



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 Navarre Beach Marine Science Station

Contact Person Charlene Mauro Title Director

Organization Address 8638 Blue Heron Ct.

City Navarre Beach State FL Zip 32566 Phone (850) 449-4295

Email Address: mauroc@santarosa.k12.fl.us Web Address: www.navarresciencestation.org

Cell (850) 449-4295 Organization IRS Status federal tax identification number: 59-6000845

Name of Event or Project: Ocean Commotion: Homeschool Programs at the Science Station

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 Marine Science Station

Date(s) of Event or Project: March - April 2017

Detailed Explanation of the Project: Please see attachment

Four horizontal lines for additional project details.

Total Budget of Event: \$ 7500.00  
(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 5000.00

Intended use of Funds: Print marketing, Florida's Playground Promo shirts, Advertising Event Package, Online Marketing

Match Provide by Organization

In-kind description: 30 volunteers @ 8 hours each (\$23.46 2016 independent sector rate)

Value of in-kind: \$ 5654.40 Match dollars provided by your organization: \$ 1000.00

**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: 500 Projected Number of Out of Town Visitors: 250

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

Please see attachment.  
\_\_\_\_\_  
\_\_\_\_\_

Describe how the effectiveness of this event will be measured:

An evaluation will combine traditional methods such as registration and event counts along with more dynamic methods such as visitor interviews and satisfaction surveys.  
\_\_\_\_\_

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

Santa Rosa County will receive expanded reach to visitors who homeschool through direct and package marketing for "off-season" when lodgings tax revenue is substantially reduced. Programming publicity will include TDO information, logo and link to website for expanded opportunities.  
\_\_\_\_\_

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

Families with children. Homeschool co-ops, students, teachers, local environmental organizations  
\_\_\_\_\_  
\_\_\_\_\_

Anticipated number of vendors: 0 - Environmental Groups will participate (SeaGrant, FWC, Oceans Hour, ECSC)

Will you survey the participants to capture data: Yes

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

**Estimated Bed Tax Calculation**

Estimated Number of Visitor Rooms:	50
	X
Estimated number of nights:	2
	X
Estimated Room Rate per Night*:	118.00
	= 11800.00

- \*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 = \$ 590.00  
 Estimated Total Bed Tax Generated

**Estimated Sales Tax Calculation**

Estimated Number of Visitors:	250
	X
Average Spending per out-of town visitor per day including transportation:	\$110
	X
Estimated Number of Days In County:	2
	= 55,000.00

X .065 = \$ 3575.00  
 Estimated Total Sales Tax Generated

**Total Potential Tax Impact**

Total Estimated Bed Tax Generated (from calculation above):	\$ 590.00
Total Estimated Sales Tax Generated (from calculation above):	\$ 3575.00
Total Estimated Tax:	\$ 4165.00

**Describe how financial resources will be monitored**

All purchases will be made using a check or credit card. Receipts, invoices, and copies of checks (front and back) will be submitted for reimbursement.

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 No

Liability/Medical Insurance? Yes / No, Carrier Yes, SRCSD

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

Lodging Partners

Non-Lodging Partners

Resort Quest

Northwest Florida Marine EDGE

Navarre Best Western

Santa Rosa County Schools

Navarre Properties

Florida SeaGrant

FWC

Emerald Coast Science Center

REEF

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 Partner Reports, Registration Roster, Visitor Survey

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?

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

Please see attachment.

## Estimated Budget

### Projected Income

	CASH	IN-KIND	
Entry Fees (participants)			
Admissions (spectators)	500.00		
Sales (merchandise, etc.)			
Sponsorships			
Other			
Local Event Marketing Funding			<b>TOTAL INCOME</b>
<b>TOTAL</b>	\$	\$	\$ 500.00

### Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations	1000.00	5654.40	
Rentals/Equipment	2100.00		
Food and Beverage			
Merchandise for Sale			
Souvenirs/Giveaways			
Print Marketing	300.00		
Online Marketing	1100.00		
Television Marketing			
Radio Marketing		1200.00	
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes	1500.00		
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			<b>TOTAL EXPENSES</b>
<b>TOTAL</b>	\$ 6000.00	\$ 6854.40	\$

## 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: Charlene Maun

Organization: Navarre Beach Marine Science Station

Charlene Maun  
Signature

5/31/2016  
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)

Applicant: Navarre Beach Marine Science Station

Name of Event: Ocean Commotion: Homeschool Programs at the Science Station

Date of Event: September 17 – September 18 2016

Amount Request: \$5000.00

### **Detailed Explanation of Event**

NWFL MARINE EDGE, Inc. was formed as a non-profit organization to expand programs of the Navarre Beach Marine Science Station and offer year-round family-centric eco-tourism programs that cultivate citizen scientists through conservation, education and sustainable ecosystems.

The Navarre Beach Marine Science Station will produce a program titled *Ocean Commotion: Homeschool Programs at the Station* which will begin promotions in July 2016 and run through September 2016. The campaign will highlight an upcoming homeschool weekend to include: Kayaking and Stand Up Paddle Board Lessons; animal interactions, beach scavenger hunts, crafts, labs, and activities from various environmental organizations. Participants will register as a family to participate in the hands-on programs.

Funds are requested for the development and implementation of these programs for in the amount of \$5,000. The focus will be on families who homeschool from out of the area.

#### Promotional campaign

- Postcard campaign
- Social Media
- Rack-cards and Brochures

#### Program development, implementation and coordination to include:

- Kayak / SUP Tours with Master Naturalists
- Family Programming
- Guided Walking and Birding Tours with Audubon experts
- Family scavenger hunt
- Shell Excursions and Identification

#### Promoting program offerings within the homeschool network

These items are essential to make the station more visible in the homeschool network. Additional rack cards and promotional items for other homeschool events will expand

audiences. Promotional materials will meet requests by area condos/hotels and advertising in out of town publications will draw in homeschool groups seeking standards based curriculum that meets the state requirements for homeschool. An event marketing (trade show package) will be used to advertise Ocean Commotion at various other homeschool festivals.

A pilot shoulder season program was held in 2014 for visitors of the area to determine interest, participation and future opportunities. During the pilot phase which included direct mail marketing over 2000 visitors participated in programming with 29% of those visitors coming from areas outside of Santa Rosa County and 1% visiting from other countries. Of those visitors, 98% stated if there were ongoing activities specific for families or children, they would make a return visit to Navarre Beach in the Fall and Winter (shoulder season) months.

### **Marketing Strategy**

The proposed campaign will begin in July 2016 to capture the attention of families who have just finished their summer vacations.

Targeted printed postcards will be mailed to homeschool co-ops in areas that are within a five hour drive time. Each postcard will feature specific details outlining times, dates, activities and special rates offered by local beach rental agencies.

The Ocean Commotion campaign will also be sent digitally to prior guests of local property management mailing lists encouraging an additional vacation in the shoulder season. The campaign will also be a feature on the Navarre Beach Marine Science Station website, Facebook page, Twitter and featured through local partner sites as well.

The campaign will be underscored through special announcements and social media contests which will allow visitors to win a free beach bag or other promotional item when making their program reservation.

The campaign will begin in July 2016 and will continue through September 2016.

NWFL Marine EDGE has a database of 2500 contacts including address, phone and email addresses for direct marketing. During the 2014 Pilot Phase, NWFL Marine EDGE purchased an additional 3000 addresses in demographic targets.

### **Planned outcome of the project:**

Ocean Commotion's overarching project outcome is four-fold; 1) to brand Navarre Beach as the destination for eco-tourism; 2) to provide homeschool family oriented visitor events

and education centered on a theme of sustainable marine ecosystems; 3) to encourage families to return to Navarre Beach for future homeschool opportunities.

## **Evaluation Plan and Processes**

### **Reporting:**

- Number of Visitors
- Total visit days
- Estimate of daily expenditure **(based on surveys)**

### **Measurement:**

1. Reporting
2. Accounting of expenditures
3. Economic Impact analysis
  - Visitor counts – including originating city
  - Average daily spending
  - Average lodging rates
  - Total number of visitor days
  - Estimate of new lodging tax receipts against actual collections
4. Anecdotal visitor Information from direct contact and Social Media sources