



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 Munson Community Heritage Festival

Contact Person Marshall Fugua Title Chairman

Organization Address 11688 Munson Highway

City Milton State FL Zip 32570 Phone (850) 546-0027

Email Address: bmorris957@gmail.com Web Address: munsonheritagefestival.com

Cell (850) 546-0027 Organization IRS Status Registered Florida NonProfit, IRS pending

Name of Event or Project: Munson Community Heritage 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? 2014, 2015 - \$2,000.00

If yes, what is the room history of the event? # of rooms 85 campsites # of nights 3 nights

2016/2017 Event Request Details

Location of Event or Project: Blackwater Krul lake Recreation, Munson, FL

Date(s) of Event or Project: October 8-9, 2016

Detailed Explanation of the Project: The theme of the festival is the heritage of the community of Northwest Florida and South Alabama. To show how things were done by the early settlers compared to how it is done today. Funds from this event are used to assist less fortunate within our area as well as to enlarge the festival through advertising.

Total Budget of Event: \$ 18,660.⁰⁰
 (A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 5,000⁰⁰

Intended use of Funds: Public outreach through television and radio advertising

Match Provide by Organization

In-kind description: _____

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

Projected Attendance: 10-12 thousand | Projected Number of Out of Town Visitors: 1,700

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

To educate & inform the public on the history of our community on how it was formed and evolved to what it is today. To help non profit organizations (such as Wounded Warriors, Mobility impaired, churches, Masonic lodge, Friends of Florida) raise money to help the community in our area.

Describe how the effectiveness of this event will be measured:

By having an educational and fun event for all ages and continue to increase the festival's size and attendance. Santa Rosa County is benefitted by the amount of money raised by the nonprofit organizations in our communities.

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

By increasing attendance, we will bring more people into Santa Rosa County. These people will be renting camp grounds, motel rooms, buying food & supplies ^{from} local markets. Vendors, as well, will use local stores for their supplies

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

It is a family atmosphere, with different youth organizations from churches and schools as well as a diverse number of organizations.

Anticipated number of vendors: approx 100

Will you survey the participants to capture data: yes

If no, how do you intended to collect data for reporting purpose: We also count out of state tags on vehicles averaging 2.8 people per vehicle.

Estimated Bed Tax Calculation

Estimated Number of	campsites - 43 @ 20.00
Visitor Rooms:	campsites - 42 @ 13.00
	25 motel rooms @ 118.00
	X
Estimated number of nights:	3
	X
Estimated Room Rate per Night*:	50.33 avg.

= 16,608.90

X .05 = \$ 830.45

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:	11,000
	X

Average Spending per out-of town visitor per day including transportation:	\$110
	X

Estimated Number of Days In County:	1
-------------------------------------	---

= 1,210,000.00

X .065 = \$ 78,650.00

Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): \$ 830.45

Total Estimated Sales Tax Generated (from calculation above): \$ 78,650.00

Total Estimated Tax: \$ 79,480.45

Describe how financial resources will be monitored

Our treasure collects and keeps track of the festival finances. The festival committee governs all money

spent by a majority vote. The festival develops a budget after each event is over for the coming year.

After the budget is projected the remaining money will be given to charity.

Are lodging partners offering a special rate for this Event? ___Yes xNo

Will lodging partners provide room night verification after this Event? xYes ___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 partner report

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?

Advertising out side local area, adding new events, providing an event that people love talk about and tell other about. By doing more advertising we are increasing our attendance by about 2,500 each year.

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

This event is a celebration of the history of Northwest Florida and South Alabama. It is Educational and informative to young and old alike. It rekindles the memories of older generations that lived during this time. Younger people are educated about our heritage and have a better under standing about how the native people lived.

Being a native raised in this area I understand how diversily different the people are. Some people are more fortunate than others and some are less fortunate. With that in mind our goal is to have a quality educational event that promotes our area and hastens to the relief of those less fortunate. We have many different organizations that raise money for their cause. Our goal is to help the needy by paying electrical bills, help those with medical issues, housing needs, food and clothing but not supporting the greedy.

The Heritage Festival does not issue cash to these family, instead we will pay their bill directly or we will buy what ever their needs may be and deliver it to the family or person in need.

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)	-		
Admissions (spectators) parking + vendors	18,800. ⁰⁰		
Sales (merchandise, etc.)	-		
Sponsorships	5,500. ⁰⁰		
Other	2,500. ⁰⁰		
Local Event Marketing Funding Grant	4,000. ⁰⁰		TOTAL INCOME
TOTAL	\$ 30,800.⁰⁰	\$	\$ 30,800.⁰⁰

Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations	150. ⁰⁰		
Rentals/Equipment	1,500. ⁰⁰		
Food and Beverage	250. ⁰⁰		
Merchandise for Sale			
Souvenirs/Giveaways	900. ⁰⁰		
Print Marketing	4,000. ⁰⁰		
Online Marketing	100. ⁰⁰		
Television Marketing	5,000. ⁰⁰		
Radio Marketing	2,900. ⁰⁰		
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees	1,100. ⁰⁰		
Concert/Performance Fees	1,500. ⁰⁰		
Other	1,260. ⁰⁰		TOTAL EXPENSES
TOTAL	\$ 18,660.⁰⁰	\$	\$ 18,660.⁰⁰

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: Marshall Fugua

Organization: Munson Community Heritage Festival

Marshall Fugua
Signature

5-19-16
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)