

Application for HC TDC Grant Funding

Hernando County Tourist Development Council Grant Funding Program Application, Procedures and Agreement

The primary purpose of the Hernando County Local Special Event Grant Funding Program is to provide funding to local organizations for marketing of special events that promote Hernando County as a tourist destination. **Funds received pursuant to the Special Event Grant Funding Program must ONLY be used for expenditures associated with marketing and promoting the event** to visitors and guests outside of Hernando County, with the goal of encouraging overnight **visitors**. The program is administered through the Hernando County Tourist Development Council (HCTDC) and Florida's Adventure Coast Visitors Bureau.

Applicants are required to provide a completed application with a detailed marketing plan.

Local special events that may receive funding must demonstrate a history of producing room nights, creating positive economic impact, and/or the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to project a number of overnight visitors staying in Hernando County accommodations. The application should specify the grant dollar amount requested and a detailed proposed use of the requested funds.

All forms must be completed and submitted to the Visitors Bureau in advance of the HCTDC Meeting where presentations will be heard. **Applications for grants for the FY 2025-2026 year must be recieved at least 10 Days prior to the TDC Meeting where it will be reviewed.** Applications will be reviewed by the TDC Meeting and funding recommendations forwarded to the BOCC for review and final approval. Please allow at least six weeks for the process and creation of a PO.

The remaining TDC Meetings and Grant Application Due Dates for FY 2025-2026 are as follows:

September 25th TDC Meeting – Grant Applications due by September 12th

November 20th TDC Meeting – Grant Applications due by November 7th

January 22nd TDC Meeting - Grant Applications due by January 9th

March 26th TDC Meeting - Grant Applications due by March 13th

May 23rd TDC Meeting - Grant Applications due by May 15th

July 23rd TDC Meeting - Grant Applications due by July 10th

The number of grants awarded, and the amount of each grant award, will be dependent upon the availability of designated funds and specific allocations.

All Local Special Event Funding Grants are **reimbursement grants** and will be paid upon completion of the event and submission of an invoice, and required documentation.

There are several requirements to be met to be eligible for grant funding.

1. Funds are for advertising and marketing expenses for the event only.
2. All advertisements MUST include the Florida's Adventure Coast logo and MUST be pre-approved by Visitors Bureau staff prior to use. Allow 2 business days for approval.
3. All Social Media ads must include the hashtag #FLAdventureCoast.
4. Invoices for all advertising and expenses, WITH copies of the ads, AND proof of payment MUST be submitted with your report and invoice.
5. An Invoice requesting reimbursement, along with a report on the event, must be submitted to the HCTDC within 60 days of the close of the event. Invoices must be made out to the HCTDC and include copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate the request for funds. The link to the electronic reporting form will be sent to you with the notification of your grant.
6. All applications and subsequent reports must be submitted thru the Grant Funding Portal. Please do not submit your reports in any other format.
7. **You must meet all of the requirements listed above to receive your grant funding reimbursement. If you skip any steps or do not seek approval of your ads, you will be disqualified and will not receive your reimbursement.**

Organization Name Brooksville Main Street

Organization EIN# or FEN# 853770860

Business Address 205 E Ft Dade Ave
Brooksville, FL, 34601

Application completed by Dawn Triconi

Title Executive Director

Email executivedirector@welovebvl.org

Telephone No. (352) 540-6409

Name of Event Christmas On Main

Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc.

Christmas on Main is a true community celebration that brings our historic downtown to life. It is an unforgettable holiday experience for all ages. Our tree lighting ceremony is the centerpiece, but the magic extends to every corner of the event. We feature a variety of entertainment including local choirs and carolers who fill the air with festive music. We are proud to showcase a Christmas Craft Market with local vendors and artisans offering unique gifts for the season. Our cherished traditions include a live nativity scene that shares the reason for the season and the magical Patricia's Boutique Windows Come to Life display where live models create stunning scenes. We offer opportunities for families to meet

Santa and create lasting memories The event fosters community spirit promotes local businesses and brings joy to our residents and visitors while also supporting the revitalization efforts of our historic downtown

Date(s) of Event Saturday, December 6, 2025

Hours of Event 3:00 PM - 9:00 PM

Should your event span more than three days, please list all dates and times below: none

Is this a new event or a repeat event? Repeat event; Initial grant request

Event Marketing Contact Dawn Triconi

Email Address executivedirector@welovebvl.org

Telephone No. (352) 540-6409

Organization or event Website www.welovebvl.org

Event or Organization Social Media Sites: (Please provide complete URL for social media channels)

<https://www.facebook.com/brooksvillemainstreet/>

Event or Organization Social Media Sites: (Please provide complete URL for social media channels)

<https://www.instagram.com/brooksvillemainstreetfl/>

Event location(s) Downtown Brooksville

Address of Event 21 N Main Street
Brooksville, FL, 34601

Telephone No. (352) 540-6409

Projected number of event vendors 175

Projected Number of Local Attendees: 7000

Projected Number of Out-of-Town Attendees: 5000

Projected Number of Hotel Rooms: 15

Projected Number of Camping Sites: 15

Please provide a detailed marketing plan and proposed use of requested funds.

Be certain to indicate the target markets reached by the advertising and the run dates for all advertising programs; reimbursable expenses must be spent on advertising outside of Hernando County.

Ex: Tampa Bay Times

Weeks of March 15-April 28, 2018

Pinellas, Hillsborough, Pasco and Hernando

\$1500

Media Outlet #1	Facebook
Schedule for Publication or Media	November 15 through December 6
Reach of Publication or Media	Social Media statewide
Budget for Publication or Media	200
Media Outlet #2	Naturecoaster.com
Schedule for Publication or Media	November 15 through December 6
Reach of Publication or Media	Hernando Pasco Citrus Hillsborough Internet
Budget for Publication or Media	700
Media Outlet #3	Hernando Sun
Schedule for Publication or Media	Nov 21 Nov 28 Dec 5
Reach of Publication or Media	Hernando Pasco Citrus and digital
Budget for Publication or Media	600
Media Outlet #4	WWJB
Schedule for Publication or Media	Nov 15 through Dec 6
Reach of Publication or Media	Hernando Pasco Citrus
Budget for Publication or Media	750
Media Outlet #5	Radio
Schedule for Publication or Media	HITS 106 and sister stations Nov 15 through Dec 6
Reach of Publication or Media	Hernando Pasco Citrus Sumter Marion Ocala Gainesville
Budget for Publication or Media	1100
Total Marketing and Advertising Budget:	3934
Total Grant Amount Requested:	3934

Please retain a copy of the entire completed packet for your own reference.

Please initial each item below, signifying that you have read and understand the conditions of the

Tourism Grant Program.

I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureaus' logo as one of the event sponsors, and that any and all digital platforms, must include a link to FloridasAdventureCoast.com. All social media ads must include the hashtag #FLAdventureCoast.

DMT

I understand that the Event's Marketing Coordinator must incorporate the Florida's Adventure Coast, Brooksville - Weeki Wachee name and geographic location in all press releases

DMT

I understand that all printed or promotional materials with the Florida's Adventure Coast Visitors Bureau logo must be reviewed and approved by the Visitors Bureau staff in order to ensure correct and appropriate usage of the brand. All reviews require a minimum of 48 hours. Failure to have advertising pre-approved by the Tourism Bureau does not eliminate the requirement of proper usage in order to be eligible for reimbursement. Failure to use the correct logo and use it properly will result in cancellation of any grant funds awarded. Submit your ad proofs to Michelle Rose at mrose@floridasadventurecoast.com.

DMT

I understand that all advertising and promotion submitted for reimbursement must take place in areas outside of Hernando County. Copies of all advertising, and the paid invoices, with proof of payment, must be submitted with your reimbursement request.

DMT

I understand that all reporting requirements must be satisfied in order to receive reimbursement dollars.

DMT

I understand that the Event must be accessible to the public and to disabled persons.

DMT

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event.

DMT

I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display, however for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site.

DMT

The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event.

DMT

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

Florida's Adventure Coast Visitors Bureau
Attn: Tammy J. Heon
205 E. Ft Dade Ave.
Brooksville, FL 34601

I certify that I have completed this Event Grant Funding Application and attest that all information provided herein and attached hereto is true and accurate:



Name:

Dawn Triconi

Title:

Executive Director

Date

Thursday, September 18, 2025

TDC Grant Funding Score Sheet

Applicant	<u>Brooksville Main Street</u>
Applicant Event	<u>Christmas on Main Street</u>
Dates of Event	<u>12/6/2025</u>
Number of days of Event	<u>1</u>
<i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>	
Marketing Plan	<u>1</u>
<i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>	
Expected Attendance	<u>4</u>
<i>Expected Attendees 1 point for less than 1,000; 2 points for 1001-5,000; 3 points for 5,001-10,000, 4 points for 10,000 or more)</i>	
Room Nights	<u>0</u>
<i>(0 points up to 25; 1 point for 26-50; 2 points for 51-100; 3 points for 100 or more rooms)</i>	
Camp Sites	<u>0</u>
<i>(0 points up to 25; 1 point for 26-50; 2 points for 51-100; 3 points for 100 or more sites)</i>	
Key Initiative?	<u></u>
<i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>	
Total Marketing Budget	<u>\$3,493.00</u>
1/3 Allowed TDC Funding	<u>\$1,164.33</u>
Requested Grant Funding	<u>\$3,493.00</u>
Total Points	<u>6</u>
Grant Award Based on Points	<u>\$2,500</u>
Recommended Grant Award	<u>\$ 1,300.00</u>