



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 The Arc of the Emerald Coast Santa Rosa
 Contact Person Carol L. Lutz Title Community Development Coor. SR
 Organization Address 6225 Dixie Road
 City Milton State FL Zip 32570 Phone (850) 982-1943
 Email Address: clutzarc@gmail.com Web Address: www.arcemeraldcoast.org
 Cell (850) 982-1943 Organization IRS Status Non-Profit 501(c)3 Tax ID 59-3109969

Name of Event or Project: Annual Blueberry Bash

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? 2015-2016 \$2000.00

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

2016/2017 Event Request Details

Location of Event or Project: 6225 Dixie Road, Milton, FL, 32570

Date(s) of Event or Project: June 24, 2017 (Tentative)

Detailed Explanation of the Project: This event is a Festival of Arts, Crafts, Local Food, Entertainment, "Show and Shine" car show, 5K Run/Walk, Children's activities, and most of all Blueberry Picking and plant sale to benefit and support the Clients of The Arc of the Emerald Coast Santa Rosa 2017 Event will include other new and exciting attractions and entertainment to make this Community Event a continued success.

Total Budget of Event: \$ 5050.00
(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 2,500.00

Intended use of Funds: Marketing of Event outside of Santa Rosa County.

Match Provide by Organization

In-kind description: Hope to secure Television and Radio through Current Sponsor

Value of in-kind: \$ 1,000.00 Match dollars provided by your organization: \$ 2,000.00

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: 1500 Projected Number of Out of Town Visitors: 500

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

Continue the tradition and improve the Event to increase attendance of guests from
outside Santa Rosa County. Improvements will be made in the areas of vendors, entertainment,
food, and added Children's activities.

Describe how the effectiveness of this event will be measured:

Effectiveness will be measured by sales, attendance, media coverage before-during-after,
on-site surveys during event, and data from Lodging partners when available.

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

This event will draw guests from Alabama and surrounding Florida counties. Showcasing
local businesses, attractions, and eating establishments will hopefully entice guest to return
as well as give visiting guests taste of local hospitality.

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

Target audience for this event is families (2+children with dual incomes), mid to high income
female professionals, youth groups, car enthusiasts, and 5K runners of all ages.

Anticipated number of vendors: 50+

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*: \$188.00

*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

= \$37,600 X .05 = \$ 1880.00
 Estimated Total Bed Tax Generated

Estimated Sales Tax Calculation

Estimated Number of Visitors: 150
 X
 Average Spending per out-of town visitor per day including transportation: \$110
 X
 Estimated Number of Days In County: 2

= 330,000 X .065 = \$ 21,450.00
 Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): \$ 1,880.00

Total Estimated Sales Tax Generated (from calculation above): \$ 21,450.00

Total Estimated Tax: \$ 23,330.00

Describe how financial resources will be monitored

Under the direction of the agencies-Chief Financial Officer along with the Chief Executive Officer.

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

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

Agency will acquire necessary permits or licenses as needed.

Will you purchase event insurance? Yes / No, Carrier Philadelphia Indemnity

Liability/Medical Insurance? Yes / No, Carrier Philadelphia Indemnity

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

Lodging Partners

Non-Lodging Partners

Pending-will approach all local lodging
venues in Milton, as well as additional
partners in the Southern Santa Rosa
County, Region

Gulf Power
Downs Paint & Body
Milton Dodge
Pen Air Federal Credit Union
Cotton Realty
Milton Storage
Charter Bank

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)	2,500		
Admissions (spectators)	0		
Sales (merchandise, etc.)	4500		
Sponsorships	1700	1000	
Other vendors-donations	2700		
Local Event Marketing Funding	1000		TOTAL INCOME
TOTAL	\$ 12,400	\$ 1000	\$ 13,400

Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations	500		
Rentals/Equipment	750		
Food and Beverage	200		
Merchandise for Sale	300		
Souvenirs/Giveaways	300		
Print Marketing	500		
Online Marketing		500	
Television Marketing		500	
Radio Marketing		500	
Direct Mail Marketing	500		
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees	500		
Other			TOTAL EXPENSES
TOTAL	\$ 3,550	\$ 1,500	\$ 5,050

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: Donna Tashik

Organization: The Arc of the Emerald Coast Santa Rosa

Donna Tashik
Signature

5-31-16
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)



7th Annual

BLUEBERRY BASH

Saturday, June 25, 2016 8 AM – 2 PM

6225 Dixie Road, Milton, FL

● 4 miles South of NAS Whiting Field, Off Hwy 87 ●

BLUEBERRY PICKING!! Plants and Blueberry Sale,

5K Fun Run, Farmers Market Foods & Crafts,

Live Entertainment, Kid's Activities,

***Show & Shine Car Show and more!!**

All Proceeds Benefit The Arc of the Emerald Coast Santa Rosa

WWW.ARC.EMERALDCOAST.ORG



For More Information or to Register for *Show & Shine Car Show

Contact: Donna Tashik dtashikarcemeraldcoast@gmail.com



FOR VENDOR/SPONSOR INFORMATION CALL (850) 982-1943 clutzarc@gmail.com