

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

I Do Beach Weddings DBA Applicant Organization Hallway Productions  
Contact Person Daniele + Steve Hall Title owners  
Organization Address 1785 Lightning Street  
City Navarre State FL Zip 32566 Phone (850) 292 5482  
Email Address: Kis+thebride@gmail.com Web Address: 770-403-4049  
Cell (770) 403 4049 Organization IRS Status LLC - EIN #

Name of Event or Project: Songwriters Beach Blast

Has this project received grant funding from the SRC Tourist Development Council in the past? NO

If yes, when and how much and what year? \_\_\_\_\_

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

**2016/2017 Event Request Details**

Location of Event or Project: Juaná's Pagodas - Navarre Beach.

Date(s) of Event or Project: Sept. 16, 17 + 18<sup>th</sup>, 2017

Detailed Explanation of the Project: 10-15 "Published" Songwriters showcasing their original music. Several Nashville talents. 1 1/2 hour sets of 2 artists per show. None stop music for 3 Days. Artists will Rotate with others, so each performance will be Different.

Total Budget of Event: \$ 7,500.00  
(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 5,000.00

Intended use of Funds: (Advertisement) - Brochure printing -  
(Radio + printed) - Talent fees - equipment Rentals.

Match Provide by Organization

- production Labor  
In-kind description: Volunteer hours of organizing + facilitation of  
Value of in-kind: \$ 2,500.00 Match dollars provided by your organization: \$ 2,000.00 event

**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: 1,000 Projected Number of Out of Town Visitors: 1,900

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

to provide the community with published  
songwriters, in an intimate setting. To introduce  
a listening environment for the guests to  
hear the stories behind the songs.

Describe how the effectiveness of this event will be measured:

Quality of our Artists. Professional Production of  
~~the~~ the event.

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

invites surrounding County's to visit Navarre  
Beach. Encourages future vacationers to enjoy  
the Beauty + Simplicity of Navarre Beach and Santa  
What are the demographics of your targeted attendees (i.e. families, professionals, youth, etc. plus other demographic information as available): Rosa Sound.

families - All ages - Without quality of  
artist, we hope to target a large variety  
of Professionals.

Anticipated number of vendors: 2

Will you survey the participants to capture data: yes

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

**Estimated Bed Tax Calculation**Estimated Number of  
Visitor Rooms:100

X

Estimated number of nights:

2

X

Estimated Room Rate  
per Night\*:\$118.= 23,600\*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

X .05 = \$ 1,180

Estimated Total Bed Tax Generated

**Estimated Sales Tax Calculation**

Estimated Number of Visitors:

1000

X

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

X

Estimated Number of Days  
In County:10= 110,000X .065 = \$ 7,150

Estimated Total Sales Tax Generated

**Total Potential Tax Impact**

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

1180

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

7150

Total Estimated Tax: \$

8330

Describe how financial resources will be monitored

Comparison of previous years Revenue  
at our venue and with Local Hotels  
and Rental agencies.





## Estimated Budget

### Projected Income

	CASH	IN-KIND	
Entry Fees (participants)	N/A		
Admissions (spectators)	N/A		
Sales (merchandise, etc.)	N/A		
Sponsorships	Adverts. in pamphlets - \$1,000.-		
Other			
Local Event Marketing Funding			<b>TOTAL INCOME</b>
<b>TOTAL</b>	\$ 2,000.-	\$	\$ 2,000.-

### Projected Expenses

	CASH	IN-KIND	
Contracted officials		2,000.-	← Security - Bartenders etc. Juanas Staff
Operations		2,500.-	← I Do Beach Wedding DBA/ Hallway prod.
Rentals/Equipment	\$ 500.-		
Food and Beverage			← Guest will purchase from Juanas
Merchandise for Sale			
Souvenirs/Giveaways			
Print Marketing	\$ 1,500.00		
Online Marketing			
Television Marketing			
Radio Marketing	\$ 2,000 100 spots		
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees	N/A		
Sanction Fees			
Concert/Performance Fees	\$ 6,000.-		
Other			<b>TOTAL EXPENSES</b>
<b>TOTAL</b>	\$ 10,000.00	\$ 4,500	\$ 14,500.-



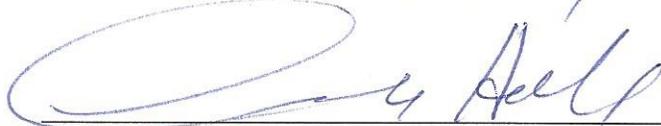
## CERTIFICATION AND COMPLIANCE STATEMENT

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: Danielle Hall

Organization: I Do Beach Weddings LLC ~~DBA~~  
Hallway Production, LLC.

  
Signature

5-27-16  
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)