

TO: Santa Rosa County Board of County Commissioners
FROM: Julie Morgan, Tourist Development Director
SUBJECT: Santa Rosa Arts & Culture Local Event Marketing Application Request
DATE: January 8, 2016

RECOMMENDATION

Discussion of accepting and approval of the Santa Rosa Arts & Culture Local Event Marketing Application Request.

BACKGROUND

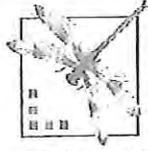
The Tourist Development Office received a Local Event Marketing Application request from the Santa Rosa Arts & Culture Foundation, Inc. on December 16, 2015 from in the amount of \$5,000 to support their Annual Riverwalk Arts Festival on March 5 - 6, 2016.

- This application was received on December 16, 2015 after the due date of August 31, 2015.
- The TDO contacted the Santa Rosa Arts & Culture Foundation, Inc. on three different occasions to remind them of the August 31, 2015 deadline.
- This request was presented to the Tourist Development Board of Directors on January 7, 2016 at the regular TDC BOD meeting. The Request was supported by the TDC BOD in the amount of \$3,000 and voted 6 to 1 in favor.

Due to the fairness of the process that was approved by the BOCC involving the new Local Event Marketing Application grant cycle, caution in granting funds outside the grant cycle unless there are special circumstances is suggested.

The TDO supports the efforts of the Santa Rosa Arts & Culture Foundation, Inc. and all events they host that support tourism in Santa Rosa County. They are a vital part of tourism in Santa Rosa County.





SANTA ROSA
Arts & Culture
FOUNDATION INC.

6815 Caroline Street - Milton, Florida 32570
Sracf2014@gmail.com · <http://sracf.org/>
December 15, 2015

Julie Morgan
and Members of the TDC Council
Santa Rosa County Tourist Development Office
8543 Navarre Parkway, Navarre FL 32566

Dear Ms Julie Morgan and Members of the TDC Council:

The Santa Rosa Arts & Culture Foundation (SRACF) is a Florida non-profit 501(c)(3) organization committed to serving as a catalyst for growth and appreciation of the visual arts, performing arts and historic preservation since February, 2003. We are a membership-based organization that promotes education and public interest in the arts.

The upcoming 28th Annual Riverwalk Arts Festival, March 5-6, 2016, hosted by the Santa Rosa Arts & Culture Foundation, is a juried arts show and heritage arts festival that brings together local, regional and national artists for an annual festival on the banks of the Blackwater River in Historic Downtown Milton.

We expect 15,000 plus attendees. In conjunction with this festival, the SRACF also hosts Santa Rosa Celebrates the Arts and the Annual Children's Arts Festival. Both are events providing a venue for all SRC Schools to display their artwork (at no cost) competing in several categories: Visual Arts, Creative Writing Arts, Performing Arts, Youth Arts Workshops, SR Celebrates the Arts Poster Design Contest and "Come Meet the Artist" reception. Participation was greater than imagined as more than 1,300 students joined the competition. All of the artwork will be on display at the Riverwalk Arts Festival on March 5-6, 2016.

The Santa Rosa Arts & Culture Foundation is asking for a marketing grant of \$5,000.00 to do a campaign to create an immediate awareness of this amazing arts festival. Due to a major and untimely change of officers at the SRACF this application is months late. We realized that the application date was well past and had no intention of applying for a "grant" to do the much needed advertising/marketing for our beloved event - even though it is imperative for and to the success of this Santa Rosa County, Florida premier event, BUT . . . many thanks to Alan Lowery (who sits on the Milton, Florida City Council AND the Santa Rosa Tourist Development Council) for actively encouraging us to apply. Mr. Lowery saw our great need and dire situation brought on by varied circumstances that have been effectively remedied. Mr. Lowery recognizes the value and integral part we play in promoting the quality of life in our community.

Thank you so much for your consideration, and we so look forward to hearing from you.

Sincerely,

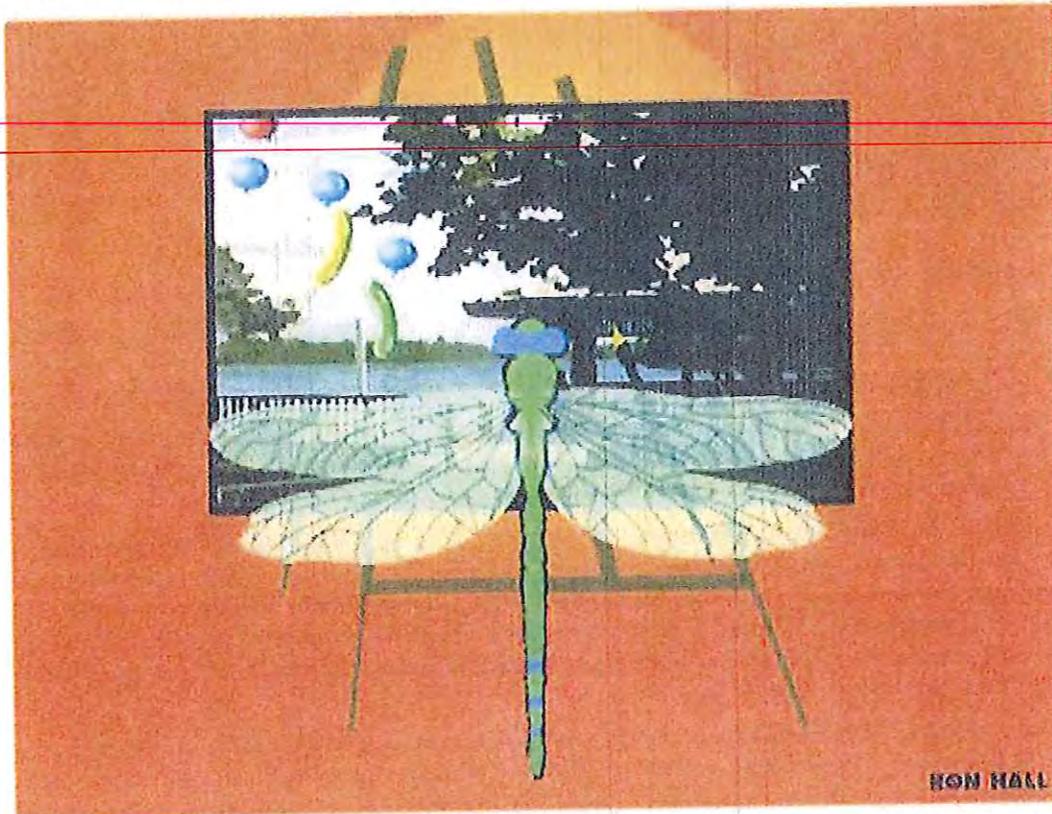
Jerry C. Cummings
President



*The mission of the
Santa Rosa Arts and Culture Foundation, Inc.
is to vitalize and enrich the cultural arts in
Santa Rosa County, Florida.*

SANTA ROSA ARTS AND CULTURE FOUNDATION

Call For Artists



RIVERWALK ARTS FESTIVAL

On the banks of the beautiful Blackwater River in Historic downtown Milton Florida.

MARCH 5 AND 6, 2016

Saturday 10 am - 6 pm and Sunday 10 am - 5 pm

Applications online at www.SRACF.org

Application deadline: February 15, 2016

FEATURING

Juried Fine art - Heritage/Folk Art - Cultural Performer - Continuous Music - Food
All County Youth Art - Kids Fun Zone

AWARDS

Fine Art Best in Show - 1st, 2nd and Honorable Mention (in each qualifying category)

INFO

6815 Caroline St. Milton, FL 32570 - 850-626-4499

THE ARTS MEAN BUSINESS

ROBERT L. LYNCH, PRESIDENT AND CEO, AMERICANS FOR THE ARTS

The key lesson from Arts & Economic Prosperity III is that communities that invest in the arts reap the additional benefit of jobs, economic growth, and a quality of life that positions those communities to compete in our 21st century creative economy. In my travels across the country, business and government leaders often talk to me about the challenges of funding the arts and other community needs amid shrinking resources.

They worry about jobs and the economic performance of their community. How well are they competing in the high-stakes race to attract new businesses? Is their region a magnet for a skilled and creative workforce? I am continually impressed by their commitment to doing what is best for their constituents and to improving quality of life for all. The findings from Arts & Economic Prosperity III send a clear and welcome message: leaders who care about community and economic development can feel good about choosing to invest in the arts.

Most of us appreciate the intrinsic benefits of the arts—their beauty and vision; how they inspire, soothe, provoke, and connect us. When it comes time to make tough funding choices, however, elected officials and business leaders also need to have strong and credible data that demonstrate the economic benefits of a vibrant nonprofit arts and culture industry. Arts & Economic Prosperity III is our third study of the nonprofit arts and culture industry's impact on the nation's economy. Because of their rigor and reliability, results from the 1994 and 2002 studies have become the most frequently used statistics to demonstrate the value of arts and culture locally, statewide, and nationally. This new study is our largest ever, featuring findings from 156 study regions (116 cities and counties, 35 multi-county regions, and five statewide studies). Data were collected from an impressive 6,080 nonprofit arts and culture organizations and 94,478 of their attendees across all 50 states and the District of Columbia.

By every measure, the results are impressive! Nationally, the nonprofit arts and culture industry generates \$166.2 billion in economic activity annually—a 24 percent increase in just the past five years. That amount is greater than the Gross Domestic Product of most countries. This spending supports 5.7 million full-time jobs right here in the U.S.—an increase of 850,000 jobs since our 2002 study. What's more, because arts and culture organizations are strongly rooted in their community, these are jobs that necessarily remain local and cannot be shipped overseas.

Our industry also generates nearly \$30 billion in revenue to local, state, and federal governments every year. By comparison, the three levels of government collectively spend less than \$4 billion annually to support arts and culture—a spectacular 7:1 return on investment that would even thrill Wall Street veterans.

Arts & Economic Prosperity III has more good news for business leaders. Arts and culture organizations—2 Arts & Economic Prosperity III | Americans for the Arts businesses in their own right—leverage additional event-related spending by their audiences that pumps vital revenue into restaurants, hotels, retail stores, and other local businesses. When patrons attend a performing arts event, for example, they may park their car in a toll garage, purchase dinner at a restaurant, and eat dessert after the show. Valuable commerce is generated for local merchants. This study shows that the typical attendee spends \$27.79 per person, per event, in addition to the cost of admission. When a community attracts cultural tourists, it harnesses even greater economic rewards. Non-local audiences spend twice as much as their local counterparts (\$40.19 vs. \$19.53). Arts and culture is a magnet for tourists, and tourism research repeatedly shows that cultural travelers stay longer and spend more. Whether serving the local community or out-of-town visitors, a vibrant arts and culture industry helps local businesses thrive.

Right now, cities around the world are competing to attract new businesses as well as our brightest young professionals. International studies show that the winners will be communities that offer an abundance of arts and culture opportunities. As the arts flourish, so will creativity and innovation—the fuel that drives our global economy. Arts & Economic Prosperity III is great news for those whose daily task is to strengthen the economy and enrich quality of life. No longer do business and elected leaders need to choose between arts and economic prosperity. Nationally, as well as locally, the arts mean business!

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 Santa Rosa Arts and Culture Foundation, Inc.
Contact Person Jerry C. Cummings Title President
Organization Address 6815 Caroline Street
City Milton State FL Zip 32570 Phone (850) 981-1100
Email Address: sraef2014@gmail.com Web Address: www.sraef.org
Cell () Organization IRS Status 501(c)(3)

Name of Event or Project: 28th Annual Riverwalk Art Festival
Has this project received grant funding from the SRC Tourist Development Council in the past? Yes
If yes, when and how much and what year? 2013 / \$3,000.00
If yes, what is the room history of the event? # of rooms _____ # of nights _____

2015/2016 Event Request Details

Location of Event or Project: Riverwalk Downtown Milton, FL
Date(s) of Event or Project: March 5-6, 2016 10am-6pm
Detailed Explanation of the Project: This art festival begins the art shows in N.W. FL. all other shows look to us to begin the season. We feature fine art with all its disciplines, heritage arts, All County Youth Art exhibits (writing, art, etc.). Various styles of entertainment, Food Concessions - This show draws artists from near and far. We attract the "snowbirds" who come to the beaches. Our major attraction is the Blackwater River location - we are a huge benefit to Milton businesses and our show is beautiful.

Total Budget of Event: \$ 16,500.00
(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 5,000.00

Intended use of Funds: Marketing - all facets

Match Provide by Organization

~~In-kind description: (cost) over 2,000 hrs of volunteers to accomplish this massive event. Sound / data / tents and set up / Property Venue / Awards break fast~~
Value of in-kind: \$ 16,000 Match dollars provided by your organization: \$ contingent on sponsorship

Projected Attendance: 15,000 - 20,000 Projected Number of Out of Town Visitors: 8,000

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

Our goal is to emphasis the many cultural resources in SRC - to showcase the quality of life that we offer. To impact our economy and underscore the role art and culture plays in vitalizing our community and County

Describe how the effectiveness of this event will be measured:

By attendance - how well we attract visitors to our city and County.

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

A two day event, well attended, will attract a multitude of visitors to showcase our beaches and recreational opportunities here in the Canoe Capital of the world.

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

We pull from local, state AND national - people love art and art shows are a source for great regional art.

Anticipated number of vendors: 75-100

Will you survey the participants to capture data: yes

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

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)?

lodging report / survey

If this is NOT a new event, what efforts are being made to grow the event to increase the number of overnight visitors from the previous year?

Established public relations / Promotional / Publicity
committees with aggressive national / local campaign

Please use the space below to add any additional event information:

The SRACF is making a concerted, substantial
effort to be a solution to a perception of our
quality of life in Santa Rosa County Florida.
We strive to set and to BE the standard bearer.

Estimated Budget

Projected Income

| | CASH | IN-KIND | |
|-------------------------------|-------------------------|---------|-------------------------|
| Entry Fees (participants) | 9,000 ⁰⁰ | | } see page 5 |
| Admissions (spectators) | | | |
| Sales (merchandise, etc.) | | | |
| Sponsorships | | | |
| Other | 7,500 ⁰⁰ | | |
| Local Event Marketing Funding | | | TOTAL INCOME |
| TOTAL | \$ 16,500 ⁰⁰ | \$ | \$ 16,500 ⁰⁰ |

Projected Expenses

| | CASH | IN-KIND | | |
|---|---------------------|---------|--|----------------|
| Contracted officials | 4,200 ⁰⁰ | | | |
| Operations | | | | |
| Rentals/Equipment | 500 ⁰⁰ | | | |
| Food and Beverage | | | | |
| Merchandise for Sale | | | | |
| Souvenirs/Giveaways <i>AWARDS</i> | 7,500 ⁰⁰ | | | |
| Print Marketing | 3,500 ⁰⁰ | | | |
| Online Marketing | 390 ⁰⁰ | | | |
| Television Marketing | 1,000 ⁰⁰ | | | |
| Radio Marketing | | | | |
| Direct Mail Marketing | 500 ⁰⁰ | | | |
| Direct Sales Marketing | | | | |
| Florida's Playground-Branded Promo Items/Prizes | | | | |
| Site Fees | 600 ⁰⁰ | | | |
| Sanction Fees | | | | |
| Concert/Performance Fees | | | | |
| Other | 1200 ⁰⁰ | | | TOTAL EXPENSES |
| TOTAL | \$ 16,390 | \$ | | \$ 16,390 |

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: Jerry E. Cummings

Organization: Santa Rosa Arts and Culture Foundation

Jerry E. Cummings
Signature

12/15/2015
Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by 5 p.m. Monday, August 31 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)

Arts & Culture - part of the solution

Substantial Returns to Government Treasuries — \$5 Returned For Each State \$1 Invested

Florida's not-for-profit arts and culture industry *delivers more than \$446.5 million in local and state government revenue — \$250 million returned to Florida's state treasury and \$200 million to local governments.*

Supports Over 88,326 Full-Time JOBS Throughout Florida

According to Dun & Bradstreet as of January 2014, Florida is home to 57,453 arts-related businesses that employ 212,779 people. These arts-centric businesses are vital to help build and sustain economic diversity and vibrancy. Florida's not-for-profit arts and culture organizations support over 88,326 full-time equivalent jobs that generate over \$2.1 billion in household income to local residents.*

Builds A Diverse and Innovative State Economy

Florida's arts and culture not-for-profit industry generates over \$3.1 billion in local economic activity; last reported amounts are \$1.4 billion spent by the not-for-profit arts and cultural organizations and \$1.7 billion in event-related spending by their audiences. According to such non-arts organizations like the Florida Chamber and Associated Industries of Florida, our arts and culture resources are vital to build a strong, diverse, and innovative economy.*

Expands Tourism Throughout Florida

According to Florida Tax Watch Tourism Research Report, 74.9% of visitors to Florida participate in cultural activities. The report goes on to say we need to understand the factors that make Florida an attractive destination and retain and enhance those factors. Research demonstrates that of the 50-million attendees (84% residents) and visitors (16%) at Florida arts and culture events, the non-local attendees spend an average of 137 percent more (lodging, meals, transportation, souvenirs, etc.) than resident attendees per person: \$57.49 vs. \$24.25.*

Gives Florida the Competitive Edge to Attract and Retain Key Businesses

Part of the criteria used by both Scripps Research and Burnham Institute for Medical Research on where to locate in Florida was how healthy the arts and culture resources were in the areas they considered. They decided upon Palm Beach and Orange counties, both replete with quality and diverse arts and culture resources. Cities are competing to attract new, promising businesses; and "international studies show that the winners will be communities that offer an abundance of arts and culture opportunities."

Develops Strong and Effective Private-Public Partnerships

Over 50% of Florida's arts and culture not-for-profit organizations' annual operating budgets must be raised through individual contributions; fund-raising events; corporate and foundation support; and local, state, and federal governmental grants. State support is critical to help leverage other revenue sources critical to sustain this creative industry — jobs, programming, arts education, and greater access for more residents and tourists.

State Investment is Vital to Leverage Millions in Support

Florida restored its critical investment in its arts and culture resources in 2014 by providing appropriations that fully funded all qualified grants from the Florida Department of State Division of Cultural Affairs. Florida is now ranked #6 in per capita funding from the National Assembly of State Arts Agencies. Let's continue to work together through public and private partnerships to build a Florida rich in cultural diversity and quality that gives our state a competitive edge to attract tourists and businesses. These qualified Florida arts and cultural organizations use these state grants to leverage raising millions in matching dollars necessary to sustain and advance this creative industry. Florida's arts and culture industry impacts the economy, education, tourism, community development, and quality of life for residents of and visitors to Florida.

For additional information,
please contact the Florida Cultural Alliance:

E-mail: info@fcca.net Telephone: 561-848-6231 www.FLCA.net

* The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Florida, Americans for the Arts' Arts & Economic Prosperity III Study and Americans for the Arts' The Creative Industries in Florida, 2014

