



**DESTIN | FT. WALTON BEACH  
OKALOOSA ISLAND**

**TOURIST DEVELOPMENT COUNCIL BYLAWS**

**AND**

**TOURIST DEVELOPMENT DEPARTMENT  
OPERATIONS & PROCEDURES MANUAL**

**TDC June 23, 2016**

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## **SECTION ONE: TOURIST DEVELOPMENT COUNCIL BYLAWS**

### **A. GENERAL**

#### **A.100. LEGAL AUTHORITY**

Legal authority for the Okaloosa County Tourist Development Council (the “Council”) is found under Section 125.0104, Florida Statutes, known as "The Local Option Tourist Development Act", Okaloosa County Ordinance 89-23 as subsequently amended, and Resolution No. 89-40 establishing the Council and stating the intent to levy a Tourist Development Tax (the “Act”). As an appointed Advisory Board, the Council is bound by State and County Laws, ordinances, and procedures governing the Council members and their activities, as well as procedures for reviewing expenditures of tourist development tax revenues.

#### **A.200. STATEMENT OF ORGANIZATION**

Pursuant to the Act, Okaloosa County (the "County") has: established an advisory group known as the Okaloosa County Tourist Development Council; imposed a 5% Tourist Development Tax; and approved a Tourist Development Plan pursuant to the mission set forth in A.300.

The Council is responsible for advising the Okaloosa Board of County Commissioners (the “Board”) on the implementation of the Tourist Development Plan in accordance with State and County laws, regulations and procedures and within budgetary limitations imposed by the Tourist Development Tax Revenues.

In order to establish the procedures by which the Council will carry out its business and the Tourist Development Plan will be implemented, the Board has approved this TDC Bylaws and TDD Operations and Procedures Manual (the “Manual”) as the guiding instrument.

#### **A.300. MISSION**

The Council’s primary responsibility is to advise and make recommendations to the Board on matters related to tourism sales, marketing, and advertising in order to help increase overall visitation and lodging facility occupancy. The Council shall advise and make recommendations to the Board for the effective operation of the special projects and for uses of the Tourist Development Tax revenue. The Council shall continuously review expenditures of revenues from the Tourist Development Trust Fund and shall receive expenditure reports, at least quarterly, from the Tourist Development Department Director (the “Director”).

The Council shall also make recommendations on the annual Strategic Marketing Plan and Budget to ensure conformity with the Tourist Development Plan and the provisions of Section 125.0104, Florida Statutes.

#### **A.400. LOCATION OF OFFICE**

The Council has established its business offices at 1540 Miracle Strip Parkway SE, Fort Walton Beach, FL 32548. All official business correspondence with the Council or any of its members shall be directed to the Okaloosa County Tourist Development Council at this address.

## A.500. STAFF

- 1) **Tourist Development Department Director.** The Director shall be an employee of Okaloosa County and shall report to and be supervised by the County Administrator. The Director will administer and coordinate the operations of the Council, make recommendations to the Council, and oversee the Visitor Welcome Center, Emerald Coast Convention Center, Emerald Coast Film Commission, and all divisions under the Tourist Development Department (the “TDD”).
- 2) **Tourist Development Department Staff.** All TDD staff shall be employees of the County and shall report to and be supervised by the Director.
- 3) **Benefits and Funding.** The Director and Staff will receive all standard County employee benefits provided by the Board, paid through the Tourist Development Trust Funds, and be subject to all County employee regulations, in addition to those provided in this Manual.

## A.600. COUNCIL COMPOSITION AND VACANCIES

- 1) **Composition.** The composition of the Council shall be as set forth in the Act. The Council shall be composed of nine (9) members, all of whom shall be appointed by the Board, including the Chair of the Board, or any other member of the Board as designated by the Chair. Two (2) members of the Council shall be elected municipal officials, at least one of whom shall be from the most populous municipality in the County or sub-district. These two (2) members shall be appointed by their respective governing bodies. Six (6) members of the Council shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, of which members, not less than three (3) nor more than four (4) shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County and subject to the tax. All members of the Council shall be electors of Okaloosa County.
- 2) **Terms.** All Council members shall serve for staggered terms of four (4) years, with the exception of the members of the municipalities and the Board who serve as appointed by their respective governing bodies. Their terms are subject to re-appointment or term expiration, whichever comes first. No Council member shall serve more than two (2) consecutive terms which shall be no more than eight (8) consecutive years. The Council member terms shall begin on October 1<sup>st</sup> of the year of appointment and terminate on September 30<sup>th</sup> of the fiscal year the term expires. The Board may designate the Council Chairman or allow the Council to elect a Chairman. Terms for the Chairman and Vice-Chairman of the Council shall be for one (1) fiscal year and they may be reappointed.
- 3) **Orientation.** All newly appointed Council members shall participate in an orientation process, which shall include, but is not limited to, an overview of Sunshine Law, Public Records, Ethics (financial disclosure, gifts law, conflicts of interest) and relevant statutes, ordinances and TDD operating policies. From time-to-time, the Council shall participate in a refresher briefing on the topics included in the orientation.
- 4) **Vacancies.** Should any seat on the Council become vacant, a replacement to serve the remainder of that term shall be appointed in the same manner as the appointment of the person whose absence created the vacancy.
- 5) **Removal/Resignation.** Any member may be subject to removal from the Council if they miss three (3) Council meetings per fiscal year or upon a majority vote of the Board. Special consideration/leniency will be given for any absences due to Acts of God, personal illness/medical, and/or family emergencies. If one of the elected municipal or county officials on the Council is removed for this reason, the applicable governing entity shall be required to appoint another elected representative as their replacement. In the event a Council member no longer conforms to the criteria

listed in Section A.600(1) above to hold the seat to which they were appointed, said Council member shall forward a letter to the Council and the Board stating these facts and shall additionally tender a letter of resignation along with this submittal.

#### **A.700. COUNCIL CHAIRMAN**

The principal role of the Council Chairman is to provide leadership to the Council and manage Council meetings. The Chairman is accountable to the Council and acts as a direct liaison between the Council and the leadership of the Tourist Development Department, through the Director. The Council Chairman's responsibilities include, but are not limited to:

- 1) Presiding over Council meetings.
- 2) Presiding over the annual Tourism Summit.
- 3) Reviewing and signing minutes of Council meetings.
- 4) Calling special meetings as necessary.
- 5) Representing the views of the Council to the Board as appropriate.
- 6) Acting as the communicator for Council decisions as appropriate.
- 7) Nurturing positive industry relationships and working with industry leaders to maintain open communication and a positive working relationship.
- 8) Keeping generally abreast of activities of the TDD.
- 9) Assisting in the preparation of Council meeting and Tourism Summit agendas in coordination with the Director.
- 10) Recommending an annual schedule of the date, time and location of Council meetings in coordination with the Director.
- 11) Providing independent advice and counsel to the Director. The Chairman may be a part of the Director's annual performance review and may provide comments and recommendations to the County Administrator.
- 12) Consulting with the Council attorney on Council matters when appropriate.

#### **A.800. TDC BYLAWS AND TDD OPERATIONS AND PROCEDURES MANUAL AMENDMENT**

This Manual may be amended from time to time by the Board. The Council may provide recommendations to the Board as to proposed modifications.

### **B. COUNCIL MEETINGS**

#### **B.100. REGULAR COUNCIL MEETINGS**

The Council shall meet at least once each quarter. To the extent that more meetings are necessary, they may be called by the Director and/or the Chairman.

## **B.200. LOCATION AND NOTICE**

Council meetings will be held at the Emerald Coast Convention Center or as otherwise designated by the Director. All meetings shall be duly noticed within the sub-county taxing district and open to the public. Notice will also be placed on the Okaloosa County website on the Commissioners monthly meeting calendar.

## **B.300. AGENDA**

There shall be an official agenda for every Council meeting, which shall determine the order of business conducted at the meeting. The agenda will be prepared for each Council meeting by the Director and reviewed by the Chairman. Individuals or entities wishing to place an item on an upcoming agenda for Council action must submit a written request to the Director at least two (2) weeks prior to a regularly scheduled meeting along with any supporting documentation. Department staff, and the Council attorney if necessary, shall provide background information on each agenda item and such information shall be available to Council members at least two (2) business days prior to a scheduled meeting. Items may be added to the agenda when deemed necessary, by majority vote of the Council, in emergency situations when the issues are time critical or cost sensitive. Except as otherwise provided for herein, non-agenda matters shall be confined to items that are informational only.

## **B.400. RULES OF PARTICIPATION**

- 1) **Rules.** The Council meetings shall be subject to all the procedural requirements of Chapter 286, Florida Statutes. All Council meetings must be duly noticed and open to the public. Council members are prohibited from discussing with any other Council member any matter on which foreseeable action will be taken by the Council.
- 2) **Public Participation.** Council meetings will be conducted by the Council Chairman, the Vice-Chairman, or a designee, in a manner to permit the greatest possible participation by all Council members and the interested public.
- 3) **Council Participation.** Council members must be present at the meeting to participate. Participation by electronic participation or proxy vote is prohibited.
- 4) **Majority/Quorum.** Approval of a motion requires an affirmative vote of a simple majority vote of the Council members present and voting. Five (5) Council members shall constitute a quorum of the Council for purposes of conducting business.
- 5) **Abstention.** Any Council member desiring to abstain from voting shall publicly disclose the reason for the abstention before the vote is taken, in compliance with Section 286.012 and Chapter 112, Florida Statutes. Full disclosure must be made in writing within fifteen (15) days after the date of such meeting by completing a Voting Conflict Form (see Appendix) and filing it with the Director. The Voting Conflict Form shall be attached to the minutes of the meeting in which the abstention took place.

## **B.500. MINUTES**

Written minutes shall be kept of each Council meeting. A written summary of each meeting shall be presented at the next Council meeting for approval by Council members and signed by the Council Chairman and Director. Such written summary shall include the Council members in attendance, major items of discussion, formal action taken at such meetings, and items presented during public comments. The Council shall abide by Florida Statutes in regard to minutes and public participation.

**SECTION TWO: TOURIST DEVELOPMENT DEPARTMENT**  
**OPERATIONS AND PROCEDURES MANUAL**

**C. TOURIST DEVELOPMENT PLAN, STRATEGIC MARKETING PLAN, AND BUDGET**

**C.100. TOURIST DEVELOPMENT PLAN**

- 1) Pursuant to Section 125.0104(4)(d), Florida Statutes, the County has adopted a Tourist Development Plan by ordinance enacted by the Board. The Tourist Development Plan may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the Board.
- 2) As necessary, the Director shall present a revised Tourist Development Plan to the Council.
- 3) As necessary, the Council shall recommend to the Board any proposed changes to the Tourist Development Plan.

**C.200. STRATEGIC MARKETING PLAN**

- 1) The Director is responsible for preparing an annual Strategic Marketing Plan identifying an allocation of funds among budget categories (e.g. media campaign, public relations, trade shows, promotional items), which shall be presented to the Council for review and recommendation along with the proposed annual budget. The Council's recommendation shall be presented to the Board for final approval.
- 2) The Director is responsible for preparing quarterly Strategic Marketing Plans identifying proposed marketing activities and expenditures (e.g. advertising media, promotional travel and/or entertainment expenses, trade shows), which shall be presented to the Council for review and recommendation. The Council's recommendation shall be presented to the Board for final approval.
  - a. The Tourist Development Department is authorized to obtain pricing information for potential advertising media to develop the quarterly Strategic Marketing Plan.
  - b. The following factors, as appropriate, may be considered for potential advertising media to develop the quarterly Strategic Marketing Plan:
    - i. Target Audience (e.g. demographics)
    - ii. Target Market (e.g. geography, reach)
    - iii. Size (print/digital) or Duration (broadcast)
    - iv. Placement (e.g. location within publication or on website or time of day and programming)
    - v. Added Value Items (e.g. online banners, e-blasts, social media, editorial, endorsement)
    - vi. Actual Cost (e.g. price to be paid by the County)
    - vii. Total Market/Promotional Value (may reflect the rack rate and/or include cost of bonus or added value items)
- 3) Funds may be allocated to a "Promotional Reserves" category to provide for promotional opportunities that may arise which are not identified in the quarterly Strategic Marketing Plan. Promotional reserve funds may be appropriated in accordance with County purchasing policies and approval authorities and the Act, along with concurrence of the Council Chairman. A monthly



reconciliation of the use of promotional reserve funds will be provided to the Council and Board for informational purposes.

- a. Advertising solicitations received by TDD staff may be evaluated in accordance with section C.200.2.b.
- 4) The County recognizes that deviations from the proposed marketing activities identified in the approved quarterly Strategic Marketing Plan may occur during the year. The Director will apprise the Council and the Board of these changes as they become known.

### C.300. BUDGET

The budget process is governed by Florida Statutes, Department of Revenue rules, and County budget ordinances and policy. Additionally:

- 1) **Initial Draft Budget.** The Director is responsible for compiling the initial draft of the proposed annual budget for presentation to the Council prior to submission of the annual budget proposal to the County Administrator. This draft shall contain, at a minimum, the following items:
  - a. Projected tourist development tax revenues for the budget period.
  - b. Projected expenses by account number and summarized by category for the budget period.
  - c. Proposed capital projects for a five-year period.
  - d. Recommendation on staff positions and salaries, if position changes.
  - e. Recommendation on reserve levels.
- 2) **Council Review.** The Council is responsible for conducting at least one public meeting on the proposed budget recommended by the Director before the proposed budget is submitted to the County Administrator.
- 3) **Board Review.** The Director will present the Council's recommended budget to the County Administrator, who will use the recommendation in preparing the budget submission to the Board during its budget review process.
- 4) **Council Review of Adopted Budget.** The Director will present the budget adopted by the Board to the Council. The Council shall review the adopted budget to ensure conformity with the Tourist Development Plan and the provisions of Section 125.0104, Florida Statutes. If the Council has any objections to the adopted budget, the objection(s) shall be presented to the Board.
- 5) **Budget Modifications and Reserve Expenditures.** The Director shall present to the Council any proposed modifications to approved budget line items or allocation of reserve funds during the course of the budget year which require Board action. The Council shall provide its recommendation on the proposed changes to the Board.

### C.400. ACCOUNTS

All present tourist development tax revenues and those carried forward from year-to-year shall be placed in an interest-bearing trust fund in accordance with Florida Statutes, which shall then be re-allocated to various areas as required by Section 125.0104, Florida Statutes. In no case shall the Tourist Development Trust Funds be co-mingled with the general revenue of the County.

## **D. FINANCIAL AND TOURISM PROMOTION MONITORING**

Financial and tourism promotion monitoring is governed by Florida Statutes and the County's Tourist Development Plan ordinance. Specifically:

### **D.100. FINANCIAL REPORTS**

- 1) The Director is responsible for presenting financial reports, at least quarterly, to the Council and Board. Financial reports shall contain, at a minimum, the following budget-to-actual information:
  - a. Revenues.
  - b. Expenditures.
- 2) The Director is responsible for presenting detailed expenditure information, at least quarterly, to assist the Council in identifying possibly unauthorized expenditures.

### **D.200. TOURISM PROMOTION AND MARKETING REPORTS**

- 1) The Director is responsible for presenting reports on tourism promotion and marketing campaigns, at least quarterly, to the Council and Board. Reports shall address, at a minimum, the following areas:
  - a. Advertising Campaigns.
  - b. Public Relations.
  - c. Social Media.
  - d. Website Analytics.
  - e. Destination Sales.
  - f. Convention Center Sales.
  - g. Film Commission.
  - h. Reconciliation of Promotional Incentives.

## **E. PROCUREMENT PROCEDURES**

### **E.100. GENERAL**

- 1) All operating, advertising/marketing/promotional, and capital expenditures made during the fiscal year shall be in conformity with the County Purchasing Manual and Property Manual. Additionally:
  - a. All procurements in excess of \$25,000 shall be approved by the TDD attorney prior to starting the County purchasing approval process.
  - b. All payments in excess of \$25,000 shall be approved by the TDD attorney prior to starting the County payment approval process.
- 2) In the event a portion of an invoice submitted to the County for payment is disputed, payment for the disputed amount may be withheld pending resolution of the dispute, and the remainder of the invoice may be processed for payment without regard to that portion which is in dispute.
- 3) All insurance requirements shall be coordinated with Risk Management.

## **E.200. ADVERTISING MEDIA**

- 1) In addition to the County website and Florida Purchasing Group website, competitive solicitations (e.g. RFP's) for advertising media may be posted to industry websites such as, but not limited to, EmeraldCoastFL.com, Florida Association of Destination Marketing Organizations, and Southeast Tourism Society to facilitate a more comprehensive reach to potential respondents.
- 2) All components related to a media package, including added-value, shall be included on the same purchase order or advertising contract, or amendments thereto.
- 3) Compensation for media buys may be structured as appropriate, including but not limited to:
  - a. At cost, with no markup or commission (e.g. placed directly by County or placed by a third-party on retainer-based compensation)
  - b. Cost plus commission (e.g. placed by a third-party on commission-based compensation)
- 4) Proof of performance appropriate for the type of media shall be identified in the purchase order or advertising contract. Examples of proof of performance include, but are not limited to:
  - a. Print – actual publication; the tear sheet alone is not acceptable.
  - b. Digital – screen shots demonstrating creative and statistics regarding impressions, click-throughs, and geo-targeting.
  - c. Broadcast – copy of television/radio advertisement and actual broadcast report or affidavit of performance.
  - d. Outdoor – photo of billboard and physical location.

## **E.300. CONTRACTS**

- 6) All functions to be handled by contract with third parties shall be entered into in accordance with the County Purchasing Manual. Additionally:
  - a. All contracts and grant agreements, regardless of dollar amount, shall be approved by the TDD attorney prior to starting the County contract coordination process.
  - b. To the extent practical and feasible, contracts shall include a provision for submission of written monthly and/or quarterly reports as to the status of all matters which are the subject of the contract.
  - c. The Council shall review and provide a recommendation for all proposed contracts and grant agreements requiring Board approval and expenditure of tourist development tax dollars.

## **F. TRAVEL AND ENTERTAINMENT-RELATED EXPENSES**

### **F.100. COUNTY TRAVEL AND RELATED EXPENSES**

- 1) Defined as travel undertaken and expenses incurred in the context of usual business travel for purposes including, but not limited to, trade shows, film festivals, staff development and professional education, meetings of professional affiliations, and staff retreats. Reimbursement for County travel and related expenses is governed by the County Purchasing Manual as applied under the provisions of Section 112.061, Florida Statutes. Additionally:
  - a. Travel outside the United States requires approval in advance from the Board.

- 2) The County recognizes the rental of furniture, services, and accessories may be required for attendance at trade shows in connection with the performance of promotional duties. These types of purchases shall not be considered payment in advance requiring Board approval.
- 3) The County recognizes that success in the groups, convention center, and film sales industries is often the result of sales calls, continual networking, and relationships cultivated over a period of time through meetings and discussions for which no published, posted, or emailed agenda or correspondence exist. In such case, an outline of activities including names, titles, dates, locations, and purpose/discussion shall be provided to document travel and be deemed to meet the requirements of travel settlement.

#### **F.200. PROMOTIONAL TRAVEL AND/OR ENTERTAINMENT-RELATED EXPENSES**

- 1) Defined as travel undertaken and/or entertainment-related expenses incurred in the performance of promotional activities carried out pursuant to the Tourist Development Plan, Strategic Marketing Plan, and/or annual budget. It is hereby determined that the Tourist Development Department is authorized and approved to make expenditures of tourist development tax revenues in accordance with Section 125.0104(9), Florida Statutes. Reimbursement for promotional travel and entertainment-related expenses is governed by the County Purchasing Manual as applied under the provisions of Section 112.061, Florida Statutes, as well as the provisions of Section 125.0104(9), Florida Statutes and this Manual. Additionally:
  - a. Travel outside the United States requires approval in advance from the Board.
  - b. Estimated transportation, lodging, meals, entertainment expenses, and promotional incentives shall be identified and approved as part of the Strategic Marketing Plan. Such expenses not identified in the Strategic Marketing Plan shall be pre-approved by the County Administrator and must not exceed \$10,000 for any occurrence without Council recommendation and Board approval.
  - c. The County recognizes that a glass of wine or other alcoholic beverage with dinner is customary within the tourism industry (e.g. meals for familiarization tours). As long as these expenses are in connection with the performance of promotional duties, they are authorized by Florida Statutes. County staff will remain cognizant of the public perception of county funds being used to purchase alcohol and limit alcoholic beverages to no more than two glasses per familiarization tour participant.
  - d. The County recognizes that tips and gratuities are customary within the tourism industry (e.g. tours, excursions). As long as these expenses are in connection with the performance of promotional duties, they are authorized by Florida Statutes. County staff will remain cognizant of the public perception of county funds being used for this purpose and will limit tips and gratuities to no more than 20% of the retail cost exclusive of taxes or other fees.
  - e. The County recognizes that providing transportation for familiarization tour participants is customary within the tourism industry. Either airfare or mileage reimbursement will be provided, considering the most efficient and economical means as well as familiarization tour participant convenience and preference. Purchase of airfare for a familiarization tour participant shall not be considered payment in advance requiring Board approval. Participants for whom airfare is purchased may be required to sign an agreement identifying the terms under which reimbursement to the County will be required in the event the participant cannot attend or reschedule.

- f. The County recognizes that promotional incentives (e.g. overnight stay, tour tickets, airline tickets) are customary within the tourism industry (e.g. familiarization tours, road shows, sweepstakes) for the promotion of the destination. As long as these expenses are in connection with the performance of promotional duties, they are authorized by Florida Statutes. County staff will remain cognizant of the public perception of county funds being used for this purpose and will attempt to receive such items on a complimentary basis from partners prior to purchase with tourist development tax dollars. TDD staff shall adhere to the Human Resources Code of Conduct.
- 2) The Director is responsible for presenting post-event reports for promotional travel and entertainment-related expenses. Reports may address the following areas as appropriate:
    - a. Purpose of the event
    - b. Attendee information
    - c. Room night information
    - d. Return on investment / Metrics for success (e.g. business booked, media coverage)

## **G. INDUSTRY PARTNERSHIPS**

### **G.100. MEDIA CO-OPS**

- 1) Media co-ops are defined as advertising partnerships between the TDD and industry partners. Offering media co-ops (e.g. print, digital, broadcast) provides an opportunity to work with industry partners to jointly market the destination.
- 2) Estimated media co-op revenues shall be identified in the Strategic Marketing Plan based on historical participation, along with the methodology for computing the amount per partner.
- 3) After media has been placed by purchasing, TDD staff is authorized to develop and send media co-op opportunities to all industry partners along with a respond-by date. The number of partners may vary by placement. If demand is greater than the available slots for a particular placement, a lottery system shall be used to determine co-op partners (primary & alternate) for that placement.
- 4) The media co-op schedule including all responding partners, confirmed partner placements, and amount per partner shall be identified in tourism promotion and marketing reports to the Council and Board.
- 5) TDD staff shall distribute the media co-op schedule, including deadlines for submission of creative, to partners. In the event a primary partner is unable to provide creative by the deadline, the alternate partner may be contacted.
- 6) TDD staff shall invoice partners upon receipt of proof of performance, with a copy of the invoice forwarded to the Clerk's office.

### **G.200. TRADE SHOW CO-OPS**

- 1) Trade show co-ops are defined as trade show partnerships between the TDD and industry partners. Offering trade show co-ops provides an opportunity to work with industry partners to jointly market the destination.
- 2) Estimated trade show co-op revenues shall be identified in the Strategic Marketing Plan based on historical participation, along with the methodology for computing the amount per partner.

- 3) After budget adoption, TDD staff is authorized to develop and send trade show co-op opportunities to all industry partners along with a respond-by date. The number of partners may vary by show. If demand is greater than the available slots for a particular show, a lottery system shall be used to determine co-op partners (primary & alternate) for that show.
- 4) The trade show co-op schedule including all responding partners, confirmed partner shows, and amount per partner shall be identified in tourism promotion and marketing reports to the Council and Board.
- 5) TDD staff shall distribute the approved co-op schedule to partners.
- 6) TDD staff shall invoice partners no less than thirty (30) days prior to the show, with a copy of the invoice forwarded to the Clerk's office. In the event a primary partner is unable to participate, the alternate partner may be contacted. Refunds may be provided if a partner is unable to attend.

## **H. SOCIAL MARKETING**

### **H.100. SOCIAL MARKETING**

- 1) Social marketing is defined as creating web content through social media. The Tourist Development Department is authorized to engage online travel writers (e.g. bloggers) to promote brand awareness and image to specific demographic groups by covering specific topics in their posts written specifically for publication on the County's leisure website.
- 2) Determination of whether a particular blogger meets the needs of the County is at the discretion of the Tourist Development Department. The following factors may be considered as appropriate:
  - a. Target audience (e.g. demographics, geography, reach)
  - b. Relevance of usual posts and expertise to Emerald Coast's current campaign
  - c. Success rate for this blogger (e.g. number of website clicks, Facebook friends, Twitter followers, etc generated from previous posts)
- 3) Bloggers may be utilized to build the Emerald Coast message and drive traffic to the website on a "pay per blog" basis, including base pay and performance pay.
- 4) To ensure consistency and continued reader engagement, bloggers may be expected to produce a certain number of words per week or the equivalent of several shorter posts or a few longer articles. The following factors may be considered as appropriate in determining the base price per blog:
  - a. Target audience (e.g. demographics, geography, reach)
  - b. Length and/or frequency of post(s)
  - c. Use of photos and/or video
  - d. Amount of research required
  - e. Whether social promotion is included
  - f. Byline location
  - g. Inclusion of blogger bio and/or link to blogger's website or social accounts
  - h. Success rate for this blogger (e.g. number of website clicks, Facebook friends, Twitter followers, etc generated from previous posts)
- 5) To incentivize bloggers to focus on building better content rather than just counting words, performance pay per blog may be provided based on the following metrics as appropriate:

- a. New Comments
  - b. New Subscribers
  - c. Unique Visitors
  - d. Increase in Inbound Links
- 6) All blogs must include at least one photo. Bloggers shall be responsible for obtaining releases, licenses, permits or other authorization to use photographs, copyrighted materials, artwork or any other property or rights belonging to third persons. Bloggers shall indemnify and hold the County harmless from any and all such claims arising from their blog(s) and provide a conflict of interest form.
  - 7) All blog submissions will be reviewed by the marketing team and determination of whether a particular blog meets the needs of the County is at the discretion of the Tourist Development Department.
  - 8) Approved blogs will be posted on EmeraldCoastFL.com.

## **I. BIDDING FOR SPORTS EVENTS**

### **I.100. BIDDING FOR SPORTS EVENTS**

- 1) The sports sector of the recreation industry abounds with events at the regional, national, and international level for which organizations submit bids to demonstrate they can best host the event. Bidding for sports events provides an opportunity to increase visitation during periods of low occupancy. The process of submitting a proposal, application, or bid to host an event is often referred to as the “bid process” and shall not be confused with the bid process outlined in the County’s Purchasing Manual.
- 2) A monthly report of sports event bid opportunities shall be presented to the Council and Board for approval and authorization to submit. The report may address the following areas as appropriate:
  - a. Summary information (e.g. sport type, dates, venues/facilities)
  - b. Management team (e.g. TDD staff, local club, regional association)
  - c. Financial information (e.g. budget, community support, contingency funds)
  - d. Anticipated return on investment / Metrics for success (e.g. out-of-area visitors, sports industry prestige)
- 3) The Tourist Development Department is authorized to engage in the bid process for approved sports event bids. Bid applications shall be signed in accordance with County Purchasing Manual approval thresholds.
- 4) Any contracts or agreements resulting from sports event bids awarded to the County shall be approved in accordance with section E.300 of this Manual.

## **SECTION THREE: OPERATIONAL & CAPITAL FUNDING REQUESTS**

### **ANNUAL APPLICATION DEADLINE: MAY 1**

#### **J.100. PURPOSE**

The TDD may provide operational and capital funding support to organizations promoting tourism within the sub-county taxing district, as authorized under Section 125.0104, Florida Statutes, and Okaloosa County's Tourist Development Plan.

#### **J.200. AUTHORIZATION**

The TDD will set aside a portion of the overall annual budget as a budgeted line item to fund operational and capital funding requests approved in accordance with this Manual.

#### **J.300. APPLICATION PROCESS**

- 1) The application must be completed in its entirety in order for the funding request to be presented to the Tourist Development Council for consideration. Supplemental information may be provided, but summary information must be provided in each section of this form
- 2) **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 expenses to be incurred October 1, 2015 through September 30, 2016 are due no later than May 1, 2015.

- 3) The individual signing the Application must be authorized to enter into agreements on behalf of the requesting organization.
- 4) 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 may not be considered. A Conflict of Interest form must be submitted with the application.
- 5) Applications received by May 1 shall be presented to the Tourist Development Council during its May budget meeting to be considered for funding as part of the annual budget process.
- 6) 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 or contract issued.
- 7) Applicants shall be notified of their funding status in mid to late September.
- 8) An exception to the May 1 application deadline may be granted by the Tourist Development Director for emergency situations when the issues are time critical. If an exception is granted, the application will be presented to the Council for consideration. If funding is approved by the Council and budget funds are available, the application will be executed in accordance with County Purchasing approval authority limits. If funding is approved by the Council and a budget amendment from reserves is required, recommendation of the Council and approval by the Board is required regardless of dollar amount. If the budget amendment is approved, the application will be executed in accordance with County Purchasing approval authority limits.



#### **J.400. REIMBURSEMENT PROCESS**

- 1) Payments are on a reimbursement basis only. Copies of proof of performance and proof of payment for approved expenditures must accompany the organization's invoice.
- 2) **Reimbursement requests are due no later than October 15.** Funding lapses at fiscal year end (September 30) and reimbursement must be made by the County no later than October 31. Failure to submit a timely invoice along with proof of performance and proof of payment will result in forfeiture of funding.
- 3) The TDD recognizes that amounts requested on the Operational & Capital Funding Request may vary from amounts actually incurred. While variances in dollar amounts among approved expenditures are acceptable, only expenditures approved on the application will be paid and the total invoiced for reimbursement may not exceed the total approved on the Funding Request.
- 4) 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.



**Okaloosa County Tourist Development Department  
Operational & Capital Funding Request (Annual Deadline: May 1)**

This form is to be used for all operational and capital requests for tourist development tax funding to facilitate the review and approval process. This form must be completed in its entirety in order for the funding request to be presented to the Tourist Development Council for consideration. Supplemental information may be provided, but summary information must be provided in each section of this form.

**ORGANIZATION INFORMATION:**

Name: \_\_\_\_\_

Tax I.D.: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Street Address: \_\_\_\_\_ City/ST/Zip: \_\_\_\_\_

Briefly describe the organization: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CATEGORY OF FUNDING REQUESTED:**

\_\_\_ Beaches & Parks (1<sup>st</sup> penny) *Authorized uses include:*  
*To provide and improve beach park facilities or beach improvements including access;*  
*To provide and improve tourist destination facilities within the subdistrict for which there is public access, including the beaches located within the city limits of Destin.*

\_\_\_ Tourism Administration (2<sup>nd</sup> penny) *Authorized uses include:*  
*Tourism Services, including visitor services, brochure distribution, communication and research;*  
*Lifeguard services and protection.*

\_\_\_ Convention Center (3<sup>rd</sup> penny) *Authorized uses include:*  
*To provide for the operations and maintenance of the Convention Center, the Visitor Welcome or Information Centers, and other Tourist Destination Facilities, including aquariums and museums;*  
*To provide for the promotion of the use of the Convention Center and other Tourist Destination Facilities.*

\_\_\_ Tourism Promotion (5<sup>th</sup> penny) *Authorized uses include:*  
*Tourism promotion.*

**FUNDING REQUEST INFORMATION:**

Describe the funding request in detail. Attach pictures or any other supporting documentation.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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

**I am submitting this funding request on behalf of my organization and am aware that this request will be reviewed for final approval. I have completed this funding request fully and accurately, understand that all information submitted will be used to determine funding eligibility, and have not misrepresented any information contained herein.**

**I understand that if the funding request is approved, payment will be made on a reimbursement basis based on actual expenses incurred. While actual expenses may vary from the amounts noted on this funding request, the total dollar amount reimbursed will not exceed the total dollar amount approved. Copies of vendor invoices, proof of payment, and an invoice from my organization to the County will be required for payment.**

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name of Applicant

\*\*\*\*\*

OFFICIAL USE ONLY

Allowable use of tourist development tax funds per F.S. 125.0104? Yes \_\_\_\_ No \_\_\_\_

Allowable use of tourist development tax funds per Ordinance 14-08? Yes \_\_\_\_ No \_\_\_\_

Fiscal Year in which funds will be disbursed: FY \_\_\_\_\_

Funding Source: 1<sup>st</sup> \_\_\_\_ 2<sup>nd</sup> \_\_\_\_ 3<sup>rd</sup> \_\_\_\_ 5<sup>th</sup> \_\_\_\_

Funding Source: Contingency Budget \_\_\_\_  
Budget Reallocation \_\_\_\_  
Reserves Amendment \_\_\_\_

Approved By: \_\_\_\_\_  
*In accordance with County purchasing approval authority limits.*

Total Funding Approved: \$ \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## **SECTION FOUR: LOCAL EVENT MARKETING FUNDING**

**ANNUAL APPLICATION DEADLINE: MAY 1**

### **K.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.

### **K.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.

### **K.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](http://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.

\_\_\_\_\_

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

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

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

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

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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.

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

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**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:

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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 <i>(\$36/day based on Florida Statutes per diem for travel; \$20/day allowance for incidentals)</i>										\$

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

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<b>MAXIMUM FUNDING LEVEL BASED ON SEASONALITY:</b>		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)				
<b>TOTAL ECONOMIC IMPACT</b>		\$0		

\*\*\*\*\*

**AUTHORIZED USES REQUESTED FOR FUNDING:**

<i>Item(s) may be disqualified individually without impacting other items listed.</i>	Amount
<b>TOTAL</b> <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: \_\_\_\_\_

## CONFLICT OF INTEREST DISCLOSURE FORM

For purposes of determining any possible conflict of interest, all bidders/proposers, must disclose if any Okaloosa Board of County Commissioner, employee(s), elected officials(s), or if any of its agencies is also an owner, corporate officer, agency, employee, etc., of their business.

Indicate either "yes" (a county employee, elected official, or agency is also associated with your business), or "no". If yes, give person(s) name(s) and position(s) with your business.

YES \_\_\_\_\_

NO \_\_\_\_\_

**NAME(S)**

**POSITION(S)**


FIRM NAME: \_\_\_\_\_

BY (PRINTED): \_\_\_\_\_

BY (SIGNATURE): \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NO. \_\_\_\_\_

E-MAIL \_\_\_\_\_





## 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
<b>TOTAL (May not exceed the Total Funding Approved as noted on the application.)</b>	<b>\$</b>

**MARKETING & PROMOTIONAL ACTIVITIES:**

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

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**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.

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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.

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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

## Voting Conflict Form

<b>FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS</b>	
LAST NAME—FIRST NAME—MIDDLE NAME	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE
MAILING ADDRESS	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:
CITY	<input type="checkbox"/> CITY <input type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
COUNTY	NAME OF POLITICAL SUBDIVISION:
DATE ON WHICH VOTE OCCURRED	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input type="checkbox"/> APPOINTIVE

### WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies equally to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing the reverse side and filing the form.

### INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which inures to his or her special private gain or loss. Each elected or appointed local officer also is prohibited from knowingly voting on a measure which inures to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent organization or subsidiary of a corporate principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

\* \* \* \* \*

#### **ELECTED OFFICERS:**

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

\* \* \* \* \*

#### **APPOINTED OFFICERS:**

Although you must abstain from voting in the situations described above, you otherwise may participate in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

**IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:**

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on other side)

**APPOINTED OFFICERS (continued)**

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

**DISCLOSURE OF LOCAL OFFICER'S INTEREST**

I, \_\_\_\_\_, hereby disclose that on \_\_\_\_\_, 20 \_\_\_\_:

(a) A measure came or will come before my agency which (check one)

- \_\_\_ inured to my special private gain or loss;
- \_\_\_ inured to the special gain or loss of my business associate, \_\_\_\_\_;
- \_\_\_ inured to the special gain or loss of my relative, \_\_\_\_\_;
- \_\_\_ inured to the special gain or loss of \_\_\_\_\_, by whom I am retained; or
- \_\_\_ inured to the special gain or loss of \_\_\_\_\_, which is the parent organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

\_\_\_\_\_  
Date Filed

\_\_\_\_\_  
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.