



## Rural Marketing & Training Grant Program

**Program Purpose:** The Enterprise Florida Rural Marketing & Training Grant Program was established to support rural communities' efforts to market their counties and provide additional educational, technical, marketing and lead generation opportunities to their employees, elected officials and board members.

**Application Period:** October 15, 2020 through May 15, 2021

**Who is Eligible?** Applicants must be a local government or 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. Community must have rural designation from the Florida Department of Economic Opportunity at time of application.

**Funding:** Applicants may receive an award up to \$5,000.00. 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, 2020 through June 30, 2021. 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

**How funds may be used:** Grant funds awarded for this program 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 including reimbursement for participation in Rural Week in Tallahassee in March 2021.

Participation in any training course offered by the International Economic Development Council (IEDC) are also considered an eligible expense. Recipients may participate in any virtual event and receive reimbursement for registrations fees or attended in person events and 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.

- IEDC <https://www.iedconline.org/>
- Florida Economic Development Council <https://fedconline.org/>
- National Rural Economic Development Association <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 for the reimbursement request detailing each expense requesting reimbursement
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 training 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

**Contact information:** For additional information please contact:

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