

Rural Marketing & Education Grant Program

Program Purpose: The Enterprise Florida Rural Marketing & Education Grant Program was established to support Rural Communities efforts to market their Counties and to provide additional educational, technical, marketing and lead generation opportunities to their employees, Elected Officials and Board Members.

Application Period: Opens on April 15, 2019 and Closes on June 15, 2019

Who is Eligible? Applicants must be either a local government or an economic development organization serving in the official capacity of a governing board of a county, municipality, special district, or state agency within a Rural Community as defined in 288.0656 (e) Florida Statutes. The cities of Pahokee, Belle Glade, and South Bay (Palm Beach County), and Immokalee (Collier County) also meet eligibility requirements.

Funding: Applicants may receive an award up to \$10,000.00. Enterprise Florida will reimburse expenses upon delivery of proof of expenditure and performance completion for the project/program.

All project/program expenditures must be completed during the period of July 1, 2019 through June 30, 2020.

Grant recipients may be reimbursed for allowable project costs resulting from obligations incurred during the Agreement period. Activities for which state funds may **NOT** be spent include the following (this also applies to any subcontractors or consultants that are paid with Grant funds):

1. Staff salaries.
2. Purchase of equipment, furniture, or fixtures.
3. Receptions, gifts, gift cards, awards, trophies, or membership dues.
4. Lobbying any branch of state government.
5. Administration of the project in excess of 10 percent of the Grant award.
6. Project costs incurred related to the Agreement prior to its beginning date or after its ending date.
7. Travel expenses not made pursuant to Section 112.061, Florida Statutes.
8. Business entertainment expenses, including meals or activity fees.
9. Participation in trade shows, air shows, consultant events, and congressional delegations for more than three (3) key staff members and/or officers of the prospective Grantee per activity.
10. Participation in activities or events that are not located in the Continental United States (CONUS).

How funds may be used: Grant funds awarded for this program to applicants may be used for county marketing efforts including print, broadcast, digital, social media, out of home, direct mail, brochure production, website development, as well as other related projects. All marketing efforts must include the Enterprise Florida logo.

Grants funds may also be used for attendance at any approved Economic Development related conference or forum and participation in any training course offered by the International Economic

Development Council (IEDC). Participants may be reimbursed for travel expenses in compliance with Section 112.061, Florida Statutes.

Additionally, grant funds may be used to obtain or renew membership of the following Economic Development Organizations.

- International Economic Development Council (IEDC) <https://www.iedconline.org/>
- Florida Economic Development Council (FEDC) <https://fedconline.org/>
- National Rural Economic Development Association (NREDA) <https://www.nreda.org/>

Grant Reimbursement Process:

Requirements for Reimbursement

1. All Marketing Materials produced must include the Enterprise Florida Logo.
2. The grant project must be completed in the fiscal year in which the grant is awarded.
3. All project costs **must** be paid in full prior to requesting reimbursement.
4. Provide an invoice to Enterprise Florida, Inc. for the reimbursement request detailing each expense requesting reimbursement for.
5. Provide proof of expense (vendor invoice) to the grantee.
6. Provide proof of payment for each expense
7. Provide proof of performance

How to apply: Applicants must demonstrate that the funding will be used for marketing or educational purposes. All Grant applications must include:

1. Proof of organization designation
2. Description of project/program/event in which grant funding is requested.
3. Application must be signed by Organization CEO or Board Chairman
4. Signed and Dated W9 Form
5. Completed deliverable schedule

Eligible applicants may apply by following the link: (link to be created)

Completed Applications and Supporting Documentation can be sent to : mboylan@enterpriseflorida.com

Contact information: For additional information please contact:

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