staff before print run.

3. Organizations utilizing grant money obtained from the TDC must acknowledge support from the TDC on all advertising. The logo, see below, must be utilized correctly in all projects produced with the assistance of the VCB and is the preferred method of acknowledgment.

4. The following text is also acceptable:

   Partial funding for this piece provided by Citrus County Florida through the TDC

5. Eligible applicants: non-profit organizations, for-profit organizations that are developing or reconstructing a tourism attraction or publication, and events.

6. The grant application must be completed in its entirety to be eligible for consideration.

7. In-kind contributions cannot be used as a source of matching funds. Only cash matches are eligible.

8. Production costs and commission payments are not eligible for reimbursement. Organizations will be reimbursed based on net rates only.

9. The organization shall commit to provide 10% of the print run for the purpose of distribution at the Citrus County Welcome Center. For events, the printed piece should be available at least 60 days prior to event date.

10. Project awards can support first time marketing efforts, and sustain ongoing marketing programs.

11. Project funding applications must be submitted and reviewed within the application schedule provided by the VCB.

REPORTING REQUIREMENTS

Within 90 days of the completion of the CMG project, the recipient of the grant funding must summarize its efforts by providing the following information:

A report containing a brief narrative summary of the project, a financial status report for the project, the distribution plan for the materials, and any additional-related activities.

APPLICATION SCHEDULE

Applications must be submitted on the schedule 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.

At the applicable TDC meeting, the TDC will evaluate each CMG application to determine what economic or education value, if any, the project provides to Citrus County. Only projects having an impact on Citrus County by promoting tourism, tourism education and/or creating overnight hotel stays will receive further consideration. The Board of County Commissioners of Citrus County, Florida (BOCC), at its discretion, may approve or reject any application regardless of recommendations by the TDC.

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

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 three (3) minutes with Q&A from TDC. Following the presentation, the TDC will review the grant and vote on a budget allotment. The TDC will submit a recommendation to the BOCC for final approval as needed. Funds cannot be obligated or expended prior to BOCC approval.

FUNDABLE ACTIVITIES

- Printing of Promotional Materials
- A detailed description of the promotional materials shall be submitted for all design work.
- An example of the design shall be included in the application. A distribution plan shall be submitted with all requests for brochure and guide design and printing.

NON-FUNDABLE ACTIVITIES

- Marketing of local community events that promoted primarily to local citizens and attended predominantly by local citizens
- Association memberships
- Travel Expenses
- Salaries and Wages
- Entertainment and honorariums
- Items for re-sale
- In-house postage and material inventory
- Program booklets, stationery, and membership solicitation literature
- Digital promotional materials

CRITERIA FOR SELECTION

- Printed materials must help promote Citrus County tourism by providing pertinent information about destinations, attractions, lodging facilities, activities, events and points of interest for the general public.
- The finished size must be a minimum of 3 ½" W x 8" L and must not exceed 8 ½" W x 11" L. This will allow the publication to fit in a standard literature rack.

QUESTIONS:

For assistance, contact Auvis Cole at auvis@visitcitrus.com

TOURIST DEVELOPMENT COUNCIL
COLLATERAL MATERIALS
GRANT APPLICATION

Please review the Eligibility Requirements and Program Guidelines before completing this form.

BUSINESS INFORMATION

Organization _____

Primary Contact _____

Address _____

City _____ Zip _____

Email _____

Phone _____

PROJECT INFORMATION

Project Name _____

Have you or any of the applicant partners previously received project funding?

Yes ☐ No ☐

If you answered yes, please give a short description of the project and date funding was awarded:

☐ No-Profit Status ☐ For-Profit ☐ Special Interest Group

FUNDING INFORMATION

(Application costs should be estimated as closely as possible.)

Total Printing Cost	$	_____
Project Funds Requested	$	_____
Applicant Match	$	_____

REQUIRED INFORMATION

- Detailed description of the project
- Design copy
- Quantity to be printed
- Placement/distribution
- Other supporting documentation

APPLICATION QUESTIONS

What do you expect the economic benefit will be to Citrus County as a result of this marketing activity? 300 words maximum

Describe the project or activity for which funding is requested. If the project or activity represents one facet of a larger project, describe the overall project. 500 words maximum

What other funding sources have you applied for or considered to support this project? 200 words maximum

PLEASE MAIL OR HAND DELIVER THE ORIGINAL OF THE COMPLETED APPLICATION TO:

Auvis Cole, Director
Citrus County Visitors & Convention Bureau
915 N. Suncoast Blvd
Crystal River, FL 34429

If you have questions during the application process, please contact Auvis Cole at:
auvis@visitcitrus.com

AUTHORIZED SIGNATURES

I_____, the Applicant or Authorized Agent of Applicant have reviewed this application for CMG 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 grant guidelines. I, the Applicant or Authorized Agent of Applicant, acknowledge that I have reviewed and understand the advertising requirements for the CMG. Additionally, I understand that failure to comply with these advertising requirements will result in denial of the CMG funding.

I understand that it is a criminal violation under Florida law to engage in deception and knowingly make or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or division.

I also understand that grant funds will only be disbursed after completion of a final evaluation report and approval of invoices by the VCB and Citrus County.

Signature:_____ Date:_____

_____
Print Name & Title

_____
Applicant's Organization