



**SANTA ROSA COUNTY**  
**TOURIST DEVELOPMENT OFFICE**

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**TO:** Board of County Commissioners

**FROM:** Julie Morgan, Tourist Development Director

**DATE:** June 20, 2016

**SUBJECT:** Tourist Development Office Local Event/Marketing program

**RECOMMENDATION**

Discussion that the Board of County Commissioners approve the Local Event/Marketing Grant Applications in FY 2016/2017 Cycle by the Tourist Development Office. The grant cycle open applicant timeline was April 1, 2016 and closed to applicants on May 31, 2016. There was \$75,000 in funding available budgeted for this cycle. The Santa Rosa County Tourist Development Council Board of Directors reviewed and approved a total of \$61,225 in funding for this cycle.

The TDC Board of Directors has made it clear this fiscal grant cycle that all applicants will adhere to the stated grant guidelines and dates for submissions, with the one exception for new events to Santa Rosa County.

**BACKGROUND**

The goal of the Santa Rosa County Tourist Development Office Local Marketing Funding program is to increase out-of-market awareness of Santa Rosa County Florida's Playground brand as a tourist destination and to drive lodging room occupancy in the county by funding the marketing and promotional efforts of local events, especially during the non-summer season.

The intent of the grant program is to provide funding assistance for events that affect overnight visitors to Santa Rosa County impacting commercial lodging industry, hotels/motels, campgrounds, condominiums, as well as restaurants, retail establishments and other businesses.

The events voted to be funded are as follows:

• Navarre Beach Snowbirds Club	\$2,200
• Big Screen on the Blackwater	\$1,000
• Bands on the Blackwater Fall Series	\$1,700
• Milton Riverwalk 5K	\$2,500
• Run for the Reef 5K/10K	\$1,000
• Munson Community Heritage Festival	\$3,000
• Annual Riverwalk Art Festival	\$5,000
• Gulf Coast Kiln Walk Festival	\$5,000
• Songwriters Beach Blast	\$5,000
• Navarre Beach Mardi Gras Parade	\$4,000
• Annual Bagdad to Milton Plein Air Paint Out	\$1,325
• Ocean Commotion: Homeschool Programs	\$5,000
• Annual Autism OdysSea	\$5,000
• Navarre Beach Fishing Rodeo	\$5,000
• Monarch Madness	\$4,000
• Annual Blueberry Bash	\$2,500
• Annual Car, Truck & Bike Show	\$4,500
• Bagdad Riverfront Festival	\$3,500
Total	\$61,225

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Last year's grant cycle awarded a total of \$40,000 and the Tourist Development Office received individual event visitor data to be used for future marketing efforts.

# Grant Applications submitted for cycle FY 2016-2017

**Submitted Grants 2016-2017**

TDC Grants 2016-2017				Fiscal 2016/2017 - \$75,000		
Submit Date	Name of Organization	Name of Event	Date of Event	Amount requested	Amount Approved	Amount reimbursed
April 29,2016	Navarre Beach Snowbirds Club	Navarre Beach Snowbirds Club	Jan-Mar 2017	\$3,300	\$2,200	
May 5,2016	City of Milton	Big Screen on the Blackwater	Dec. 2016	\$1,000	\$1,000	
May 5,2016	City of Milton	Bands on the Blackwater Fall Series	Oct. 2016 (4 Fridays)	\$1,700	\$1,700	
May 5,2016	City of Milton	Milton Riverwalk 5K	Oct. 1, 2016	\$2,500	\$2,500	
May 18,2016	Navarre Chamber Foundation	Run for the Reef 5K/10K	Oct. 8,2016	\$1,000	\$1,000	
May 20,2016	Munson Community Heritage Festival	Munson Community Heritage Festival	Oct. 8-9,2016	\$5,000	\$3,000	
May 24,2016	Santa Rosa Arts & Culture Foundation	29th Annual Riverwalk Art Festival	Mar. 4-5 2017	\$7,500 to \$10,000	\$5,000	
May 26,2016	Gulf Coast Kiln Walk Society, Inc	Patty Newton Documentary, Kiln Festival	Jan. 8 - Feb. 12, 2017	\$5,000	\$5,000	
May 27,2016	Hallway Productions	Songwriters Beach Blast	Sept. 16-18, 2017	\$5,000	\$5,000	
May 27,2016	Navarre Krewe of Jesters	Navarre Beach Mardi Gras Parade	Feb. 18, 2017	\$4,000	\$4,000	
May 31,2016	Santa Rosa Arts & Culture Foundation	5th Annual bagdad to Milton Plein Air Paint Out	Oct. 1, 2016	\$1,500 to \$2,000	\$1,325	
May 31,2016	Navarre Beach Marine Science Station	Ocean Commotion: Homeschool Programs	Mar., Apr. 2017	\$5,000	\$5,000	
May 31,2016	Navarre Beach Marine Science Station	5th Annual Autism OdysSea	Apr. 1, 2017	\$5,000	\$5,000	
May 31,2016	Navarre Chamber Foundation	Navarre Beach Fishing Rodeo	Oct. 1 -2, 2016	\$10,000	\$5,000	
May 31,2016	Panhandle Butterfly House	Monarch Madness	Oct. 7-8, 2016	\$4,000	\$4,000	
May 31,2016	The Arc of the Emerald Coast Santa Rosa	Annual Blueberry Bash	June 24, 2017 (Ten)	\$2,500	\$2,500	
May 31,2016	Pirates on the Panhandle	16th Annual Car, Truck & Bike Show	Oct. 15,2016	\$4,500	\$4,500	
May 31,2016	Bagdad Waterfronts Partners, Inc	Bagdad Riverfront Festival	May 2017	\$3,500	\$3,500	
				<b>Total</b>	<b>Total</b>	
				\$75,000	\$61,225	