

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 Art & Culture Foundation  
Contact Person Terry Cummings Title President  
Organization Address 6815 Caroline St.  
City Milton State FL Zip 32570 Phone (850) 981-1100  
Email Address: sracf@gmail.com Web Address: WWW.SRACF.ORG  
Cell ( ) \_\_\_\_\_ Organization IRS Status 501(c)(3)

Name of Event or Project: 29th Annual Riverwalk Art Festival

+ Looking to expand Boardwalk BBQ  
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 + 2016

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

**2016/2017 Event Request Details**

Location of Event or Project: Riverwalk Downtown Milton, FL

Date(s) of Event or Project: March 4+5 May Add 3rd

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 disciplines, heritage arts, All County youth Art exhibits (writing, art, etc.) Various styles of entertainment & concessions (food) - This show draws Artist- from near + far. We attract "Snowbirds" who come to our beaches. Our major attraction is the Blackwater River Location. We are a huge benefit to Milton business and our show is Beautiful.

Total Budget of Event: \$ 18,400  
 (A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 7,500 to 10,000

Intended use of Funds: Marketing - all facets

Match Provide by Organization

In-kind description: <sup>est.</sup> over - 2000 hrs of volunteers to accomplish this massive event. TENTS, SOUND, DATA, Setup / Awards ~~breakfast~~ breakfast / Bill Board  
 Value of in-kind: \$ 10,000 Match dollars provided by your organization: \$ contingent on sponsors

**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: 7,000-10,000 Projected Number of Out of Town Visitors: est 2000-3000

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 - Showcase the quality of life that we offer. To impact our ecomony 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, historic area, 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 + national - people love art and art Shows are a source for great regional art. ~~and~~ Vacationers. love our Art Event.

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: \_\_\_\_\_

Have you applied for an event permit? will Are any licenses required? No  
*Not yet for 2017*

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

Will you purchase event insurance?  Yes / No, Carrier Locklin Insurance

Liability/Medical Insurance?  Yes / No, Carrier Locklin Insurance

Please list the Event's Lodging and non-Lodging partners: *(will be contacting)*

Lodging Partners

Non-Lodging Partners

Red Roof Inn  
Holiday Inn  
KOA

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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)?

Surrey - Lodging 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?

established public relations | Promotional San-Cance Capital  
& Historic Milton | Adding an Additional Food Competition  
that will be draw from all over the Southern Region of the U.  
Publicity committees with aggressive national + local campaign  
will increase advertizing efforts to target vacationers, locals, tourist  
 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 be a standard bearer.

Note:

Additional - Budget added for Boardwalk Bar-B-Que Cook-off.  
on the north-end of Willing St. (Same day as RAF 2017)  
SRACF feels confident that this food event will be  
'very' successful. We are still in the planning  
stages and est. projection are based on our  
knowledge of hosting 28 Riverwalk Art Festivals.  
Increase Advestizing will be needed.

Both Events - Income - 27,698  
 Budget Projection Expense - 23,783  
 2017

~~Must be Submitted with  
Post Event Report~~

## Actual Income/Expenses

### Income

| <i>projection<br/>10% Increase 2016</i> | CASH      | IN-KIND |              |
|---|-----------|---------|--------------|
| Entry Fees (participants)               | 13,700    |         |              |
| Admissions (spectators)                 |           |         |              |
| Sales (merchandise, etc.)               | 1,499     |         |              |
| Sponsorships                            | 3,267     |         |              |
| Other                                   |           |         |              |
| Local Event Marketing Funding           |           |         | TOTAL INCOME |
| <b>TOTAL</b>                            | \$ 18,466 | \$      | \$ 18,466    |

### Expenses

| <i>projection<br/>10% Increase from 2016</i>                                | CASH      | IN-KIND |                |
|---|-----------|---------|----------------|
| Contracted officials  | 660       |         |                |
| Operations  | 825       |         |                |
| Rentals/Equipment   | 803       |         |                |
| Food and Beverage   |           |         |                |
| Merchandise for Sale  | 420       |         |                |
| Souvenirs/Giveaways   |           |         |                |
| Print Marketing   | 3,606     |         |                |
| Online Marketing<br><i>(3x90) increase</i>                                  | 270       |         |                |
| Television Marketing<br><i>Added</i>  | 500       |         |                |
| Radio Marketing   |           |         |                |
| Direct Mail Marketing   |           |         |                |
| Direct Sales Marketing  |           |         |                |
| Florida's Playground-Branded Promo<br>Items/Prizes <i>Added Bill Boards</i> | 1,000     |         |                |
| Site Fees   | 1,300     |         |                |
| Sanction Fees   |           |         |                |
| Concert/Performance Fees  |           |         |                |
| Other   | 6,472     |         | TOTAL EXPENSES |
| <b>TOTAL</b>  | \$ 15,856 | \$      | \$ 15,856      |

~~Must be Submitted with Post Event Report~~

### Actual Income/Expenses

#### Income

|                               | CASH            | IN-KIND   |                     |
|-------------------------------|-----------------|-----------|---------------------|
| Entry Fees (participants)     | 6,850           |           |                     |
| Admissions (spectators)       |                 |           |                     |
| Sales (merchandise, etc.)     | 749             |           |                     |
| Sponsorships                  | 1,633           |           |                     |
| Other                         |                 |           |                     |
| Local Event Marketing Funding |                 |           | <b>TOTAL INCOME</b> |
| <b>TOTAL</b>                  | <b>\$ 9,232</b> | <b>\$</b> | <b>\$ 9,232</b>     |

#### Expenses

|   | CASH            | IN-KIND   |                       |
|---|-----------------|-----------|-----------------------|
| Contracted officials  | 330             |           |                       |
| Operations  | 412             |           |                       |
| Rentals/Equipment   | 401             |           |                       |
| Food and Beverage   |                 |           |                       |
| Merchandise for Sale  | 210             |           |                       |
| Souvenirs/Giveaways   | 1,803           |           |                       |
| Print Marketing   | 135             |           |                       |
| Online Marketing  | 250             |           |                       |
| Television Marketing  |                 |           |                       |
| Radio Marketing   |                 |           |                       |
| Direct Mail Marketing   |                 |           |                       |
| Direct Sales Marketing  |                 |           |                       |
| Florida's Playground-Branded Promo Items/Prizes <i>Bill Board</i> | 500             |           |                       |
| Site Fees   | 650             |           |                       |
| Sanction Fees   |                 |           |                       |
| Concert/Performance Fees  |                 |           |                       |
| Other   | 3,236           |           | <b>TOTAL EXPENSES</b> |
| <b>TOTAL</b>  | <b>\$ 7,927</b> | <b>\$</b> | <b>\$ 7,927</b>       |

Would like to Add Food Event - Board Walk Bar-B-Que  
 for 2017  
 Cook-off  
 2016 - 2017

## 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 C. Cummings

Organization: Santa Rosa Arts and Culture Foundation

Jerry C. Cummings  
Signature

5/18/2016  
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)