

Okaloosa County News Release

Immediate Release: February 20, 2015
Contact: Kathy Newby, 651-7515
NR15-17



Tourist Development Dept. New Local Event Marketing Funding Program

Okaloosa County recently adopted a new Local Event Marketing Funding program, which is available on the County's website (http://www.co.okaloosa.fl.us/tdc_main.html). The program has been revised to integrate the application process into the County's annual budget cycle, provide for an economic impact-based funding methodology, and clarify authorized uses of funding and the payment process.

Please note the **May 1, 2015 application deadline** for events occurring during the upcoming budget year (October 1, 2015 through September 30, 2016). Potential applicants must attend a Local Event Marketing Funding educational session to be eligible for funding in the upcoming budget year. The purpose of this requirement is to ensure potential applicants receive instruction on funding guidelines, Emerald Coast logo requirements, authorized uses, funding levels, application process, and payment process. It also affords an exchange of questions and answers beneficial to all potential applicants. Failure to attend the educational session may deem an applicant ineligible for funding in the upcoming fiscal year budget.

Those interested in requesting funding for an event occurring during the upcoming budget year (October 1, 2015 through September 30, 2016) should attend one of the Local Event Marketing Funding educational sessions being offered: **(Choose One.)**

DATE: March 18, 2015
TIME: 10 AM – 12 PM
LOCATION: Emerald Coast Convention Center
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

DATE: April 2, 2015
TIME: 2 – 4 PM
LOCATION: Emerald Coast Convention Center
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Please feel free to contact Shantelle Dedicke, Marketing Manager, at 609-5388 with any questions.

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