



## **Local Event/Marketing Grant Application Deadline: May 4, 2018**

### **PURPOSE**

The goal of the Santa Rosa County Tourist Development Office Local Marketing Funding program is to increase out-of-market awareness of Santa Rosa County tourism brand as a tourist destination and to drive lodging room occupancy in the county by funding the marketing and promotional efforts of local events, especially during the shoulder season.

As used for purposes of this Section: "Event" means festival, sports event, performance, concert, or other happening. "Out-of-Market" means outside of Santa Rosa County.

### **AUTHORIZATION**

The Tourist Development Office will set aside a portion of the overall annual budget as a budgeted line item to fund local event marketing applications approved as part of the County's annual budget process.

For the 2018-2019 grants cycle applications will be available March 5, 2018 and must be submitted by May 4, 2018.

### **FUNDING ELIGIBILITY**

The intent of the grant program is to provide funding assistance for events that affect overnight visitors to Santa Rosa County impacting commercial lodging industry, hotels, campgrounds, condominiums, as well as restaurants, retail establishments and other businesses. To be considered for funding the following criteria must be established:

1. Each application must be submitted with a signed Certification and Compliance page
2. Event must take place in fiscal year 2018/19 and be open to the public
3. The event must have the potential to bring or have had past history of bringing out of town visitors
4. Applicant must provide a marketing/promotions plan and detailed budget for event.
5. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa)
6. Applicant must provide a detailed budget and post event profit and loss statement
7. The event must use commercial lodging establishments within Santa Rosa County
8. Maximum number of recommended years for a grant for one event is three (3) unless the TDC BOD, Tourist Development Director, and SRC BOCC recommend continuation with additional years. It is goal that the events become self-sustaining and build partnerships and/or corporate sponsorships
9. The recommended maximum request is not to exceed \$5,000.
10. Each applicant cannot be awarded more than requested, but may receive less than requested.

### **Timeline**

Advertise Grant Cycle Opening	<b>March 5, 2018</b>
Deadline for Application Submittal	<b>May 4, 2018</b>
Review and Approval by TDC Board of Directors	<b>May 17, 2018</b>
Final Review/Approval by TDO Director and SRC BOCC	<b>Tentative</b>

***Approved project funding will be reimbursed after event occurs, and expenses are documented and verified.***

*Please note that virtually all documents provided to the Santa Rosa County TDO are public record and will be made available to the public and media on request.*

## SANTA ROSA COUNTY TDO EVENT/MARKETING GRANT POLICIES

- A) Grant funds are intended to supplement the sponsoring organization's budget.
- B) Funding is not intended to support administrative costs, security costs or non-public events. Funding is intended to support marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and or exhibits.
- C) Grant applications will be received during the advertised cycle. One application will be accepted per event, per fiscal year.
- D) Events must be open to the public must have as one of its main purposes the attraction of overnight visitors to Santa Rosa County.
- E) Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of the cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, grant receipt is strongly encouraged to use a check or credit card. If a check is used, a copy of both the front and back of the canceled check is required. No acceptance of credits on invoices.
- F) **To be eligible for payment, a completed Post-Event Report must be submitted within 90 days.** The report must include tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. Failure to submit a complete post-event report will result in disqualification for support if the event occurs near the end of the fiscal year, request for reimbursement must be received by September 30, 2019.
  - 1. Should an event use registration procedures, event organizers are encouraged to use the "Local Event Marketing Funding Participant Registration Roster" provided in this packet as part of their post event report.
  - 2. Grant recipients must distribute the "Local Event Marketing Funding Visitor Survey" provided in this packet to event participants and include the data collected as part of their post event report. The applicants can change the survey format or add additional questions, but the sample questions must be included.
- G) Any funds granted will be subject to an audit by the Santa Rosa County Auditor.
- H) Funding recipients shall work with Tourist Development Office staff to enhance joint attendance stimulation outreach efforts. Such efforts include, but are not limited to, social media, public relations and publicity initiatives, webpage links and landing pages, lodging facility reservation channels, and joint photography and video.
- I) The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its respective agency of record on behalf of the applicant.
- J) Recognition of the Santa Rosa County Tourist Development Council must be included where appropriate on all printed material and referred to in public relations activities. The Santa Rosa County Tourist Development Office's logo "Navarre Beach, Florida's Most Relaxing Place" and/or web link, shown below and provided in electronic format at the time of funding status notification and also available upon request, must

appear in Event marketing materials (printed, audio, broadcast, online) and may not be altered in any way. Radio advertisements may include the tag line "Sponsored in part by the Santa Rosa County Tourist Development Office" in lieu of mentioning the web address.

K) Allowable expenses shall include the following:

Promotion, marketing, and programming expenses, paid advertising, and media buys, production and technical expenses, site fees/costs (contract help, rentals, insurance), rights fees, sanction fees.

1. Print – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include insertion order or print tear-sheet. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
2. Online – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include insertion order, banner ad screen shot, website screen shot, website analytics report, or search engine optimization report. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
3. Television and Radio – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include insertion order, DVD, or CD ad copy, run schedule, or station affidavit. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
4. Direct Mail – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include printing order, product sample, or postage receipt. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
5. Direct Sales – May include phone call, email, or personal contact. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). Examples of proof of performance may include phone record, email message, contact list, promotional material, registration fee, or travel documentation. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
6. Santa Rosa County Tourist Development Office-Branded Promotional Items and Prizes – May include t-shirts, hats, beach towels, or trophies. Proof of performance includes a copy of the item itself. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment. Promotional items and prizes purchased with local event marketing funds are not permitted for resale and must include the Santa Rosa County Tourist Development Office logo prominently displayed.

L) Unallowable expenses:

General and administrative expenses, building, renovating and/or remodeling expenses, permanent equipment purchases, debts incurred prior to grant requests, alcoholic beverages, donations to any person/entity/organization in any form of payment are not allowable expenses. Scholarships are unallowable expense. Travel expenses including lodging, hospitality, food or social functions.

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 \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Organization Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_ Web Address: \_\_\_\_\_

Cell (\_\_\_\_) \_\_\_\_\_ Organization IRS Status \_\_\_\_\_

Name of Event or Project: \_\_\_\_\_

Has this project received grant funding from the SRC Tourist Development Council in the past? \_\_\_\_\_

If yes, when and how much and what year? \_\_\_\_\_

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

**2018/2019 Event Request Details**

Location of Event or Project: \_\_\_\_\_

Date(s) of Event or Project: \_\_\_\_\_

Detailed Explanation of the Project: \_\_\_\_\_

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Total Budget of Event: \$ \_\_\_\_\_

*(A budget with anticipated revenue and expenses is required upon submittal of application)*

Amount Requested: \$ \_\_\_\_\_

Intended use of Funds: \_\_\_\_\_

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: \_\_\_\_\_ Projected Number of Out of Town Visitors: \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe how the effectiveness of this event will be measured:

\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

Anticipated number of vendors: \_\_\_\_\_

Will you survey the participants to capture data: \_\_\_\_\_

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

**Estimated Bed Tax Calculation**

Estimated Number of Visitor Rooms: \_\_\_\_\_

X

Estimated number of nights: \_\_\_\_\_

X

Estimated Room Rate per Night\*: \_\_\_\_\_

= \_\_\_\_\_ X .05 = \$ \_\_\_\_\_  
 Estimated Total Bed Tax Generated

- \*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

**Estimated Sales Tax Calculation**

Estimated Number of Visitors: \_\_\_\_\_

X

Average Spending per out-of town visitor per day including transportation:

**\$110**

X

Estimated Number of Days In County: \_\_\_\_\_

= \_\_\_\_\_ X .065 = \$ \_\_\_\_\_  
 Estimated Total Sales Tax Generated

**Total Potential Tax Impact**

Total Estimated Bed Tax Generated (from calculation above): \$ \_\_\_\_\_

Total Estimated Sales Tax Generated (from calculation above): \$ \_\_\_\_\_

Total Estimated Tax: \$ \_\_\_\_\_

Describe how financial resources will be monitored

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Have you applied for an event permit? \_\_\_\_\_ Are any licenses required? \_\_\_\_\_

If so, list the required licenses and permits and attach copies to this application

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Will you purchase event insurance? Yes / No, Carrier \_\_\_\_\_

Liability/Medical Insurance? Yes / No, Carrier \_\_\_\_\_

Please list the Event's Lodging and non-Lodging partners:

Lodging Partners

Non-Lodging Partners

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Are lodging partners offering a special rate for this Event? \_\_\_Yes \_\_\_No





## Estimated Budget

### Projected Income

	CASH	IN-KIND	
Entry Fees (participants)			
Admissions (spectators)			
Sales (merchandise, etc.)			
Sponsorships			
Other			
Local Event Marketing Funding			<b>TOTAL INCOME</b>
<b>TOTAL</b>	\$	\$	\$

### Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations			
Rentals/Equipment			
Food and Beverage			
Merchandise for Sale			
Souvenirs/Giveaways			
Print Marketing			
Online Marketing			
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing			
Navarre Beach, Florida's Panhandle- Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			<b>TOTAL EXPENSES</b>
<b>TOTAL</b>	\$	\$	\$

## 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: \_\_\_\_\_

Organization: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by **4:30 p.m. Friday, May 4, 2018** 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)

**Santa Rosa County Tourist Development Office**

**POST EVENT REPORT**

Title of Event: \_\_\_\_\_

Est. # of visitors as stated in application: \_\_\_\_\_ Actual # of visitors: \_\_\_\_\_

Budget revenue as stated in application: \_\_\_\_\_ Actual revenue: \_\_\_\_\_

\_\_\_\_\_ If there is a difference between estimated and actual revenue? Please state why:

\_\_\_\_\_ Budget expenses as stated in application: \_\_\_\_\_ Actual expense: \_\_\_\_\_

If there is a difference between estimated and actual expenses? Please state why:

\_\_\_\_\_

What is the number of hotel room nights generated by this event? \_\_\_\_\_

What worked well for your event in Santa Rosa County? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What didn't work well/any problems occur? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What could the TDC do to make your event more successful?

\_\_\_\_\_

\_\_\_\_\_

How can the event be improved or expanded? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Local Event Marketing Funding Payment Request

**EVENT INFORMATION:**

Organization Name: \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Dates: From: \_\_\_\_\_ To: \_\_\_\_\_

**To receive payment for Local Event Marketing Funding, please submit the following:**

1. Invoice from your organization to Santa Rosa County
2. Proof of Performance (e.g. itemized vendor invoice, tear sheet, online screen shot, run schedule, website analytics report) showing out-of-market audience and Navarre Beach, Florida's Panhandle logo and/or web link
3. Proof of Payment (e.g. front and back of cleared check, credit card receipt)
4. Verification of Room Nights (e.g. lodging report, registration roster, visitor surveys, ticket sales)
5. Current W-9.

**Do you prefer to receive payment by EFT?**     Yes     NO

**If you prefer to receive payment by check, please provide the mailing address:**

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**AUTHORIZED USES REQUESTED FOR PAYMENT:**

<i>Only as approved in the Funding Application</i>	Amount
<b>TOTAL (May not exceed the Total Funding Approved as noted on the application.)</b>	<b>\$</b>

**MARKETING & PROMOTIONAL ACTIVITIES:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Actual Income/Expenses

### Income

	CASH	IN-KIND	
Entry Fees (participants)			
Admissions (spectators)			
Sales (merchandise, etc.)			
Sponsorships			
Other			
Local Event Marketing Funding			<b>TOTAL INCOME</b>
<b>TOTAL</b>	\$	\$	\$

### Expenses

	CASH	IN-KIND	
Contracted officials			
Operations			
Rentals/Equipment			
Food and Beverage			
Merchandise for Sale			
Souvenirs/Giveaways			
Print Marketing			
Online Marketing			
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Panhandle-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			<b>TOTAL EXPENSES</b>
<b>TOTAL</b>	\$	\$	\$



## Local Event Marketing Funding Visitor Survey

Event Name: \_\_\_\_\_

1. What is your home zip code? \_\_\_\_\_

2. How many adults in your visiting party? \_\_\_\_\_

3. How many children in your visiting party? \_\_\_\_\_

4. How long did you stay in Navarre Beach, Milton, or Gulf Breeze?

Number of Nights \_\_\_\_\_ Day Trip Only \_\_\_\_\_

5. Where did you stay?

Hotel Vacation Rental Friends/Relatives Campground RV Park Other

6. Name of Accommodation? \_\_\_\_\_

7. How did you hear about this event? (Circle all that apply)

Event Website      Other Website      Social Media      Friend/Relative  
Newspaper      TV      Radio      Magazine

8. Would you recommend this event to a friend/relative? Yes\_\_\_ No\_\_\_

9. What is the primary reason for your visit?

This Event Vacation Visit Friends/Relatives Business Other

10. How did you travel to the area?

Vehicle Airplane Charter Bus Other

11. What activities did you participate in during your visit? (Circle all that apply)

Beach Fishing Dining Out Water Sports Arts/Culture Sports Shopping

12. How much did you spend per day, excluding lodging, during your visit?

\$0-25      \$26-50      \$76-100      \$101-125      \$126-150      \$151+

Please send me future emails and news about events in Santa Rosa County.

Email: \_\_\_\_\_