



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 PIRATES ON THE PANHANDLE  
 Contact Person MARK MILLER Title PRESIDENT  
 Organization Address P.O. BOX 5115  
 City NAVARRE State FL Zip 32566 Phone (850) 217-5761  
 Email Address: MARKMILLER99@JUNO.COM Web Address: WWW.NAVARRECARSHOW.COM  
 Cell (850) 217-5761 Organization IRS Status 501(C)3

Name of Event or Project: 16<sup>th</sup> ANNUAL NAVARRE CAR, TRUCK + BIKE SHOW AND CRAFT FAIR.

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

If yes, when and how much and what year? 2015 - \$3,000.00

If yes, what is the room history of the event? # of rooms 4 # of nights 9  
 (EXACT NUMBER IS NOT KNOWN, BUT THIS WAS THE COUNT FROM THE VISITOR SURVEYS THAT WE RECEIVED)  
 2016/2017 Event Request Details

Location of Event or Project: NAVARRE HIGH SCHOOL

Date(s) of Event or Project: OCTOBER 15, 2016

Detailed Explanation of the Project: THIS IS AN ANNUAL CAR, TRUCK, AND BIKE SHOW AND A CRAFT FAIR. WE USUALLY BRING IN 100+ ENTRANTS PLUS VENDORS. THIS YEAR WE HOPE TO BE ABLE TO HOST A "CRUISE-IN" THE NIGHT BEFORE WHICH SHOULD INCREASE THE NUMBER OF OVERNIGHT VISITORS.

Total Budget of Event: \$ 12,000.00  
 (A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 4500.00

Intended use of Funds: ADDITIONAL ADVERTISING, PROMOTIONAL ITEMS

Match Provide by Organization

In-kind description: VOLUNTEER HOURS TO PLAN, PROMOTE, AND WORK THE EVENT

Value of in-kind: \$ 3600.00 Match dollars provided by your organization: \$ N/A

**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: 1200 Projected Number of Out of Town Visitors: 500

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

TO INCREASE THE NUMBER OF OUT OF TOWN ENTRANTS AND VISITORS.

Describe how the effectiveness of this event will be measured:

NUMBER OF VEHICLE ENTRANTS, CRAFT VENDORS AND VISITOR SURVEYS.

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

ADDITIONAL LODGING AND FOOD + BEVERAGE SALES TO OUT OF TOWN VISITORS DURING A NORMALLY SLOW PART OF THE TOURIST SEASON.

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

CAR ENTHUSIASTS AS WELL AS CRAFT FAIR ENTHUSIASTS.

Anticipated number of vendors: 30-40

Will you survey the participants to capture data: YES

If no, how do you intended to collect data for reporting purpose: REGISTRATION FORMS + VISITOR SURVEYS

**Estimated Bed Tax Calculation**Estimated Number of  
Visitor Rooms: 100

X

Estimated number of nights: 2

X

Estimated Room Rate  
per Night\*: \$120

$$= \underline{\$24,000} \quad X .05 = \underline{\$1200}$$

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: 100

X

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

\$110

X

Estimated Number of Days  
In County: 3

$$= \underline{\$33,000} \quad X .065 = \underline{\$2145}$$

Estimated Total Sales Tax Generated

**Total Potential Tax Impact**Total Estimated Bed Tax Generated (from calculation above): \$ 1200Total Estimated Sales Tax Generated (from calculation above): \$ 2145Total Estimated Tax: \$ 3345

Describe how financial resources will be monitored

CLUB TREASURER MAINTAINS A SEPARATE ACCOUNTFOR CAR SHOW FINANCES

Have you applied for an event permit? NO Are any licenses required? NO

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

Will you purchase event insurance?  Yes  No, Carrier EAST BAY INSURANCE

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

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

Lodging Partners

Non-Lodging Partners

- HAMPTON INN
- BEST WESTERN
- WYNDHAM RESORTS
- CENTURY 21 ISLAND VIEW
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- PRESTON HOOD
- NAVARRE AREA BOARD OF REALTORS
- OKALOOSA GAS
- HOLLEY NAVARRE WATER SYSTEM
- NAVARRE HIGH SCHOOL
- EMERALD COAST HARLEY DAVIDSON
- EGLIN FEDERAL CREDIT UNION
- PROFESSIONAL COLLISION
- NAVARRE LUMBER
- NAVARRE LIQUORS
- TONA AUTO CENTER
- STRIPES RESTAURANT
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Are lodging partners offering a special rate for this Event?  Yes \_\_\_ No

Will lodging partners provide room night verification after this Event?  Yes \_\_\_ No

How will information about room nights actually booked for this Event be obtained (e.g. lodging partner reports, registration roster, visitor survey, ticket sales)?

LODGING PARTNERS AND VISITOR SURVEYS

If this is **NOT** a new event, what efforts are being made to grow the event to increase the number of overnight visitors from the previous year?

WE WOULD LIKE TO USE THE GRANT MONEY FROM THE  
TDC TO DO MORE ADVERTISING TO OUT OF TOWN CAR  
ENTHUSIASTS.

Please use the space below to add any additional event information:

THIS ~~IS~~ IS OUR 16th YEAR OF THE CAR SHOW AND IT  
HAS BEEN PART OF THE BEACHES TO WOODLANDS TOUR  
SINCE THE BEGINNING. IT KEEPS GETTING BIGGER  
AND BIGGER EACH YEAR AND WE WOULD LOVE TO  
SEE MORE OUT OF TOWN VISITORS BRINGING THEIR  
VEHICLES TO EXHIBIT IN THE SHOW. ADDING THE  
CRAFT FAIR WAS ALSO A BIG SUCCESS AS IT GIVES  
THOSE WHO AREN'T REALLY INTO THE CARS SOMETHING  
TO DO.

## Estimated Budget

### Projected Income

	CASH	IN-KIND	
Entry Fees (participants)	\$4000		
Admissions (spectators)	Ø		
Sales (merchandise, etc.)	100		
Sponsorships	3500		
Other	Ø		
Local Event Marketing Funding	4500		TOTAL INCOME
<b>TOTAL</b>	<b>\$12,000</b>	<b>\$</b>	<b>\$12,000</b>

### Projected Expenses

	CASH	IN-KIND	
Contracted officials	\$200		
Operations - TROPICS + PLAQUES	2000		
Rentals/Equipment	150		
Food and Beverage	Ø		
Merchandise for Sale	100		
Souvenirs/Giveaways			
Print Marketing	4000		
Online Marketing	2500		
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes - T-SHIRTS	1,000		
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other EVENT INSURANCE	500		TOTAL EXPENSES
<b>TOTAL</b>	<b>\$10,450</b>	<b>\$</b>	<b>\$10,450</b>

ANY PROFITS ARE DONATED TO NAVARRE HIGH SCHOOL SPORTS PROGRAM AND OTHER PIRATES ON THE PANHANDLE CHARITIES.

## 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: MARK MILLER

Organization: PIRATES ON THE PANHANDLE



Signature

5/31/16

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) - (WE HAVE MADE APPLICATION, BUT THE POLICY CAN'T BE ISSUED UNTIL 30 DAYS FROM THE EVENT)
- Copy of liability insurance
- Anticipated budget, including detailed expenses and revenue
- Original and four copies of your complete application package (all items listed above)