CITY OF JACKSONVILLE

APPLICATION FOR TRANSIENT LODGING TAX GRANT

(Incomplete applications will not be accepted by staff)

Date: _____

Applicant Organization Name: _____

Mailing Address: _____

Contact Name: _____ Phone: _____

Email Address: _____ Federal Nonprofit Tax ID Number: _____

A. Describe the Project: _____

_____

_____

_____

Estimated Start Date: _____ Estimated Completion Date: _____

B. Project Budget:

Materials: $_____

Labor: $ _____ Total: $ _____

C. Funding Provided by Sponsoring Organization: Amount: $ _____

D. Contributions by Other Organizations, Groups, and Foundations:

Name: _____ Amount: $_____

Name: _____ Amount: $_____

Name: _____ Amount: $_____

Total: $ _____

E. Total Amount Requested from Transient Lodging Tax Grant: **$**_____

F. Required Permits and Approvals (See required attachments):

List any permits or approvals required from local, state or federal jurisdictions:

_____

_____

_____

G. Project Benefits:

City Resolution #708 provides the following goal and objectives for the purpose of prioritizing projects to receive funding:

Goal: To promote Jacksonville as a long term destination rather than a day trip stop.
Objectives:

A) Develop or enhance the natural setting to provide a variety of possible activities for visitors.
B) Sponsor events designed to showcase Jacksonville's special qualities.
C) Enhancement of the historic character of Jacksonville.
D) Develop promotional campaigns that emphasize Jacksonville's unique advantages.
E) Disseminate information about Jacksonville.

Describe how the project provides the following benefits listed in Resolution #708 (provide separate sheet if needed):

1) How will the project show benefit for the lodging businesses in Jacksonville? _____

_____

_____

2) How will the project promote Jacksonville's advantages as a regional center for unique goods and services?

_____

_____

3) How does the project enhance/highlight the history of Jacksonville? _____

_____

_____

4) How will the project beautify Jacksonville and surroundings? _____

_____

_____

5) How will the project develop or enhance recreation opportunities in Jacksonville? _____

_____

_____

6) How will the project benefit the citizens of Jacksonville? _____

_____

_____

7) How will the project involve multiple community interest groups? _____

_____

_____

H. Required Attachments:

1. Applicant's current financial statement.
2. Project drawings for construction, signs, banners or other details.
3. Copies of project permits, Final Orders, or approvals. If permits or approvals have not been obtained, provide copies of completed applications or pre-application staff reports.

Submitted by: _____ Title: _____
(Print Name)

Signature: _____ Date: _____

This application must be submitted to the City Offices, attention City Tax Administrator, Transient Lodging Tax Committee, from February 1 to February 28 and/or August 1 to August 31.

Transient Lodging Tax Committee:

_____ Recommended for Approval _____ Recommended for Denial

Recommended Amount: $ _____

Comments: _____

_____

Signature: _____ Date: _____
(Transient Lodging Tax Committee)

Jacksonville City Council:

_____ Approved _____ Denied Approved Amount: $ _____

Signature: _____ Date: _____
(Jacksonville City Council)

Transient Lodging Tax – Grant Information

The Jacksonville Transient Lodging Tax was established as a revenue source to assist local nonprofit organizations in promoting and advertising the City's cultural and tourist related activities, facilities and services, as well as to provide for City beautification, acquisition and construction of new cultural and tourist related facilities. Twenty (20) percent of the taxes collected by the City are made available for these purposes.

Applications for grants to nonprofit organizations must be submitted to the City offices and will be forwarded to the Jacksonville Transient Lodging Tax Committee. The committee is appointed by the Mayor and is responsible for monitoring ordinance compliance and accepting and reviewing applications for grants with recommendations submitted to the Jacksonville City Council.

Organization qualification, requirements and procedures for obtaining grants are in Chapter 3.20 of the Jacksonville Municipal Code. A full copy of this chapter can be obtained on the City website (www.jacksonvilleor.us) or by request at the City offices.

Excerpts from Jacksonville Municipal Code:

Sec. 3.20.240. - Disposition and use of transient room tax funds as directed by the transient lodging tax expenditure committee.

(A) There is created a special dedicated fund within the City budget to be known as the Beautification and Tourism Development Fund (BTD Fund). A percentage of the revenue from the BTD Fund, as established by resolution, shall be expended for:

(1) City beautification: enhancement of vehicular and pedestrian routes; acquisition and construction of new cultural and tourist related facilities, including parking; and

(2) Tourist development: promotion and advertising of the City's cultural and tourist related activities, events and services.

The Transient Room Tax Committee shall use the criteria established by Council resolution for selection of priority projects.

(B) A percentage of the revenue collected under this chapter, as established by resolution, shall be used for City administrative expenses; a percentage as established by resolution will be dedicated to the operation and maintenance of the Visitor's Information Center; a percentage as established by resolution will be deposited into a dedicated fund of the City of Jacksonville for park/parking funds; and the remaining percentage would be retained by the owner/operator of the lodging establishment.

(C) The City and any lodging business or businesses may agree, under separate contract, to contribute a mutually agreed-upon amount, up to their respective five percent of funds collected each year, to a discrete fund for the purpose of marketing the City of Jacksonville as a whole in order to maximize the number of overnight stays. These agreed upon contributions would continue until such time that either one of the parties provides notice of withdrawal.

(Code 1981, § 3.20.240; Ord. No. 424, 12-20-1994; Ord. No. 480, 7-7-1998; Ord. No. 501, 7-18-2000; Ord. No. 591, 9-15-2009)

Sec. 4.12.010. - Purpose, composition, meeting frequency and qualifications.

(A) *Purpose.* A committee appointed by the City Council to advise the City Council on the expenditure of the City Beautification and Tourism Development Fund and to make final decisions as to the dispensation of any marketing funds that have been set aside under the separate contract references in section 3.20.240(C).

(1) Any recognized nonprofit organization may petition the Committee for funding pursuant to the provisions of this chapter. Petitions for funding shall be delivered to the Tax Administrator from August 1 to August 31 and from February 1 to February 28.

(2) The petition shall state the name of the organization to be funded, the amount of funds requested, a description of the project to be funded and a statement of how the project will comply with the requirements of section 3.20.240

(3) Upon receipt of the funding petition, the Tax Administrator or designee shall convene a meeting of the Transient Lodging Tax Expenditure Committee. The Transient Lodging Tax Expenditure Committee shall meet to review applications no later than 90 days following June 30 and December 31. The Committee shall meet in open session to consider the funding request and upon the conclusion of its deliberations shall forward to the City Council a written expenditure recommendation. The City Council shall consider this recommendation at its next regularly scheduled meeting.

(4) All organizations funded under this chapter shall provide, for the period of time they are funded under this chapter, and at no expense to the City, semi-annual financial reports. The reports shall be due in the office of the Tax Administrator or designee no later than August 1 for the six-month period ending June 30 and no later than February 1 for the period ending December 31. These reports shall be reviewed within 30 days by the Tax Administrator and the Transient Lodging Tax Expenditure Committee.

(5) The financial report shall provide a detailed listing of the expenditure of funds received under this chapter with sufficient supporting documents attached so that the City Council can be satisfied that the funds were expended as intended by the Transient Lodging Tax Expenditure Committee and the City Council.

(6) The Transient Lodging Tax Committee may, at any time, recommend to the City Council the rescinding or discontinuance of projects that have not conformed to the criteria established under section 3.20.240 or noncompliance with the representations of the application and any agreements made a part thereof.

(7) The Transient Lodging Tax Expenditure Committee may advise the City Council on any matter pertaining to the transient lodging tax and recommend to the City Council the adoption, amendment or repeal of ordinances pertaining to the transient lodging tax.

(B) *Composition and meeting frequency.* The Committee shall be composed of member of the City Council appointed by the Mayor as liaison, five members and one ex officio member as follows:

(1) One member of the City Council; non-voting member;
(2) Four representatives of the lodging industry with a lodging facility within the City limits with voting powers;
(3) One citizen at large with voting powers;
(4) Ex officio: the Tax Administrator or Treasurer as a non-voting member.

(C) *Qualifications.* Qualifications are detailed in the Composition portion of this section.

(Code 1981, §§ 3.20.010, 3.20.250; Ord. No. 393, 5-18-1993; Ord. No. 424, 12-20-1994; Ord. No. 470, 7-1-1997; Ord. No. 591, 9-15-2009; Ord. No. 600, 12-1-2009)