



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 Southern Raceway

Contact Person Tom Lowery Title Owner

Organization Address 9359 Nichols Lake Rd

City Milton State FL Zip 32553 Phone (850) 623-2333

Email Address: goldnring@hotmail.com Web Address: www.southernraceway.com

Cell (850) 390-6136 Organization IRS Status LLC

Name of Event or Project: Southern 100

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: Southern Raceway Milton, FL

Date(s) of Event or Project: Oct 27, 28 & 29th

Detailed Explanation of the Project: End of season race drawing teams from all over the Southeast. 3 days of racing with over 150 entries in multiple race classes and drawing 4,000 fans over 3 days.

Total Budget of Event: \$ 30,000⁰⁰
 (A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 5,000⁰⁰

Intended use of Funds: Racks, Print, web advertising, sanctioning fees

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: 4,000 Projected Number of Out of Town Visitors: 300

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

Grow racing in SRC throughout the year and turn the Southern 100 into a premiere racing event in the SE U.S. for free dirt track racers.

Describe how the effectiveness of this event will be measured:

Fan count, car count, surveys.

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

We will bring 800+ visitors from outside the county to SRC, spending money on food, gas + lodging.

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

Race fans from AL, MS, GA + FL and race teams + their families

Anticipated number of vendors: 12

Will you survey the participants to capture data: yes

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

Estimated Bed Tax CalculationEstimated Number of
Visitor Rooms: 100

X

Estimated number of nights: 3

X

Estimated Room Rate
per Night*: 118= \$35,400X .05 = \$ 1,770Estimated 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 CalculationEstimated Number of Visitors: 800

X

Average Spending per out-of town
visitor per day including
transportation:**\$110**

X

Estimated Number of Days
In County: 3= \$264,000X .065 = \$ 17,160Estimated Total Sales Tax Generated**Total Potential Tax Impact**Total Estimated Bed Tax Generated (from calculation above): \$ 1,770Total Estimated Sales Tax Generated (from calculation above): \$ 17,160Total Estimated Tax: \$ 18,930

Describe how financial resources will be monitored

Standard accounting methods

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 K + R Ins

Liability/Medical Insurance? Yes / No, Carrier K + R Ins

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

Lodging Partners

Non-Lodging Partners

Milton Inn

Bryant Reef Equis - Navarre

Holiday Inn Express

Food Outlet - Milton

KOA Hwy 87

Kelly Foods - Milton

Working on a couple in

Pepsi - Milton

Navarre.

~~Radio~~ Radio TBD

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)	\$ 10,000		
Admissions (spectators)	\$ 50,000		
Sales (merchandise, etc.)	\$ 50,000	\$ 10,000	
Sponsorships	\$ 5,000	\$ 5,000	
Other			
Local Event Marketing Funding	\$ 5,000		TOTAL INCOME
TOTAL	\$ 120,000	\$ 15,000	\$ 135,000

Projected Expenses

	CASH	IN-KIND	
Contracted officials	\$ 5,000		
Operations	\$ 28,000		
Rentals/Equipment	\$ 5,000		
Food and Beverage	\$ 20,000		
Merchandise for Sale	\$ 5,000		
Souvenirs/Giveaways	\$ 5,000		
Print Marketing	\$ 400		
Online Marketing	\$ 1,400		
Television Marketing			
Radio Marketing	\$ 2,000		
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees	\$ 1,600		
Concert/Performance Fees			
Other			TOTAL EXPENSES
TOTAL	\$ 73,400	\$	\$ 73,400

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: Thomas Lowery

Organization: Southern Motorsports of Milton

Thomas Lowery
Signature

7/28/16
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)