



Santa Rosa County Tourist Development Office

8543 Navarre Parkway
Navarre, Florida 32566

Board of Directors
Thursday, March 3, 2016 – 8:30 a.m.
BOCC Board Room
6495 Caroline Street, Milton, FL

8:30 a.m. **Call to Order – Vernon Compton**

Additional Agenda items

Approval of the January 7 (amended), and February 4, 2016 Minutes

**Discussion of FY16/17 Aid To Private Organization opening of
Grant Cycle for April 1, 2016 closing May 31, 2016**

**Discussion of policy of accepting aid to private organization grants
out of policy guidelines**

NBSTCC Letter of Intent to Reallocate Funds

Discussion- Airbnb Tax collection- Bob Miller

Discussion Gulf Breeze Taxes

FL Sports Foundation Grant- Nicole Dees

Tough Mudder Community Support Agreement

**Discussion- Tough Mudder Promotion Booth Shift Schedule/ Trip
give-a ways / Tent Set Up (City Milton) / Tent Banner-- Nicole Dees**

DSBP Update- Meridith South

Promo Video Clips

Tourist Development Office Trade Show Update—Nicole Dees

Lodging Tax Update- Nicole Dees

TDC Reserves Update

North End requests-- None

South End requests-- None

Other Business:

Outdoor Display Turtle injury and mishap insurance

TDC Board of Directors
January 7, 2016
Milton, Florida

Board members Present:

Vernon Compton (Chairman)
Liz Horton
Alan Lowery
Norm Crowder
Laurie Gallup
Jack Sanborn
Rob Williamson

Attendees:

Meridith South
Julie Morgan
Al Wilson
Nicole Dees
Debbie Peaden
Amanda Pierce
Searcy Sledge
Chanda Ryan
Bob Miller
Kaycee Lagarde
Rob Johnson

8:30 a.m. Call to order

Williamson moved approval without objection of the agenda.

Williamson moved approval without objection of the December 17, 2015 minutes.

Beach Restoration Discussion

Gallup said the southend committee discussed the timing of beach restoration and the impact on businesses. She said the southend committee wrote a letter which was sent to the Board of Commissioners. Gallup said she is bringing this before this board to get approval to encourage the Board of Commissioners to change this plan.

Horton said she agrees with Gallup. She said this will heavily impact bed tax collections.

Williamson asked for the bed tax collection numbers from the 2005-2007 beach re-nourishment project to compare the impact. Gallup said this is not a good comparison because of hurricanes during that time. Williamson said he would like to see these numbers. He said the contract has been awarded. Williamson said the possible loss of funding from FEMA is another consideration. He said there is a deadline on grant awards. Williamson said there is never a good time to do this project.

Sanborn asked if it is possible to change the starting point of the project so there is less impact on rental units. Williamson said that is a good suggestion. Horton said if the contractor is already delayed on Pensacola Beach, the placement and timing are unpredictable. She said this will be negative to the economy on the beach. Horton said she feels the project timing should be after Labor Day. Gallup said the good time to do this project is during the off season.

Williamson said he has worked hard to get state funding for this project. He said the critically eroded beach needs to be re-nourished.

Compton asked if this is a 6 month contract. Williamson said yes.

Lowery asked if the time of the project is changed, will it change the FEMA funding. R. Williamson said his understanding is yes.

Gallup moved approval for the TDC to endorse a letter to the Board of Commissioners, asking beach restoration be postponed to the off season. Horton seconded, and the motion passed unanimously.

DMO PROZ Proposal Discussion

Williamson asked if the intent is to enter into an agreement with this company. Compton said yes. Williamson said local companies can also provide expertise. He said he feels it is important to do a RFQ (Request For Qualifications) for this project. Williamson said he does not feel comfortable awarding this without a competitive bid.

Gallup said this company has done plans for Okaloosa and Escambia Counties.

Crowder moved approval to open this project for bids and have staff develop an RFQ. Gallup seconded, and the motion passed unanimously.

Santa Rosa Arts & Culture Foundation Grant

Morgan said the cutoff date for the grant was August 31, 2015. She said she has emailed the organizations that applied for this grant in the past. Morgan said the northend committee voted to fund \$3,000.00 for the Riverwalk Festival but she feels this sets a precedent and is unfair to organizations that met the deadline. She said unless there are extraordinary circumstances, she does not feel the plans and deadlines need to be deviated. Gallup asked if this is an annually funded event. Compton said yes.

Lowery said he is not sure that the applicant knows what these funds can be spent on. Morgan said the application clearly explains the allowable uses for these funds. Lowery said he believes there was a change in leadership during this time. Morgan said the application was submitted late, because of a change of leadership.

Williamson said the integrity of the annual grant award process, needs to be maintained. He said there is now a special event permit.

Lowery said the Board of County Commissioners just agreed to give \$110,000.00 to Tough Mudder and this is a \$3,000.00 request. Williamson said he stands behind the Tough Mudder decision. He said some of the most vocal proponents of the Tough

Mudder event were not in attendance at the Board of Commission meeting to discuss the Tough Mudder allocation. Williamson said the bed tax dollars need to be protected.

Amendment:

****Williamson said he understands some of the most vocal proponents against the allocation of the Tough Mudder funding were not in attendance at the last meeting. ****

Sanborn said at the November meeting, this board voted to give \$30,000.00, not \$80,000.00 to Tough Mudder. He said this board had already voted, that is why he did not attend the Board of Commission meeting. Sanborn said his biggest concern were the figures submitted by Tough Mudder. Williamson said if members of this board have an issue with a decision that is coming before the Board of Commissioners, instead of going to the press, they can be brought before the Board of Commissioners. Sanborn said he raised these issues to the Tough Mudder representative and the reporter was in the audience.

Gallup moved approval of the \$3,000.00 grant as requested. Sanborn seconded, and the motion passed with Compton, Gallup, Sanborn, Lowery and Horton in favor. R. Williamson opposed.

Visit Florida/ Destimetrics Lodging Inventory Study

Morgan said this study is an effort to assist the state, in achieving the goal of 120 million visitors by 2020. She said the county will be working in cooperation with Visit Florida and Destimetrics to conduct a comprehensive study of non-hotel transient inventory bed base.

Gallup said there needs to be an effort to count Rental by Owner's. Morgan said this can be done at a county staff level.

Debbie Peaden (Finance Department) said her office is supposed to try to find people who are not paying their tourist tax. She said it has been done in the past but she does not have as much time to work on this, as she needs.

Gallup said it is easy to find this information online. Sanborn discussed specific websites with this information. Peaden said she has been on these sites. She said this information can sometimes be tracked down by leases. Peaden said the management companies do not provide her a list of units.

Williamson said the action can be for this board to submit a letter the Clerk of Court to encourage him to look further into this to make sure the appropriate tax dollars are being collected.

Sanborn moved approval without objection.

Lodging Tax Update

Morgan said there was \$79,679.58 collected in November. She said this is a 24.14% increase over last November.

DSBP Update- Meridith South

South said the homeschool spring break idea is progressing. She said she would like to try to achieve a 2-3 week, specific period as the homeschool spring break. South said one thing that can be done for beach re-nourishment is producing a small mesh bag and a shell guide to be handed to children as they check into vacation rentals. She said she would also like to provide a Frequently Asked Question card to provide to renters who may have concerns or complaints about beach renourishment.

Williamson asked South to work with the Public Information Officer to engage with other counties regarding homeschool spring break.

South said she will have a proposal, regarding prism clusters, of who to target from a marketing standpoint. Sanborn asked South to discuss content marketing. South said there are 22 new youtube video exchanges that will have 15 and 30 second clips.

Gallup asked if South feels she needs to scale back on advertising due to beach renourishment. South said she feels the worst case scenario is that a customer may not come back next year. Gallup said she has to be honest with her customers about what they will experience. South said she thinks notifying the guest by email will be sufficient. Williamson said the renourishment will not be performed at night. He said people who are coming to visit will simply have to move their chair during restoration. Williamson said this will not shut the beach down. South asked when the specific date will be known. Williamson said it depends on when Escambia County's project is finished. He said he will try to get a date certain, to provide the lodging partners.

Compton asked how long this project will take. Williamson said 3-4 months. Gallup said the project will shut down because of sea turtles. Williamson said this will not close the beach. He said when a guest comes here they will still have the opportunity to walk on some of the most beautiful beaches in the world.

South said she has spoken with Tough Mudder about the advertising grant. She said the funds will be in the correct target market, focusing on bringing people to the county. R. Williamson said the county funds going toward Tough Mudder are being allocated to this specific event.

North End requests – None

South End requests-None

Williamson asked how the structure of these committees is determined. Compton said the structure was set up to have a good representation of the tourism industry and all bed tax collectors are automatically members. Williamson asked if the committee structure can be further looked into at the next meeting. Compton said he feels the committee system has been a benefit for county tourism because it allows for a broad level of input and engagement. Williamson said he feels the committees should be governed by this board.

Other business

Cross Fit Navarre Beach Event Update:

Morgan said this event was submitted to the county. She said the proper procedures have been followed to have an event on Navarre Beach. Morgan said this will be in the pier parking lot April 2nd & 3rd . She said there is no funding being requested for this event.

Adjournment:

There being no further business to come before the board at this time, the meeting adjourned.

TDC Board of Directors
February 4, 2016
Milton, Florida

Board Members Present:

Kyle Holley
Alan Lowery
Jack Sanborn
Laurie Gallup
Norm Crowder
Liz Horton

Attendees:

Meridith South
Julie Morgan
Al Wilson
Nicole Dees
Debbie Peaden
Amanda Pierce
Bob Miller
Shannon Ogletree
Rob Johnson

First item on the agenda was the approval of the minutes for the January 7, 2016 meeting.

Holley said he is not sure if Williamson's statement on page 2 should read "proponents" or "opponents".

Gallup moved approval of the January 7, 2016 minutes, as written.

BP Supplemental Promotional Fund Grant Agreement

Morgan said she has included the agreement and proposal for this promotional campaign for a TV media spend.

South said the TV campaign will be two spots that are mostly beach focused. She said these are on the website for the council to view.

Sanborn asked if this is "playground" focused. South said the main goal of this ad is to boost the spring and summer season. She said the ads address other aspects of the county, but the focus is the beach. Sanborn said these ads should be equally focused. South said she does not think Sanborn will be disappointed in the ads.

RFQ Update – Julie Morgan

Morgan said she has developed a Request for Qualifications that will go before the Board of Commissioners on February 8, 2016. Ogletree said this will be a 30-65 day process.

RUF Strategic Solutions – DSBP, Meridith South

South said if the data is collected from the bed tax collectors, RUF Strategic Solutions can plot the data to determine where most of the visitors travel from and more

information about them. She said the cost for this project is \$7,500.00. South said if the council wants to include seasonal, the cost is an extra \$2,500.00. She said RUF Strategic Solutions will come make a presentation to the council for an extra \$500.00.

Gallup asked if this is contingent upon the bed tax collectors sharing their data. South said yes.

Holley asked where these funds will come from. Morgan said the funding is within the budget, but will have to be moved from one line item to another. She said it will not come from reserves.

Holley moved approval to fund \$10,000.00 for this report to include the optional stays by season. Lowery seconded, and the motion passed unanimously.

DSBP Update- Meridith South

South said the Lunch and Learn invitations went out for the digital presentation on February 22.

South said at the last meeting, there was discussion of having mesh shell bags, with a card explaining shells and beach re-nourishment. She said since then she has learned the mesh bags are very expensive. South said she recommends doing a coloring book instead. She said the Marine Science Station has a coloring book they will allow the TDC to reprint. South said once she receives the file for the coloring book, she will get a price quote.

Gallup said beach re-nourishment, in the middle of the year, is a horrible idea. She said guest will be very angry and doing beach restoration during the middle of the season is damaging the brand.

South said she is working on the Visit Florida grants. She said she is working on a video content grant. South said she thinks videos on restaurants and the zoo will be good. She is looking into doing a grant for the snow bird season.

Gallup asked if there is video footage of the golf courses. South said yes. She said the council should go to the Florida's Playground blog to view the content.

Lodging Tax Update- Julie Morgan

Morgan said the bed tax collections came in at \$91,285.00 which is a 23.74% increase over December of 2014.

North End requests – None

South End requests

- 1- Print 10,000 Coloring Books & 5,000 Beach nourishment FAQ Cards
- 2- Reserve Black Skimmer Pavilion July 3rd & 4th 2016 for Fireworks

Sanborn asked if there are figures available. Morgan said no. She said South is waiting to receive the file. Morgan said South estimates \$3,000.00-\$6,000.00 for the coloring book and FAQ cards.

Sanborn asked if people are being encouraged to go to different areas of the beach or county during beach re-nourishment. South said no. She said she does not know where the machinery will be at what time. Gallup said she will be encouraging people to go to other areas of the county. She said people have to be warned. Holley asked if any dollar amount has been discussed by the south end committee. Gallup said no.

Holley moved to recommend that the Board of Commissioners empower staff to spend \$6,000.00 for the coloring book and FAQ cards. Horton seconded, and the motion passed unanimously.

Gallup said the southend committee wants it to be clear that they want to fund fireworks every July 4th. She said the Black Skimmer Pavilion needs to be reserved on July 3rd and 4th of every year. Holley asked who makes the reservation. Gallup said the TDC.

Director's Report – Julie Morgan

Morgan discussed various events and shows that TDC staff has attended. She discussed the sea turtle being painted for display at the I10 welcome center. Morgan said the turtle will be ready for display by April 1st.

Morgan said there will be a “guest information services booth” at the Tough Mudder event. She said TDC staff and volunteers will be working at this booth. Morgan donated condominium rentals and vacations will be given away. Sanborn said this is a way to get as much information as possible from guests in order to market to them. Horton asked why Tough Mudder will not give guest information. Holley said it is Tough Mudder's policy. Holley said he feels the tent needs to be visually impacting.

There was discussion about having a mobile turtle to be used at venues around the county. Holley said he would like to see a turtle on rotation. Morgan said the cost of the turtle was \$2,000.00.

Holley moved that a recommendation be made to the Board of County Commissioners that a second turtle is acquired to create a unique marketing tool. Gallup seconded, and the motion passed unanimously.

Gallup asked if people will sign up to win a free vacation at the Tough Mudder event. Morgan said the northend committee asked that there be at least one vacation from the

southend and one vacation from the northend of the county. Gallup asked if there is any way to know demographics of who comes to the event. Morgan said Tough Mudder has to provide an economic impact study. Gallup said last year that report was not correct. Holley said Tough Mudder provided a list of every registrant and their zip code.

Ogletree said he has put Tough Mudder in touch with the Haas Center at UWF and they are working on a contract for the economic impact study.

Gallup said the timing of Tough Mudder will not allow for an impact on the occupancy rates.

Sanborn asked Morgan if she will let this board know what actions the Board of Commissioners takes on the TDC Board's recommendations. Morgan said yes.

Gallup asked Morgan if she gets leads from the travel shows. Morgan said yes. She said the leads are added to the data base and the e-blast list.

Other Business:

Northend & southend committees working on developing guidelines for committee structure:

Sanborn said the northend committee has decided to come up with a template of how the committee is structured. Gallup said if the committees are not in place, then the Board of Directors meeting will last all day. She said all TDC's have committees. Holley said the committees allow recreational voices from each user group to have input. Holley said the northend committee identified three people to look further into the committee structure.

Horton said there does not need to be a lot of time spent on this.

Sanborn said in the past the southend committee was primarily bed tax collectors. He said other attractions need to be involved.

Sanborn asked if there will be updates on the beach re-nourishment. Morgan said she will pass on any updates she receives. Gallup said the contract states the project will begin April 1st, but there is leeway. Horton said Board of Commissioners need to do due diligence about keeping the bed tax collectors updated.

Ogletree said he will ask the Assistant County Engineer to be here in March to give an update.

There being no further business to come before the board at this time, the meeting adjourned.

Local Event/Marketing Grant Application Deadline: April 1, 2016

PURPOSE

The goal of the Santa Rosa County Tourist Development Office Local Marketing Funding program is to increase out-of-market awareness of Santa Rosa County Florida's Playground brand as a tourist destination and to drive lodging room occupancy in the county 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, or other happening. "Out-of-Market" means outside of Santa Rosa County.

AUTHORIZATION

The Tourist Development Office 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.

For the 2016-2017 grants cycle applications will be available April 1, 2016 and must be submitted by May 31, 2016.

FUNDING ELIGIBILITY

The intent of the grant program is to provide funding assistance for events that affect overnight visitors to Santa Rosa County impacting commercial lodging industry, hotels/motels, campgrounds, condominiums, as well as restaurants, retail establishments and other businesses. To be considered for funding the following criteria must be established:

1. Each application must be submitted with a signed Certification and Compliance page
2. Event must take place in fiscal year 2016/17 and be open to the public
3. The event must have the potential to bring or have had past history of bringing out of town visitors
4. Applicant must provide a marketing/promotions plan and detailed budget for event.
5. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa)
6. Applicant must provide a detailed budget and post event profit and loss statement
7. The event must use commercial lodging establishments within Santa Rosa County
8. Maximum number of recommended years for a grant for one event is three (3) unless the TDC BOD, Tourist Development Director, and SRC BOCC recommend continuation with additional years. It is goal that the events become self-sustaining and build partnerships and/or corporate sponsorships
9. The recommended maximum request is encouraged not to exceed \$5,000.
10. Each applicant cannot be awarded more than requested, but may receive less than requested.

Timeline

Advertise Grant Cycle Opening	April 1, 2016
Deadline for Application Submittal	May 31, 2016
Review and Approval by TDC Board of Directors	June 7, 2016
Final Review/Approval by TDO Director and SRC BOCC	Tentative

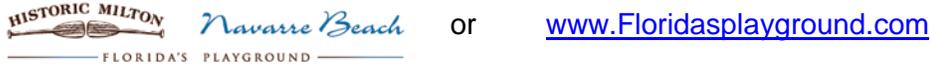
Approved project funding will be reimbursed after event occurs, and expenses are documented and verified.

Please note that virtually all documents provided to the Santa Rosa County TDO are public record and will be made available to the public and media on request.

SANTA ROSA COUNTY TDO EVENT/MARKETING GRANT POLICIES

- A) Grant funds are intended to supplement the sponsoring organization's budget.
- B) Funding is not intended to support administrative costs, security costs or non-public events. Funding is intended to support marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and or exhibits.
- C) Grant applications will be received during the advertised cycle. One application will be accepted per event, per fiscal year.
- D) Events must be open to the public must have as one of its main purposes the attraction of overnight visitors to Santa Rosa County.
- E) Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of the cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, grant receipt is strongly encouraged to use a check or credit card. If a check is used, a copy of both the front and back of the canceled check is required.
- F) **To be eligible for payment, a completed Post-Event Report must be submitted within 90 days.** The report must include tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. Failure to submit a complete post-event report will result in disqualification for support if the event occurs near the end of the fiscal year, request for reimbursement must be received by September 30, 2017.
 - 1. Should an event use registration procedures, event organizers are encouraged to use the "Local Event Marketing Funding Participant Registration Roster" provided in this packet as part of their post event report.
 - 2. Grant recipients must distribute the "Local Event Marketing Funding Visitor Survey" provided in this packet to event participants and include the data collected as part of their post event report. The applicants can change the survey format or add additional questions, but the sample questions must be included.
- G) Any funds granted will be subject to an audit by the Santa Rosa County Auditor.
- H) Funding recipients shall work with Tourist Development Office 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.
- I) The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its respective agency of record on behalf of the applicant.
- J) Recognition of the Santa Rosa County Tourist Development Council must be included where appropriate on all printed material and referred to in public relations activities. The Santa Rosa County Tourist Development Office's Florida's Playground 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 Santa Rosa County Tourist Development Office” in lieu of mentioning the web address.



K) Allowable expenses shall include the following:

Promotion, marketing, and programming expenses, paid advertising, and media buys, production and technical expenses, site fees/costs (contract help, rentals, insurance), rights fees, sanction fees.

1. 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.
2. 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.
3. 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. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
4. Direct Mail – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include printing order, product sample, or postage receipt. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.
5. Direct Sales – May include phone call, email, or personal contact. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). 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.
6. Florida’s Playground-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 Florida’s Playground prominently displayed.

L) Unallowable expenses:

General and administrative expenses, building, renovating and/or remodeling expenses, permanent equipment purchases, debts incurred prior to grant requests, alcoholic beverages, donations to any person/entity/organization in any form of payment are not allowable expenses. Scholarships are unallowable expense. Travel expenses including lodging, hospitality or social functions.



Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Local Event/Marketing Application

Any organization requesting funding will be required to complete this form

Applicant Organization _____

Contact Person _____ Title _____

Organization Address _____

City _____ State _____ Zip _____ Phone (____) _____

Email Address: _____ Web Address: _____

Cell (____) _____ Organization IRS Status _____

Name of Event or Project: _____

Has this project received grant funding from the SRC Tourist Development Council in the past? _____

If yes, when and how much and what year? _____

If yes, what is the room history of the event? # of rooms _____ # of nights _____

2016/2017 Event Request Details

Location of Event or Project: _____

Date(s) of Event or Project: _____

Detailed Explanation of the Project: _____

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

Amount Requested: \$ _____

Intended use of Funds: _____

Match Provide by Organization

In-kind description: _____

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

In- Kind Definition – Make up of something other than money; (of payment) given in the form of goods or services and not money.

Projected Attendance: _____ Projected Number of Out of Town Visitors: _____

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

Describe how the effectiveness of this event will be measured:

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

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

Anticipated number of vendors: _____

Will you survey the participants to capture data: _____

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

Estimated Budget

Projected Income

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

Projected Expenses

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

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: _____

Organization: _____

Signature

Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by **5 p.m. Tuesday, May 31, 2016** to:

Santa Rosa County Tourist Development Office
ATTN: Grants Program
8543 Navarre Parkway
Navarre, FL 32566

Application Check List

- Completed application (pages 4-9)
- Signed certification and compliance form (page 10)
- Copy of event license (if any)
- Copy of event permit (if any)
- Copy of event insurance (if any)
- Copy of liability insurance
- Anticipated budget, including detailed expenses and revenue
- Original and four copies of your complete application package (all items listed above)

Santa Rosa County Tourist Development Office

POST EVENT REPORT

Est. # of visitors as stated in application: _____ Actual # of visitors: _____

Budget revenue as stated in application: _____ Actual revenue: _____

If there is a difference between estimated and actual revenue? Please state why:

Budget expenses as stated in application: _____ Actual expense: _____

If there is a difference between estimated and actual expenses? Please state why:

What is the number of hotel room nights generated by this event? _____

What worked well for your event in Santa Rosa County? _____

What didn't work well/any problems occur? _____

What could the TDC do to make your event more successful?

How can the event be improved or expanded? _____

Local Event Marketing Funding Payment Request

EVENT INFORMATION:

Organization Name: _____

Event Name: _____

Event Dates: From: _____ To: _____

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

1. Invoice from your organization to Santa Rosa 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 Florida's Playground 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)
5. Current W-9.

Do you prefer to receive payment by EFT? _____ Yes _____ NO

If you prefer to receive payment by check, please provide the mailing address:

Address: _____

City: _____ State: _____ Zip Code: _____

AUTHORIZED USES REQUESTED FOR PAYMENT:

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

MARKETING & PROMOTIONAL ACTIVITIES:

Must be Submitted with
Post Event Report

Actual Income/Expenses

Income

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

Expenses

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

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 Navarre Beach, Milton, or Gulf Breeze?

Number of Nights _____ Day Trip Only _____

5. Where did you stay?

Hotel Vacation Rental Friends/Relatives Campground RV Park Other

6. Name of Accommodation? _____

7. How did you hear about this event? (Circle all that apply)

Event Website Other Website Social Media Friend/Relative
 Newspaper TV Radio Magazine

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? (Circle all that apply)

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 \$76-100 \$101-125 \$126-150 \$151+

Please send me future emails and news about events in Santa Rosa County.

Email: _____



Mailing: 8668 Navarre Pkwy., #286, Navarre, FL 32566
Physical: 8740 Gulf Blvd., Navarre Beach, FL 32566
info@navarrebeachseaturtles.org

January 28, 2016

Dear Julie Morgan,

At the July 10, 2014 Board of County Commission meeting, the Tourist Development Council recommended the approval of \$43,915 for the Navarre Beach Turtle Conservation Center and the Marine Sanctuary. The Board of County Commission approved the request and the specified allocation of the funds. (Encl 1)

The NBSTCC listed Administrative costs at \$4,800. This money was to pay for a Head Sea Turtle Veterinary Technician. This individual would have served as a one-time consultant to train the NBSTCC volunteers on sea turtles with the goal of having the volunteers provide information to visitors to the Center.

Based on previously approved requests and payments provided to other organizations for staffing and instruction, we were under the impression this was an appropriate use of funds. We have since learned through the County Attorney that this is not in accordance with Florida law that requires all TDC funds be used for the primary purpose of promoting tourism.

Therefore, we are informing you that we will reallocate the \$4,800 toward interactive displays that meet the appropriate use of TDC funds.

Should you need any further information, please contact me at 850-910-1572 or ycharper@yahoo.com

Warm regards,

Yvonne C. Harper
NBSTCC Board President

Encl 1: Project and Cost breakdown
Copy to Shannon Ogletree

Administrative Committee – Melvin & Salter

- ✓ 1. Recommend amended Tourist Development Council budget and inclusion of that function within Economic Development Office effective August 1, 2014.
2. Recommend allocation of \$43,915 for the Navarre Beach Sea Turtle Conservation Center and the Marine Sanctuary areas from TDC reserves as recommended by the Tourist Development Council.
- ✓ 3. Discussion of appointment of Vernon Compton to the Tourist Development Council (TDC) as recommended by the Tourist Development Council.
- ✓ 4. Recommend scheduling the annual TDC sponsored Navarre Beach Sand Sculpting event September 26-28, 2014 including week of September 22-29, 2014 for assembly/disassembly.
- ✓ 5. Discussion of proposed amended lease with Peter Prince Aviation Center.
- ✓ 6. Recommend renewal of annual contracts with SCS Engineers; Geo Syntec Consultants; and HDR Engineering, Inc. for on-going landfill and environmental consulting services.
- ✓ 7. Recommend Task Order #2 with Tidal Basin Government Consulting, LLC for disaster recovery administrative services through July 31, 2014.
8. Recommend proposal from Dasher Technologies in the amount of \$60,776.14 for replacement of Storage Area Network equipment for Computer Department based on comparison shopping. *IN BACKUP*
- ✓ 9. Recommend annual Detailed Work Plan Budget for Mosquito Control as required by Florida Department of Agriculture and Consumer Services and authorize execution of related documents.
- 10. Recommend Florida Department of Emergency Management Funding Agreement for Reimbursement for Federally Funded Public Assistance for April flooding outlining FEMA 75%, State 12.5% and Local 12.5% cost share and authorize execution of related documents.
- 11. Recommend declaring 2005 Ford Ranger pickup truck #3103 surplus property and conveying to Munson Volunteer Fire Department. *Building Inspection Dept Case - SERVICE RECORDS*
- ✓ 12. Meetings (unless otherwise noted the meetings below will be held in the Board room of the Santa Rosa County Administrative Center):

RESTORE Council	July 14	3:00 p.m.
Fire Department Executive Group	July 14	6:30 p.m.
Emergency Operations Center, 4499 Pine Forest Rd, Milton		
Tourist Development Council Board Meeting	July 16	3:00 p.m.
Navarre Visitors' Center, 8543 Navarre Parkway, Navarre		
Aviation Advisory Committee	July 16	5:00 p.m.

Emily Spencer

From: Hunter Walker
Sent: Wednesday, June 25, 2014 9:19 AM
To: 'Kate Wilkes'
Cc: Emily Spencer; Clerk's Office - Michael Burton; Jayne Bell
Subject: RE: Grant requests

Sure Kate we will have on July 7th Committee agenda. The Clerk should be able to authorize travel for Ms. Peaden. I will get Jayne to process budget amendment for July meeting for \$1005 for the travel. Hunter

From: Kate Wilkes [mailto:kwilkes27@gmail.com]
Sent: Tuesday, June 24, 2014 3:42 PM
To: Hunter Walker
Subject: Grant requests

At the TDC meeting they approved \$43,915 for the NavarreBeach Sea Turtle Conservation Center and Marine Sanctuary areas for a saltwater well, marketing, specialty areas, Artificial reef informative display, field guides and Kayaks for guided clear bottom kayak tours.

Please add to agenda for first July meetings.

If possible could the BOCC consider approving Thursday \$1004.27 to send Debbie Peaden to the TDT Conference in Ponte Vedra. This has been a very informative conference for those working with the tourist tax as Debbie does.

--

Kate Wilkes
Executive Director
Santa Rosa County Tourist Development
8543 Navarre Parkway
Navarre, FL 32566
850-939-8666
kwilkes27@gmail.com
www.floridabeachestorivers.com

Please note: Due to Florida's very broad public records file, most written communication to or from County Employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication may be subject to public records disclosure.

Florida has a very broad Public Records Law. Virtually all written communications to or from Santa Rosa County Personnel are public records available to the public and media upon request. E-mail sent or received on the county system will be considered public and will only be withheld from disclosure if deemed confidential pursuant to State Law.

5

Beaches to Rivers

of santa rosa

Navarre Beach - Historic Milton
Blackwater River State Forest

Santa Rosa County Tourist Development Council
8543 Navarre Parkway
Navarre, FL 32566

Grant & Signature Event Application

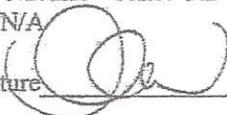
Applicant Organization: Navarre Beach Sea Turtle Conservation Center and Navarre Beach Area Chamber of Commerce Foundation (Marine Sanctuary).

Contact Person: Cathy Holmes or Nancy Sandler Title: Project Director/ Marine Sanctuary Committee

Organization Address: 8668 Navarre Parkway, #286

City: Navarre State: FL Telephone: 850-565-0279 of 850-218-5723

Fax: N/A

Signature  _____ Date June 9, 2014

Amount Requested: \$43,915 Will be used to pay: For items listed on attached pages.

TDC Marketing only: _____

Has this project received grant funding from the Santa Rosa County Tourist Development Council in the past?
Yes

If yes, when and how much? NBSTCC - 2012 - \$60,000 Navarre Beach Marine Sanctuary - 2013 \$64,000 requested for reef expansion, however will probably not be used due to NRDA funds.

Please submit profit and loss information with this application.

Name of Event Project: Partnership projects to enhance outdoor activities and increase awareness of sea turtle and marine resource conservation for visitors to Navarre Beach Marine Park.

Location of Event or Project: Navarre Beach Sea Turtle Conservation Center and the Navarre Beach Marine Sanctuary, Gulf side and Sound side

Date(s) of Event or Project: July - December 2014

Projected Attendance (Paid) _____ *(Free) _____ Total _____

*If paid event, list admission price(s) _____

Projected number of out of town tourists expected: 30,000

List required licenses and permits and attach copies: None required

Please return the original Application, the Certification & Compliance Page, your projected budget (must show matching funds and/or in kind contributions) and previous year income and expenses with this application.

Amount Requested: \$43,915

Location of Project(s): Navarre Beach Sea Turtle Conservation Center/Artificial Reef System

Date(s) of Project(s): July 2014 – January 2015

Projected Targeted Recipients: Visitors to Santa Rosa County

Projected Targeted Out of Town Tourists Expected: 30,000

Event/Project Budget – July 2014 - January 2015

These projects are designed to enhance the awareness of outdoor activities and educational programs offered by the Navarre Beach Sea Turtle Conservation Center (NBSTCC) and Navarre Chamber Foundation's Navarre Beach Marine Sanctuary (NBMS). Although both projects have been in existence for less than two years, the interest in the NBSTCC and NBMS artificial reef system has been beyond expectations. Any day of the week, during a visit to the reef site, you will see snorkelers, divers, kayakers, swimmers, and paddle boarders out on the reefs viewing marine life from above and below the water. The word is out and during a recent two hour visit to the reef site, visitors from New Orleans, Tennessee, Ohio and Atlanta were encountered. However, especially with the planned reef expansion, there are still opportunities to market these amenities and increase visits to our area from those who are interested in ecotourism activities.

NBSTCC and NBMS have worked together for over a year. A small artificial reef display and information on the bulletin board at NBSTCC provides information about the artificial reefs. The NBSTCC also receives calls inquiring about the Gulf side artificial reef system. However, some people are reluctant or unable to swim or snorkel out to the reef. This has opened an opportunity for an expanded partnership between the NBSTCC and NBMS to offer conservation guided clear bottom kayak tours for families and individuals. This allows us to bring our message of sea turtle and marine resource conservation to an even larger target population.

Guided Clear Bottom Kayak Tours

Double Caribe Clear Bottom Kayak \$1,020.37 each (includes cushy seat w/lumbar support and paddles)

5 @ \$1,020.37 each

Shipping \$99.00

Total - \$5,200

Field Guides

Field guide prices include customization on the front of the guides with NBSTCC and Marine Sanctuary logos and info. Once the guides are received the species visitors are most likely to see on the reef system will be identified with an * for quick reference.

Sea Turtles of the Atlantic and Gulf of Mexico - Waterproof
100 @ \$4.35 each

Wreck and Reef Fishes – Waterproof
100 @ \$4.35 each

Sharks and Rays – Waterproof
100 @ \$4.35 each

Northern Florida Fishes – Waterproof
100 @ \$4.35 each

Total - \$1,740.00

Artificial Reef Informative Display at NBSTCC

This allows the NBMS an opportunity to let people know where the reef structures are and what to expect when they visit them. Including 1000 reef guide brochures @ .25 each and two outside weatherproof pamphlet holders @ \$30 each.

Total - \$1,060

Specialty Areas

Sea Turtle Veterinary Technician – A veterinary technician with advanced skills specifically trained to teach initial NBSTCC staff in sea turtle husbandry and routine medical care. We currently have three consulting veterinarians that are working with the NBSTCC pro bono.

480 hours (20 hours per week) from July – December 2014 @ \$10.00 per hour

Total - \$4,800

Volunteer Coordinator – To facilitate all Marine Sanctuary and NBSTCC activities, special programs, and events including Run for the Reef and the Amazing Race for Survival.

520 hours from July – December 2014 @ \$8.00 per hour

Total - \$4,160

Marketing

Marketing includes kayak tours, camps, and all special programming. To keep with our "green" philosophy we market mainly through our website, FB page and billboards to reduce the use of paper products as much as possible. We prefer to use vinyl billboards over digital due to light pollution and its effects on sea turtles.

Website and social media – 75 hours per month (July – December 2014) @ \$10.00 per hour

Total - \$4,500

Adopt-A-Nest and Adopt-A-Turtle Program Supplies

Folders – 50 @ 1.45 each = \$72.50

Photos – 50 @ .25 each = \$12.50

Stickers - \$20.00 per package

Loggerhead and Green Plush Sea Turtles – 50 @ \$4.00 each = \$200.00

Total - \$305.00

Saltwater Well

A saltwater well is the best option for the sea turtle pool(s). It will provide consistent salinity, water temperature, and essential minerals that will help keep water quality in the pool(s) at optimum levels and afford the healthiest environment for the sea turtles. We are planning for expansion opportunities in the design of the well.

This quote includes 4 soil borings for structural analysis with foundation recommendations, 3 borings with analysis and recommendations for storm water management, and 2 test wells each with 4 sample points, and saltwater well with injection well. It includes all labor and material to complete the project.

Total cost - \$22,150.00

On approval please send current year income and expenses, paid invoices and proof of payment (both sides of cancelled checks or credit card receipts) and required tracking information.

CERTIFICATION AND COMPLIANCE STATEMENT

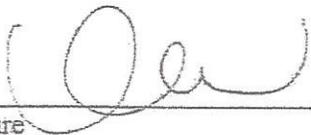
APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: Nancy Sandler

Organization: Navarre Beach Area Chamber of Commerce Foundation
(Marine Sanctuary)

Signature



Date

6/9/14

Santa Rosa County Tourist Development Council
ATTN: Grants Program
8543 Navarre Parkway
Navarre, FL 32566

FLORIDA SPORTS

F O U N D A T I O N

February 24, 2016

Julie Morgan
Tourist Development Director
Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Dear Julie:

On behalf of the Florida Sports Foundation, I am pleased to inform you that the Board of Directors has approved the following grant(s):

\$12,000.00 for Tough Mudder Gulf Coast 2016- April 9-10, 2016

Please accept the amount of this conditional award by signing and returning both copies of the enclosed contract agreements to my attention within thirty (30) days. A checklist is provided below for your convenience.

- **Read and sign both contracts and return both to FSF**
- **Make sure a certificate of insurance naming Florida Sports Foundation is in place and a copy is sent to FSF 15 days prior to the event.**
- **A Post Event Report is required within 90 days of the event end date for disbursement and should include:**
 - Front and back copies of cancelled checks, or electronic funds transfers, from grantee to third party for reimbursable expenses.
 - An invoice supporting charges paid above.
 - Proof of exposure for FSF- photos of banners if available.

The Post Event Report can be found and completed on our website at www.fsfgrants.com.

If you have any questions or concerns, please contact me at (850) 410-5288

Sincerely,



Lisa Kirkland OSteen
Director of Marketing

FLORIDA SPORTS FOUNDATION
Grant Program
Grant Agreement

THIS GRANT AGREEMENT entered into this 19th day of February 2016, by and between the Florida Sports Foundation, Inc., a division of Enterprise Florida, Inc., hereinafter referred to as the "Grantor" and **Santa Rosa County Tourist Development Office**, hereinafter referred to as the "Grantee".

WITNESSETH

WHEREAS, the State of Florida Legislature mandated in Section 288.901(f), Florida Statutes, that the Grantor shall assist and market professional and amateur sport teams and sporting events in Florida; and the Grantor is empowered to make grants of funds in accordance with the promotion of major and minor sporting events; and,

WHEREAS, the Florida Sports Foundation has approved an appropriation for such grant.

IT IS, in consideration of the mutual undertakings and agreements hereinafter set forth, agreed between the Grantor and the Grantee as follows:

1.0 PARTIES:

The parties and their respective addresses for the purposes of this Agreement are:

Florida Sports Foundation
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301

Santa Rosa County Tourist Development Office
Attn.: Julie Morgan, Tourist Development Director
8543 Navarre Parkway
Navarre, FL 32566

2.0 NOTICES:

All notices between the parties, provided for herein, shall be by confirmed fax, confirmed FedEx or certified mail, return receipt requested, delivered to the address of the parties as set forth in section 1.0 above.

3.0 GRANT DESCRIPTION:

The Grantee will expend grant funds in accordance with section 6.0 (a), located in this contract. Funds made available by the Grantor pursuant to this Grant Agreement shall be expended solely for the purpose of the project and the legislatively appropriated purpose.

- (a) Grantee: **Santa Rosa County Tourist Development Office**
- (b) Payee: **Santa Rosa County Tourist Development Office**
- (c) Name/Date of Event: **Tough Mudder Gulf Coast 2016 - April 9-10, 2016**
- (d) Total Amount of Grant: **\$12,000.00**
- (e) Projected Budget: As provided in Grant Application.
- (f) Reporting Schedule: Grantee shall submit final report and request for reimbursement

within ninety (90) days of the last day of the event. Post event reporting less than 80% of projected economic impact figures shall receive a prorated amount of final award. Grantee reporting less than \$500,000 in calculated out-of-state economic impact shall not receive final grant award.

- (g) Grant Period: **February 19, 2016 through the end of Event**

4.0 GRANT REQUIREMENTS:

(a) Audit: Grantee will complete a post event report, an accounting of the events financial activity, and proper use of funds, within ninety (90) days after the event and provide documentation evidencing the direct impact of the event. The Grantee agrees to comply with the audit requirement of Sections 215.97 and 17.03, Florida Statutes, and all applicable Rules of the Auditor General as referenced in Attachment A.

(b) Records: Grantee shall retain and maintain all records, including records of all payments made by the Grantee in connection with this Agreement, and make available and provide access for financial audit as may be requested by the Grantor, the Grantor's independent auditor, by the state personnel of the Office of the Florida Auditor General, Chief Financial Officer and Office of the Chief Inspector General. Records shall include books, records, documents and other evidence, including, but not limited to, vouchers, bills, invoices, requests for payment, and other supporting documentation, which, according to generally accepted governmental accounting principles, procedures and practices, sufficiently and properly reflect all program costs expended in the performance of this Grant Agreement. Such records shall be retained for a minimum period of seven (7) years after termination of this Agreement.

(c) Cancellation: Grantee shall notify the Grantor immediately if the event is canceled and the Grantee shall return any funds dispersed pursuant to this Agreement within seven (7) days of such cancellation.

(d) Insurance: Grantee shall, prior to event, provide proof of insurance listing the Grantor as an additional insured for all purposes, with minimum liability coverage of \$1,000,000 per occurrence. If Grantee is a government entity, agency or subdivision pursuant to Section 768.28, Florida Statutes, and/or a self-insurer pursuant to Section 768.28, Florida Statutes, and does not otherwise provide proof of its own insurance listing Grantor as an additional insured for all purposes, with minimum liability coverage of \$1,000,000 per occurrence, Grantee, notwithstanding its compliance with any requirements imposed by said statute, shall ensure that any third-party recipient of said Grant Funds list Grantor as an additional insured for all purposes, with minimum liability coverage of \$1,000,000 per occurrence. Grantee shall provide said proof of insurance listing Grantor as an additional insured for all purposes, with minimum liability coverage of \$1,000,000 per occurrence, as a condition precedent to Grantee's receipt of said Grant Funds.

(e) Indemnification: Grantee shall act as an independent contractor and not as an employee of the Grantor in the performance of the tasks and duties, which are the subject of this Grant Agreement. The Grantee shall be liable, and agrees to be liable for, and to the extent allowed by law, shall indemnify, defend, and hold the Grantor, the state of Florida, and its employees and agents, harmless from all liability of any nature or kind, including costs and expenses for or on account of any copyrighted, patented, or unpatented inventions, process or articles manufactured by the Grantee, and well as claims, suits, judgments, or damages arising from the Grantee's performance of the tasks and duties which are the subject of this Grant Agreement. If Grantee is a government entity, the Grantee is subject to the provisions and limitations of 768.28 Florida Statute, and agrees to indemnify, hold harmless and defend Grantor from and against claims, demands, causes of action, losses, damages, liabilities, costs and expenses (including attorney's fees) caused as a result of the negligent acts of the government entity or its employees.

5.0 TERMINATION:

(a) Breach: The Agreement may be terminated by the Grantor for breach upon failure of the Grantee to perform any requirement or provisions of this Agreement upon no less than twenty-four (24) hours written notice from the time the Grantor becomes aware of the breach. If Grantor determines that a breach of any provision of this agreement has occurred, Grantor has the right to withhold a portion of the grant award as determined by the Board of Directors.

(b) Refusal to Grant Public Access: This Agreement may be terminated by the Grantor for refusal by the Grantee to allow public access to all documents, papers, letters, or other material subject to the provisions of Chapter 119, Florida Statutes, and made or received by the Grantee in conjunction with this Agreement. (Section 287.058, Florida Statutes)

(c) Unauthorized Aliens: Grantor will consider the employment of unauthorized aliens, by any contractor or subcontractor, as described by Section 274A(e) of the Immigration and Nationalization Act, cause for termination of this Agreement. Grantee shall utilize the U.S. Department of Homeland Security's E-Verify, in accordance with the terms governing the use of the system, to verify the employment eligibility of:

- (a) All persons employed during the contract term by the contractor to perform employment duties within Florida; and
- (b) All persons (including subcontractors) assigned by Grantee to perform work pursuant to this agreement.

6.0 PAYMENTS:

(a) Transfer of Funds. Funds will be made available by the Grantor to the Grantee, as a reimbursement for paid invoices, which are supported by canceled checks dated within the grant period, upon receipt and review of a completed Post Event Report. Only those items identified as allowable below will be reimbursed. The following summarizes the allowable/disallowable expenses that may be used for reimbursement.

Allowable Expenses:

- 1. Promotion, marketing & programming
- 2. Paid advertising & media buys
- 3. Production & technical expenses; officials
- 4. Site fees, venue rentals, costs (contract help)
- 5. Rentals, insurance, rights fees, bid fees, sanction fees, non-monetary awards

Disallowable Expenses:

- 1. General and administrative expenses
- 2. Building, renovating and/or remodeling
- 3. Permanent equipment purchases
- 4. Debts incurred prior to the grant
- 5. Programs which solicit advertising
- 6. Hospitality or social functions including meals or banquets
- 7. Travel expenses

(b) Availability of Funds. The Grantor's liability under this Grant Agreement is contingent upon the continued availability of an annual appropriation by the Legislature of the State of Florida. In the event this Grant Agreement extends beyond the Grantor's current fiscal year that begins on July 1 of each year and ends on June 30 of each succeeding year, the Grantor and the Grantee mutually agree that performance and payment during subsequent fiscal periods is contingent upon sufficient funds being appropriated. The Grantor shall be the final determiner of the availability of such funds.

7.0 LEGAL REQUIREMENTS:

(a) With respect to its interpretation, construction, effect, performance, enforcement, and all other matters, this Grant Agreement shall be governed by, and be consistent with, the whole law of the state of Florida, both procedural and substantive. Any and all litigation arising under this Grant Agreement shall be brought in the appropriate state of Florida court in Leon County, Florida.

(b) Grantee agrees to comply with any and all applicable federal, state, and local laws related to the execution of the Grant Agreement.

8.0 MODIFICATION: This writing and any Attachments herein, contains the entire Grant Agreement of the parties. No representations were made or relied upon by either party, other than those that are expressly set forth. No agent, employee, or other representative of either party is empowered to alter any of the terms of this Grant Agreement, unless done in writing and signed by an executive officer of the Grantee and designee for the Grantor.

9.0 **MISCELLANEOUS:**

- (a) The Grantor is not bound by any agreements to indemnify or hold harmless, nor responsible for liquidated damages or cancellation charges.
- (b) No provision of this Grant Agreement shall be construed as a waiver by the Grantor of any right, defense or claim, which the Grantor may have in any litigation arising under the Grant Agreement. Nor shall any Agreement provision be construed as a waiver by the state of Florida, and its employees and agents, of any right to initiate litigation.
- (c) The Grantee affirms that it is aware of the Grantor's Grant Program Policies & Procedures in place and effective throughout the term of this Grant Agreement.

IN WITNESS WHEREOF, the parties have caused their hand to be set by their respective authorized officials hereto.

Florida Sports Foundation

Santa Rosa County Tourist Development Office

John Webb, President

Signature - Authorized Agent

Date

Title

Date

Attachment A

THIS IS A STATE FUNDED AWARD

1. The Grantor hereby indicates state financial assistance is used to fund this Agreement, awarded through the Department of Economic Opportunity by an agreement.
2. State Project

FLORIDA SPORTS FOUNDATION Funding FY 2015-2016		
Line Item	Title	Fund
2250A	Grants and Aids – FLORIDA SPORTS FOUNDATION	State Economic Enhancement and Development (SEED) TF
2250A	Grants and Aids – FLORIDA SPORTS FOUNDATION	Professional Sports Development TF

Catalog of State Financial Assistance

Standard state project number identifier: **40.012**

State Project Title: **Local Economic Development Initiatives**

Agency: **Department of Economic Opportunity**

Program: **Community Development/Division of Strategic Business Development**

Budget Entity: **40300100 / 40300200 / 40400100 Community and Economic Development Projects**

Specific Appropriation: **Line Item 2250A**

Appropriation Category: **100562 / 100931 / 102241 – Community and Economic Development Projects**

Authorization: **GAA**

3. In connection with the audit requirements addressed in herein, the Grantee shall ensure that the audit complies with the requirements of Section 215.97(8), Florida Statutes. This includes submission of a financial reporting package as defined by Section 215.97(2), Florida Statutes, and Chapters 10.550 (local governmental entities) or 10.650 (nonprofit and for-profit organizations), Rules of the Auditor General.
4. Additional information regarding the Florida Single Audit Act can be found at: <https://apps.fldfs.com/fsaa/statutes.aspx>

Tough Mudder Inc.
15 MetroTech Center, 7th Floor
Brooklyn, New York 11201

January 6, 2016

Shannon Ogletree
Santa Rosa County Board of County Commissioners
6495 Caroline Street, Suite M
Milton, FL 32570

RE: Community Support Agreement

Dear Shannon:

When signed by each party, this letter agreement (the "**Agreement**") shall constitute the agreement between Tough Mudder Inc. (on behalf of itself and its subsidiaries and affiliates, "**Tough Mudder**") and Santa Rosa County Board of County Commissioners ("**Supporter**") in connection with obstacle course events conducted by Tough Mudder at Ates Ranch on April 9 - 10, 2016 (the "**Event**"). For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Support Fee. Supporter shall pay Tough Mudder eighty thousand dollars (\$80,000) for marketing and production costs to support the Event (the "**Support Fee**"). Tough Mudder shall provide invoices for the Support Fee to Supporter within sixty (60) days after the Event, and Santa Rosa County shall pay the Support Fee to Tough Mudder within forty-five (45) days of final invoice receipt.

2. Florida Sports Foundation Grant. Tough Mudder and Supporter shall collaborate on a Florida Sports Foundation Grant for the Event (the "**Grant**"), and work together to meet all requirements of the Grant. Supporter shall provide a dollar for dollar match of grant funds received up to thirty thousand (\$30,000), which will be distributed through Supporter's contracted media placement provider (the "**Marketing Support**"). All Grant funds received for the 2016 Event are included as part of the Marketing Support. Supporter and Tough Mudder agree that all Marketing Support is used for the purposes of promoting the Event to drive greater attendance and promotion of the Florida's Playground campaign and Navarre Beach destination.

3. Tough Mudder Obligations. In accordance with the Florida Sports Foundation grant requirements, Tough Mudder shall provide Supporter with a certificate of insurance with a minimum liability of \$1,000,000 per occurrence naming the Florida Sports Foundation as an additional insured for the Event. In addition, Tough Mudder shall submit a post-event report to Supporter within ninety (90) days of the Event date. Tough Mudder shall include the Florida Sports Foundation logo on the Event webpage effective immediately. In addition, Tough Mudder shall promote Florida's Playground and Navarre Beach on its Event webpage and in email communications to its customer database, as well as host a pre-party in the County on April 8, 2016.

4. Permitting. Supporter shall use its reasonable efforts to assist Tough Mudder in obtaining any necessary permits, permissions and/or other approvals in connection with Tough Mudder conducting the Event, including but not limited to, attending meetings with the relevant agencies and authorities.

STANDARD TERMS AND CONDITIONS

These Standard Terms and Conditions are attached to and incorporated into that certain community support agreement between Tough Mudder Inc. (on behalf of itself and its subsidiaries and affiliates, “**Tough Mudder**” or “**Company**”) and Santa Rosa County Board of County Commissioners (“**Supporter**”) dated as of January 6, 2016 (the “**Agreement**”). Defined terms used herein but not otherwise defined shall have the same meaning as set forth in the Agreement.

1. **Tough Mudder Intellectual Property:** Supporter acknowledges that Company owns all right, title and interest in and to Company’s trademarks, logos and other intellectual property (collectively, the “**Company Intellectual Property**”) and Supporter must obtain Company’s prior written approval of all aspects of Supporter’s use of any Company Intellectual Property in each instance. This Section 1 shall survive the termination or expiration of this Agreement.

2. **Termination of Agreement:** Without limitation of any other rights or remedies available to Tough Mudder, Tough Mudder may terminate this Agreement immediately on written notice to Supporter if activator commits a breach of any of the terms and conditions of this Agreement, including, without limitation, failure to provide the support agreed upon. Additionally, Tough Mudder reserves the right to cancel this Agreement upon written notice to Supporter in the event that Tough Mudder does not have a contract in effect with a venue located within Supporter’s community.

3. **Indemnification:** Supporter hereby indemnifies and holds harmless, Tough Mudder, its affiliated and related entities, and each of their respective officers, directors, employees, agents, successors, assigns and sponsors, from and against any and all liability, injury, loss, causes of action, damage, costs and expenses, including, without limitation, attorneys’ fees and disbursements, for any claims arising out of or related to: (a) a breach by Supporter of any representation, warranty, covenant or other obligation of Supporter under this Agreement; (b) Supporter’s or its employees’, agents’, or other representatives’ negligence or misconduct; and/or (c) any death or injury to any person or property, including, without limitation, the Venue, or any damage or loss resulting or claiming to result in whole or in part from any defect in Supporter’s products, services, acts, omissions, negligence or misconduct. This Section 3 shall survive the termination or expiration of this Agreement.

4. **Representations and Warranties:** Supporter represents and warrants that: (a) Supporter has the full right and authority to enter into this Agreement, perform its obligations hereunder, and grant all rights granted hereunder; (b) this Agreement has been signed on its behalf by a duly authorized representative of Supporter and is a binding obligation enforceable against Supporter in accordance herewith; and (c) in performance of this Agreement, Supporter will, and will cause its employees, agents and other representatives, to comply with applicable state, federal and local laws and regulations. This Section 4 shall survive the termination or expiration of this Agreement.

5. **Exclusivity:** Supporter agrees that it will not sponsor, partner with or otherwise enter into any agreement to publicize, promote, or provide financial support to any obstacle course mud challenge, adventure race or similar event, including, without limitation, Spartan Race, Warrior Dash, Rugged Maniac and/or Savage Race, during the Term and for a period of one (1) year after the Term.

6. **Non-Compete:** Supporter does not currently, nor will it ever, organize and/or market obstacle course mud challenges or similar events. Supporter will be privy to Tough Mudder’s marketing and event organization information and agrees not to, or assist any third party to, compete with Tough Mudder in the practice of organizing, conducting and/or marketing obstacle course mud run events or similar events during the Term and for a period of one (1) year after the Term.

7. **Applicable Law:** This Agreement shall be governed by and construed in accordance with the laws of the State of Florida, applicable to agreements negotiated, entered into and performed entirely therein without any application of choice of law provisions. All proceedings to resolve disputes shall be held in the state or federal courts of competent subject matter jurisdiction located in the State of Florida, and Supporter hereby waives any objection on any grounds to same. This provision shall survive the termination or expiration of this Agreement.

8. **Assignment:** Supporter may not assign this Agreement or its rights and/or obligations hereunder without the prior written consent of Tough Mudder.

9. **Counterparts:** This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Delivery may be made by facsimile or scanned and electronically mailed transmission of a signed counterpart.

10. **Severability:** If any provision of this Agreement is held invalid or unenforceable, such provision will be deemed modified to the least extent necessary to render it enforceable without invalidating or affecting the remaining provisions hereof.

11. **No Amendment:** The provisions of this Agreement may not be waived, altered, amended or repealed in whole or in part unless by written agreement signed by both Tough Mudder and Supporter.

12. **Relationship of Parties:** Tough Mudder and Supporter are independent contractors, and nothing in this Agreement shall cause either to be considered an agent, employee, joint venturer or partner of the other, nor shall either hold itself out as such.

13. **Notice:** All notices required or permitted to be given hereunder shall be sent to the address for Supporter or Tough Mudder (as applicable) first written above.

14. **Confidentiality:** Supporter agrees to maintain strict confidentiality with respect to the terms and conditions of this Agreement and any and all of Tough Mudder's proprietary business information learned by or otherwise obtained by Supporter, including, without limitation, information relating to Tough Mudder's event operation, marketing and branding strategies, costs, obstacles or obstacle blueprints, finances, construction, design, insurance, course management, staff, event courses, trade secrets or proprietary ideas (collectively, "**Confidential Information**"). Supporter shall not issue, authorize, confirm or deny, any statements, including, without limitation, posts on social media (e.g., Facebook, Twitter, etc.), relating to the Confidential Information, Event(s), Tough Mudder, or any of its personnel, products and/or services, including, without limitation, any injuries or incidences occurring at or in connection with the Event(s).

15. **No Waiver:** Failure by Tough Mudder to exercise any right, power or option hereunder, or to insist upon the strict compliance with the terms and conditions hereof by Supporter, shall not constitute a waiver of the terms and conditions of this Agreement with respect to any previous, subsequent or contemporaneous breach, nor shall such failure constitute a waiver by Tough Mudder of its rights thereafter to require strict compliance with all terms and conditions hereof.

5. Marketing. Supporter shall work with Tough Mudder to identify opportunities to extend Tough Mudder's marketing reach and site traffic pertaining to the Event, including dedicated and exclusive email messages to its entire email database promoting the Event, and event information promoted on the website: www.floridasplayground.com

6. Volunteers. Supporter shall use reasonable efforts to assist Tough Mudder in recruiting volunteers for the Event, including assistance identifying a local coordinator who is Tough Mudder's primary point of contact for volunteer recruitment.

7. Economic Impact Assessment. Supporter shall work with Tough Mudder to share available information and data for Tough Mudder to develop an economic impact analysis of the Event. Tough Mudder shall work with Supporter to share available information and data for the same purposes. Tough Mudder shall commission an independent economic impact assessment ("**EIA Study**") of the Event for Supporter, and Tough Mudder shall provide a digital copy of the EIA Study to Supporter within forty-five (45) days after the Event.

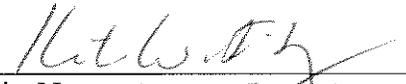
8. Accommodations. Supporter shall work with Tough Mudder in order to set-up room blocks with local accommodations at the best available rates and provide a reservation platform to be linked from Tough Mudder's Event page. Tough Mudder will exclusively partner and promote with commercial lodging establishments within Santa Rosa County. Supporter will assist in collecting the applicable statements from local accommodations itemizing direct expenditure in local accommodations as a result of the Tough Mudder event.

9. Term. The term of this Agreement is through December 31, 2016.

10. This Letter Agreement is governed by Tough Mudder's standard terms and conditions attached hereto and incorporated herein by this reference.

Thank you in advance for your support!

TOUGH MUDDER INC


Print Name: Ketz Friedrich
Title: VP Community Dev. + Venues
Date: 2/4/16

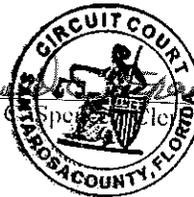
ACCEPTED AND AGREED:

SUPPORTER

Santa Rosa County


Print Name: Lane Lyachard
Title: Chairman
Date: BCC approved Feb 25, 2016

ATTEST: 
Donald C. Speer, Clerk of Court



HOLD HARMLESS AGREEMENT

For and in consideration of having been granted permission by Santa Rosa County to hold a Special Event within the Santa Rosa County limits, the undersigned hereby agrees on behalf of the organization, to indemnify and hold harmless the county of Santa Rosa, its subsidiaries or affiliates, elected and appointed officials, employees, volunteers, representatives and agents from any and all claims, suits, actions, damages, liability and expenses in conjunction with loss of life, bodily injury or personal injury, or property damage, including loss of use thereof, directly or indirectly caused by, resulting from, arising out of or occurring in connection with this permitted activity.

The undersigned also agrees to protect and hold harmless the county of Santa Rosa, its subsidiaries or affiliates, elected and appointed officials, employees, volunteers, representatives and agents from any and all claims, suits, actions, damages, liability and expenses, present, past or future which may be asserted by this organization, or any member of this organization, or any participant of third party arising out of or occurring in connection with this permitted event.

By the signature to this document the undersigned acknowledges that it understands the contents of this document and is voluntarily agreeing to its terms.

In witness whereof I have here unto set my hand and seal this 16 day of February in 2016.

Name of Special Event Tough Mudder Gulf Coast

Date(s) of Special Event April 9 + 10 2016


Notary Signature

BRIAN VON ANCKEN
NOTARY PUBLIC-STATE OF NEW YORK
No. 02VO6292130
Qualified in Kings County
My Commission Expires October 28, 2017

Tough Mudder
Name of Organization

Barry Shaw
Printed Name


Signature of Legally Authorized Representative

Director of Operations
Title

(STAMP)

Date	Name of Show	Show Fee	Attendee
2016 Shows			
Jan. 15	Winter Guest Fest	\$190	Nicole Dees, Al Wilson, Julie Morgan
Jan. 20	Hidden Creek Snowbird Social	Free	Nicole Dees, Monica McBrien, Julie Morgan
26-27 Jan	Snowbird Extravaganza	\$1,349	Julie Morgan
Jan 30 2016	AAA Alabama Travel Show	\$500	Nicole Dees
Jan 30-31 2016	Travel/Adventure Show	\$3,695	Al Wilson
11 Feb.	AL Lifestyle Expo	\$195	Nicole Dees
Feb. 24	28th Annual Travel Extravaganza	\$125	Nicole Dees
11-13, Mar 2016	New Orleans Home & Garden Show	\$2,034	Julie Morgan, Nicole Dees
1 Apr. 2016	US 231 Visit Florida Welcome Center Spring Festival	\$60	Nicole Dees
Apr. 9-10, 2016	Tough Mudder Promo Booth	Provided	All Staff
Apr. 11-13, 2016	Destination Marketing Assoc. International CEO Summit	\$1,170	Julie Morgan
May 25-27	Florida Sports Foundation Sports Summit	Included in Membership	Julie Morgan
5-Jun-16	I-10 Visit Florida Welcome Center Summer Festival	\$60	Nicole Dees
Aug. 27-30	U.S. Travel Associations ESTO	Mar-16	Julie Morgan

Yellow - Attended, finished
Green - Registered/paided/upcoming
Orange - In Processing

TDC Monthly Analysis

From 3/1/2016

Santa Rosa County, FL

	2015-2016	% Incr	2014-2015	% Incr	2013-2014	% Incr	2012-2013	% Incr	2011-2012
OCT	\$142,138.32	46.21	\$97,214.84	31.85	\$73,729.47	17.94	\$62,516.12	5.62	\$59,187.55
NOV	\$79,679.58	24.14	\$64,186.85	41.28	\$45,433.05	23.16	\$36,889.72	9.52	\$33,684.48
DEC	\$91,285.35	23.74	\$73,772.83	40.43	\$52,532.99	9.71	\$47,882.99	12.64	\$42,511.40
JAN	\$82,537.54	21.20	\$68,098.32	41.40	\$48,158.67	20.41	\$39,994.91	4.95	\$38,107.55
FEB	\$0.00	-100.00	\$81,900.47	49.49	\$54,788.21	20.07	\$45,631.06	-2.57	\$46,834.49
MAR	\$0.00	-100.00	\$146,466.29	29.40	\$113,189.46	6.04	\$106,740.68	9.79	\$97,226.91
APR	\$0.00	-100.00	\$166,558.88	53.79	\$108,299.97	22.79	\$88,199.25	1.03	\$87,299.95
MAY	\$0.00	-100.00	\$233,267.00	43.04	\$163,083.82	20.31	\$135,553.60	14.96	\$117,911.92
JUN	\$0.00	-100.00	\$365,614.97	-10.85	\$410,124.10	98.56	\$206,554.31	-1.79	\$210,308.56
JUL	\$0.00	-100.00	\$426,550.96	35.15	\$315,603.36	-6.21	\$336,505.21	28.94	\$260,968.08
AUG	\$0.00	-100.00	\$276,548.21	21.03	\$228,503.53	66.30	\$137,408.36	15.32	\$119,152.15
SEP	\$0.00	-100.00	\$175,174.33	14.53	\$152,955.15	71.00	\$89,446.44	15.74	\$77,283.38
	\$395,640.79	-81.81	\$2,175,353.95	23.15	\$1,766,401.78	32.48	\$1,333,322.65	12.00	\$1,190,476.42

