



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 Bagdad Waterfront Partners, Inc
Contact Person J. Richard Lewis Title Vice President
Organization Address P.O. Box 11
City Bagdad State FL Zip 32530 Phone (404) 906-2840
Email Address: bettyrichard@kws@mchs.com Web Address: bagdadwaterfront.org
Cell (NA) Organization IRS Status _____

Name of Event or Project: Bagdad Waterfront Festival - May 2017

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

If yes, when and how much and what year? \$1500/2013

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

2016 / 2017 Event Request Details

Location of Event or Project: Bagdad Millsite Park

Date(s) of Event or Project: May 2017

Detailed Explanation of the Project: The Bagdad Waterfront Partnership has for the past 10 years worked w/ Santa Rosa County to develop the old Millsite into a passive park. We anticipate it will be open at time for the event. Included is a flyer which explains the scope of the Festival, proceeds from which will be used to finish features of the Park, for which there is not sufficient funding at this time.

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

Amount Requested: \$ 3500

Intended use of Funds: To supplement any profits from the festival

Match Provide by Organization

In-kind description: Volunteer hours from 63 volunteers

Value of in-kind: \$ 3300 Match dollars provided by your organization: \$ 4600

Projected Attendance: 4000 Projected Number of Out of Town Visitors: 600

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

The Bagdad Waterfront Partners hip has worked w/ Santa Rosa County @ the development of the Bagdad Millsite Park for ten years. All profits from the Festival will be devoted to additional construction of the Park for which there is no funding source. We have already contributed \$9200 to the Park via our fund raising efforts
 Describe how the effectiveness of this event will be measured:

A record of attendance will be maintained, as well as a sampling questionnaire will be circulated and collected from participants. Further gauge of efficacy will be the amount of profits generated.
 How will the event/project benefit tourism in Santa Rosa County?

In the immediate future, it will draw some 600 visitors. Over time, the attractiveness and potentials of the Park can make Bagdad and SRC a destination for tourism for years to come.

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

Families, youths, and individuals

Anticipated number of vendors: 55

Will you survey the participants to capture data: YES

If no, how do you intended to collect data for reporting purpose: A random sampling questionnaire will be circulated and tabulated. Also the record of a attendance will be maintained. Further, efficacy will be measured by any profits

Estimated Bed Tax Calculation

Estimated Number of Visitor Rooms:	<u>200</u>		
	X		
Estimated number of nights:	<u>2</u>		
	X		
Estimated Room Rate per Night*:	<u>\$151</u>		
	=	<u>6,040</u>	
	X .05 =	\$ <u>3020</u>	
			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:	<u>400</u>		
	X		
Average Spending per out-of town visitor per day including transportation:	<u>\$110</u>		
	X		
Estimated Number of Days In County:	<u>2</u>		
	=	<u>88,00</u>	
	X .065 =	\$ <u>5720</u>	
			Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above):	\$ <u>3020</u>
Total Estimated Sales Tax Generated (from calculation above):	\$ <u>5720</u>
Total Estimated Tax:	\$ <u>\$8740</u>

Describe how financial resources will be monitored

All receipts + expenditures will be collected by our treasurer and an account will be reviewed by the Executive Board.

Have you applied for an event permit? YES 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 Broward Hall Agency, Inc. PO Box 2210
Liability/Medical Insurance? Yes No, Carrier Panama City, FL 32402

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

Lodging Partners

Non-Lodging Partners

Holiday Inn Express - Milton, FL

Blackwater Pyrates

Red Roof Inn - Milton, FL

Bagdad Methodist Church

KOA - Milton, FL

Bagdad Village Preservation

Bagdad Elementary School

UNIVERSITY of West Florida

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)?

Partners will keep an account of registrants. We will contact them after the event & report results.

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?

Additional advertising will be conducted in additional NW Florida counties. Additional use of social media will take place. Information regarding 2016 will appear on website bagdadwaterfronts.org

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

The Tourism Development Council also awarded The Bagdad Water Front Partnership \$25,000 in 2012 to begin construction on the mill site. We very much appreciate your help now and in the past.

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)	20.50		
Admissions (spectators)	no admission fee		
Sales (merchandise, etc.)	food sales - \$1000 cups - 100		
Sponsorships	\$1,000		
Other			
Local Event Marketing Funding*			TOTAL INCOME
TOTAL	\$	\$	\$ 11,350

TDC Grant

\$3500

Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations			
Rentals/Equipment	\$500		
Food and Beverage	\$800		
Merchandise for Sale	\$50.00		
Souvenirs/Giveaways	NA		
Print Marketing	\$1200		
Online Marketing	-		
Television Marketing	-		
Radio Marketing	\$400		
Direct Mail Marketing	\$100		
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes	-		
Site Fees	-		
Sanction Fees	-		
Concert/Performance Fees	\$400		
Other			TOTAL EXPENSES
TOTAL	\$ 1200	\$	\$ 6750

PRINTING \$1200
 INSURANCE \$1100
 MATERIALS/SUPPLIES 1000

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: J. Richard Lewis

Organization: Bogdad Waterfronts Florida Partnership, Inc

Signature: J. Richard Lewis

2/19/16
Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by **5 p.m. Monday, August 31** 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)