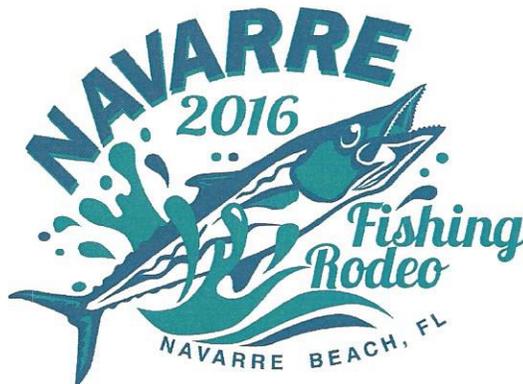


Navarre Beach Fishing Rodeo

Project Proposal



Applicant Organization:

Navarre Beach Area Chamber of Commerce Foundation

Contact Person: Mike Sandler

Title: Chairman, Navarre Beach Area Chamber of Commerce Foundation

Organization Address: 8668 Navarre Parkway, #142, Navarre , FL Zip: 32566

Phone : 850-939-3267 **Cell:** (850) 686-6643

Email Address: mike@navarrechamberfoundation.org

Web: www.navarrechamberfoundation.org

Organization IRS Status: 501 C 3

Name of Event or Project: Navarre Beach Fishing Rodeo

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? It was designated as a signature event in 2013. This event has received \$10,000 each year since 2013. \$10,000 received in 2013, 2014, 2015 for a total of \$30,000.

If yes, what is the room history of the event? Last year the 2 of the three hotels did not keep data and the one that did, Hampton Inn, did not report anyone using the special rodeo code. However, we have had reports in the past of property managers attesting to rodeo participants staying with them.



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2016/2017 Event Request Details

Location of Event or Project: From the Pensacola Pass to the Destin Pass.
Weigh-in at Juana's on Navarre Beach.

Date(s) of Event or Project: October 1-2, 2016

Detailed Explanation of the Project:

Developed in 2013 during the continuing aftermath of the Deepwater Horizon Oil Spill, the Navarre Beach Fishing Rodeo was born to bring confidence, positive attention, and eco-tourism during the "shoulder" season back to the beautiful white sand beaches of Navarre, Florida's Playground. The Rodeo also serves to assist in funding the very programs that are at the heart of our beach community; the Navarre Beach Sea Turtle Conservation Center, the Marine Science Station, and the Navarre Beach Marine Sanctuary.

This two-day rodeo is a family- friendly event promoting recreational fishing that highlights the many species of fish available in the Navarre area, as well as different fishing methods and locations for catching them. It features open and kayak divisions as well as numerous fish divisions and a junior division for young anglers. Fish can be caught from any location (except the local fish market), highlighting our beautiful shores, Gulf waters, Sound, and fishing pier. We also partnered with "Take a Kid Fishing" in 2015 and we will do so in 2016 as well. In 2015, the number of entries grew 224% with 266 registered participants. One third – or 33% of the participants were from outside of Santa Rosa County – and 10 were from out-of-state. Anglers weighed 186 fish during the weekend which was a 100% increase over 2014.

This event brings in anglers during the shoulder season to use their fishing equipment and buy fishing equipment from our area retailers as well as utilize the services of our fishing charters. Also, the rodeo features a Lionfish category which creates awareness of this invasive species that if not curtailed, could hurt the fishing industry.



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Total Budget of Event: \$ 29,000

(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$10,000

Intended use of Funds: Sponsorship prizes, Marketing with TDC Logo

Match Provide by Organization

In-kind description: Volunteer hours and marketing

Value of in-kind: \$6,000 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: 1200 **Projected Number of Out of Town Visitors:** 400

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

We are creating awareness of the abundance of fish that can be caught from our waters including the county owned pier. We are also introducing many to the sport of fishing which is a healthy recreational activity for families and individuals. We are also going to be asking the county to declare October 1 & 2 to be a “free fishing” from the pier in hopes that more will get “hooked” on fishing. We are also contacted trade magazines and inviting their writers to participate in the Rodeo and write stories for their publications. Navarre Beach was featured last year in the July issue of Southern Kayak Fishing magazine. The editor of the publication, Ed Mashburn, told readers, “It’s an easy place to get to and a great place for families to visit.”

Describe how the effectiveness of this event will be measured:

The effectiveness will be measured by the number of paid participants as well as spectators. Also, the number of articles generated by area publications, published press releases, and the participation of sponsors.



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

We hope to show an increase in “heads in beds.” However, many anglers told us they fished all night and some camp out in their cars and RV’s making it difficult to measure an increase in stays. We believe as the tournament grows, we will be able to see an increase in room rentals. We have already secured a discount code from the Hampton Inn and expect to do the same again this year from the Best Western and Days Inn. Next year we will be able to do the same with Springhill Suites on Navarre Beach.

However, day travel to Navarre also increases revenue for retail outlets, restaurants and other recreational activities.

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

Our target audience includes families and individuals. Our age group last year was from 1 – 80 making this a broad demographic.

Anticipated number of vendors: Sponsors in General : 30. On site Vendors: 6

Will you survey the participants to capture data: We survey paid participants by questions asked during the online registration and at the Captain’s meeting the night before.

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



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Estimated Bed Tax Calculation

Estimated Number of Visitor Rooms: 10
 X
 Estimated number of nights: 2
 X
 Estimated Room Rate per Night*: 118
 = 2,360

- *Use the following estimated rental rates to calculated 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

X .05 = \$ 118
 Estimated Total Bed Tax Generated

Estimated Sales Tax Calculation

Estimated Number of Visitors: 1200
 X
 Average Spending per out-of town visitor per day including transportation: \$110
 X
 Estimated Number of Days In County: 2
 = 264,000

X .065 = \$ 17,160
 Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): \$ 118
 Total Estimated Sales Tax Generated (from calculation above): \$ 17,160
 Total Estimated Tax: \$ 17,278

Describe how financial resources will be monitored

We have a board of directors that approves budgets and monitors expenditures.



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Have you applied for an event permit? _____ Are any licenses required? No

If so, list the required licenses and permits and attach copies to this application

None required

Will you purchase event insurance? Yes / No, Carrier None required

Liability/Medical Insurance? Yes / No, Carrier None required or necessary

Please list the Event's Lodging and non-Lodging partners:

Lodging Partners

Non-Lodging Partners

Hampton Inn

Best Western

Comfort Inn

Navarre Properties

and

more. We are not done working our list.

Blank lined area for Non-Lodging Partners.



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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 partners and surveys.

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?

Contacting organizations more than three hour drive away. Also working with fishing personalities that may attend event and promote on syndicated TV and radio shows.

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



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Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)	8,000		
Admissions (spectators)	0		
Sales (merchandise, etc.)			
Sponsorships	11,000		
Other <i>Grant</i>	10,000		
Local Event Marketing Funding			TOTAL INCOME
TOTAL	\$ 29,000	\$	\$ 29,000

Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations			
Rentals/Equipment			
Food and Beverage		1500	
Merchandise for Sale			
Souvenirs/Giveaways	5790*		
Print Marketing	8500*	6,000	
Online Marketing	2238*	3,000	
Television Marketing			
Radio Marketing		2000	
Direct Mail Marketing	1500*		
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes *	2567		
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other <i>Donation</i>	3600		TOTAL EXPENSES
TOTAL	\$ 25,105	\$ 12,500	\$ 37,605



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Proposed 2016 Fishing Rodeo Budget

Participants	300
Income:	
Sponsorships	\$ 11,000
Participant Fees	\$ 8,000
Other (Grant)	\$10,000
Total Income	\$29,000
Expenses:	
Printing/Web/Promo	\$12,348
T-Shirts	\$ 2,567
Food & Beverage	\$ 800
Prizes	\$ 5,790
Donations	\$ 3,600
Total Expenses	\$25,105
Net Budgeted Income:	\$ 3,895

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: MIKE SANDLER

Organization: NAVARRE CHAMBER FOUNDATION


Signature

5/31/2016
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)