

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
2018/2019 SPECIAL EVENT GRANT APPLICATION**

Please submit one **COMPLETE** application in a format using dividers or tabs for the items and Sections of the Application listed below, and one (1) electronic submission copy with all attachments (separated or included in one file?) to:

**Tourist Development Council
c/o Executive Director
117 W. Duval St., Suite 425
Jacksonville, FL 32202**

(need email)[@coj.net](mailto:coj.net) (consider email such as TDCgrants@coj.net)

Special Events Grants are TDC grants awarded to Applicants that are hosting or organizing an event in Duval County or surrounding areas that are open to the public, although may charge ticketed admission, where a large number of tourists to Duval County are brought together to watch or participate in an event of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Section 125.0104, *Florida Statutes*, defines "**Tourist**" as 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.

Examples of Special Events include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, motorized events and would include a large congress, trade or fashion show, art events or displays, exhibitions or the like open to the public. Special Events **do not include** invitation only events, private events, member only events, fundraising events, or corporate and trade events. Further, Special Events shall not include commercial events whose primary purpose is for the organizer to sell a product (i.e. boat or car show).

TDC may award **Special Events Grants** to eligible entities based on the grant guidelines available on the TDC web site at <http://www.coj.net/city-council/tourist-development-council/grant-application-policies-and-procedures>.

Applications must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Grant cycles and submission deadlines will be posted on the TDC webpage. Applications must be submitted to Visit Jacksonville for review of applicant's marketing plan a minimum of 5 business days prior to the published deadline for submission of the application to the TDC.

No application will be considered by the TDC unless the completed application is received at least 30 days prior to the TDC meeting at which it is to be considered. Applications will be posted on the TDC webpage and become public records upon submission.

Special Event Grants **shall be limited to** the following grant tiers:

- i. **Maximum \$250,000 per Event Award:** These awards are for events designed to attract **25,000 or more tourists** to Duval County, **10,000 or more room nights** in Duval County, or a **combination** of tourists and room nights as outlined in the matrix below. Such grant awards may not exceed \$250,000 per event.

Tourists	Room Nights
25,000	0
20,000	7,000
15,000	7,750
10,000	8,500
5,000	9,250
0	10,000

- ii. **Maximum \$100,000 per Event Award:** These awards are for events designed to attract a minimum of 5,000 tourists to Duval County using publicly or privately owned tourist venues. Such grant awards may not exceed \$100,000 per event.

PART 1 — Eligibility Review

I. Threshold Requirements Review

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for a special event, that special event must have one of its main purposes be the attraction of tourists to the County. **An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Special Events grant funding.** The following questions shall be answered in order for the TDC to determine if the Special Event meets this threshold requirement. **Failure to answer these questions renders you ineligible for any funds. Only if the answers demonstrate that one of the main purposes of the event is attraction of tourists AND the number of tourists and or room nights guaranteed and who actually attend meet the tiered requirements above, will a grant be awarded and if awarded, paid to recipient.**

(1) Main Purpose Attraction of Tourist Requirement:

(a) Who do you anticipate will attend your event and why?

- (i) What are the expected demographics of your audience/attendees and where will they come from?

Aged 25-54, earning \$100K and more, health and fitness conscious
 They will come from predominantly everywhere except Jacksonville. Though this is the perfect city to host Sandlot Jax, other than GORUCK who has a negligible following here, Jacksonville is unknown to any of the other brands and speakers here.

(ii) What percentage of your audience/attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption?

Nearly all will come from outside the 150 mile radius. None of the brands have a large presence or following in Jacksonville.

(b) How do you plan to promote the event to potential attendees outside a 150 mile radius of the County Boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?

We are empowering the brands and speakers to promote the event. 0% of the budget is dedicated to local advertising. The brands we are inviting are not Florida or Jax brands, and they have significant followings. **Here's just Instagram. 5.7 Million followers.**

SANDLOT JAX	APRIL 22-24, 2022	IG Handles	Followers
Speakers			
Michael Easter	Author, The Comfort Crisis	@michael_easter	9,210
Melissa Urban	CEO, Whole30	@melissau	318,000
John Hanke	CEO, Niantic Inc.	@nianticlabs	155,000
Kelly Starrett	The Ready State	@thereadystate	376,000
Miranda Alcaraz	CEO, Street Parking	@fearlessmiranda	292,000
Jason McCarthy	CEO, GORUCK	@jasonjmccarthy	12,700
Ryan Manion	CEO, Travis Manion Foundation	@rmanion	7,670
Sal Frisella	President, 1st Phorm	@mrfrisella	142,000
Sara Wilkinson	CHAD 1000X	@sarawilkinson7	5,675
Richard Rice	Charter Member, Delta Force	-	
Dave Redding	Founder, F3 Nation	@redding9017	555
Malaika Underwood	Captain, USA Womens Baseball	-	
Dr. Amy Pollak	Head of Womens Heart Clinic, May	@dramypollak	85
Jason Khalipa	NCFit	@jasonkhalipa	448,000
Mike Glover	CEO, Fieldcraft Survival	@mike.a.glover	249,000
Ben Bunn		@coach_bunny	18,100
Jaala Shaw		@dropbydropfitness	1,005
Gideon Akande		@getfitwithgiddy	71,000
Dan Skidmore		@danskidmore11	2,779
Emily McCarthy		@emidently	3,271
Brands/Communities Activating			
Savage Race	Building an obstacle course on site	@savagerace	61,700
Niantic, Inc		@nianticlabs	155,000
Whole30	Nutrition activation	@whole30	892,000
Travis Manion Foundatio	Manion WOD - will need Sandbags	@travismanionfoundation	20,900
GORUCK	Challenges / Sandbag & Bootcamp	@goruck	167,000
Street Parking		@streetparking	136,000
The Ready State		@thereadystate	376,000
1st Phorm	Sal activating TBD how.	@1stphorm	1,000,000
F3 Nation	Smaller / off-site due to ALL MEN.	@f3nation_official	4,302
Tailgaters		@tailgatersparking	140
Bravo Sierra	Ben Bunn POC	@bravosierra_usa	309,000
NCFit		@nc.fit	97,200
Fieldcraft Survival	Take over the campgrounds	@fieldcraftsurvival	345,000
BeaverFit		@beaverfitusa	7,325
NGO	Kayaks and SUPs on the river	@northguanaoutpost	3,089
			5,686,706

(2) Tourist Attendance and Proof Requirement:

(a) Which grant tier do you plan to meet (i.e. Maximum \$250,000 grant or maximum \$100,000 grant)?

(i) What is the amount of the grant you are requesting? \$100,000

(ii) How many tourists do you anticipate attending the Special Event and/or how many room nights do you anticipate will be generated?

We aim to sell 15,000 tickets that span from Thursday April 21st (evening) through Sunday evening April 24th. 4 nights will be the minority, 2-3 nights will be the majority. If that's half of the 15,000 people (7,500) with an average 2.5 night hotel stay, that's 18,750 hotel nights.

(iii) How many tourist and or room nights are you guaranteeing? 3000 room nights

(b) How will you document that your event has met the grant criteria? Please provide detail regarding who will collect the data on attendance how it will be verified and provided to the TFC.

(i) How will you prove the guaranteed room night pick-ups for the event?

or

(ii) How will you prove that the guaranteed number of the attendees visited from outside of a 150 mile radius of the County?

[Sandlot Technology Inc.](#) is providing the technology platform for the event itself. Based on where people check-in prior to and after the event, we will be able to precisely pinpoint how many people are within the 150 mile radius. Sandlot.fit is where more information on the technology is available. The first partner on the technology platform is Niantic, Inc., creators of Pokemon GO.

Failure to answer this question renders you ineligible for any funds

II. Applicant Eligibility Review

Please answer the following eligibility requirements:

1. Are you (the Applicant) noncompliant with a City or County agreement to which the entity is a party?
 Yes, please identify contract(s):
 No.
2. Are you (the Applicant) delinquent on taxes or the payment of liens or their debts owed to the City or County?
 Yes, please identify all delinquencies:
 No.
3. Are you (the Applicant) noncompliant with the conditions or requirements of a City or County grant award or program in which the entity is a recipient?
 Yes, please identify the grant award or program:
 No.

PLEASE BE ADVISED:

The Applicant shall be ineligible to receive a Special Events Grant if any of the above questions are answered in the affirmative. The Applicant shall be in compliance prior to the TDC's review of this Special Events Grant application if it decides to go forward with the application process.

PART 2—Required Documents

I. Please provide the following documents

- Articles of Incorporation (except government entities)
- IRS Form W-9
- State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405) (if a not-for-profit)
- Sponsorship package for event
- Complete project event budget including revenue and expenses
- TDC Post-Event Report (for previous TDC grantees only)
- Written authorization for Authorized Agent to act on behalf of Applicant
 - Resolution from the Applicant’s governing board authorizing this application for funds
 - A notarized agent authorization form
- Certification of Grantee is executed (last page of this Application)
- Organization outline, including but not limited to names and addresses of each board member and corporate officer (except government entities)
- Event Marketing Plan

PART 3— General Information

Applicant Information:

1. Name of Applicant: Jax Fist Bump Events LLC
2. Federal Employer Identification Number: 87-2090910
3. Phone: 2023408772 Fax: n/a
4. Mailing Address: 415 Pablo Ave, Suite 140 City: Jacksonville Beach
State: FL Zip: 32250
5. Name of Grant Coordinator: Jason McCarthy Title: CEO
**The Grant Coordinator shall be the person who will be in direct contact with TDC and be responsible for administering this grant if awarded.*
6. Contact Information of Grant Coordinator:
 - Mailing Address: 415 Pablo Ave, Suite 140 City: Jacksonville Beach
 - State: FL Zip: 32250
 - Telephone: 202-340-8772 Fax: n/a Email: jason@goruck.com
7. Overview of the Applicant, Include following information:
 - a) Description of Applicant’s business and history: This is 100% owned by Jason McCarthy, Founder and CEO of GORUCK Holdings LLC.
 - b) Description of Applicant’s programs, activities, services, and/or events: Sandlot JAX - Fitness Festival.

PART 4—Special Event information

I. General Special Event Information Section

1. Name of Special Event: Sandlot JAX - Fitness Festival
2. Overall description of Special Event (Attach a detailed Special Event Plan, Event Marketing Plan and itemized budget):
Website: sandlotjax.com

WE'RE THROWING A MASSIVE 3-DAY FITNESS FESTIVAL IN SUNNY FLORIDA. IT'S 0% VIRTUAL & 100% FUN. JOIN US.

Sandlot Jax will become the South By Southwest of Fitness, THE destination event to unify the global world of fitness. There will be multiple parts to the event: (1) Fitness in a field (Met Park) led by global training leaders (2) A speakers' series (TED Talks style) at WJCT (3) Scavenger hunts all over downtown (4) Live Music.

Fitness and Music have never been combined like this before.

Marketing plan is in line with a brave new world. We have invited global thought leaders that have taken us a decade to know, and trust, and we've invited them to Jacksonville and to bring their communities. We are providing marketing content to them in the form of a training field, video, pictures, and the opportunity to reach a virtual audience except it begins in the real world, in JAX.

Itemized budget

Personnel working the phones and supporting our partners to bring (and support) their communities: \$300K. We will provide them with pictures, videos, and local partners who can help facilitate their activations.

Facebook and Google Budget: \$0

3. Identify the category or categories of expenditures the Applicant is seeking reimbursement for with this Grant. Allowed grant expenditures for Special Events Grants shall be limited to costs associated with: **(i) Venue rental offset, (ii) Expenses associated with marketing outside a 150 mile radius, and (iii) other event expenses.**

All of the above. Our aim is to best support our partners.

4. Specifically identify or describe the types of receipts or other proof of payment the Applicant will submit to the TDC for reimbursement of allowable grant expenditures.

Talent reimbursement will be the primary use of funds. As we stack music on top of the full weekend experience, serious performers cost more than local acts. As our goal is to establish a strong foothold in JAX and combine Fitness & Live Music with Jacksonville as the global epicenter, the stronger the music talent, the more compelling the event will be and especially to those people visiting from out of town. Carrie Underwood will cost \$1MM, for instance -- we are already in talks. [Julie Walther Productions](#) with Rod Essig from CAA in support is managing our music lineup.

5. Explanation of current need, problem or opportunity and how the Special Events Grant will address these issues:

The biggest problem is that we want this event to be an annual thing, a mecca to the universe to come to Jacksonville, Florida and to turn this town into the fitness mecca in the universe in the season (April) that puts our city in the best light. We aim to bring on more significant music acts to close out every day, to provide more life to the party. More significant music acts at this event will help this event grow in stature over the subsequent years as we round out the participant experience from day to night.

In terms of recruitment, we have Rod Essig, senior partner at CAA out of Nashville, and Tim McGraw's agent for the past 29 years, committed to supporting Sandlot Jax through his catalog of artists. The event producer, [Julie Walther Productions](#), has significant experience through her work at the Andre Agassi Foundation and multiple sold out shows at the MGM Grand. Artists she's worked with include Tim McGraw, Elton John, Billy Joel, Sherly Crow, Faith Hill, and many more.

6. Explain and attach materials or other examples of other Special Events that promoted tourism (not limited to the County) done by the Applicant:

GORUCK executes 1,000 events/year all over the country and the world. The CEO of GORUCK is a former Special Forces soldier and the CEO of Sandlot JAX and he has dedicated GORUCK resources to the success of Sandlot JAX. This event is meant to pool the GORUCK community and all the closely affiliated communities into one larger, more ambitious event. More info: www.goruckevents.com

7. If the Special Event (or a similar special event) was previously held in the County or another jurisdiction, what were the quantifiable outcomes of the Special Event? Were grant funds provided? If so, how much and how were the funds utilized? Relevant quantifiable outcomes would be the total number of hotel stays for the event, number of tourists, and the number of days staying in or visiting the jurisdiction per tourist):

N/A

8. What are the relevant timelines for the Special Event? Specifically, but not limited to the following information: when is the event, when will the promotion of the event begin, and what is the deadline for commitment to the event?

April 21-24. We are currently advertising April 22-24 but will add a concert and other brand driven special events on April 21st at a later date. The event has already launched, partners have just begun promoting.

9. Any other important information about the Special Event:

Team:

- Savage Race is producing the urban obstacle course and the event operations.
- Framework Events (producers of the CrossFit Games) are producing the Run of Show
- GORUCK - based out of Jax Beach - are providing the training equipment at the event.
- Niantic Inc. are speaking (CEO John Hanke) and activating in Jax. Through Pokemon GO and others, their app download count is over 1 Billion.
- Julie Walther Productions is managing the music. Julie worked for the Agassi Foundation and has managed significant productions at the MGM Grand in Las Vegas with notable artists such as Tim McGraw, Sting, Billy Joel, Faith Hill, Seal, Elton John, and countless more.

I. Total Tourism Impact Section

Objective: Explain how the Special Event or project will drive tourism development, benefits economic prosperity and opportunity for the County.

Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The overall projected direct economic impact:** *What is the Return on Investment (ROI) to the TDC on the event? Specifically, what is the grant amount divided by the number of guaranteed tourists or room nights; are there any other economic tourism benefits? See Visit Jacksonville Economic Impact Calculation.*
- 2. The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event:** *Does the magnitude of the Special Event and/or the location from which the tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.)?*

12,500 per day for 2-4 days.

- 3. The projected room night generation from the Special Event:** *Does the potential far exceed the guarantee and is it likely to be realized? As we stack music on top of the fitness, this event has the opportunity to grow further. 12,500 showing up per day with 3,000 hotel rooms is a safe bet for a year 1 event. Additional numbers could come as we announce significant music acts.*

- 4. Calendar maximization in choosing the date of the Event.**

It's the best time of year in JAX and perfect to put the city on full display.

- 5. Any special economic benefits to the County from the Special Event.**

The partners who come choose to come back, and the music acts realize that JAX is the perfect destination between Miami/Tampa and Atlanta. Not enough of them stop through here at the moment.

II. Brand Opportunity Section

Objective: The Special Event or project will successfully articulate, competitively position, and positively promote the County's brand. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. The creation of a leadership position for the Jacksonville brand: Is the Special Event a premier event that sets Jacksonville apart from other destinations?

Jax becomes the outdoor fitness capital of the world if we do this right.

2. The utilization of complementary brands that will strengthen the County's leadership position through collaboration or partnership: Have you collaborated with other complementary brands (local restaurants, attractions, not-for-profits, etc.) to strengthen the event image and brand in a way that further encourages tourism?

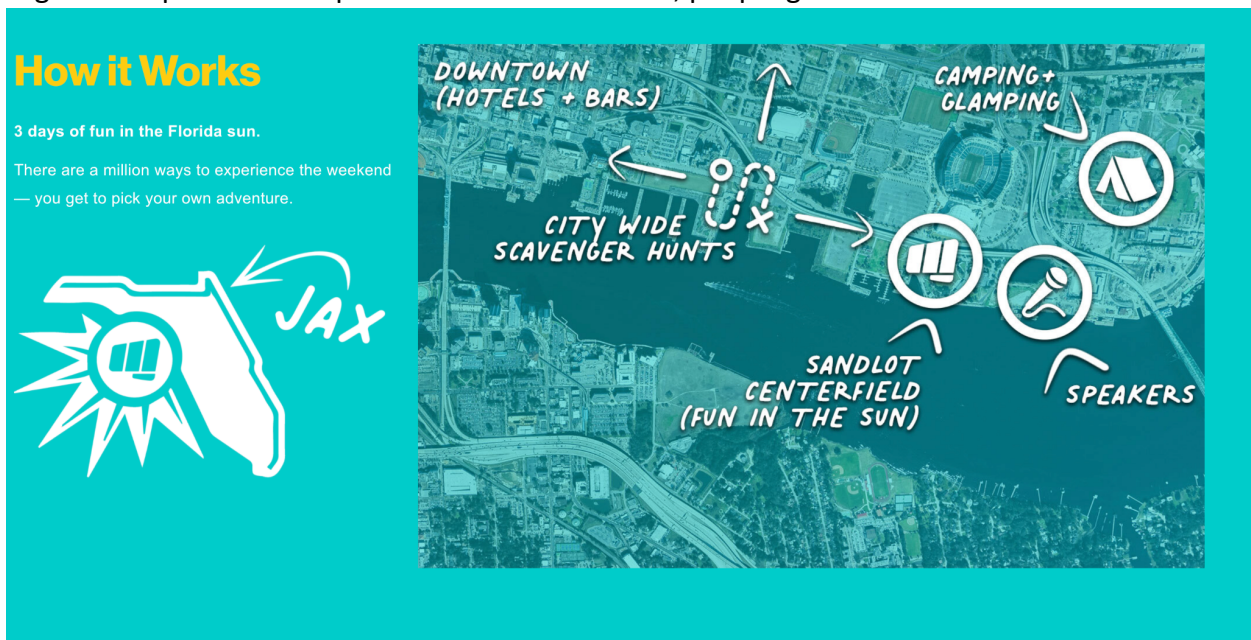
This is vital to the success of the event. Each brand will be given options on how to “activate” around town, leveraging various businesses. Nutrition companies can activate at local restaurants, etc.

3. The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville: Is there significant brand alignment with the County's Water Life brand or one of the TDC's focus areas: Water & Outdoors, Sporting Events, or Arts, Culture and History?

The Riverwalk will be front and center, boats will be encouraged to dock, and we will be offering up river kayaks and stand-up paddleboards on the river, for participants. The city is the biggest participant and we will plan scavenger hunts in a way that uses the best of the city as waypoints for all participants.

4. The means of exposure of the Jacksonville brand: How will you advertise or promote the Jacksonville brand (i.e. national or international television broadcast)?

We are teaching people where Jacksonville is, and to that end put “JAX” in the name of the event. It's working. All promotions lead to our website at sandlotjax.com, which highlights Downtown Jax and teaches people where Jacksonville, Florida is. Surprisingly, many people around the country are not sure, exactly. As we detail that the average temperatures are 80/60 degrees in April and it's a perfect time to be outside, people get it even more.



- 5. The integration and visibility of destination marketing logos, imagery, or media coverage:** Will Jacksonville as a destination be marketed during the event, or in advertisements or promotions for the event? If so, how will it be marketed and in what market(s)? What is the value of such promotion? Is our logo used in the event advertising or other marketing?

We are including Downtown Jax, Visit Jacksonville and the City of Jacksonville in all marketing materials. Portraying the city in the best possible light, as an undiscovered gem, is paramount to the event's success.

III. Marketing Plan Section

Objective: The Special Event or program demonstrates the necessary marketing plan requirements. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The types of marketing approaches being used:** What type of marketing will be utilized to attract tourists to the event? Explain the timeframes each marketing element is projected to run. Where will such marketing be conducted, specifically outside 150 mile radius of the County, and who are the target audiences? Identify the types of marketing you plan to use, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing.

We are empowering the brands and partners to bring their communities. The brands have national and global presence. Their people do NOT live in Jacksonville. They will bring them here. There is a lot of strength in numbers.

- 2. The plan is innovative or unique:** If applicable, describe how the marketing plan is innovative or unique.

We are not spending on Facebook or Google, we are building out a "Sandlot" for all the people and brands to come and play in. In Special Forces lingo (our founder is a former Green Beret), this is called force multiplying. Empower people to do your work for you. If we support them to the max, they will. Facebook ads might make for a better budget, but that's a bad game to play anymore.

IV. Stewardship Section

Objective: The Special Event or project has leverage opportunities for the County. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The use of City, County-owned public venues:** The use of County-owned public venues is a benefit to the County. Will the Special Event utilize a County-owned facility, park or other venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event?

Yes. Metropolitan Park. Riverfront Plaza. And the scavenger hunts will take participants all over Downtown. Assuming you believe Downtown is worth visiting, and seeing, we believe giving people exposure to our river city -- adventures on foot -- will make them want to come back.

- 2. The use of local attractions or area assets:** Will the Special Event utilize a local attraction or museum as a venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event?

The City of Jacksonville will be front and center. Seeing it like this will put Jacksonville on the fitness map.

- 3. Potential business opportunities:** Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Special Event.

Brands will activate all over town. As they do, that means they will gather in hotels, restaurants, gyms, and on rooftops.

- 4. The importance of the funding for securing the Special Event:** If the funding isn't provided, will the Special Event be held somewhere else or will it be canceled?

The event will 100% happen no matter what. The ability to leverage the event to make this THE fitness event for the global audience will have to involve city support in varying degrees, and not just funding.

- 5. The competition for the Special Event:** Could the Special Event be hosted at a private venue or similar public venue outside of the County? If so, identify the other venues and destinations where the Special Event could be held.

This event could be held in any city in the country. Nashville has already solicited this event, but we are committed to Jacksonville.

- 6. Utilization of local talent, suppliers, service providers, or subcontractors:** Identify all local talent, suppliers, subcontractors, and other local service providers utilized in the Special Event.

Local restaurants and bars are front and center. Other contracts are out for bidding. Our event producer (Savage Race (Mad Cap Events) is based out of Gainesville for ease of access to local markets). Merchandise will come through Strata (Headquarter location downtown) - the same vendor that GORUCK already uses.

V. Quality of Life Impact Section

Objective: The Special Event enhances the quality of life for the community. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The use of any underused venues:** Identify any underused venues in the County you will utilize as part of the Special Event and how you will utilize them.

We aim to fill Met Park and Riverfront Plaza and look forward to expanding to additional spaces in future years.

- 2. Engagement of the community:** Please include, if applicable your civic, social and/or legacy impact plan that gives back to the community.

Some examples are:

- (a) Providing free music, theatre, artistic or community outreach clinics;
- (b) Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;
- (c) Utilizing programs for underserved youth, mothers and children, programs for job creation from not-for-profits; or
- (d) Providing services to enhance or improve a community center, a park or building a playground; and
- (e) Donating event tickets to a particular not-for-profit or community group.

Sandlot JAX is part of 1% for those who serve, which donates 1% of gross revenue back to nonprofits that support those who serve. We are still in the process of identifying how to apply these funds after this event.

VI. Multiple Years Funding Section

Objective: Determine whether the Applicant received consecutive TDC funding last year and in prior years.

If so, list all years you received funding from TDC and the amount of each prior year's grant:

N/A

PART 5—Certification

I, (print name) Jason McCarthy, as (Title) CEO, acting with authority from and on behalf of, (Applicant) Jax Fist Bump Events LLC, the entity applying for this Special Event Grant, have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

I certify that the Applicant is in compliance with all City and County agreements to which the Applicant is a party, is in compliance with the conditions or requirements of all City and County grant awards or programs in which the Applicant is a recipient and is not delinquent on taxes or the payment of liens or other debt owed to the City or County.

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the Duval County Tourist Development Council are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the Duval County Tourist Development Council and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought. Further, I guarantee that Applicant will abide by the TDC Special Events Grant Guidelines and all local, state and federal regulations as they apply.

I further acknowledge my understanding that the Duval County Tourist Development Council in making a Special Events Grant does not assume any liability or responsibility for the ultimate financial profitability of the special event for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the Special Event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such Special Event. The Duval County Tourist Development Council is not responsible or liable to any third party; its only obligation is to a successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.



Signature

Jason McCarthy
Type/Print Name

CEO
Title

9/21/21
Date