

Alachua County Tourist Development Council

Scholarship Program Guidelines

The Alachua County Tourist Development Council (TDC) is pleased to offer an exciting opportunity for tourism professionals, event and festival coordinators, tourism agencies and TDC members to earn scholarships to attend a tourism education program, tourism industry conference or tourism trade show as funding allows.

Goals

This program allows local tourism agencies, event and festival coordinators and TDC members to learn new ideas in tourism promotion, management, performance standards and benchmarks, sustainability and product development. This program would partially fund travel to tourism conferences whose theme highlights the particular educational need of the attending agency. The following are specific areas in which education would be helpful:

1. Learn what tourism agencies, event and festival coordinators, and TDC members in other destinations are doing successfully in the area of destination management, event production, visitor services and more and bring those ideas back and tailor them to our unique product.
2. Learn about possible revenue generation ideas that might exist that could help agencies raise the necessary funds for developing a successful event/site.
3. Attend tourism trade shows/consumer shows that would attract tourists to our area.
4. Create networking opportunities at these conferences; giving one the future ability to contact other bureaus, attractions and agencies about ideas and possible models that have already been applied to their destination.
5. Conference attendees would also learn the value of partnering and packaging on projects.
6. To enhance agency's mission to attract tourists.

Overall, the goal is to educate local agencies and/or individuals on the value of attracting visitors to our area and the tax relief they bring. Tourism places a value on those things in our community that visitors enjoy and we must learn how to make those things easily accessible to the visitor.

Eligibility

No more than 2 delegates from any one agency are eligible in one fiscal year (October 1 to September 30). The same agency delegate will not be funded for more than 1 conference every other year. No more than 3 TDC members are eligible in one fiscal year. Visitors and Convention Bureau (VCB) staff and City of Gainesville Department of Cultural Affairs (DCA) administration staff are ineligible for this scholarship program. Scholarship awards will be done in Fall and Spring cycles of approximately \$5,000 each cycle.

To be eligible, recipients must agree to and/or demonstrate:

- That no Destination Enhancement funds have been used to offset this travel expense.
- Ability to pay 50% of all travel expenses.
- How they and their organization would benefit from this training.
- That they work in the tourism industry or represent an event or festival open to the public, with Tourism potential, or be an appointee in good standing of the TDC.
- That the conference, convention or seminar is directly related to the tourism industry.
- That the applicant will provide a workshop and/or a TDC presentation and copies of all information gathered during the conference. Delegate will contact the VCB and/or DCA within 2 weeks of return to schedule workshop or presentation to be conducted within the next 3 months.
- Create a report attaching all convention materials.

Applications must be received at the Alachua County VCB at least 90 days prior to the event.

ALACHUA COUNTY VISITORS AND CONVENTION BUREAU

30 E University Ave
Gainesville, Fl 32601
Telephone: 352 374 5231
Fax: 352 338 3213

PROCESS

The TDC will appoint one member to review educational proposals to join with 2 staff members from the VCB, a member of DCA administration, and an appointee from the Cultural Advisory Board. This Scholarship Review Committee (SRC) will review all applications and make a recommendation to the TDC as to who is approved and for what amount. The TDC member serving on the SRC will become ineligible to receive scholarship funding.

1. The DCA and VCB will provide a list of conferences/trade shows and the educational opportunities that exist to inform prospective applicants.
2. Potential attendees could choose another conference, but must be prepared to show how that conference fits the overall goals of this program.
3. Once the DCA and VCB have received applications, those applications will be brought to the SRC for review (see application below) in a timely fashion so that attendance can be approved in time to register.
4. Registration will be paid in advance; however, any money for travel will be reimbursed.
5. If approved applicant cannot attend, approved applicant must notify the VCB as soon as possible.
6. If an approved applicant fails to attend a conference without notifying the VCB, then approved applicant will reimburse the County the amount of the scholarship award.

Application Process Attachments

Below is a list of necessary attachment to complete the application process on the following page.

1. Brief history of your organization's involvement in Tourism.
2. Conference brochure and educational agenda
3. Minutes from agency showing decision to approving applicant to attend conference
4. Agency's published mission statement
5. Local partnerships the agency is currently working on

Please write a brief narrative of what you expect to learn from this conference and how this conference can benefit your organization.

Alachua County Tourism Scholarship Application

Name of Applicant:		Position in Agency:	
Agency/Organization:			
Mailing Address:			
Office Phone:		Home Phone:	
Fax:		Email:	
Conference to Attend:			
Conference Website			
Conference Contact:		Phone:	
Location:		Dates:	
Published Base Registration Fee :		\$	PAID
Total Transportation Costs:		\$	
Total Accommodations Costs:		\$	
Total Meals < less > Meals included in the Conference Agenda (\$8 Breakfast, \$10 Lunch, \$20 Dinner) <i>Ex. 5 days @ \$38/day – 3 lunch + 2 dinner = \$140 eligible to reimburse</i>		\$	
Estimated Total Costs (ETC):		\$	
Amount of Request: ETC x .5 = Eligible Amount		\$	

The applicant acknowledges that travel expenses will be paid in accordance with Alachua County travel policies and the criteria set forth in Scholarship Program Guidelines. In the performance of this agreement, the Applicant is acting in the capacity of an independent contractor and not as an agent, employee, partner, joint venturer or associate of the County. The applicant is solely responsible for the means, method, technique, sequence, and procedure utilized by the Applicant in the full performance of the agreement.

Applicant Signature

Director of Alachua County VCB

Examples of Possible Conferences to Attend

Florida Association of Convention & Visitors Bureaus (FACVB)

Who: BoCC, City Commission, or TDC member
Why: Learn about tourism issues related to Florida and the statute that governs the use of tourism funds, to discover ideas that other destinations are implementing and how to apply those ideas here. Also, performance requirements in other Counties.
Where: Florida
When: Summer

TRAVEL

Accommodations \$500

Airfare/Mileage \$300

Meals \$100

Estimated Total \$900

Applicant Cost **\$450**

Florida Festival and Events Association

Who: Festival or large event planners
Why: Workshops by other successful festival planners, great networking, learn Florida tourism statutes, etc., venue within driving range.
Where: Florida
When: July

TRAVEL

Accommodations \$300

Airfare/ Mileage \$150

Meals \$100

Estimated Total \$550

Applicant Cost **\$275**

**ALACHUA COUNTY TOURISM SCHOLARSHIP
REQUEST FOR REIMBURSEMENT
OF TRAVELING EXPENSES**

VENDOR #:	DEPT NAME:	
NAME:	FULL ACCT #:	
ADDRESS:	[Fund (3 digits), Dept (4 digits, Acct (7 digits)]	
	DEPART DATE:	RETURN DATE:
FROM/ TO:	DEPART TIME:	RETURN TIME:
PURPOSE OF TRIP:		

DATE	1/2 ACTUAL HOTEL	MEAL ALLOWANCE	LESS MEALS RECEIVED	PER DIEM OR TOTAL	OTHER AMOUNT	OTHER DESCRIPTION	OTHER DATE
					\$0.00		
SUB-TOTAL	\$0.00	\$0.00	\$0.00	\$0.00			
MILEAGE: _____ Standard Plus _____ Vicinity = _____ x .20							

	\$ -	\$ -	
Total Request	\$0.00		* ACTUAL RECEIPTS NOT REQUIRED
			\$4.00- Breakfast- travel before 6 a.m. & past 8 a.m.
			\$5.00- Lunch- travel before 12 noon & past 2 p.m.
			\$10.00- Dinner- travel before 6 p.m. & past 8 p.m.

I hereby certify or affirm that above expenses were actually incurred by me as necessary traveling expenses in the performance of my official duties; attendance at a conference or convention was directly related to official duties of the agency; any meals or lodging received and included in a conference or convention registration fee have been deducted from this travel claim; and that this claim is true and correct in every material matter

TRAVELER'S SIGNATURE:	DATE:
AGENCY NAME	DATE:
AGENCY APPROVING SIGNATURE:	

Websites to Research for Tourism Conferences

Florida Association of Convention and Visitors Bureaus

<http://www.facvb.org/>

Southeast Tourism Society

<http://www.southeasttourism.org/>

Visit Florida

<http://www.visitflorida.org> click on “New Product Development”

Cultural and Heritage Tourism Alliance

<http://www.chtalliance.com>

Travel Industry of America

<http://www.tia.org>

International Festivals and Events Association

<http://www.ifea.com>

Florida Festivals and Events Association

<http://www.ffea.com>

National Association of Sports Commissions

<http://www.sportscommissions.org/>

Southeastern Outdoor Press Association

<http://www.seopa.org>

Florida Motorcoach Association

<http://www.floridamotorcoach.org/>

Group Leaders of America

<http://www.glamer.com/>