



Local Event/Marketing Grant Application Deadline: March 4, 2022
Event must take place in fiscal year 2022/23 (October 1, 2022, to September 30, 2023) and be open to the public

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 tourism 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 shoulder 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 2022-2023 grants cycle applications will be available January 28, 2022 and must be submitted by March 4, 2022.

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, 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. The event must have the potential to bring or have had history of bringing out of town visitors
3. Applicant must provide a marketing/promotion plan and detailed budget for event.
4. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa)
5. Applicant must provide a detailed budget and post event profit and loss statement
6. The event must use commercial lodging establishments within Santa Rosa County
7. 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
8. The recommended maximum request is not to exceed \$5,000.
9. Each applicant cannot be awarded more than requested but may receive less than requested.

Timeline

Advertise Grant Cycle Opening	January 28, 2022
Deadline for Application Submittal	March 4, 2022
Review and Approval by TDC Board of Directors	March 16, 2022
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) All advertisements and marketing materials (print and digital) must be approved by the Tourist Development Office before being distributed to the public. We strive to keep all events organized in Santa Rosa County in a unified brand position for the consumer. If event is found to be advertising and using our logo/brand in any of their marketing materials unauthorized, they will not be eligible for reimbursement of grant funds. Send advertising and marketing collateral to NicoleD@santarosa.fl.gov for approval.
- D) Grant applications will be received during the advertised cycle. One application will be accepted per event, per fiscal year.
- E) Events must be open to the public must have as one of its main purposes the attraction of overnight visitors to Santa Rosa County.
- F) 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 checks, credit card receipt, or bank statement.** 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. No acceptance of credits on invoices.
- G) **To be eligible for payment, a completed Post-Event Report must be submitted within 90 days of the event and a post event presentation given to the TDC Board of Directors.** The report must include tracking statistics regarding out-of-town visitors, zip codes 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, 2021.
1. It is the responsibility of the grantee to notify the Tourist Development Office to be placed on an upcoming Tourist Development Council Board of Directors Meeting to present their Post Event Report. Please contact Linda Tutt at LindaT@santarosa.fl.gov or call 850-981-8900.
 2. Should an event use registration procedure, 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.
 3. Grant recipients must Collect 200+ zip codes from event attendees.
- H) Any funds granted will be subject to an audit by the Santa Rosa County Auditor.
- I) Funding recipients shall work with Tourist Development Office staff to enhance joint attendance stimulation outreach efforts. Such efforts include, but are not limited to, **promotional booth set up**, social media, public relations and publicity initiatives, webpage links and landing pages, lodging facility reservation channels, and joint photography and video.

- J) The TDO 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.
- K) Recognition of the Santa Rosa County Tourist Development Office must be included where appropriate on all printed and digital material and referred to in public relations activities.

The use of the Santa Rosa County Tourist Development Office's logo "Navarre Beach, Florida's Most Relaxing Place" along with the website link www.getrelaxing.com and social media handle #relaxinnavarre (Instagram) / @relaxinnavarre (Facebook, Twitter and Instagram) are required on all 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. Santa Rosa County Tourist Development Office logo is available at the time of funding awarded and is the responsibility of the grantee to obtain. Please contact Nicole Dees at NicoleD@santarosa.fl.gov or call 850-981-8900.



Social Media Handles

#Relaxinnavarre

@Relaxinnavarre

L) Allowable expenses shall include the following:

Promotion, marketing, and programming expenses, paid advertising, and media buys,

1. Production and technical expenses, site fees/costs (contract help, entertainment, rentals, insurance), rights fees, sanction fees.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. Santa Rosa County Tourist Development Office-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 Santa Rosa County Tourist Development Office logo prominently displayed.

M) Unallowable expenses:

General and administrative expenses (security, traffic assistance, clean up, etc.), 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, food 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 _____

2022/2023 Event Request Details

Name of Event or Project: _____

Date(s) of Event or Project: _____

Detailed Explanation of the Project & Location: _____

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 Bed Tax Calculation

Estimated Number of
Visitor Rooms: _____

X

Estimated number of nights: _____

X

Estimated Room Rate
per Night*: _____

$$= \text{_____} \times .05 = \$ \text{_____}$$

Estimated Total Bed Tax Generated

*Use the following estimated rental rates to calculate bed tax estimates

- Spring (March 1-Memorial Day): \$151 per night
- Summer (Memorial Day – Labor Day): \$188 per night
- Fall (Aug. 31 – Nov. 1): \$118 per night
- Winter (Nov. 1 – Mar. 1): \$95 per night

Estimated Sales Tax Calculation

Estimated Number of Visitors: _____

X

Average Spending per out-of-town
visitor per day including
transportation:

\$192

X

Estimated Number of Days
In County: _____

$$= \text{_____} \times .065 = \$ \text{_____}$$

Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): \$ _____

Total Estimated Sales Tax Generated (from calculation above): \$ _____

Total Estimated Tax: \$ _____

Describe how financial resources will be monitored

Have you applied for an event permit? _____ Are any licenses required? _____

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			
Navarre Beach, Florida's Panhandle- 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 Application and the Certification & Compliance Page by
4:30 p.m. Friday, March 4, 2022 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 complete application package (all items listed above)

Reimbursement Check List

- Invoice from your organization to Santa Rosa County Tourist Development Office
- W-9 Form
- Completed Post Event Report
- Completed Actual Income/Expenses sheet
- Proof of Performance (e.g. Itemized vendor invoices, receipts)
- Proof of Payment (e.g. front and back of cleared check, credit card receipt, bank statement)
- Proof of recognition of Santa Rosa County Tourist Development Office (Use of logo “Navarre Beach, Florida’s Most Relaxing Place, website, social media, ads, tear-sheets, screen shots)
- At least 200 zip codes from event attendees.
- Post Event Report presentation to the TDC Board of Directors.

Santa Rosa County Tourist Development Office

POST EVENT REPORT

Title of Event: _____ Date of Event: _____

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? _____
(To obtain this information, ask your event accommodation partners.)

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 Navarre Beach, Florida's Most Relaxing Place logo and/or web link
3. Proof of Payment (e.g., front and back of cleared check, credit card receipt, bank statement)
4. Verification of Room Nights (e.g., lodging report, registration roster, visitor surveys, ticket sales, zip codes)
5. Current W-9.
6. Post Event Report presentation to the TDC Board of Directors.

Please provide payment information & the mailing address:

Address: _____

City: _____ State: _____ Zip Code: _____

AUTHORIZED USES REQUESTED FOR PAYMENT:

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

MARKETING & PROMOTIONAL ACTIVITIES:

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 Panhandle-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 TV Radio Magazine Newspaper

8. Would you recommend this event to a friend/relative? Yes ___ No ___

9. What is the primary reason for your visit?

This Event Vacation Visit Friends/Relatives Business Other

10. How did you travel to the area?

Vehicle Airplane Charter Bus Other

11. What activities did you participate in during your visit? (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+



Fiscal Year 2022-23 AGENCY REQUEST FORM

All agencies requesting funding from Santa Rosa County must submit all of the following information and complete the attached form. Failure to submit all of the required information or to complete the form will remove your organization from consideration for funding. Please submit the requested information and this form to:

Santa Rosa County Board of County Commissioners
Office of Management & Budget
6495 Caroline Street, Suite L
Milton, Florida 32570

Please submit:

- A copy of your organization's 2020 or 2021 tax return.
- A letter of determination from the IRS confirming your organization's federally tax exempt status.

Agency Name:

Agency Address:

Program Name:

Program Contact:

Contact Email:

Contact Phone:

25-Word Description of Program:

Amount Requested:

Amount Received Last Year, if applicable:



Fiscal Year 2022-23 AGENCY REQUEST FORM

Briefly discuss how last year's funds were used. If no funds were received last year, please mark N/A.

Briefly discuss how the funding you are currently requesting will be used.

If Santa Rosa County funding can only fund a portion of your request, how will you offset the difference?



Fiscal Year 2022-23 AGENCY REQUEST FORM

If the funding you are applying for can be used as a match for other funding, please provide the details below and include the amount and match ratio:

Please list the primary goal(s) that this program is targeting. Maximum of three.

For example, "reduce homelessness in Santa Rosa County"

Please list the performance measure(s) by which your organization will measure the success of your program. Maximum of three.

For example, "number of families successfully transitioned into permanent housing and stabilized for 6 months utilizing County funding."

Please list the baseline statistics for the performance measure(s). Maximum of three.

For example, "number of families successfully transitioned into permanent housing and stabilized for 6 months in previous fiscal year."



Fiscal Year 2022-23 AGENCY REQUEST FORM

BUDGET

Please fill out the requested information in its entirety for the program for which you are requesting funding. It is not necessary to fill out information for the agency as a whole; only for the program for which funding is requested. If this is a new program you are not required to complete the information for the previous budget year.

Income

	Most Recently Completed Budget Year	Current Budget Year	Proposed Budget Year
Contributions from Private Sources			
Programmatic Income			
County Funding			
City Funding			
State Funding			
Federal Funding			
Memberships			
Investment Income			
Other Income			
Total Income			



Fiscal Year 2022-23 AGENCY REQUEST FORM

Expenses

	Most Recently Completed Budget Year	Current Budget Year	Proposed Budget Year
Total Staffing			
Salaries and Wages			
Employee Benefits			
Professional Services			
Contractual Services			
Travel Expenses			
Rentals and Leases			
Communication			
Postage and Freight			
Repair and Maintenance			
Printing and Binding			
Marketing and Promotion			
Fuel			



Fiscal Year 2022-23 AGENCY REQUEST FORM

Expenses (cont.)

	Most Recently Completed Budget Year	Current Budget Year	Proposed Budget Year
Supplies			
Capitalizable Assets			
Total Expenses			
Net Income			

Please explain any capitalizable asset contained in your request.