



**Local Sports Destination Enhancement Grant Application
GRANT APPLICATION COVER PAGE**

Requested Amount: \$ 7000

Organization Name: Gainesville Area Rowing

Authorized Contact Name and Phone Number: Georgia Bianchi, Director of Development (352)258-6070

Board President Name and Contact Number: Melissa Jones (352) 262-4373

Project / Activity Name: Gatorhead Regatta

Project / Activity Dates: October 26, 2024

Mailing Address: P O Box 357882

City: Gainesville

State: FL

Zip Code: 32635-7882

Email Address: developmentGAR@gmail.com



Local Sports Destination Enhancement Grant Application

Please attach the following:

- Grant Application Cover Page
- Addenda Question and Answers; initialed

Required Budget Documents

- A statement of revenues and expenses for the most recently completed fiscal year.
- A complete copy of your filed most recently filed IRS Form 990
- Detailed project / event budget for applicants whose primary organizational purpose or mission is not to attract audience members and for governmental and educational institutions. (Note: funding request amounts will be based on that figure rather than the organizational budget.)

Required Organizational Documents

- Authorized Signatory** – Provide proof of persons authorized to sign contracts by submitting a Florida Department of State, Division of Corporations registration copy, board resolution or other evidentiary document.
- Board of Directors** – Provide a list indicating officers and all directors' contact information including business and home addresses and telephone numbers.
- Current **State of Florida Solicitation License** from the Florida Department of Agriculture.

Application Documents

- Up to 5 letters of support.

Additional supporting documents, attach examples of past brochures, programs, reviews, advertising, social media posts, and social media metrics and engagement reports.

Attendance (40 points)

1. Attendance Ratio Score Calculation (see chart below). (34 points)

Funding request divided by attendance = Ratio Score

4.0 and below = 34 points | 4.1 – 9.9 = 30 points | 10-14.9 = 25 points | 15 and higher = 20

points

Examples:

Funding Request	Attendance	Ratio	Points
\$10,000	20,000	.5	34 points
\$50,000	50,000	1	34 points
\$35,000	6,000	5.8	30 points
\$25,000	2,000	12.5	25 points

\$10,000	500	20	20 points
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Calculate
Your Ratio Here

\$7,000 470 14.89 25 points

Page 11



Local Sports Destination Enhancement Grant Application

2. Detailed explanation of how attendance estimates were determined. (2 points – 250 words)

Attendance estimates were calculated in several ways:

- Head counts at the main boat ramp throughout the day
- Entries in Regatta Central (Athletes listed)
- Food Sales (Lunches priced at \$10, 268 tickets sold)
- Surveys handed to each team, detailing which families stayed overnight and at which hotels (Red Roof Inn, Fairfield Inn, Airbnbs for this year)

3. Attendance over previous two years with evaluation report of how attendance is tracked and verified based on ticket sales, research, surveys, etc. (4 points – 300 words)

Gatorhead is not a ticketed event - aside from the registration fees paid to the club for each boat entered, the event is free and open to the public. In 2023, Gatorhead had 113 entries and 15 clubs. In 2022, Gatorhead had 161 entries and 10 clubs. Surveys were taken on site, but no head counts.

Page 12



Local Sports Destination Enhancement Grant Application

Merit and Support (30 points)

1. History of the organization and its contribution to sporting activities in Alachua County.
(10 points – 400 words)

Gainesville Area Rowing (GAR), established as a non-profit organization, has a long-standing history of promoting rowing in Alachua County. Over the last 26 years, GAR has introduced thousands of youth, adults, and community members to the sport through its inclusive and innovative programs- we have Learn to Row events regularly- including one this December. GAR hosts programs for middle school, high school, and Masters rowers, providing pathways for both recreational engagement and competitive excellence. GAR alumni have gone on to row for prestigious D1 and D2 universities (Tennessee, Rollins, Rutgers, Gonzaga, LaSalle), selective summer camps (Penn AC), and more- demonstrating the organization's impact on athletic development and youth empowerment.

GAR contributes significantly to local sports culture by organizing community events like the Gatorhead Regatta, which attracts athletes and spectators from across the region. These events foster local tourism, economic activity, and an appreciation for Gainesville's natural waterways.

2. Significance of the sporting event in the community and the quality of the proposed project. (10 points– 400 words)

The Gatorhead Regatta is a marquee event for the Gainesville rowing community. Drawing participants from Florida and neighboring states, the regatta not only promotes healthy competition but also highlights Gainesville's unique outdoor environment. Teams from all over Florida come to Alachua County, bringing middle school, high school and adult rowers to Newnan's Lake.

As a family-friendly event, the regatta supports community engagement and tourism by encouraging visitors to explore local attractions, stay in nearby accommodations, and dine at area restaurants. The event also aligns with Visit Gainesville's mission of enhancing sports tourism in Alachua County.



Local Sports Destination Enhancement Grant Application

3. Community support, grants, collaborations and/or in-kind contributions. (5 points – 300 words)

GAR benefits from strong community support, reflected in collaborations with local schools (Stephen Foster Elementary's Spring Carnival), universities (use of the University of Florida rowing center and collaborations when their boat ramp was damaged), and businesses such as Cypress and Grove, Ben E Keith Food Distributors, Chys, Chun Ching Market, Mi Apa, Starbucks, Georgia Flooring Direct, and more. This year, we made a concerted effort to involve volunteer support from community members, including through the UF Brown Center for Leadership and Service. Additionally, GAR looks forward to working closely with Visit Gainesville to maximize the regatta's economic and cultural impact.

GAR's funding strategy is robust, leveraging program fees, family donations, sponsorships, and grants to sustain operations. For example, prior fundraising efforts have helped GAR expand its equipment inventory with 2 new boats, erecting and dedicating the boathouse in August and 2024, and improving event quality, ensuring continued success.

4. Up to 5 letters of support. (5 points – Attach.)

I did not have time to solicit these letters.

Excellent: 25-30 points: Organizational timeline and contributions clearly demonstrate growth, sustainability, and expansion with specific examples. Projects are well-defined, achievable, unique, and reflect excellence. Clear evidence the organization follows best practices in multi-sourced funding strategies with examples of diversified and broad-based community support.

Good: 20-24 points: Organizational timeline and contributions are defined. Projects are defined and achievable. Funding strategies provide examples of outside support.

Fair: 15-19 points: Little evidence of contributions, sustainability or growth. Programs are not well-defined or achievable. Outside funding sources are lacking and there is little evidence of broader community support.

Marketing and Advertising Plan (30 points)

1. Describe the organization's marketing plan, including out-of-county marketing, and how the proposed event will be promoted to tourists. (15 points—500 words.)

GAR leverages social media platforms, primarily Facebook, Tik Tok and Instagram, to engage with out-of-county rowing clubs, sports organizations, and potential spectators. Posts target regional audiences in Florida, Georgia, and neighboring states, highlighting the event's unique qualities and Gainesville's natural beauty. GAR's website provides detailed information about our event and it is listed on regattacentral as well. Our coaches and families communicate with other clubs throughout the year to encourage participation. GAR sends out press releases and communicates with reporters from Gainesville Sun and Mainstreet Daily News. This year's attendees came from Inverness, Clermont, Niceville, Daytona Beach, Orlando, Tampa, and Jacksonville.



Local Sports Destination Enhancement Grant Application

2. Provide a detailed description with budget breakdown of how 25% of requested grant funding will be spent to attract tourists. (10 points – 400 words)

For a \$7,000 grant request, 25% of the funding equals \$1,750.

Social Media Ads: \$0

Posts on Facebook, Instagram, Fun4GatorKids and Twitter targeting rowing clubs, sports organizations, and out-of-county audiences in Florida and Georgia. Posts promoted registration deadlines, event highlights, and Gainesville's attractions.

Printed Materials: \$100 Flyers highlighting event details and local tourism attractions. These were distributed at regattas and sent to rowing clubs.

Tshirts: \$1700 Gatorhead Tshirts have a list of all our local partners and sponsors

This area is to be a lesson learned for GAR to target out-of-county specifically, even as the attendees at Gatorhead are already out of county because they belong to rowing clubs from all over Florida.

3. Additional supporting documents, attach examples of past brochures, programs, reviews, advertising, social media posts, and social media metrics and engagement reports. (5 points – Attach.)

Excellent: 25-30 points: Well-defined marketing plan to attract and grow attendance. Includes strategic use of multiple platforms (social, radio, web, etc.). Articulates understanding of target markets and the demographic profile of attendees. Includes plans for editorial press coverage. Clearly defines a return on investment for marketing and advertising expenditures.

Good: 20-24 points: Marketing plan to attract and grow attendance. Includes multiple platforms (social, radio, web, etc.).

Fair: 15-19 points: Undefined marketing plan to attract and grow attendance.

Profiles on Main Street Daily News

<https://www.mainstreetdailynews.com/sports/gainesville-area-rowing-builds-foundation>

Gatorhead on RegattaCentral https://www.regattacentral.com/regatta/?job_id=9047&org_id=0



Local Sports Destination Enhancement Grant Application

Please initial next to each item below,signifying that you have read and understand the conditions of the Local Sports Destination Enhancement Grant program.

GEB I attest that all information in the application is accurate and that the events and activities to be considered for funding are in compliance with the Alachua County Code of Ordinances and grant program criteria.

GEB I attest that if awarded, the funding provided by way of this program or agreement will not be used in aid of a program or event whose purpose is to promote the religion of the provider, be significantly sectarian in nature, involve religious indoctrination, require participation in religious ritual, or encourage the preference of a religion.

GEB The Applicant will comply with all federal, state, and local laws, ordinances, and regulations, including these grant/program requirements. Failure to comply may subject the applicant to loss of funding or removal of participation in this or a future County tourism development tax funded grant/program.

GEB I understand that all printed and/or digital collateral and advertisements must include the Visit Gainesville, Alachua County, FL logo as one of the event sponsors and on any and all advertising/marketing materials, the event website (with link to VisitGainesville.com), programs, and any newsletters or email notifications promoting the event.

GEB I understand that the event will credit Visit Gainesville, Alachua County, FL at the level equal to the award amount. For example, if the award is \$15,000.00 and that is a gold level sponsor, Visit Gainesville Alachua County is to be listed as a gold sponsor.

GEB Tickets for the appropriate level sponsorship must be provided to Visit Gainesville, Alachua County, FL for promotional activities.

GEB I understand that all reporting requirements must be satisfied to receive reimbursement funding.

GEB I understand that the event must be ADA accessible.

GEB I understand that a statement on letterhead that the applicant is a governmental entity or a copy of the Organization's Active Status from Sunbiz.org must be attached to be eligible for funding.

GEB I certify that my event is within the boundaries of Alachua County.

GEB I acknowledge that this application and grant documents submitted to the County, become public records subject to the provisions of Chapter 199, F.S., Florida Public Records Law.

GEB I understand that I should complete and submit the Sponsorship packet at least 2 months prior to the event date.

Signature of authorizing official (Board Chair) May Kay Cardini
Vice President, GMA

Signature of Contact Person [Signature]