

SECTION FOUR: LOCAL EVENT MARKETING FUNDING

ANNUAL APPLICATION DEADLINE: MAY 1

I.100. PURPOSE

The goal of the TDD's Local Event Marketing Funding program is to increase out-of-market awareness of the Emerald Coast as a tourist destination and to drive lodging room occupancy in the sub-county taxing district by funding the marketing and promotional efforts of local events, especially during the non-summer season.

As used for purposes of this Section: "Event" means festival, sports event, performance, concert, meeting, conference, or other happening. "Out-of-Market" means outside of Santa Rosa, Okaloosa, and Walton counties.

I.200. AUTHORIZATION

The TDD 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.

I.300. FUNDING GUIDELINES

1) Requirements for Local Event Funding

- a. The Event must be open to the public.
- b. The Event must have as one of its main purposes the attraction of overnight visitors to the sub-county taxing district. **Tracking of lodging room nights is required** (e.g. lodging report, registration roster, visitor surveys, ticket sales). As used for purposes of Local Event Marketing Funding, "room night" means rental unit, not lodging bedroom. For instance, a hotel room and a two-bedroom condo are both reported as one "room night" to maintain consistency with the Tax Collector's reporting of rental units collecting the bed tax.
- c. Advertising and marketing must occur out-of-market (i.e. outside of Santa Rosa, Okaloosa, and Walton counties) to ensure the funds will be used to attract overnight visitors to the sub-county taxing district.
- d. The Okaloosa County TDD's "Emerald Coast" logo 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 Emerald Coast Convention and Visitors Bureau" in lieu of mentioning the web address.



or www.emeraldcoastfl.com

- e. Funding recipients shall work with TDD 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.
- f. An event receiving Local Event Marketing Funding may not receive any other financial assistance from the TDD during the same fiscal year.

2) Authorized Uses of Local Event Funding

All authorized uses of local event funding must be substantiated by proof of performance and proof of payment. Authorized uses include:

- a. 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.
- b. 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.
- c. 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. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
- d. Direct Mail – May include production, design, creative, printing, or distribution. Examples of proof of performance may include printing order, product sample, or postage receipt. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
- e. Direct Sales – May include phone call, email, or personal contact. 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. Determination of out-of-market advertising and marketing merit of direct sales approach is at the sole discretion of the Tourist Development Department. Travel reimbursement, if approved, will be in accordance with Florida Statute 112.061. Failure to document out-of-market audience reach will deem direct sales activities ineligible for reimbursement.
- f. Emerald Coast-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 Emerald Coast logo prominently displayed. Determination of out-of-market advertising and marketing merit and Emerald Coast logo prominence is at the sole discretion of the Tourist Development Department. Tourist Development Department approval must be obtained in advance of printing/production. Reimbursement per item is limited to actual cost or \$12, whichever is less. Failure to obtain advance approval will deem promotional items and prizes ineligible for reimbursement.
- g. Site Fees – May include venue or facility rental fees. Examples of proof of performance may include a contract or agreement. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment. Local event marketing funding may not be used for Emerald Coast Convention Center rental fees.

- h. Sanction Fees – May include sports sanction fees. Examples of proof of performance may include a contract or agreement. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
- i. Concert and Performance Fees – May include a booking fee to bring an entertainer or headliner to the area. Examples of proof of performance may include a contract or agreement. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.

3) Funding Levels

An event's maximum funding level is a percentage of the event's economic impact as calculated on the application form based on seasonality, and capped by the room night tiers below:

- a) Tier 1 – up to \$20,000 per Event
 - 100 documented room nights minimum
- b) Tier 2 – up to \$50,000 per Event
 - 5,000 documented room nights minimum
 - Ticket sales/Event registration tied to room nights
- c) Tier 3 – up to \$100,000 per Event
 - 10,000 documented room nights minimum
 - Ticket sales/Event registration tied to room nights
 - Two-night minimum lodging stay

4) Application Process

- a) All potential applicants must attend a Local Event Marketing Funding educational session to be eligible for funding. A session is typically held in April to review funding guidelines, Emerald Coast logo requirements, authorized uses, funding levels, application process, and payment process. Failure to attend an educational session may deem the applicant ineligible for funding in the upcoming fiscal year budget.

For example, applicants with events to occur October 1, 2015 through September 30, 2016 must attend the April 2015 educational session.

- b) The individual signing the Application must be the same individual who attended an educational session, and would also be the individual expected to sign the Payment Request form.
- c) **Applications are due by May 1** to be considered for the upcoming fiscal year budget. If May 1 is a Saturday or Sunday, applications are due the first weekday in May.

For example, applications for events to occur October 1, 2015 through September 30, 2016 are due no later than May 1, 2015.

- d) Applications must include an original signature and may be hand-delivered or mailed to the Tourist Development Department, 1540 Miracle Strip Pkwy SE, Fort Walton Beach, FL

32548. Incomplete applications and applications received after 5pm on May 1 will not be considered. A Conflict of Interest form must be submitted with the application.

- e) Applications received by May 1 are funded to the extent budget funds are available for appropriation for this purpose.
- f) Proposed funding for Local Event Marketing applications shall be presented to the Tourist Development Council during its May budget meeting.
- g) Upon final adoption of the annual budget by the Board of County Commissioners in mid-September, applications will be executed in accordance with County Purchasing approval authority limits and a purchase order issued.
- h) Applicants shall be notified of their funding status in mid to late September.
- i) An exception to the May 1 application deadline may be granted by the Tourist Development Director for a new, previously unfunded event. If an exception is granted and funding the application does not necessitate a budget amendment from reserves, the application will be executed in accordance with County Purchasing approval authority limits. If an exception is granted and funding the application necessitates a budget amendment from reserves, recommendation of the Council and approval by the Board is required regardless of dollar amount. If approved, the application will be executed in accordance with County Purchasing approval authority limits.

5) **Payment Request Process**

- a) Payment may only be requested after the Event has occurred. No Payment Request forms will be processed in advance of the Event.
- b) Applicants are strongly encouraged to submit the Payment Request within 30 days after the end date of the Event. However, the **Payment Request is due no later than September 30.** Funding lapses at fiscal year end (September 30) and no Payment Requests will be accepted thereafter, except for events conducted in September. For those events occurring in September, the Payment Request must be received no later than thirty (30) calendar days after the end date of the Event. Failure to submit a timely Payment Request will result in forfeiture of funding.
- c) Payments are on a reimbursement basis only. Copies of proof of performance and proof of payment for approved authorized uses must accompany the applicant's invoice and Payment Request.
- d) The TDD recognizes that amounts reported on the Payment Request may vary from amounts estimated on the Application. While variances in dollar amounts among approved authorized uses are acceptable, only authorized uses approved on the application will be paid and the total requested for payment on the Payment Request may not exceed the total approved on the Application.
- e) In the event a portion of an invoice submitted to the County for payment, as specified above, is disputed, payment for the disputed amount may be withheld pending resolution of the dispute, and the remainder of the invoice will be processed for payment without regard to that portion which is in dispute.
- f) If an event is cancelled due to force majeure, approved authorized uses may remain eligible for payment contingent upon compliance with all other Local Event Funding requirements.



**Local Event Marketing Funding
Application (Annual Deadline: May 1)**

BUSINESS/ORGANIZATION SUBMITTING APPLICATION:

Business/Organization Name: _____

Tax I.D.: _____

Contact Person: _____ Title: _____

Phone: _____ Email: _____

Street Address: _____ City/ST/Zip: _____

Web Address: _____

EVENT INFORMATION:

Event Dates: From: _____ To: _____

Event Name: _____

Event Description: _____

Event Location (include all locations in Okaloosa County where events will occur): _____

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

Lodging Partners

Non-Lodging Partners

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)?

Explain the resources/support/promotion/collaboration provided by the lodging and non-lodging partners for this Event.

What efforts are being made to grow the Event to increase the number of overnight visitors from the previous year?

Describe the audience that this Event will attract – i.e. families, professionals, youth, etc. plus other demographic information as available.

Describe the Event’s comprehensive plan for out-of-market marketing, advertising, and promotions.

If funding is being requested for direct sales, describe the specific activities along with related costs.

If funding is being requested for Emerald Coast-branded promotional items and prizes, describe the distribution plan for the promotional items and prizes along with quantities and unit costs.

Describe why Local Event Marketing Funding is necessary to keep the Event in Okaloosa County.

ECONOMIC IMPACT:

Disclaimer: This calculation is for purposes of Local Event Marketing Funding only; it is not intended to represent the actual economic impact of an event.

As used for purposes of Local Event Marketing Funding, "room night" means rental unit, not lodging bedroom. For instance, a hotel room and a two-bedroom condo are both reported as one "room night" to maintain consistency with the Tax Collector's reporting of rental units collecting the bed tax.

Daily Room Nights for Event (per lodging report, registration roster, ticket sales)										
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Total
										0
LODGING IMPACT: Multiply Total Room Nights by Average Room Night Rate by Month										\$

Average Room Night Rate by Month (based on STR data):

<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>Apr</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Sep</i>
\$133.44	\$130.58	\$74.98	\$71.81	\$77.59	\$117.62	\$126.51	\$134.71	\$167.91	\$181.81	\$137.10	\$135.74

For repeat event, use documented room nights from prior year. For new event, describe calculation of room night estimate:

Daily Out-of-Market (Lodging) Visitors for Event (per registration roster, visitor surveys, ticket sales)										
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Total
										0
OTHER IMPACT: Multiply Total Daily Overnight Visitors by \$56 (\$36/day based on Florida Statutes per diem for travel; \$20/day allowance for incidentals)										\$

For repeat event, use documented visitors from prior year. For new event, describe calculation of overnight visitor estimate:

MAXIMUM FUNDING LEVEL BASED ON SEASONALITY:		Summer Event (Jun - Jul)	Shoulder Event (Aug - Oct & Mar - May)	Winter Event (Nov - Feb)
Lodging Impact (as calculated above)		Total Economic Impact x 1%	Total Economic Impact x 5%	Total Economic Impact x 10%
Other Impact (as calculated above)				
TOTAL ECONOMIC IMPACT		\$0		

AUTHORIZED USES REQUESTED FOR FUNDING:

<i>Item(s) may be disqualified individually without impacting other items listed.</i>	Amount
TOTAL <i>(May not exceed the Maximum Funding Level Based on Seasonality calculated above.)</i>	\$

Upon completing this application in its entirety, please read the following statement and affix your signature.

I am submitting this application on behalf of my organization's event and am aware that this application will be reviewed for final approval. I have completed this application fully and accurately, understand that all information submitted will be used to determine funding eligibility, and have not misrepresented any information contained herein. I have read, fully understand, and agree to be bound by Okaloosa County's Local Event Marketing Funding policy.

Signature of Applicant

Date

Printed Name of Applicant

OFFICIAL USE ONLY

Applicant attended Educational Session? ___ Yes ___ No

Funding Level: _____

Approved By: _____
In accordance with County purchasing approval authority limits.

Total Funding Approved: \$ _____

Title: _____

Date: _____



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 Destin, Fort Walton Beach, or Okaloosa Island?
Number of Nights _____ Day Trip Only _____
5. Where did you stay?
Hotel Vacation Rental Friends/Relatives Bed & Breakfast Campground RV Park Other
6. Name of Accommodation? _____
7. How did you hear about this event?
Event Website Other Website Social Media Friend/Relative TV Radio Magazine Newspaper
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?
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 \$51-75 \$76-100 \$101-125 \$126-150 \$151+



**Local Event Marketing Funding
Payment Request (Deadline: September 30)**

EVENT INFORMATION:

Event Name: _____

Event Dates: From: _____ To: _____

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

1. Invoice from your organization to Okaloosa 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 Emerald Coast 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).

AUTHORIZED USES REQUESTED FOR PAYMENT:

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

MARKETING & PROMOTIONAL ACTIVITIES:

Describe the Event’s actual out-of-market marketing, advertising, and promotions.

LODGING OCCUPANCY:

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Total
										0

Attach documentation for the Room Nights (e.g. lodging report, registration roster, visitor surveys, ticket sales).

VISITOR INFORMATION:

Daily Out-of-Market (Lodging) Visitors for Event										
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Total
										0

Describe how Out-of-Market (lodging) Visitors was determined.

Daily Local (Non-Lodging) Attendees for Event										
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Total
										0

Describe how Local (Non-Lodging) Attendees was determined.

If Tier 1 funding level, evidence of at least 100 room nights submitted? YES ____ NO ____

If Tier 2 funding level, evidence of at least 5,000 room nights submitted? YES ____ NO ____

If Tier 2 funding level, evidence of ticket sales/registration tied to room nights submitted? YES ____ NO ____

If Tier 3 funding level, evidence of at least 10,000 room nights submitted? YES ____ NO ____

If Tier 3 funding level, evidence of ticket sales/registration tied to room nights submitted? YES ____ NO ____

If Tier 3 funding level, evidence of two-night minimum lodging stay submitted? YES ____ NO ____

Upon completing this payment request in its entirety, please read the following statement and affix your signature.

I am submitting this payment request on behalf of my organization’s event and certify the above information is true and accurate to the best of my knowledge. I have read, fully understand, and agree to be bound by Okaloosa County’s Local Event Marketing Funding policy.

Signature of Applicant

Date

Printed Name of Applicant