

Item 1

TDC Board of Directors
September 1, 2016
Tiger Point Community Center, Gulf Breeze, FL

Board Members Present:

Vernon Compton (Chairman)
Alan Lowery
Norm Crowder
April Sarver
Liz Horton
Rob Williamson

Attendees:

Julie Morgan
Nicole Dees
Scott Rayner
Judd Smith
Donna Tucker
Tiffany Sullivan
Rhett Fendley
Lee Parker

Sharon Pitts
JoAnn Sisson
Rudy Webb
Tom Merrick
Cedar Hames
Larry Meador
Chris LeBlanc
Stewart Hill

Perry Henry
Nina Zapala
Ashten Ross
Don Davis
Meredith South
Dave Barnette
W. Ira Patrick
Shannon Rice

The meeting was called to order by Compton at 8:39 a.m.

- 1) First on the agenda was review of the agenda.

Horton moved approval of the agenda as presented. Crowder seconded and the motion passed unanimously.

Second on the agenda was the approval of the August 4, 2016 minutes.

Crowder moved approval of the August 4, 2016 minutes. Horton seconded and the motion passed unanimously.

- 2) Abstain from Vote/CE Form 8B- Vernon Compton

Compton said in the last meeting he abstained from voting on the agenda item: Connecting Nature and Commerce/Developing Regional Trail Opportunities because he is involved with a leadership role and helped organized the workshop. He read aloud the abstention form (CE Form 8B) to include with the minutes.

Julie Morgan (Tourism Development Director) said Roy Andrews (County Attorney) will speak at the next Board of Directors meeting to give the board guidance on the CE Form 8B.

- 3) Local Event/Marketing Grant Applications - Nicole Dees (Tourism Information Specialist)

- Lagerheads on the Gulf - Southeastern Volleyball Tournament Championship and 3 AVP Tour events on Navarre Beach - Request: \$5,000.00.

Dees said this is a first event request by Lagerheads on the Gulf for the county. Morgan said this event and was not planned during the open cycle timeline. She said Smith has been working with Lagerheads on the Gulf and has been putting on tournaments for quite some time. Morgan said once she found out about these events and how big of a following Smith has, she said the TDC needs to work with and help him. She said he agreed and she asked him to fill out the request. Morgan said Smith will be contracting to get the professional tour to the county, which is the professional series, next spring.

Scott Rayner, owner of Lagerheads on the Gulf, said this happened organically. He said Judd Smith, Professional Beach Volleyball Player and founder of Bulldog Beach Volleyball Club, has a

big local and professional following. Rayner said Smith holds clinics and teaches area youth. He said Smith started these “back-door” events which have grown from 20 – 50 people to 200 – 300 people showing up for events that Smith advertises on his Facebook account. Rayner said these events are putting Navarre on the map for volleyball. He said Bulldog Beach in Navarre was recently approved for the Southeastern Volleyball Tour Championships, sponsored by McGuire’s Irish Pub of Destin and Pensacola. Rayner said the request to the TDC is for \$5,000.00 to market and advertise 4 events. He said he will spend \$1,000.00 of the grant on marketing and advertising the upcoming Southeastern Volleyball Championship Tour and expects 300 – 400 people for the event.

Rayner said he and Smith have been working for approximately 2 years to get the AVP (Association of Volleyball Professionals) tour to Navarre. He said all of the Olympic beach volleyball players are part of AVP. Rayner said AVP scouted the area looking at the sand, nets, parking and infrastructure. He said he and Smith have to successfully host 3 minor league events, next year, to be awarded a 3 year contract for a main event. Rayner said the 3 minor league events will require a special event permit because he expects at least 1,000 people for each event. He said a main event can draw 8,000 – 10,000 people.

Sarver said Okaloosa County has done a good job with Emerald Coast Volley Ball League and creating a significant economic impact and she would love to see something similar here. She asked Rayner about market advertising. Rayner said he was not doing any out of market advertising until recently.

Morgan said once she explained to Rayner that she is here to help him, he was on board. Rayner said if he and Smith can bring in 200- 300 local people with Facebook posts then with the help of marketing and advertising the event size could easily double.

Crowder asked if the intended use for the funds meets the TDC qualifications. Morgan said yes.

Williamson said he loves the idea of the event and has been hoping the county could have something like this for a while. He said he is in support of the grant but suggests the application be reviewed. Williamson said it is a great event to bring forward and he has no doubt that it will be a success. Morgan said she and Meredith South sat down with Rayner and Smith when the application was completed for accuracy. Williamson said it is important to get expectations right on the front end so that there are no complications.

Williamson moved approval. Sarver seconded and the motion passed unanimously.

- Southern Raceway - Southern 100 - Request: \$5,000.

Dees said Southern Raceway applied with the TDC last year, in the 2015 grant cycle. She said she did not receive the requested post event report for 2015. Dees said she notified Southern Raceway of the 2016 open grant cycle that ran from April 1st through May 31st, on several occasions. She said this year Southern Raceway’s application was submitted on July 28, 2016 and requests \$5,000.00.

Compton said this is another great event for the county. He said this is an event that has come to the TDC before but Southern Raceway did not apply during the open cycle for yearly grants.

Williamson asked Dees if Southern Raceway supplied a reason as to why they were unable to meet the deadline. Dees said no. Williamson said the TDC cannot continue to allow programs to consistently request funding outside of the open cycle and maintain the integrity of the grant program. He said he agrees with Compton that this is a great event and an opportunity for

growth for the county. Williamson said his recommendation is to let Southern Raceway know that if they do not make the deadline again, the TDC will not recommend funding. He said he believes in the growth segment potential of this event and wants the event organizer to come before the board and give an idea of what they are going to do and why they could not make the deadline. Williamson said his recommendation will be an approval, pending the event organizer appear before the board to answer questions.

Morgan said she requested the event organizers appear to explain but they are not here. Compton said Dees contacts event organizers repeatedly and offers assistance. There was further discussion about the consequence of recommending funding outside of the open cycle and against policy.

Compton said the TDC wants to work closely with Southern Raceway and wants this to be a successful event. Morgan said the TDC budgeted \$5,000.00 for this event last fiscal year but Southern Raceway never requested reimbursement funding. She said the TDC needs to utilize and maximize every dollar in the budget. Morgan said she appeared before the Board of County Commissioners on June 20th and reiterated that the TDC will not accept grants out of cycle unless it is a new event to the county.

Horton moved the TDC not accept the application from Southern Raceway. Lowery seconded and the motion passed unanimously.

- 4) Presentation of Top 3 Submittals for Ad Agency Contract/Discussion of the presentation and ranking of the firms in response to the RFP.

The following firms gave presentations to the board (in the following order):

- Paradise – Represented by Cedar Hames (CEO and Chief Strategy Officer), Tom Merrick (Chief Creative Officer) and Rudy Webb (VP, Account Services).
- EVOK – Represented by Larry Meador (Founder, Chief Strategy Officer), Perry Henry (Account Manager), Stuart Hill (Strategic Planner), Nina Zapala (Public Relations Strategist), Chris LeBlanc (Executive Creative Director) and Ashten Ross (Interactive Project Manager).
- Davis, South, Barnette & Patrick – Represented by Meredith South (Partner/Client Services), Don Davis (Partner/New Business Development), Dave Barnette (Partner/Co-creative Director) and W. Ira Patrick (Partner/Co-creative Director).

Compton said each firm will have 15 minutes to make a presentation to the board and then there will be a 15 minute question and answer period. Morgan said the Procurement Officer (David “Dave” King) is present and will tally votes at the end of the presentations. Williamson said the goal today is to provide a ranking that will go along with the Tourist Development Director, Staff and Public Information Officer to present to the Board of County Commissioners. Compton said the Board of County Commissioners will make the final decision of the firm that will be selected.

After discussion and ranking, King tallied the votes and announced the firms were ranked as follows:

- **DBSP – 1st**
- **Paradise – 2nd**
- **EVOK – 3rd**

Morgan said King will contact the vendors. Williamson asked King to copy the chairman and Morgan on the email to the vendors.

5) Budget for TDC FY 2016/17- Julie Morgan

Morgan said the only modification to the budget was for item 581-001 Aide to Municipalities in that the TDC Board of Directors recommended \$45,000.00 for the City of Milton Riverwalk. She said the formula used brings the amount allocated to \$34,000.00.

Morgan said item 534-0076, the Bicycle Pedestrian Plan, was \$207,430.00 but now it shows \$184,840.00 in that line because more money has been spent. She said the money is set aside for the Bicycle Pedestrian Plan, goes straight through the grant process and cannot be touched, moved or used elsewhere.

Lowery moved approval to recommend modification of the budget to the county commission. Horton seconded and the motion passed unanimously.

6) Santa Rosa County Chamber/VIC- Donna Tucker

Donna Tucker (President/CEO at Santa Rosa County Chamber of Commerce) said she is here to speak about the funding request that was presented to the board during the last meeting. She presented the board members with a packet of information about the plan for the new Santa Rosa County Chamber and Visitors Information Center.

Tucker said one of the reasons the Chamber considered Avalon Boulevard is because of the corridor coming into Santa Rosa County. She said the Chamber hosts a lot of community meetings and incubates numerous projects. Tucker said the new building will be almost twice the size as the current building and will allow for separate meeting spaces. She said the 2nd floor will be her office and private meeting space. Tucker presented a list of current committee members and partners for the project. She said the total square footage of the building's interior will be 3,190 square feet. Tucker said the Chamber has been keeping statistics since 2013 on walk-ins, calls, meetings and tourism projects to determine how much time is spent doing chamber business versus tourism. She said time spent between functions is pretty close to 50/50 with two people in the office. Tucker said based on an estimate of \$250.00 per square foot for a commercial building, the request for \$120,000.00 from the TDC is less than 12.5 percent of the total cost of the project. She said the chamber is not asking for a lot but is asking for enough to state that the TDC and tourism has been a big part of what the chamber is doing. Tucker said a Chamber of Commerce can go anywhere but a Tourist Information Center or visitor's center needs to attract people. She said the presentation packet includes financial compilation reports.

There was further discussion.

Williamson said this request is already reflected in the budget.

Williamson moved approval of funds for a \$120,000.00 commitment for \$60,000.00 for this year and \$60,000.00 in the following year's budget. Horton seconded and the motion passed unanimously.

7) TDC BOD/Committee Meeting Schedule

Morgan said the new committee meeting schedule is available online as part of backup supporting documents. She said the committee meetings are no longer northend or southend;

all attendees come together now. Morgan said the locations have been switched to make sure location is split between north and south. Lowery asked if the same committee members will still attend. Morgan said yes. She said it will be for the better because it will help get everyone on the same page.

8) TDC BOD Position of Kyle Holley Expiring Oct. 2016 / Letters of Interest- Julie Morgan

Compton said Holley has added so much in the years since he has been involved and he wants to see Holley's continued engagement and involvement on this board. Morgan said the TDC appropriately advertised the opening and there was interest expressed from people in the southend but no one submitted a letter. She said the letter from Holley was the only one received.

Williamson moved approval for the board to recommend Holley remain in his current TDC BOD position. Horton seconded and the motion passed unanimously.

9) Sports Tourism Discussion

Morgan said sports tourism and medical tourism is something the county really wants. She said Rayner and Smith did not know to reach out to her. Morgan said Smith is a wealth of knowledge. She said she, the PIO and DSBP are working jointly to get the information out. Morgan said her team could have done more if it knew sooner. She said with Smith's experience and expertise this is something that can be huge, especially with AVP tours coming next season. Morgan said this was in the game plan during her interview and something the county wants to get involved in and now are moving forward.

10) Director's Report- Julie Morgan

- Bed Tax Update – Morgan said June numbers are up 11% from last June.
- Calypso the Turtle – Morgan said this is the second turtle for the turtle trail. She said this turtle is a boy named Calypso. Morgan said in moving forward with the turtle trail, through the county, her thoughts are that since the first turtle is at the I-10 Welcome Center that this turtle should be at the Navarre Welcome Center. She said the next turtle should be in central Santa Rosa County and then after that keep moving forward. Morgan asked the board if it wishes to move forward and order another turtle now. She said the TDC has the funding to do it. Morgan said her idea on the next turtle is to commission an art class at one of the schools. She said she wants to get some artists from Milton involved as well.

Crowder moved to put the second turtle in the Navarre Visitors Center. Lowery seconded and the motion passed unanimously.

Crowder moved to commission the third turtle. Lowery seconded and the motion passed unanimously.

- Medical Tourism - Morgan said people come from all over the world to visit Andrews Institute for specialized orthopedic surgery. She said she, Andrews Institute and DSBP have met to develop a partnership.
- Airbnb- Morgan said as of today, Santa Rosa County will be collecting taxes from Airbnb.

11) North End requests- None

12) South End Requests- None

13) Other Business

Morgan said she has been receiving emails, over the last several hours, regarding the tropical storm coming through. She said Governor Scott has directed all state offices in Santa Rosa County to close at noon, in preparation. Morgan said she has received emails from VisitFlorida that their crisis team will continue to monitor the storm and update the county on normal basis. She said the Public Information Officer (Brandi Whitehurst) is working on this right now and DSBP is ready to be responsive to Whitehurst. Morgan said lifeguards on Navarre Beach are flying double red flags, due to rough seas and a high risk of rip current. She said the Gulf Beaches are currently closed to the public for wading, swimming and surfing.

There being no further business to come before the board the meeting adjourned.

Item



4

**VOLUNTARY COLLECTION AGREEMENT
FOR
SANTA ROSA COUNTY TOURIST DEVELOPMENT TAX**

THIS VOLUNTARY COLLECTION AGREEMENT (the "Agreement") is dated August 1, 2016 and is between AIRBNB, INC., a Delaware corporation ("Airbnb") and the CLERK OF COURT OF SANTA ROSA COUNTY, FLORIDA (the "Tourist Tax Collector"). Each party may be referred to individually as a "Party" and collectively as the "Parties."

RECITALS:

WHEREAS, Airbnb represents that it provides an Internet-based platform through which a third party desiring to offer an accommodation (a "Host") and a third party desiring to book an accommodation (a "Guest") have the opportunity to communicate, negotiate and consummate a booking transaction for accommodations ("Booking Transaction") pursuant to a direct agreement between Host and Guest to which Airbnb is not a party (the "Platform");

WHEREAS, Airbnb represents that any agreement regarding a Booking Transaction through use of the Platform is between the Host and Guest only, that Airbnb is not a party to such agreements, that a Host exclusively determines the price to be charged, the dates to book such accommodations, the parties with whom to transact and all other material terms of such agreements, that only the Host and not Airbnb has the right and ability to accept and book an accommodation, and that Airbnb does not own any real property and does not have any possessory interest in any real property or accommodations offered by Hosts (including, but not limited to, as an owner, lessee, sublessee, mortgagee in possession, licensee, agent or in any other capacity), and therefore cannot and does not transfer any possessory interest in any property or accommodations to any person;

WHEREAS, Airbnb represents that it is not an owner, proprietor, managing agent, dealer, vendor or otherwise operator of any hotel, motel, room, or accommodation of any kind within the meaning of applicable law in Santa Rosa County (the "County"). Airbnb represents it does not receive, collect or charge rent, or other taxable consideration relating to occupancy, within the meaning of applicable County laws.

WHEREAS, the legal rights, remedies and obligations of Airbnb, Hosts and Guests using the Platform are specified in a document titled "Terms of Service" (the "TOS") and other

policies and procedures available at www.airbnb.com, including, but not limited to, certain TOS provisions to which Hosts and Guests have agreed that when or if Airbnb determines to assist with collection and remittance of occupancy taxes in a given jurisdiction, users grant Airbnb authority to register, report, collect and remit the applicable occupancy taxes pursuant to this Agreement and the TOS;

WHEREAS, the Tourist Tax Collector and Airbnb enter into this Agreement voluntarily in order to facilitate the reporting, collection and remittance of applicable occupancy taxes from Hosts and Guests, resulting from Booking Transactions completed by Hosts and Guests on the Platform for occupancy of accommodations located in the County, in accordance with this Agreement.

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL COVENANTS, PROMISES AND AGREEMENTS CONTAINED HEREIN, THE PARTIES AGREE AS FOLLOWS:

(A) With respect to Booking Transactions between Hosts and Guests completed on the Platform for accommodations for which Santa Rosa County Tourist Development Tax ("TDT"), imposed under applicable County law (the applicable "Code"), and during the period in which this Agreement is effective (as defined below), and solely pursuant to the terms and conditions of this Agreement, Airbnb agrees contractually to assume the duties of a TDT dealer as described in the Code (hereinafter referred to as "Dealer").

(B) Airbnb neither agrees to undertake, nor undertakes any obligation to assume the duties of a Dealer and does not agree to undertake any obligation contractually or otherwise to collect or remit TDT relating to any user's transaction completed, made or facilitated through any means, or method or other platform, other than the Host or Guest's use of the Platform. Any obligation assumed by Airbnb pursuant to this Agreement (during any period in which it is effective) shall be limited to users completing Booking Transactions directly between the Guest and Host through their use of the Platform.

PROSPECTIVE COLLECTION OF TDT

(C) Starting on September 1, 2016 (the "Effective Date"), Airbnb agrees to commence collecting and remitting TDT, pursuant to the terms of this Agreement, at the applicable rate, on completed Booking Transactions for occupancy of accommodations located in the County between a Guest and Host who use the Platform. For the avoidance of doubt, this agreement to

collect shall not extend to any period or transaction prior to the Effective Date or after the termination of this Agreement or to any user's transaction completed, through any means, method or platform, other than the Platform.

REMITTANCE OF TDT

(D) Airbnb agrees to reasonably report aggregate information on the tax return form prescribed by the Tourist Tax Collector, including all TDT that is subject to the provisions of this Agreement, and it shall remit all TDT collected from Guests in accordance with this Agreement and the TOS and evidenced on such returns in the time and manner described in the Code or as agreed between the Parties in writing. TDT collected shall be reported and remitted for each TDT district within the county as defined by the Code. For the avoidance of doubt, except as may expressly be agreed to herein, Airbnb does not agree to produce personally identifiable information on users of the Platform pursuant to tax collection that is the subject of this Agreement.

AIRBNB LIABILITY

(E) On a prospective basis upon the Effective Date of this Agreement, and during any period in which this Agreement is in effect, in accordance with the terms of this Agreement, Airbnb agrees contractually to assume liability for any failure to report, collect and/or remit the correct amount of TDT, including, but not limited to, penalties and interest, lawfully and properly imposed in compliance with law. Nothing contained herein nor any action taken pursuant to this Agreement, including but not limited to the collection or remittance of TDT, shall impair, restrict or prevent Airbnb from asserting that any TDT and/or penalties, interest, fines or other amounts assessed against it were not due, are the subject of a claim for refund under applicable law or enforcing any and all rights accorded to it pursuant to law.

(F) During any period in which this Agreement is in effect, and Airbnb is not in breach of its obligations under this Agreement, then with respect to Booking Transactions covered by this Agreement, the Tourist Tax Collector agrees to audit Airbnb on the basis of TDT returns and supporting documentation filed by Airbnb with the Tourist Tax Collector and shall not directly or indirectly audit any individual Guest or Host relating to such Booking Transactions unless and until an audit of Airbnb by the Tourist Tax Collector has been exhausted with the matter unresolved.

(G) With respect to any audit of completed Booking Transactions that are subject to this Agreement during any period in which it is effective, the Tourist Tax Collector agrees to audit Airbnb on an anonymous numbered account basis. The Parties agree that Airbnb shall not be required to produce any personally identifiable information relating to any Host or Guest and/or relating to any Booking Transaction in connection with an audit or otherwise without binding legal process served only after completion of such audit by the Tax Department of Airbnb with respect to such Host or Guest. The Tourist Tax Collector agrees that for TDT purposes, it will limit its audit of Airbnb and/or any assessment against Airbnb for alleged under collection of TDT to no more than a consecutive twelve (12) month tax period within any consecutive forty-eight (48) month period.

(II) The Tourist Tax Collector agrees that pursuant to this Agreement and during the period in which it is effective, Airbnb agrees to register as a Dealer for the reporting, collection and remittance of TDT, in connection with its obligations assumed under the Code and as set forth in this Agreement. Registration with the Tourist Tax Collector and the issuance of any certificate of authority will be in the name of Airbnb, Inc. at 888 Brannan Street, 4th Floor, San Francisco, CA 94103. Airbnb, Inc. will be the registered taxpayer on behalf of any subsidiary or affiliate of Airbnb, Inc. collecting TDT from Guests.

GUEST AND HOST LIABILITY

(I) During any period in which this Agreement is effective, and solely with respect to a Host's activity on the Platform, said Host shall not be required to individually register with the Tourist Tax Collector to collect, remit and report TDT, under the Code, on the condition that Airbnb is in compliance with its obligations under this Agreement and the Code. Nothing in this Agreement shall relieve Guests or Hosts from any responsibilities with respect to TDT, including any obligation to register with the Tourist Tax Collector to collect, remit and report TDT for a user's transactions completed through any means, method, device or platform other than the Platform, or restrict the Tourist Tax Collector from investigating or enforcing any provision of applicable law against such users for any occupancy arranged directly or through a means other than the Platform.

(J) Nothing herein shall relieve any Guest or Host of liability for TDT imposed by the Code, except as noted in paragraphs (E) (F), (G), (H), (I) and (K) herein, nor limit the Tourist

Tax Collector's authority to hold such Guest or Host responsible for any applicable TDT, penalties and interest for which they may be liable, including, but not limited to, civil and criminal penalties arising from inaccurate, false or misleading representations made to Airbnb or the Tourist Tax Collector by such Guest or Host, whether or not such representations were, in fact, relied upon by Airbnb or the Tourist Tax Collector in complying with its responsibilities under this Agreement.

WAIVER OF LOOK-BACK

(K) The terms of this Agreement shall be prospective only as of the Effective Date and the County to the extent authorized by law to do so expressly releases, acquits, waives and forever discharges Airbnb, its current or past affiliated parent or subsidiary companies, directors, shareholders investors, employees and other agents, and/or Hosts or Guests from any and all actions, causes of action, indebtedness, suits, damages or claims arising out of or relating to payment of and/or collection of TDT or other tax indebtedness, including but not limited to penalties, fines, interest or other payments relating to TDT on any Booking Transactions completed on the Platform prior to the Effective Date. Nothing contained in this Paragraph or in this Agreement shall impair or prevent the County from collecting alleged indebtedness related to TDT for transactions completed through any means, method, device or platform other than the Platform. Nothing contained in this Paragraph of this Agreement will constitute a release or waiver of any claim, cause of action or indebtedness that the County may have or claim to have against any Host or Guest unrelated to TDT or the matters released herein.

NOTIFICATION TO GUESTS AND HOSTS

(L) Airbnb agrees, for the purposes of facilitating this Agreement, and as required by its TOS, that it will notify (i) Hosts that TDT will be collected and remitted to the Tourist Tax Collector as of the Effective Date pursuant to the terms of this Agreement; and (ii) Guests and Hosts of the amount of TDT collected and remitted on each Booking Transaction. Additionally, the Parties agree that Airbnb may, at its discretion, notify Hosts of the specific provisions of paragraphs (I), (J) and (K) of this Agreement.

PROSPECTIVE TAX TREATMENT

(M) Collection and remittance of TDT under this Agreement shall begin on the Effective Date.

LIMITATION OF APPLICATION

(N) This Agreement is solely for the purpose of facilitating the administration and collection of the TDT with respect to Booking Transactions and, except with respect to the rights and liabilities set forth herein, the execution and implementation of this Agreement by the Parties, including but not limited to, the collection and/or remittance of TDT, shall not be considered an admission or evidence of any issue of law or fact arising under the Code or any other provisions of the laws of the United States of America or of any State, county or municipal entity thereof. By entering into or acting pursuant to the terms of this Agreement, including but not limited to collecting and/or remitting TDT, Airbnb does not waive, and expressly preserves, any and all arguments, contentions, claims, causes of action, defenses or assertions to, without limitation, (i) contest the validity of any construction of the Code that extends beyond the express terms of the ordinance; (ii) contest that Airbnb is an operator, vendor, or any other entity responsible for the operation of an accommodations business subject to regulation or to the collection or remittance of TDT, or (iii) contest that Airbnb charges, collects, receives or otherwise comes into possession of taxable consideration or that a third party is occupying an accommodation subject to tax.

MODIFICATIONS

(O) No modification, amendment, or waiver of any provision of this Agreement shall be effective unless in writing and signed by the party against whom the modification, amendment or waiver is to be asserted.

DURATION/TERMINATION

(P) This Agreement shall apply to Booking Transactions made on or after the Effective Date and shall remain in effect unless terminated in accordance with paragraph (Q) below.

(Q) This Agreement may be terminated by Airbnb or the Tourist Tax Collector for convenience, provided that proper notice is given. Proper notice for the purposes of this paragraph means at least 30 days' written notification to the other party by certified or registered mail and, in the case where Airbnb is the party seeking to terminate the Agreement, at least 30 days e-mail notification to each Host offering accommodations in the County through Airbnb's Platform that Airbnb will no longer be collecting and remitting TDT for Booking Transactions subject to this Agreement. Any termination under this paragraph shall not affect the duty of Airbnb to remit to the Tourist Tax Collector any TDT collected from Guests up through and

including the effective date of termination of this Agreement, even if not remitted by Airbnb to the Tourist Tax Collector as of the date of termination.

MISCELLANEOUS

(R) CHOICE OF LAW. This Agreement, its construction and any and all disputes arising out of or relating to it, shall be interpreted in accordance with the substantive laws of the State of Florida without regard to its conflict of law principles. The Parties agree that any dispute arising out of or relating to this Agreement shall be heard exclusively in the courts located in the State of Florida or the United States District Court for the Northern District of Florida and each Party consents to the exclusive jurisdiction of such courts and waives any and all objections to jurisdiction or venue in such courts or any assertion of inconvenient forum.

(S) MERGER AND INTEGRATION. This Agreement contains the entire agreement of the Parties with respect to the subject matter of this Agreement, and supersedes all prior negotiations, agreements and understandings with respect thereto.

(T) COUNTERPARTS. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original, and all of which, when taken together, shall constitute one and the same instrument. The Agreement shall become effective when a counterpart has been signed by each Party and delivered to the other Party, in its original form or by electronic mail, facsimile or other electronic means. The Parties hereby consent to the use of electronic signatures in connection with the execution of this Agreement, and further agree that electronic signatures to this Agreement shall be legally binding with the same force and effect as manually executed signatures.

(U) CONFIDENTIALITY.

- (i) The Tourist Tax Collector agrees that, to the maximum extent permitted by law, both the terms of this Agreement, and all discussions and negotiations related to it and all information related to Airbnb as is described in §§ 213.053 and 213.0535, *Fla. Stat.* (2015) shall remain strictly confidential. The Tourist Tax Collector covenants and agrees that it will assume the same duties with respect to such information as is applicable to the Florida Department of Revenue with respect to information described in §213.053, *Fla. Stat.* (2015). The Tourist Tax Collector may disclose such information as is required to be disclosed pursuant to §§ 213.053 and 213.0535, *Fla. Stat.* (2015), but shall not

make disclosures of information permitted by, but not required to be disclosed by such statutes. However, nothing herein will affect the responsibility of the Clerk of Court or his employees to fully respond to public record requests under Chapter 119, Florida Statutes. In the event of a mandatory disclosure of such information the Tourist Tax Collector agrees to provide advance written notice not less than ten days prior to any such disclosure to the attention of Airbnb's General Counsel via e-mail (legal@airbnb.com).

- (ii) For the avoidance of doubt, any and all data provided to the Tourist Tax Collector by Airbnb in furtherance of meeting its obligations assumed under this Agreement, including but not limited to data provided on tax returns and/or reports and data provided pursuant to an audit by the Tourist Tax Collector, shall not be shared with any other governmental agency, department or division of the County of Santa Rosa or any other jurisdiction, including but not limited to federal, state or local, except for the purposes of enforcement of a tax obligation and only if such inter-agency sharing is required by law.
- (iii) The Tourist Tax Collector agrees that it will inform any and all relevant employees of this obligation and that it will instruct each to abide by the confidentiality provision contained in this Section (U).

(V) RELATIONSHIP OF THE PARTIES. The Parties are independent contractors. This Agreement does not create nor is it intended to create a partnership, franchise, joint venture, agency, fiduciary, or employment relationship between the Parties. There are no third-party beneficiaries to this Agreement.

(W) WAIVER AND CUMULATIVE REMEDIES. No failure or delay by either Party in exercising any right under this Agreement shall constitute a waiver of that right or any other right. Other than as expressly stated herein, the remedies provided herein are in addition to, and not exclusive of, any other remedies of a Party at law or in equity.

(X) FORCE MAJEURE. Neither Party shall be liable for any failure or delay in performance under this Agreement (other than for delay in the payment of money due and payable hereunder) for causes beyond that Party's reasonable control and occurring without that Party's fault or negligence, including, but not limited to, acts of God, acts of government, flood, fire, civil unrest, acts of terror, strikes or other labor problems (other than those involving Airbnb

employees), computer attacks or malicious acts, such as attacks on or through the Internet, any Internet service provider, telecommunications or hosting facility. Dates by which performance obligations are scheduled to be met will be extended for a period of time equal to the time lost due to any delay so caused.

(Y) ASSIGNMENT. Neither Party may assign any of its rights or obligations hereunder, whether by operation of law or otherwise, without the prior written consent of the other Party (which consent shall not be unreasonably withheld). Notwithstanding the foregoing, Airbnb may assign this Agreement in its entirety without consent of the other Party in connection with a merger, acquisition, corporate reorganization, or sale of all or substantially all of its assets provided the assignee has agreed to be bound by all of the terms of this Agreement and all past due fees are paid in full. Any attempt by a Party to assign its rights or obligations under this Agreement in breach of this section shall be void and of no effect. Subject to the foregoing, this Agreement shall bind and inure to the benefit of the Parties, their respective successors and permitted assigns.

(Z) MISCELLANEOUS. If any provision of this Agreement is held by a court of competent jurisdiction to be contrary to law, the provision shall be modified by the court and interpreted so as best to accomplish the objectives of the original provision to the fullest extent permitted by law, and the remaining provisions of this Agreement shall remain in effect.

NOTICES

(AA) All notices under this Agreement shall be in writing and shall be deemed to have been given upon: (i) personal delivery; (ii) the third business day after first class mailing postage prepaid; or (iii) the second business day after sending by overnight mail or by facsimile with telephonic confirmation of receipt. Notices shall be addressed to the attention of the following persons, provided each Party may modify the authorized recipients by providing written notice to the other Party:

To Airbnb:
Airbnb, Inc.
Attn: Deputy General Counsel
888 Brannan Street, 4th Floor
San Francisco, CA 94103
Email: legal@airbnb.com

With copy to:
Airbnb, Inc.
Attn: Global Head of Tax
Tax Department
888 Brannan Street, 4th Floor
San Francisco, CA 94103
Email: tax@airbnb.com

To the Clerk of Court:
Santa Rosa County Clerk of Court
Attn: Mr. Donald C. Spencer
6495 Caroline Street Suite A
Milton, FL 32570
Fax: 850-983-1986
Email: SPENCERdc@FLCJH.net

(Signatures follow on next page)

IN WITNESS WHEREOF, Airbnb and the Tourist Tax Collector have executed this Agreement effective on the date set forth in the introductory clause.

AIRBNB, INC., a Delaware corporation

By: 

Signature of Taxpayer or
Authorized Representative

Beth Adair, Global Head of Tax

Beth Adair, Global Head of Tax
Print Name and Title of Taxpayer or
Authorized Representative

THE CLERK OF COURT OF
SANTA ROSA COUNTY, FLORIDA


Donald C. Spencer

Item 5





Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Local Event/Marketing Application

Any organization requesting funding will be required to complete this form

Applicant Organization Lagerheads on the Gulf
 Contact Person Scott Rayner Title Owner
 Organization Address 8579 Gulf Blvd
 City Navarre State FL Zip 32566 Phone (850) 255-7459
 Email Address: ScottRayner1@yahoo Web Address: Lagerheads on the gulf. com
 Cell (850) 710-3103 Organization IRS Status _____

Name of Event or Project: Southeastern Volleyball tour Championship
AND 3 AVP TOUR events
 Has this project received grant funding from the SRC Tourist Development Council in the past? no

If yes, when and how much and what year? _____

If yes, what is the room history of the event? # of rooms _____ # of nights _____

2016/2017 Event Request Details

Location of Event or Project: Navarre Beach Pier
 Date(s) of Event or Project: September 17-18
 Detailed Explanation of the Project: 2 day tournament sponsored by
Volley America. All the local Pro come to play in this
Championship. As well as 3 AVP tour events. Times will
be determined at a later date.

Total Budget of Event: \$ 5,000.00 (\$1,000.00 + AUP \$4,000)
(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 1,000.00 this event + 4,000.00 next year

Intended use of Funds: Toilets, cooling station, signage, beachers

Match Provide by Organization

In-kind description: _____

Value of in-kind: \$ _____ Match dollars provided by your organization: \$ _____

In- Kind Definition – Make up of something other than money; (of payment) given in the form of goods or services and not money.

Projected Attendance: 300-400+ Projected Number of Out of Town Visitors: 150
100 players + families + spectators

What are the goals and objectives for this event for which you are applying for:

to increase the volleyball and active life style demographic in
Navarre Beach

Describe how the effectiveness of this event will be measured:

Turn out, return players, and word of mouth

How will the event/project benefit tourism in Santa Rosa County?

Hotel room bookings, restaurant local sales, and increase in tourism dollars

What are the demographics of your targeted attendees (i.e. families, professionals, youth, etc. plus other demographic information as available):

Young active adults age 16-25 male and female

Anticipated number of vendors: _____

Will you survey the participants to capture data: NO

If no, how do you intended to collect data for reporting purpose: YES

Estimated Bed Tax Calculation

Estimated Number of Visitor Rooms: 400
 X
 Estimated number of nights: 2
 X
 Estimated Room Rate per Night*: 118
 = 94,400

- *Use the following estimated rental rates to calculate bed tax estimates
- Spring (March 1-Memorial Day): \$151 per night
 - Summer (Memorial Day – Labor Day): \$188 per night
 - Fall (Aug. 31 – Nov. 1): \$118 per night
 - Winter (Nov. 1 – Mar. 1): \$95 per night

X .05 = \$ 4,720
 Estimated Total Bed Tax Generated

Estimated Sales Tax Calculation

Estimated Number of Visitors: 650
 X
 Average Spending per out-of town visitor per day including transportation: \$110
 X
 Estimated Number of Days In County: 3
 = 214,500

X .065 = \$ 13,942
 Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): \$ 4,720
 Total Estimated Sales Tax Generated (from calculation above): \$ 13,942.50
 Total Estimated Tax: \$ 18,662.50

Describe how financial resources will be monitored

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)	∅		
Admissions (spectators)	∅		
Sales (merchandise, etc.)	2,000		
Sponsorships	1,000		
Other	∅		
Local Event Marketing Funding	TDC ∅		TOTAL INCOME
TOTAL	\$ 3,000	\$	\$ 3,000

Projected Expenses

	CASH	IN-KIND	
Contracted officials	1		
Operations			
Rentals/Equipment	950		
Food and Beverage	800		
Merchandise for Sale	200		
Souvenirs/Giveaways			
Print Marketing			
Online Marketing			
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			TOTAL EXPENSES
TOTAL	\$ 1950	\$	\$ 1,950

* We are hosting the event, income and expenses are limited *

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: Scott Rayner

Organization: Lagerheads


Signature

8-20-16
Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by **5 p.m. Tuesday, May 31, 2016** to:

Santa Rosa County Tourist Development Office
ATTN: Grants Program
8543 Navarre Parkway
Navarre, FL 32566

Application Check List

- Completed application (pages 4-9)
- Signed certification and compliance form (page 10)
- Copy of event license (if any)
- Copy of event permit (if any)
- Copy of event insurance (if any)
- Copy of liability insurance
- Anticipated budget, including detailed expenses and revenue
- Original and four copies of your complete application package (all items listed above)

Item



10



SANTA ROSA COUNTY TOURIST DEVELOPMENT OFFICE

JULIE MORGAN
Tourist Development Director
julie@santarosa.fl.gov

8543 Navarre Parkway | Navarre, Florida 32566

TO: Board of County Commissioners

FROM: Julie Morgan, Tourist Development Director

DATE: October 10, 2016

SUBJECT: Navarre Beach Renourishment Visitor Survey

INFORMATION ONLY

The Navarre Beach renourishment survey was conducted by the Santa Rosa County Tourist Development Office from June 13th to August 17th, 2016. The surveys were collected by the Tourist Development Student Worker by walking Navarre Beach and talking with visitors one on one. There were a total of 405 surveys conducted.

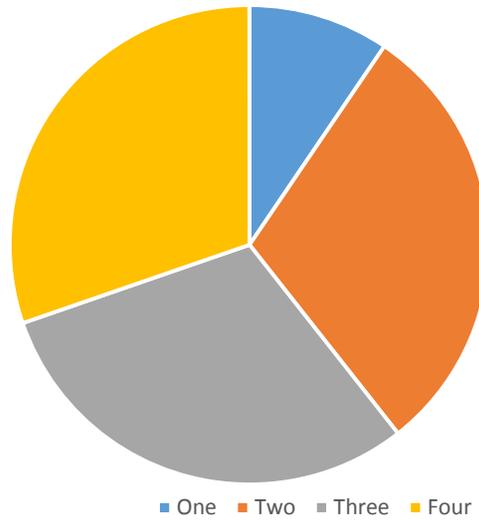
We focused on the final results of the beach renourishment project and the overall satisfaction of the new beach areas to visiting tourist and locals. The survey results concluded that the final product of the beach renourishment has been well received by locals and visitors to Navarre Beach with over 66 percent of respondents grading the beach at 10 (10 being the highest score).

Survey guests were also given the opportunity to comment on the beach renourishment outcome, here are some of the top comments:

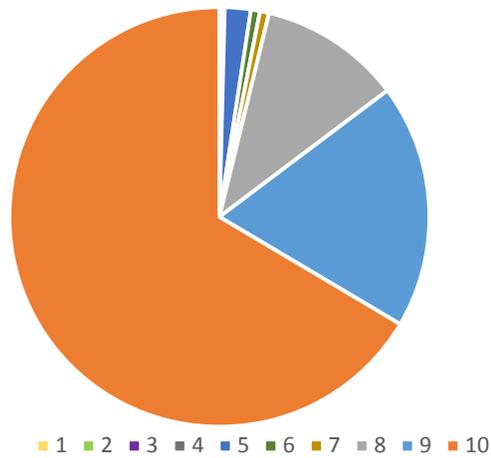
- Way Better than Destin
- Love the white sand
- It is just perfect, blue water and white sand
- A lot of room; people aren't on top of each other here, like how it is at other beaches
- Not crowded
- Clean
- Friendly people
- Navarre Beach is all about family
- Love this Beach

The SRC Tourist Development Office also used the survey opportunity to collect visitor data for Navarre Beach with the collection of zip codes and demographics. This data will be helpful in analyzing where samplings of our visitors are coming from.

How many are in your party?



On a scale of 1 to 10 with 1 being the extremely dissatisfied and 10 being extremely satisfied, how would you rank our beach renourishment project?



Item



10

August Marketing Highlights



VISITFLORIDA The Official Tourism Marketing Corporation for the State of Florida

Corporate

Will Secombe released record Q2 2016 Florida visitation numbers with Governor Scott. Florida welcomed the highest amount of visitors of any six months in the state's history with 57.4 million visitors.

Corporate Communications Earned Media

Most popular posts for the month:

- Gov. Scott: Florida Hits All-Time Record High for Tourism
- VISIT FLORIDA Announces Year 2 of Partnership with Fulham & Jaguars
- VISIT FLORIDA Inspires Canadians with Storytelling Initiative on Vacay.ca
- VISIT FLORIDA Shares Recipe for Snackable Content
- AVIAREPS Selected as New Agency for Sales & Travel Trade in Latin America

Earned Media Breakdown:

August Total: **153,230,367**

YTD Total: **176,955,065** (2016-2017 Goal: 1B)

Sunshine Matters Highlights:

August Totals

Subscribers: 883

Views: 9,686

All Time Totals

Views: 645,748 (up 2%)

Clicks: 1,301 (up 1%)

Partner Involvement

The industry-facing social media pages have the following engagement: Facebook 5,941 fans (**up 50**), Twitter 47,800 followers (**up 1,083**), LinkedIn Company page 5,428 followers (**up 119**) and LinkedIn Florida Travel & Tourism group page has 4,938 participants (**0 change**).

During August, the Industry Relations team assisted with **three webinars**, which attracted **155 participants**. Topics included: Expedia's Traveler Attribution Study (68 attendees) and London's Love, Florida campaign (2 sessions with 87 attendees).

As of August 31, 2016 there are **12,238 businesses** involved with VISIT FLORIDA, totaling **14,162 business listings** on VISITFLORIDA.com.

Domestic & International Events

Student Youth Travel Association, SYTA, August 18- 22, 2017, Orlando, Florida

SYTA is the non-profit, professional trade association that promotes student & youth travel and seeks to foster integrity and professionalism among student and youth travel service providers. This year SYTA had one of its largest attendance at over 1,200 which includes Tour Operators, Travel Agents, Hotels, Restaurants, Airlines, Attractions and DMO's.

Participating partners included: Greater Miami CVB, Florida Aquarium, Experience Kissimmee, Visit Orlando, Macy's and Universal Studios.

Connect Marketplace, Corporate Track, August 25- 28, 2017, Grapevine, Texas

Connect Marketplace, an annual education conference and appointment-only trade show, is a highly respected event that brings together the most active planners, suppliers and experts in association, expo, corporate, sports and specialty meetings and events for three days of general sessions, boot camps, roundtables, workshops, pre-set appointments and networking.

VISIT FLORIDA sponsored the opening day of appointments lunch with St. Pete / Clearwater Beach CVB and speaker President George W. Bush. Prior to lunch, VISIT FLORIDA ran a social media giveaway of a beach cruiser to Meeting Professionals attending Connect. Over the course of two days, VISIT FLORIDA took over 30 appointments with Meeting Professionals from across the United States.

August Marketing Highlights



VISITFLORIDA The Official Tourism Marketing Corporation for the State of Florida

ESTO, August 27 – 30, 2016, Boca Raton, Florida

US Travel produces the Educational Seminar for Tourism Organizations (ESTO) for destination marketing professionals. This year Florida was the host state. In addition to promoting Florida through content stories and video on ESTO's website, VISIT FLORIDA also hosted the closing night awards dinner. ESTO had more than 800 delegates, a record year of attendance.

Participating partners included: Discover the Palm Beaches (host city)

Brand USA Road Show, August 24-26, 2016, Shenzhen & Xiamen, China

VISIT FLORIDA's China Office attended the Brand USA Road Show in Shenzhen and Xiamen, top cities in South China. Staff met and networked with key U.S. product wholesalers and tour operators in the southern market, presented updates on new attractions, recommended selling points of Florida and helped local travel trade partners develop and optimize their Florida related products. VISIT FLORIDA conducted a detailed presentation, targeting more than **100 travel trade professionals** in Shenzhen and an additional **110 travel trade professionals** in Xiamen, which comprised of a video, sample itinerary, Chinese/Florida brochures, a variety of images, and list of Chinese receptive tour operator contacts.

Participating partners included: Visit Orlando

La Cita, August 30-September 1, 2016, Miami, FL

VISIT FLORIDA participated in La Cita, which is a three-day forum for travel industry professionals from Latin America. Over the course of the event, VISIT FLORIDA conducted an estimated 40 appointments with Latin American trade and media.

Promotions

Promotions launched this month with the following media partners:

- WOFX-FM Cincinnati
- Kidd Kraddick Morning Show (National US)
- WLKO-FM Charlotte
- WXLO-FM Boston
- WNTR-FM Indianapolis
- WKMX-FM Houston
- WLNK-FM Charlotte
- New York Daily News
- Gwinnett Daily Post (Atlanta)
- WCBS-FM New York
- WJOX-FM Birmingham
- WJMK-FM Chicago
- WGRR-FM Cincinnati
- WNNX-FM Atlanta
- CFJL-FM Winnipeg
- KTCZ-FM Minneapolis
- WBEN-FM Philadelphia

These promotions generated a media value for the month of **\$6,797,545** and **61.8M** consumer impressions.
Year to date media value on the books: \$21,980,167

Earned Media

Total impressions for August: **59,445,882** Total impressions YTD: **126,560,577**

Toronto Star	"Club Med Sandpiper Bay..."	7.1M Imp	Canada
Dragon TV	"Fall in Love with Tampa Bay"	5.0M Imp	China

Media FAMs

VISIT FLORIDA and **six tourism partners** hosted 12 travel journalists during the US Open to promote Florida's growing craft beer scene and pitch destination stories to keep Florida top of mind among consumers.

Partners in attendance: Discover The Palm Beaches, Greater Miami and the Beaches, Visit Jacksonville, Visit Tampa Bay, Visit St. Pete/Clearwater and Visit South Walton. Media guests included: Sydney Kramer with The Crepes of Wrath, Dan Myers with The Daily Meal, Jay Spaleta with Wine Enthusiast Magazine,

August Marketing Highlights



VISITFLORIDA The Official Tourism Marketing Corporation for the State of Florida

Evelyn Kanter, contributor for Orbitz Travel, Shermans Travel, Bob and Sandy Nesoff with New York Lifestyles Magazine, Nancy Trejos with USA Today, Oliva Jeanette with Corporate Catwalk (blog), Clint Brownfield, contributor for New York Post, Food Arts, Mark Orwoll – freelance writer, Dwight Brown - contributor for Huffington Post Travel, and Judy Antell with Traveling Mom

Official Florida Welcome Centers

Visitation to the five Official Florida Welcome Centers reflected a decrease of -14.0% for the month of August. Visitation reflected a decrease of -31,989 visitors for the same period in 2015. The total number of visitors for the month was 196,486. YTD Welcome Center visitation is 1,922,978 for an increase of 0.2% over the previous year.

Participation in our Lobby Booth Program by VISIT FLORIDA Partners in the Florida tourism industry in the month of August were Emerald Coast CVB, Lulu's Destin, Nautilus Condo, and VISIT Sarasota.

Louisiana flooding impacted traffic. Earlier school start dates out west could have effected visitor volume.



THE POWER OF FLORIDA TOURISM

As one of Florida's top industries, tourism is the largest job creator and a leading driver of the state's economy. VISIT FLORIDA's vision is to make Florida the No.1 travel destination in the world.

THE FLORIDA TRAVEL MARKET

106.6 MILL. * Out of state and international visitors

A CLOSER LOOK DOMESTICALLY SHOWS...

85.7% * Are domestic travelers
14.3% * Market share of domestic leisure visitors

Domestic travel to Florida was up 5.6%



2.7 MILL.

Travelers visited VISIT FLORIDA's five welcome centers

WHILE INTERNATIONALLY...



1 IN 5

International visitors to the U.S. come to Florida

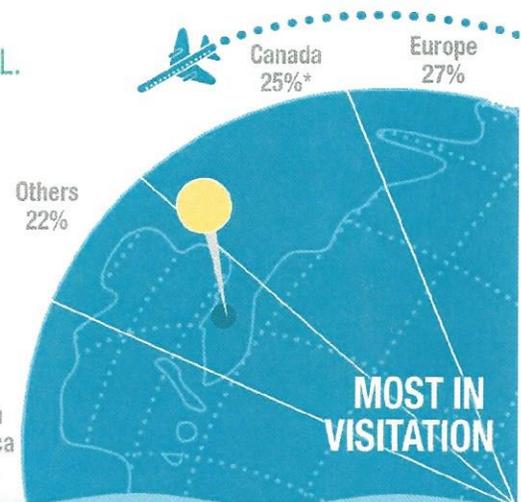
Florida welcomed international visitors from

190

countries in 2015

COUNTRIES WITH THE MOST ANNUAL VISITORS

- Canada **3.8** MILL. *
- United Kingdom **1.7** MILL.
- Brazil **1.5** MILL.
- Argentina **722** K
- Colombia **565** K
- Germany **499** K
- Mexico **453** K
- Venezuela **404** K
- Australia **322** K
- France **313** K



TOURISM IMPACT ON FLORIDA'S ECONOMY

In 2015, tourism resulted in

\$89.1 BILL. In spending

+

1.2 MILL.

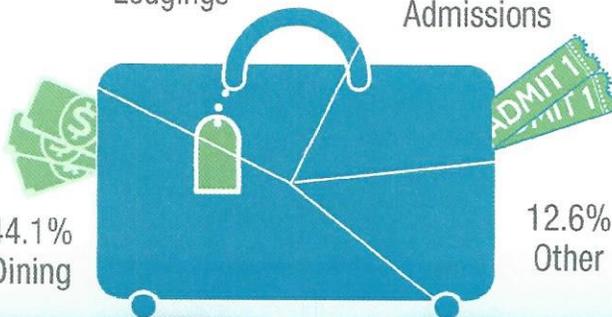
Jobs, 1 per every 85 visitors

26.4% Lodgings

16.9% Admissions

44.1% Dining

12.6% Other



Which generated

23%

of sales tax revenues

+

\$5.3 BILL.

In sales tax collections

REACHING THE TARGET AUDIENCE

1.5 BILL.

Impressions

+

\$90.8 MILL.

Media value generated from negotiated promotional programs

+

6.0 BILL.

Consumer impressions generated through co-op and dedicated advertising in domestic and international markets

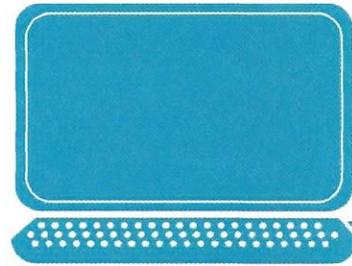
1.16 MILL.

Followers of VISIT FLORIDA consumer Facebook, Twitter, YouTube, Instagram and Google+ accounts



13.3 MILL.

Views on YouTube, with 9.5 million minutes watched for the year



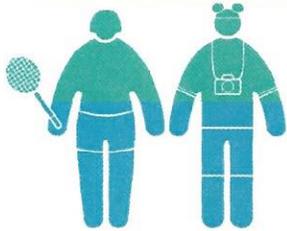
In FY 2014-2015,

9.3 MILL.

Visits to VISITFLORIDA.com



INVESTMENT THAT SHOWS RESULTS



35%

Of visitors were significantly influenced by VISIT FLORIDA marketing efforts

67% Of site visitors traveled to the state and spent an average

\$2,578/TRIP

resulting in

\$8.5 BILL. in total trip spending by visitors from the web



For every \$1 the state invests in VISIT FLORIDA,

\$3.20 in tax revenue is generated

(Office of Economic and Demographic Research)

SUCCESS FOR AND WITH OUR PARTNERS

Florida tourism industry invests

\$2

In marketing programs for every

\$1

The state of Florida invests



And private investment in VISIT FLORIDA's total budget shows growth

2010/11	\$57.1 MILL.
2011/12	\$94.3 MILL.
2012/13	\$108.6 MILL.
2013/14	\$120.1 MILL.
2014/15	\$138.5 MILL.

WE'RE ON OUR WAY TO BECOMING THE NO. 1 TRAVEL DESTINATION IN THE WORLD



VISITFLORIDA.

#1
 Florida welcomed a record **106.6** million visitors in 2015

#2 On any given day, Florida has **1.9** million visitors **= 13** different U.S. states and the District of Columbia **#3**

#4 Florida visitors spent a record **\$89.1** billion in 2015 **#5** An average of **\$244** million a day

#6 Visitors spent nearly **600** million vacation nights in the Sunshine State in 2015

The Official Corporate Blog for VISIT FLORIDA



2016 Florida Tourism Industry Awards Announced

By [Will Secombe](#) on September 8th, 2016 — 2:58pm



Last night, during the annual Florida Governor's Conference on Tourism at the Hilton Orlando, VISIT FLORIDA announced the 2016 Florida Tourism Hall of Fame inductees, as well as the winners of the Flagler Awards, Iris D. Larson Awards and Film Florida Legends Tourism Ambassador Award. Annually, leaders in Florida tourism are chosen by a selection committee to receive these prestigious honors and awards.

Florida Tourism Hall of Fame

Since 2001, individuals have been chosen annually to be inducted into the Florida Tourism Hall of Fame. This honor, presented by the VISIT FLORIDA Board of Directors, recognizes contemporary and historic figures whose vision, creativity and drive have had a positive and significant impact on the development of Florida as a desirable visitor destination. This year, two inductees are being recognized.

The 2016 Florida Tourism Hall of Fame inductees are Walter Carl Ray and W.M. "Shorty" Davdison. In 1924, these two gentlemen embarked on a development and advertising program that grew into one of the world's most beautiful natural wonders and one of America's best-known attractions – Silver Springs. One partner, in charge of business affairs, developed the first gasoline powered glass bottom boat fleet; then, encouraged by Thomas A. Edison, moved to a fleet of electric powered boats that became world famous. His commitment to beautification of the 80 acres around Silver Springs was an attraction itself. His partner's many advertising ideas saw attendance grow from 11,000 visitors to more than 800,000 annually by 1950, and more than 1.5 million annually by 1962.

Their plan was simple: "Advertise when no one else does, and use those methods not used by others." Signs saying "See Silver Springs" were nailed to trees throughout the Southeast. Small mileage machines designed to go in motels, restaurants and service stations told the correct mileage from that location to all major cities – and to Silver Springs. Trucks with dioramas of Silver Springs toured the country. In the mid 1950's, the attraction purchased seven million brochures in a single printing, unheard of at the time. More than 50 motion pictures have been shot at Silver Springs throughout the decades, starring famous actors including Gary Cooper, Burt Reynolds, Sean Connery, Jane Wyman, Jane Russell, Claudia Cardinale, Tom Cruise and Kim Basinger.

This year's honorees were true innovators: they believed their unique advertising efforts would bring visitors to Silver Springs who would then go elsewhere in Florida, growing their attraction and the state's tourism industry in the process – and these pioneers were absolutely right.

Flagler Awards

Named for Henry Flagler, the Flagler Awards were established in 2000 to recognize outstanding tourism marketing in Florida. Annually, the Flagler Awards honor many of the countless individuals and organizations that help maintain and improve Florida's position as one of the world's most popular travel destinations. The awards are open to all individuals, private businesses and not-for-profit organizations offering a product or service that promotes tourism to or within the state of Florida.

As in previous years, the 2016 Flagler Awards drew entries from Florida's tourism partners, large and small. Working independently, eight judges evaluated the creativity, innovation, production quality and effectiveness of each entry. Based on the judges' cumulative scores, awards were presented to the top three entries in each category: the Bronze Award for the third highest scoring entry, the Silver Award for the second highest scoring entry, and for the highest scoring entry in each category, the Henry Award. The 2016 Flagler Award winners in 17 categories, plus Best in Show at three budget levels, are listed below.

Creativity in Public Relations

Bronze Award: Tampa's Lowry Park Zoo for "Rare Clouded Leopard Cub Becomes Internet Sensation"

Silver Award: Visit Pensacola for "Gulf Islands National Seashore Rocks the Vote Florida's Best Beach"

The Henry: The Florida Keys & Key West for "It's Too Cold in Ithaca; Visit the Florida Keys Instead!"

Direct Marketing

Bronze Award: Pure Florida for the Cruise Cash Automated Email Campaign

Silver Award: The Shores Resort and Spa advocacy campaign with Flip.to for The Shores Resort Guest Advocacy Campaign

The Henry: The Florida Keys & Key West for the NYTimes.com Great Getaways E-Newsletter Campaign "Leave the World in Your Wake", "Be Careful or You Might Catch Something" and "Everything You've Heard Is True"

Internet Advertising

Bronze Award: Naples, Marco Island, Everglades CVB for the Naples, Marco Island, Everglades MNI Digital Ads

Silver Award: Visit Tampa Bay for the Visit Tampa Bay Integrated Digital Marketing Campaign

The Henry: The Beaches of Fort Myers & Sanibel for the "Island Findings" Digital Campaign

Mixed Media Campaign

Bronze Award: Emerald Coast CVB for the "Chicago Takeover" Campaign

Bronze Award: Experience Kissimmee for the “Kiss Cold Away” Campaign

Silver Award: The Florida Aquarium for the “20th Anniversary – Ocean Of Memories” Campaign

The Henry: Greater Fort Lauderdale Convention & Visitors Bureau for the “Hello Sunny” Millennial Campaign

Mobile Marketing

Bronze Award: The Florida Keys & Key West for the Amobee 3D Mobile Unit

Silver Award: Visit Tallahassee for the #IHeartTally Mobile Campaign

The Henry: Greater Fort Lauderdale Convention & Visitors Bureau for the Greater Fort Lauderdale Digital Vacation Playbook

Niche Marketing

Bronze Award: Cultural Council of Palm Beach County for the Cultural Tourist Winter 2015 Advertising Campaign

Silver Award: The Florida Aquarium for the Fish Football Ad

The Henry: Amelia Island Convention and Visitors Bureau for “Amelia Island for Germany”

Out-of-Home

Bronze Award: Visit St. Pete/Clearwater for the “Winter Blows” Campaign

Silver Award: Naples, Marco Island, Everglades Convention and Visitors Bureau for the Naples, Marco Island, Everglades Toronto & NYC Motion Boards

The Henry: Greater Fort Lauderdale Convention & Visitors Bureau for the “Hello Sunny” Live Bus Shelter Activation

Print Advertising

Bronze Award: Visit Central Florida for the “Choose Everything” Campaign

Silver Award: The Florida Keys & Key West for the Authentic Florida Print Campaign – “We’ll Never Change Our Tune”, “They’re Not Plastic. Neither Are We”, “Some Lines Are Worth the Wait”, “The Attraction Is Universal”, “Keeping It Real” and “Welcome to the Forever Glades”

The Henry: The Florida Aquarium for the American Flag Fish Ad

Radio Advertising

Bronze Award: The Beaches of Fort Myers & Sanibel for Summer Getaway Sixty Second Radio

Silver Award: The Florida Keys & Key West for Authentic Radio

The Henry: The Florida Aquarium for the “Deep Memories” Campaign – Shark, Crab, Turtle

Resource/Promotional Material – Consumer

Bronze Award: Visit Central Florida for the Visit Central Florida Vacation Guide

Silver Award: Naples, Marco Island, Everglades Convention & Visitors Bureau for the NME Brazil Visitors Guide Book

The Henry: Town of Surfside for the Town of Surfside Visitors Guide

Resource/Promotional Material – Trade

Bronze Award: Orlando North, Seminole County for the Team Seminole Digital Campaign

Silver Award: Amelia Island Convention & Visitors Bureau for the Amelia Island Medical Meetings Program

The Henry: Visit St. Pete/Clearwater for the Virtual Reality/360 Video

Rural County Marketing

The Henry: Forgotten Coast Cultural Coalition for the Forgotten Coast en Plein Air 10th Anniversary Celebration

Social Media Marketing

Bronze Award: Red Fish Blue Fish for #RFBF – Tag & Release

Silver Award: The Beaches of Fort Myers & Sanibel for the Song & Chance 2 Video Contest

The Henry: The Florida Aquarium for the Lightning’s Drive for The Stanley Cup

Special Event

Bronze Award: Visit Jacksonville for Kids Free November in Jacksonville

Silver Award: Greater Fort Lauderdale Convention & Visitors Bureau for Broward100 – Celebrating Broward County’s Centennial

The Henry: Amelia Island Convention & Visitors Bureau for Dickens on Centre/Amelia Island Christmas, A Southern Elegance Christmas

Television Advertising

Bronze Award: The Florida Keys & Key West for the “Baggage” and “Order Online” Campaign

Silver Award: Discover The Palm Beaches for “Unplug and Reconnect”

The Henry: The Florida Aquarium for the 20th Anniversary TV Campaign

Tourism Advocacy

Bronze Award: Martin County Office of Tourism and Marketing for the Martin County Tourism Advocacy Campaign

Silver Award: Cultural Council of Palm Beach County for Palm Beach County's Cultural Concierge Program

The Henry: Visit Tampa Bay for "Henry Brings His Business to Tampa Bay"

Websites

Bronze Award: Hawks Cay Resort for the Hawks Cay Resort New Website HawksCay.com

Silver Award: Naples, Marco Island, Everglades Convention and Visitors Bureau for DiscoverYourParadise.com

The Henry: Visit Central Florida for VisitCentralFlorida.org

Best of Show in three budget categories

Marketing Budgets Less Than \$500,000: Town of Surfside for the Town of Surfside Visitors Guide

Marketing Budgets \$500,000 to \$2 Million: Cultural Council of Palm Beach County for the Cultural Tourist Winter 2015 Advertising Campaign

Marketing Budgets Greater Than \$2 Million: Amelia Island Convention and Visitors Bureau for "Amelia Island for Germany"

Iris D. Larson Awards

Created by Bob and Iris Larson, past owners of a small motel in Kissimmee, the Iris D. Larson Awards recognize hospitality and tourism industry professionals and students who exemplify the qualities of selfless spirit of service and leadership in their work experience.

Hospitality Endowment's Industry Service Award Winner – *Jon Marco*

Mr. Marco has been a member of the Tijuana Flats team for eight years now, but has been in the restaurant business since he was a kid. All about customer experience, developing people's careers, and community engagement, Mr. Marco has logged hundreds of hours of charity work and community service and puts a smile on the face of everyone who walks into his restaurant.

Scholarship Award Winners

John Cory Shields, Chaplin School of Hospitality and Tourism Management, Florida International University

Mr. Shields has a passion for one particular thing in the hospitality business: the people. With experience in all sides of the restaurant business from working at the Blue Moon Fish Company, and from his volunteer activities with the YMCA, Mr. Shields has learned to manage people of various viewpoints, cultures, and backgrounds. A Senior majoring in Hospitality & Tourism Management at Florida International University, he currently utilizes his experience as a front desk host at Marriott's

Harbor Beach Resort and Spa in Fort Lauderdale and ensures that guests get the experience that they are looking for.

***Eliana Benevento**, Rosen School of Hospitality Management, University of Central Florida*

With a philosophy based in teamwork and leadership, Ms. Benevento aims to always uplift others through her work. A Event Management major at the University of Central Florida, she values teamwork and aims to always place her teammates and future employees before herself, saying that she intends to be “a servant leader to everyone.”

***Jamie Crowder**, Dedman School of Hospitality Management, Florida State University*

Ms. Crowder makes it a habit to approach each guest with patience and compassion. A Senior in Hospitality Management at Florida State University, Ms. Crowder has gone from serving customers at Smashburger to spending her summer at Wyndham Vacation Rentals in Destin, Florida. There she learned how to work towards a common goal with others and how to use her warm and friendly approach to make sure each guest got the most out of their vacation experience – lessons which she states “will follow me through my last year of college and beyond.”

Film Florida Legends Tourism Ambassador Award

Film Florida and VISIT FLORIDA are proud to honor the legendary Sharon Gless with the Film Florida Legends Tourism Ambassador Award. Gless has had a storied career as a television and stage actress, known worldwide for her turn on beloved series such as *Cagney and Lacey*, *Queer as Folk*, and the megahit show *Burn Notice* – the longest running Florida-based television series in history.

“Awarding Ms. Gless this year was a true honor. As a Miami resident and incredibly respected talent, we were thrilled to have her join a group of legendary Florida icons,” shared Film Florida President Kelly Paige.

Ms. Paige and Film Florida emphasize that the film and entertainment industry has a massive impact on tourism. Showcasing Florida’s diversity on the big, small and mobile screen brings the publicity and worldwide attention, and both Film Florida and VISIT FLORIDA are happy to honor Sharon Gless for helping promote our state as a premiere travel destination across the globe.

See more at filmflorida.org.

Will Secombe

Will Secombe
President & CEO

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Travel Report July – September 2016

Aug 1-3 – DMAI Annual Convention

Attended: Julie Morgan

Purpose of Class/Meeting: As the premier event for destination marketing and management professionals, DMAI's 2016 Annual Convention promises to inspire, educate and inform.

Overview of Class: DMAI's Annual Convention highlights –

- An exclusive opportunity to connect peers and thought leaders from inside and outside the industry.
- An integrated approach to learning regardless of your budget size or discipline focus.
- Recognition for our leaders and their accomplishments on behalf of the industry.
- Diversity of thought by assembling the best minds in local insight and global expertise.

Take-a-aways from Class: Give at least 3 main points from Class:

1. Integrating communication with marketing.
2. Showcasing your destination
3. Expanding your market to international.

How do you plan to implement what you learn into the organization?

Implement the understanding of our international market. For us it is Canada and U.K.

Aug. 27-30 – U.S. Travel Associations ESTO

Attended: Julie Morgan

Purpose of Class/meetings:

The U.S. Travel Association's Educational seminar for Tourism Organizations (ESTO) is the only national forum where destination marketing professionals at the state, regional and local level get critical tools, tips and information to help them better market and grow their destinations.

Overview of Class: Topics at ESTO include: Share and gain cutting-edge best practices, learn about new tools and techniques, network with colleagues, hear the latest trends, development leadership skills, identify solutions to common issues.

Take-away from class (3):

1. Understanding the key geo-economic trends shaping the future of the global economy.
2. Examining future growth markets for in-bound US tourism.
3. Understanding how to adapt to the various changes that are happening within the TV landscape, and ways we can insert these platforms into our marketing.

How do you plan to implement what you learn into the organization?

Work with the Ad. Agency in making smart idea market driven ideas within out placement of TV campaigns.

Sept. 8 – Florida Governor’s Conference on Tourism

Attended: Nicole Dees

Purpose of Class/Meeting: The Florida Governor’s conference on Tourism is the premier annual educational conference for Florida tourism industry and is designed and coordinated by Visit Florida. The Conference attendees include representatives from Florida Destinations, attractions, hotels, resorts, parks, convention centers, government officials, media representatives, advertising agencies and many more. The conference includes innovative educational sessions by top industry experts, an interactive marketplace and exciting networking events.

Overview of Class: Opening general session included the CEO of Visit Florida Will Seccombe, key note speakers Shahid Khan the owner of the Jacksonville Jaguars and the English Football League Championship team Fulham F.C. and also Alex Sheen the founder of “because I said I would” a social movement and nonprofit dedicated to the bettering humanity through promises made and kept. I attended all 3 general sessions which included updates from Visit Florida, record tourism numbers for the state and the future outlook of the global economy. I attended two breakout sessions: “How to stimulate business in a changing travel landscape” and “Pursuit of happiness, emotionally powerful brands”

Take-a-away from Class: Give at least 3 main points from Class:

1. Travel spending continues to increase, 28% of Americans are planning a trip continuously. The most common answer when international visitors view travel to the US, is because it is safe. Top states international visitors want to go, Florida is number one, Top 5 influencers when selecting a destination – price-convenient flight options-weather-travel reviews-safety.
2. Zika’s impact on Florida Tourism – 76% of American travelers said it will not affect their Florida travel plans.
3. Emotionally powerful brands are 25% story and 75% experience. Anticipation>interaction. More pleasure in leading up to an event (shopping, objects, vacation, new house, etc.) reward center of the brain. Tease your target audience and build excitement for planning a vacation. Tempt your target audience with discounts, specials, free giveaways. This leads to Interaction<afterglow. “Memories are all we get to keep from our experience in living” People hold onto the last thing remembered, which is how the brain works. People remember the peak of their vacation and the end of their vacation...so the message is the End an experience strong.

How do you plan to implement what you learn into the organization?

Implement a better understanding of domestic and international travel when it comes to Zika virus concerns. Make sure all information on Zika virus and any other future economic issues like terrorism, global events, and oil spills, weather events etc. is correct to the public and keep the media in check of correct information. Keep our brand powerful and emotionally connected to our target markets, build excitement for our brand, and build the experience into a final lasting memory.

Sept. 11-13 – DMAI Visitor Services Summit

Attended: Julie Morgan

Purpose of Class/meetings: Gather with similar peers from destinations large and small, and leading voices in customer service and interactive technology to discuss how to best engage travelers in a modern world.

Overview of Class: Visitor Centers and Services – Challenges, Opportunities and New Directions. Hiring, training and retaining your destination expert.

Take-away from class (3):

1. Understanding social media, best practices for my destination.
2. Understanding today's technology market.
3. Understanding the digital age and how to increase foot traffic into the VIC.

How do you plan to implement what you learn into the organization?

The Key components in making effective impressions to our incoming visitors and how to better engage them to utilize our VIC.

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Tourist Development Tax Collections

Month	FY 2015/2016	% Increase over Previous Year	FY 2014/2015	% Increase over Previous Year	% Increase Factoring Tax Increase*	FY 2013/2014	FY 2012/2013	FY 2011/2012
October	\$142,138.32	46%	\$97,214.84	32%	5%	\$73,729.47	\$62,516.12	\$59,187.55
November	\$79,679.58	24%	\$64,186.85	41%	13%	\$45,433.05	\$36,889.72	\$33,684.48
December	\$91,285.35	24%	\$73,772.83	40%	12%	\$52,532.99	\$47,882.99	\$42,511.40
January	\$82,881.62	21%	\$68,098.32	41%	13%	\$48,158.67	\$39,994.91	\$38,107.55
February	\$93,197.32	14%	\$81,900.47	50%	20%	\$54,788.21	\$45,631.06	\$46,834.49
March	\$176,356.73	20%	\$146,466.20	29%	4%	\$113,189.46	\$106,740.68	\$97,226.91
April	\$181,378.57	8%	\$166,558.88	54%	23%	\$108,299.67	\$88,199.25	\$87,299.95
May	\$229,637.13	-1.56%	\$233,267.00	43%	14%	\$163,083.82	\$135,553.60	\$117,911.92
June	\$407,618.11	11%	\$365,614.97	23%	--	\$298,151.37	\$206,554.31	\$210,308.56
July	\$439,099.50	3%	\$426,550.96	-.2%	--	\$427,576.09	\$336,505.21	\$260,968.08
August	\$288,137.82	4%	\$276,548.21	21%	--	\$228,503.53	\$137,408.36	\$119,152.15
September			\$175,174.33	14%	--	\$152,995.15	\$89,446.44	\$77,283.38
Fiscal Year Total			\$2,175,353.95	23%	--	\$1,766,401.78	\$1,333,322.65	\$1,190,476.42

*In June 2014, a one percent bed tax increase for beach renourishment began, from 4 percent to 5 percent.

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DMO PROZ Planning Session Schedule

North End Stakeholders:

8:30 a.m. – 11:00 a.m. on October 11, 2016 at the Economic Development Office,
6491 Caroline St. Suite 4, Milton, FL 32570

South End Stakeholders:

1:30 p.m. – 4:00 p.m. on October 11, 2016 at the Navarre Visitor Information Center,
8543 Navarre Parkway, Navarre FL 32566

Tourist Development Council Board of Directors:

9:00 a.m. – 4:00 p.m. on October 12, 2016 at the Navarre Visitor Information Center,
8543 Navarre Parkway, Navarre FL 32566

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Tourist Development Meetings – FY 2016/17

ALL MEETINGS BEGIN AT 8:30 a.m.

Monday, October 3, 2016 – Committee Meeting	Navarre Visitor Center
Thursday, October 6, 2016 – TDC Board Meeting	Tiger Point Community Center
Monday, November 28, 2016 – Committee Meeting	Navarre Visitor Center
Thursday, December 1, 2016 – TDC Board Meeting	Tiger Point Community Center
Monday, January 30, 2017 – Committee Meeting	SRC Economic Development
Thursday, February 2, 2017 – TDC Board Meeting	County Admin Center Board Room
Monday, April 3, 2017 – Committee Meeting	SRC Economic Development
Thursday, April 6, 2017 – TDC Board Meeting	County Admin Center Board Room
Tuesday, May 30, 2017 – Committee Meeting	SRC Economic Development
Thursday, June 1, 2017 – TDC Board Meeting	County Admin Center Board Room
Monday, July 31, 2017 – Committee Meeting	Navarre Visitor Center
Thursday, August 3, 2017 – TDC Board Meeting	Tiger Point Community Center

Location Addresses

Navarre Visitor Center, 8543 Navarre Parkway, Navarre FL. 32566
Tiger Point Community Center, 1370 Tiger Park Lane, Gulf Breeze FL. 32563
SRC Economic Development Office, 6491 Caroline Street, Milton FL. 32570
County Administrative Center Board Room, 6495 Caroline Street, Milton FL. 32570

Please note: Beginning October 2016, all TDC meetings will be every other month. TDC Board Meetings will be on the first Thursday of every other month. The Committee Meetings will be on the Monday preceding the Board meeting. We will send out notification when changes are made to the schedule.