



## **FY19 Amateur & Youth Sports Grant Program Guidelines**

The Amateur & Youth Sports Grant goal is to issue monetary grants to support high quality amateur sporting events in Maryland that generate a significant economic impact to local communities through participant and attendee spending. Funding support is provided by Maryland Sports (formally Maryland Office of Sports Marketing) via the Maryland International and Preakness Stakes Incentive Act of 2016 and reinstated in the 2018 Budget Reconciliation & Financial Act (BRFA).

The Amateur & Youth Sports Grants are available to non-profit sports event rights holders, National Governing Bodies (NGBs) and/or tourism related organizations to support and conduct amateur sporting events consisting of games, exhibitions, tournaments, other sports competition-related events and or trade shows or conferences which are planned, presented, promoted and hosted in Maryland.

The grant program is designed to provide financial help to support local CVBs, Sports Commissions, Event Owners or governmental agencies in hosting amateur sporting events that meet one or more of the following criteria:

1. To provide and grow youth sports opportunities and participation through sporting events;
2. To produce a positive economic impact on the state's economy;
3. To increase spending by out-of-state visitors;
4. To generate media coverage and exposure of the value of sports tourism to Maryland;
5. To create or provide a quality of life opportunity for Marylanders;
6. To generate overnight hotel stays from participants and spectators.

### **ELIGIBILITY:**

- Applicants must have obtained a letter of support/endorsement from Maryland Sports for inclusion in the bid. If a formal bid process was not required, a letter of recognition from Maryland Sports must be obtained at least 120 days prior to the event dates.
- Proof of tax-exempt status (attach documentation that confirms the organization's non-profit status. This should consist of a copy of the customer's determination letter, officially recognizing the corporation's tax-exempt status under 501(c) 3 or 501(c) 6 of the IRS tax code.) For profit organization must apply in concert with a TEAM Maryland partner organization.
- Events must be held in Maryland Counties and other recognized DMO organizations only (events may not cross into other states or districts), unless authorized by the Maryland Sports in advance of the Grant request.



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- The application must be complete and include all necessary attachments. Incomplete applications or an absence of required attachments may disqualify applications.

### **EVENT INFORMATION:**

An overall event plan must be included with the application. The following information must be included in the event plan:

1. Description: this section should include schedules, competition details, special events, a history of the event, rights holder or NGB information and other information pertinent to the operation of the event.
2. Event Budget: include all expected revenues and expenses for the event.
3. Community Support: provide a detailed description of all community support for this event. May include financial support, in-kind donations, sponsorships, volunteers for the event, etc.
4. Other sources of income: Include private or public sponsorships, vendor income, entry fees, gate receipts, rental income, concessions, etc.
5. Benefit to the State: indicate how this event will provide a positive impact to the State of Maryland.

### **BASIC GRANT GUIDELINES:**

- The grant is open to sports tournaments and events that produce substantial economic impacts for Maryland.
- **Applications will be accepted currently – June 30, 2018.**
- Grant applications that attract new, rather than existing sporting events will be given a higher priority for awards.
- The minimum grant award amount is \$1,000; maximum grant award amount of \$25,000 per event.
- Grant awards must be matched with local cash funds at a ratio of no less than 15% local.
- No less than 15% - provided by local sports commission, CVB and or another municipality organization in cash.
- No more than 85% - Amateur & Youth Sports Grant award
- **Counties applying for the Grant must at minimum be a base level partner of the TEAM Maryland initiative.**
- Event Rights Holders, Event Owners and or NGBs must be a member in good standing with the National Association of Sports Commissions (NASC) and or be affiliated with a member in good standing.
- The grant can be used for hosting, operational and bidding expenses.



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- The final grant application will be reviewed by Maryland Sports and the Maryland Stadium Authority (MSA). Maryland Sports and or MSA have the authority to reject any application.
- Maryland Sports has authority to award bid applications for special events outside of quarterly deadlines if unusual or extenuating circumstances exist and funds still remain.
- Events that encompass multiple jurisdictions/counties/venues will be reviewed prior to single jurisdiction/county/venue events.

### **FISCAL/GRANT AGENT:**

To apply for the Grant, an organization must be in good standing to do business in Maryland and must designate a Fiscal/Grant Agent for administration and distribution of grant.

The responsibilities of the Fiscal/Grant Agent include:

- Assure completeness and accuracy of grant application.
- Verify applicant has matching funds available
- Substantiate all supporting documentation
- Issue a letter of agreement that includes those tasks that you will perform as the designated Fiscal Agent
- Monitor applicant's expenditures
- Disburse funds in accordance with the purpose of the grant application
- Maintain separate records of disbursements related to the grant
- Submit a complete and accurate accounting of all grant expenditures by the deadline specified in the award letter
- Obtain an accounting of expenditures for the final report several weeks prior to its due date.

### **APPLICATION REQUIREMENTS - must meet one or more of these criteria**

- **Events must have secured letter of support/endorsement from Maryland Sports prior to hosting (min. 120 days prior)**
  - 500 room nights, and/or
  - 750 number of participants, and/or
  - 1,500 number of spectators, and/or
  - Maryland's Own (per Maryland Sports web site), NCAA, NGB events, or IF and/or
  - \$100,000 or more in direct spending based upon the Maryland Sports Competitive Amateur Sports Survey Analysis (page 21), and/or



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- Other evaluation factors brought to the attention of Maryland Sports

Applications that do not meet these criteria may still be awarded a grant if Maryland Sports determines that the event is unique and beneficial to Maryland's economy or enhances the quality of life for Marylanders.

### **INTENT OF GRANT FUNDS:**

- Hosting Expenses
  - Expenses associated with housing of officials and or event personnel
    - State per Diem guidelines will be followed
  - Promotions and marketing
    - Web, printed, social and traditional, etc.
    - Branding and media tied to hosting events
  - Rights fees and sanction fees must show direct correlation to a defined budgeted category for the event(s)
  - Site fees/Cost and or Event Production
    - Field/venue rental costs
    - Opening/Closing Ceremonies
    - Equipment rentals
    - Facility enhancements required to host event(s)
    - Other related event expenses

AND:

Maryland Sports/TEAM Maryland related enrichment or exposure opportunities

\*Maryland Sports has final approval

**NOTE:** The budget categories as submitted in your application will be used as the basis for awarding the grant. Once a category has been approved, it cannot be changed unless unforeseen budgeting situations occur. Any requests for changes must be in writing and must be deemed justifiable by Maryland Sports. **Only those categories approved will be reimbursed. If you are in doubt, it is strongly encouraged you check before submitting your grant.**

### **AMATEUR & YOUTH SPORTS FUNDS ARE NOT INTENDED FOR:**

- General typical daily venue operation or administrative expenses, including staff, officials, travel to solicit events;
- Building, renovating, and/or remodeling a facility;



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- Purchase of permanent equipment;
- Debts occurred prior to the grant;
- Printed program which solicit advertising;
- Off-site hospitality or social functions;
- Expenses of any team and or organization traveling outside of the event county to compete;
- Funds are not intended for long-term event sustainability therefore event(s) may receive funds for no more than three consecutive years and at decreasing amounts per year.

#### **GRANTEES RESPONSIBILITIES:**

- If funds are used to support or enhance an event, then 30 days prior to the event, the organization must provide proof of insurance, which lists Maryland Sports as additional insured, with a minimum liability coverage of \$1,000,000 per occurrence.
- Recipients must provide Maryland Sports a report that includes complete and accurate accounting of the event's financial activity no more than 45 days after the completion of the event. Funds will be disbursed only upon the receipt and approval of a complete and accurate accounting of the event's financial activity.
- Grantees shall acknowledge Maryland Sports and the State in all promotional materials where applicable.
- Grantees must share b-roll and photography taken during the event.
- Maryland Sports signage must be present at all event(s) and be given sponsorship benefits as per the value of the grant (or televised commercials/mentions where necessary) if appropriate.
- All events receiving funds from the GRANT will be required to submit economic impact data based on criteria established by Maryland Sports' economist of record, Crossroads Consulting. Events selected agree to allow an economic impact study surveying to take place, if warranted.

**TOTAL FUNDS IN GRANT PROGRAM:**

**\$350,000**



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### TO APPLY FOR A GRANT:

#### INSTRUCTIONS

- Guidelines – Here you will find procedures outlining the application process
- Application – This form should be completed and submitted electronically. Or, using Adobe Acrobat Reader or Microsoft Word, the form may be printed out and mailed to the address on the application.
- Maryland Sports will notify all applicants electronically of any action taken on submitted applications no later than seven (7) days after reviewing the applications.

#### REIMBURSEMENT PROCESS\*:

50% of approved funds to be distributed prior to event

50% post event reimbursement for approved expenses, the applicant must:

1. Complete and return a Grant Agreement and Affidavit prior to the event.
2. Submit a Post Event Reimbursement Report and economic impact data within 45 days following event.
3. Provide all invoices, receipts, and copies of cancelled checks/credit card statements for payment of all approved expenses, up to the amount of the approved grant allocation and the matching funds. All invoices and cancelled checks must be in the name of the applicant.
4. Provide photos of any Maryland Sports sponsorship signage and/or acknowledgement at the event.

*\*Events will be handled on a case by case basis.*