

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 received 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 Community Markets and Events LLC

Organization EIN# or FEN# 87-3555861

Business Address 7015 Astor Drive
New Port Richey, FL, 34652

Application completed by Cheryl Taylor

Title Owner

Email Cheryl@CommunityMarketsandEvents.com

Telephone No. (727) 365-6411

Name of Event 2026 Hernando County Blueberry Festival

Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc. Sending by email field will not let me enter information

Date(s) of Event Friday, May 8, 2026

Hours of Event 5:00 PM - 11:00 PM

Date(s) of Event Saturday, May 9, 2026

Hours of Event 9:00 AM - 11:00 PM

Date(s) of Event Sunday, May 10, 2026

Hours of Event 9:00 AM - 6:00 PM

Should your event span more than three days, please list all dates and times below: Not applicable

Is this a new event or a repeat event?

New

Event Marketing Contact

Cheryl Taylor

Email Address

Cheryl@CommunityMarketsandEvents.com

Telephone No.

(727) 365-6411

Organization or event Website

<https://communitymarketsandevents.com/2026-blueberry-festival>

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

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

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

<https://www.facebook.com/events/1398728687780851>

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

<https://www.facebook.com/groups/1025426122392865>

Event location(s)

Florida Classic Park

Address of Event

5360 Lockhart Road
Brooksville, FL, 34602

Telephone No.

(727) 365-6411

Projected number of event vendors 500

Projected Number of Local Attendees: 30000

Projected Number of Out-of-Town Attendees: 50000

Projected Number of Hotel Rooms: 200

Projected Number of Camping Sites: 200

The Hernando County Blueberry Festival is a family friendly community celebration centered around the agricultural heritage of Hernando County and the annual blueberry harvest. The theme of the event highlights local farming traditions while creating an engaging destination experience that attracts visitors from throughout the region to Florida's Adventure Coast.

The festival will feature multiple days of live entertainment including regional recording artists local musicians and community performers on the main stage. Additional entertainment will include family oriented performances interactive demonstrations and scheduled presentations that highlight local agriculture and food culture.

Guests will experience a wide variety of activities designed for all ages including family games children's activities interactive attractions and festival installations that celebrate blueberries and the farming community. Visitors will also enjoy blueberry themed food experiences cooking demonstrations and opportunities to purchase fresh local blueberries directly from participating farms when available.

The festival marketplace will include a large selection of artisan vendors craft makers local businesses and specialty food vendors offering a diverse shopping and dining experience. Local farms will be invited to participate and promote their operations helping visitors learn more about the importance of agriculture within Hernando County.

The event will also include a designated beverage service area operated in partnership with a local nonprofit organization. Proceeds from beverage service and other fundraising activities will benefit each nonprofit organization directly and exclusively to assist them in providing support and resources to individuals and families in need within the community.

Overall the Hernando County Blueberry Festival is designed to create a vibrant destination event that celebrates local agriculture provides quality entertainment and encourages visitors from outside the county to travel to Hernando County stay in local accommodations and explore Florida's Adventure Coast.

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	Social Media
Schedule for Publication or Media	May 1, 2025 through May 5, 2026
Reach of Publication or Media	Southeastern US
Budget for Publication or Media	10,000
Media Outlet #2	Tampa Bay Times
Schedule for Publication or Media	May 1, 2025 through May 10, 2026
Reach of Publication or Media	Southeastern US
Budget for Publication or Media	2000
Media Outlet #3	WWJB
Schedule for Publication or Media	April 1, 2026 through May 10th, 2026
Reach of Publication or Media	Hernando, Pasco, Citrus, Hillsborough
Budget for Publication or Media	1000
Media Outlet #4	WXJB
Schedule for Publication or Media	April 1, 2026 through May 10th, 2026
Reach of Publication or Media	Hernando, Pasco, Citrus, Hillsborough
Budget for Publication or Media	1000
Total Marketing and Advertising Budget:	15000
Total Grant Amount Requested:	5000

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. CLT

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 CLT

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. CLT

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. CLT

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

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

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.

CLT

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.

CLT

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.

CLT

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:

Cheryl Taylor

Name: Cheryl Taylor
Title: Owner
Date Friday, March 6, 2026

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TDC Grant Funding Score Sheet

Applicant	<u>Community Markets and Events LLC</u>
Applicant Event	<u>HC Blueberry Festival</u>
Dates of Event	<u>Friday, May 8 - Sunday, May 10</u>
Number of days of Event	<u>3</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>3</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>3</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>3</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>0</u>
<i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>	
Total Marketing Budget	<u>\$15,000.00</u>
1/3 Allowed TDC Funding	<u>\$5,000.00</u>
Requested Grant Funding	<u>\$5,000.00</u>
Total Points	<u>16</u>
Grant Award Based on Points	<u>\$5,000</u>
Recommended Grant Award	<u>\$3,500</u>