



# SANTA ROSA COUNTY BOARD OF COMMISSIONERS

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## MEMORANDUM

**TO:** Board of County Commissioners

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

**DATE:** April 4, 2016

**SUBJECT:** Announcement of Tourist Development Office Local Event/Marketing Grant Cycle opening date and deadline – April 1, 2016 through May 31, 2016.

### **INFORMATION ONLY**

Discussion and information only to the Board of County Commissioners that the Local Event/Marketing Grant Application Cycle by the Tourist Development Office opened to applicants on April 1, 2016 and closes on May 31, 2016. The application is available for download on the county website; Tourist Development Office page and at the Tourist Development Office in person. There is \$75,000 in funding available this cycle.

### **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 seasons.

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.

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.