



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 NAVARRE Krewe of Jesters
Contact Person Charlene Tremor Title President
Organization Address P.O. Box 5879
City NAVARRE State FL Zip 32566 Phone (850) 382-2841
Email Address: charlentremor Web Address: @yahoo.com
Cell (850) 382-2841 Organization IRS Status

Name of Event or Project: NAVARRE Beach Mardi Gras Parade

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? 2012 \$2000.00 / 2015 \$4000.00 AND 2016-4000.00
If yes, what is the room history of the event? # of rooms APPROX 300 # of nights 2 nights

2016/2017 Event Request Details

Location of Event or Project: 2 miles of Gulf Blvd on Navarre Beach
Date(s) of Event or Project: Feb 18th 2017

Detailed Explanation of the Project: To provide a family friendly Mardi Gras Parade for the N.W. Florida area, although visitors from as far away as Ohio and Michigan

On day of event, all floats and entries stage in the park on Navarre Beach to decorate floats and load beads and other throws - At 10:00 a.m. we begin proceeding up Gulf Blvd to White Sands Blvd to line up all participants, floats and other entries. - At 1:00 p.m. the parade begins and is approx. 1 1/2 hours long depending on how many entries

Total Budget of Event: \$ 12,000.<sup>00</sup>

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

Amount Requested: \$ 4,000.<sup>00</sup>

Intended use of Funds: To help with advertising expenses, Post-lets, Printing, Newspaper + radio ads.

Match Provide by Organization

In-kind description: People setting up judges stand, Food for Cert + Sheriff's dept stage parade

Value of in-kind: \$ 4,000.<sup>00</sup> Match dollars provided by your organization: \$ 4,000.<sup>00</sup>

**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: 40,000 - 47,000 Projected Number of Out of Town Visitors: 25,000

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

To bring more visitors to our area at a time of year when there is not revenue being generated. The Navarre Beach Mardi Gras Parade bring in visitors from all over the country. They rent condos + hotels, buy groceries at our stores, fuel at gas stations AS well as eating at our restaurants.

Describe how the effectiveness of this event will be measured:

One way that the Navarre Krewe of Gestus will measure the effectiveness is to use the "Local Event Marketing" questionnaire in this packet. Our plan is to put it on our web page for our annual out of town visitors to see and fill in and send back to us.

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

This parade has been attracting overnight visitors for over 30 years. And it seems to get bigger every year - As I said before they stay in our hotels /condos, eat in our restaurants, buy fuel + food at our markets.

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

The NKOJ Navarre Beach Mardi Gras Parade bring in all types of people. It's family friendly - our military participants, businesses from the Panhandle participate also.

Anticipated number of vendors: maybe 3

Will you survey the participants to capture data: yes

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

**Estimated Bed Tax Calculation**

Estimated Number of Visitor Rooms: 200  
 Estimated number of nights: 2  
 Estimated Room Rate per Night\*: 95.00

$$= \underline{38,000.00} \times .05 = \underline{\$ 1,900.00}$$

- \*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: 25,000  
 Average Spending per out-of town visitor per day including transportation: \$110  
 Estimated Number of Days In County: 2,750,000.00

$$2 = \underline{5,500,000.00} \times .065 = \underline{\$ 357,500.00}$$

Estimated Total Sales Tax Generated

**Total Potential Tax Impact**

Total Estimated Bed Tax Generated (from calculation above): \$ 1,900.00  
 Total Estimated Sales Tax Generated (from calculation above): \$ 357,500.00  
 Total Estimated Tax: \$ 359,400.00

Describe how financial resources will be monitored

We have a Board of Directors and a Treasurer - I am the President and we will be monitoring the financial support we receive from all supporters.

Have you applied for an event permit? Not yet Are any licenses required? no

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

We usually send a letter to the Santa Rosa County Commissioner for approval to hand the parade.

Will you purchase event insurance?  Yes / No, Carrier The Event Helper.com

Liability/Medical Insurance?  Yes / No, Carrier Same AS Above

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

Lodging Partners

- Resort Quest - Navarre Bch
- Dulf Blue Resorts - "
- Best Western Hotel - NAVARRE
- Days Inn - NAVARRE
- Hampton Inn "
- Beach Rentals of Navarre

Non-Lodging Partners

- Quana's Pagoda
- Sailors Mall
- Navarre Press
- Cumulus Radio
- Foxy Boutique
- Ye Olde Brothers Brewery
- Navarre Drywall
- RX Pharmacy
- The Fence Company
- Lagerheads on the Beach -
- Hidden Creek Golf Course -
- Golf Depot - Ft. Walton
- CEAT

Are lodging partners offering a special rate for this Event?  Yes  No *some will some won't.*

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)?

*all of the above - except for ticket sales. This event is free to all spectators. - I have asked several hotels and vacation rental offices to help us track those here for the Mardi Gras Parade.*

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?

*In the past 3 years this event, the Nonaire Krewe of Jesters NAVAIRE Beach Mardi Gras Parade has increased nearly 3 times from what it was 4 years ago. - People here for the parade are "asking" what is the date for next years parade" before the parade is even over.*

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

*We list all the dates for the future parade & events on our Website at NKDJ.org and our Facebook page so anyone from anywhere can have access to the information.*

Blank lined area for additional information.

# Estimated Budget

## Projected Income

	CASH	IN-KIND	
Entry Fees (participants) @ 45 units	\$ 75.00 = \$ 3,375.00	\$ 300.00	
Admissions (spectators)	None	—	
Sales (merchandise, etc.) ?	Approx \$ 400.00	—	- if we have anything to sell
Sponsorships	\$ 700.00	250.00	
Other - Donations	\$ 1,500.00	\$ 400.00 -	guess - to make
Local Event Marketing Funding	4000.00		<b>TOTAL INCOME</b>
<b>TOTAL</b>	\$ 9,975.00	\$	\$ 9,975.00

## Projected Expenses

	CASH	IN-KIND	
Contracted officials	1867.37		
Operations		\$ 2520.00	our own volunteers Parade Preparation
Rentals/Equipment	\$ 1021.25		
Food and Beverage	230.81		
Merchandise for Sale	1050.00		
Souvenirs/Giveaways	—		
Print Marketing	estimates - \$ 200.00		
Online Marketing	150.00	-	
Television Marketing	- 0 -		
Radio Marketing	→	300.00	
Direct Mail Marketing		118.00	
Direct Sales Marketing		250.00 (?)	
Florida's Playground-Branded Promo Items/Prizes		←	will look into having these items for giveaways.
Site Fees	- 0 -		
Sanction Fees	- 0 -		
Concert/Performance Fees	- 0 -		
Other insurance / Trophies	828.78		<b>TOTAL EXPENSES</b>
<b>TOTAL</b>	\$ 5,347.40	\$ 3,188.00	\$ 8535.40

I am sure I have left off some items

## 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: Charlene Zremo - President

Organization: Navarre Krewe of Jesters

Charlene Zremo  
Signature

5/26/2016  
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)