Flagler County
Tourist Development Council
Agenda
July 20, 2016 • 10:00 a.m.
Government Services Building 2, Board Chambers, 1769 E. Moody Blvd., Bunnell, FL 32110

Pledge to the Flag and Moment of Silence

1) Attendance

2) **Meeting Minutes:** Request the Board approve the minutes from the following meeting(s):
   a) May 2016 Meeting

3) **Financial Reports:** Request the Board approve the financial report(s) listed below:
   a) April 2016 Revenue Report
   b) May 2016 Revenue Report
   c) Budget to Actual Financial Report

4) **Marketing Reports:** Request the Board approve the marketing report(s) listed below:
   a) May 2016
   b) June 2016

5) **FUND 109 Capital Improvements Grant Applications:** Review and recommendation to the Board of County Commissioners for the following grants:
   a) $150,000 Palm Coast Arts Foundation – Outdoor Stage

6) **FUND 110 Regional Drive Market Grant Applications (formerly Quality of Life):**
   Review and recommendation to the Board of County Commissioners for the following grants:
   a) $1,250 Flagler Film Festival – Flagler Film Festival, January 13-15, 2017
   b) $1,250 Flagler Auditorium – Masquerade 5K and Fun Walk, September 16, 2017
   c) $1,250 Florida Agricultural Museum – Pellicer Creek Raid, October 7-9, 2016
   d) $1,250 FL Hospital Flagler Foundation – Pink Army 5K, October 16, 2016
   e) $1,250 Flagler Beach Historical Museum – Cheer at the Pier, April 8, 2017
   f) $1,250 Triumph Endurance Events – Oceans 50 Relay Race, November 12, 2016
   g) $1,250 City of Flagler Beach – Fabulous Fourth of July, July 4, 2017
   h) $1,250 Choral Arts Society – 3 Concert Series, December 2-4, 2016, May 19-21, 2017 and July 4, 2017
   i) $1,250 Rotary Club of Flagler County Foundation – Rotary Fantasy Lights Festival, December 1-30, 2016
   j) $1,250 Flagler County BOCC – Native American Festival, February 25-26, 2017

7) **FUND 110 Overnight stay Special Events Grant Applications:** Review and recommendation to the Board of County Commissioners for the following grants:
   a) $2,500 Flagler Broadcasting – KIX Country Fest, October 21-22, 2016
   b) $2,500 Flagler Broadcasting – Freedom Fest, November 11-13, 2016
c) $8,000 Continuing Education Company – Spring Conference Sessions I & II, March 27-31, 2017

d) $8,000 Continuing Education Company – Primary Care Summer Conference, July 10-14, 2017

e) $10,000 Flagler Auditorium Governing Board – Flagler Auditorium 2016-2017 Season, October 1, 2016-June 30, 2017

f) $ 5,000 Flagler County Corvette Club – Corvettes At The Beach, October 7-9, 2016

g) $10,000 Team Florida Lacrosse – Pumpkin Shootout, October 14-15, 2016

h) $10,000 Ethos Sports Management – Veterans Day Invitational, November 12-13, 2016

i) $10,000 Ethos Sports Management – MLK Invite, January 7-8, 2017

j) $10,000 Team Florida Lacrosse – Fathers Day Invitational, June 17-18, 2017

k) $10,000 PDA Florida – 2016 PDA Fall Classic, October 10-12, 2016

8) **FUND 110 Discretionary Event Funding Requests:** None

9) **Tourism Development Office Update**

10) **Community Outreach:** A thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.

11) **Board Member Commentaries**

12) **Adjournment**

Please take notice that individual Commissioners of the Board of County Commissioners may attend this meeting. The Commissioners who attend, with the exception of the Commissioners who serve on the designated board being noticed, will not take any action or take any vote at this meeting.

This is not an official meeting of the Board of County Commissioners of Flagler County. This notice is being provided to meet the spirit of the Sunshine Law to inform the public that commissioners may be present at these discussions.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in this meeting should contact the number listed above at least 48 hours prior to the meeting.
MEETING CALLED TO ORDER BY CHAIR BARBARA REVELS AT 10:00 A.M.

Chair Revels led the pledge to the flag and requested a moment of silence

1. Attendance
   
   PRESENT: Chair Barbara Revels, Councilman Bill McGuire, Kurt Allen, Mayor Linda Provencher, Pamela Walker, Tom Grimes, Michelle Brown

   ABSENT: Ryan Crabb, Timothy Digby

2. Adoption Of Minutes From The April 20, 2016 Meeting
   
   McGuire/Grimes. Motion to adopt the April 2016 meeting minutes carries unanimously

3. Accept Financial Reports For Review
   
   Grimes/Allen. Motion to Accept Financial Reports carries unanimously

4. Accept Marketing Reports For Review
   
   McGuire/Grimes. Motion to Accept Marketing Reports carries unanimously

5. Fund 109 Capital Improvements - $32,000 Total Requested
   
   Allen/Walker. Motion to recommend to the Board of County Commissioners to grant $32,000 from Fund 109 Capital Improvements Fund for Public Tourism Infrastructure Funding of a Beach Walkover Renovation and Reconstruction project in the Town of Beverly Beach. Motion carries with McGuire dissenting.

   Beverly Beach Commissioner Larry Mathies presented information regarding the completed renovation of a beach walkover using grant money. There is a need to replace the two remaining deteriorated walkovers in Beverly Beach.

   Grimes inquires about any increase in tourism as a result of the completed renovations. Mr. Mathies confirms that, yes, they have.

   McGuire asked if there are other funding sources available. Mr. Mathies confirmed Beverly Beach has secured a $1,000 grant elsewhere and states that without the TDC grant the walkovers will be closed down completely.
6. **Grant Resolution Review** - Discussion tabled until a future meeting.

Dunn updated TDC Board on where we are in the process of getting the final resolutions approved and when they will be brought to TDC Board. Either the July meeting or a Special meeting.

7. **Update Current Activities Of The Tourism Development Office**

**Matt Dunn** reported statistics, logistics, and possible upcoming events and opportunities.

9. **Community Outreach**

No one came forward

10. **Board Member Commentaries**

**Grimes** asked for confirmation that all the suggestions/changes for the grant resolutions are completed by the TDC Board. Dunn confirmed that yes, all suggestions from the TDC Board are included in the resolution awaiting approval by the BOCC

11. **Adjournment**

**Chair Barbara Revels** adjourned meeting at 10:26am

**RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:**

If a person decides to appeal any decision made by the Tourist Development Council with respect to any matter considered at the meeting, a record of the proceedings may be needed and, for such purposes, the person may need to ensure that a verbatim record is made, which record includes the testimony and evidence upon which the appeal is to be based.
<table>
<thead>
<tr>
<th>Month</th>
<th>Fiscal Year 2011-12</th>
<th>Annual Change</th>
<th>Fiscal Year 2012-13</th>
<th>Annual Change</th>
<th>Fiscal Year 2013-14</th>
<th>Annual Change</th>
<th>Fiscal Year 2014-15</th>
<th>Annual Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>$72,490</td>
<td>$27,377</td>
<td>60.68%</td>
<td>$79,802</td>
<td>$87,503</td>
<td>15.74%</td>
<td>$94,881</td>
<td>4.55%</td>
</tr>
<tr>
<td>November</td>
<td>$60,313</td>
<td>$29,231</td>
<td>57.22%</td>
<td>$75,705</td>
<td>$92,088</td>
<td>16.66%</td>
<td>$108,167</td>
<td>17.50%</td>
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<tr>
<td>December</td>
<td>$73,076</td>
<td>$30,313</td>
<td>70.91%</td>
<td>$103,389</td>
<td>$80,327</td>
<td>11.12%</td>
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<td>7.89%</td>
</tr>
<tr>
<td>January</td>
<td>$89,713</td>
<td>$15,502</td>
<td>28.60%</td>
<td>$70,091</td>
<td>$43,433</td>
<td>61.92%</td>
<td>$115,526</td>
<td>15.77%</td>
</tr>
<tr>
<td>February</td>
<td>$82,448</td>
<td>$30,173</td>
<td>32.39%</td>
<td>$103,616</td>
<td>$108,039</td>
<td>5.42%</td>
<td>$116,732</td>
<td>7.92%</td>
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<tr>
<td>March</td>
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<td>$21,904</td>
<td>17.66%</td>
<td>$168,850</td>
<td>$158,536</td>
<td>29.06%</td>
<td>$191,669</td>
<td>20.90%</td>
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<tr>
<td>April</td>
<td>$205,561</td>
<td>$30,855</td>
<td>23.12%</td>
<td>$236,416</td>
<td>$234,908</td>
<td>31.10%</td>
<td>$268,542</td>
<td>14.32%</td>
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<tr>
<td>May</td>
<td>$168,483</td>
<td>$21,720</td>
<td>13.80%</td>
<td>$189,203</td>
<td>$196,862</td>
<td>31.77%</td>
<td>$228,906</td>
<td>14.04%</td>
</tr>
<tr>
<td>June</td>
<td>$118,229</td>
<td>$12,966</td>
<td>11.81%</td>
<td>$131,195</td>
<td>$149,053</td>
<td>17.57%</td>
<td>$161,328</td>
<td>9.24%</td>
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<tr>
<td>July</td>
<td>$190,555</td>
<td>$32,608</td>
<td>20.64%</td>
<td>$223,163</td>
<td>$229,923</td>
<td>12.37%</td>
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<tr>
<td>August</td>
<td>$230,129</td>
<td>$10,599</td>
<td>5.77%</td>
<td>$240,728</td>
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<td>32.70%</td>
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<tr>
<td>September</td>
<td>$193,755</td>
<td>$30,092</td>
<td>16.06%</td>
<td>$223,847</td>
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<td>7.17%</td>
<td>$166,572</td>
<td>9.82%</td>
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<td>Totals</td>
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<td>$292,443</td>
<td>22.81%</td>
<td>$1,861,436</td>
<td>$1,852,209</td>
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<td>$1,904,945</td>
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</tbody>
</table>

Flagler County Board of County Commissioners
Analysis of Monthly Tourist Development Tax Collections
Fiscal Year 2010-11 Through 2015-16
(to Date)

Prepared By: Financial Services Department
Flagler County Board of County Commissioners  
Analysis of Monthly Tourist Development Tax Collections  
Fiscal Year 2010-11 Through 2015-16  
(to Date)

Prepared By: Financial Services Department

<table>
<thead>
<tr>
<th>Month</th>
<th>Fiscal Year 2011-12 Amount</th>
<th>Percentage</th>
<th>Fiscal Year 2012-13 Amount</th>
<th>Percentage</th>
<th>Fiscal Year 2013-14 Amount</th>
<th>Percentage</th>
<th>Fiscal Year 2014-15 Amount</th>
<th>Percentage</th>
<th>Fiscal Year 2015-16 Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>$72,490</td>
<td>60.68%</td>
<td>$75,602</td>
<td>4.29%</td>
<td>$87,593</td>
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<td>$91,481</td>
<td>4.55%</td>
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<td>17.50%</td>
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<td>December</td>
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<td>$80,927</td>
<td>11.12%</td>
<td>$87,147</td>
<td>7.69%</td>
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<td>$70,091</td>
<td>0.54%</td>
<td>$82,743</td>
<td>18.05%</td>
<td>$115,036</td>
<td>39.38%</td>
<td>$127,361</td>
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<td>February</td>
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<td>32.39%</td>
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<td>24.99%</td>
<td>$108,659</td>
<td>5.42%</td>
<td>$118,732</td>
<td>9.29%</td>
<td>$128,169</td>
<td>7.95%</td>
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<tr>
<td>March</td>
<td>$145,946</td>
<td>17.06%</td>
<td>$128,850</td>
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<tr>
<td>April</td>
<td>$205,861</td>
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<td>14.89%</td>
<td>$234,908</td>
<td>-0.68%</td>
<td>$268,542</td>
<td>33.34%</td>
<td>$291,418</td>
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<td>May</td>
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<td>14.80%</td>
<td>$149,402</td>
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<td>31.77%</td>
<td>$196,906</td>
<td>1.04%</td>
<td>$174,200</td>
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<tr>
<td>June</td>
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<td>11.61%</td>
<td>$127,865</td>
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<td>$149,053</td>
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<td>$161,328</td>
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<td>$0</td>
<td>0.00%</td>
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<tr>
<td>July</td>
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<td>20.04%</td>
<td>$206,746</td>
<td>8.00%</td>
<td>$229,923</td>
<td>11.21%</td>
<td>$236,387</td>
<td>6.64%</td>
<td>$0</td>
<td>0.00%</td>
</tr>
<tr>
<td>August</td>
<td>$230,128</td>
<td>7.77%</td>
<td>$247,548</td>
<td>7.57%</td>
<td>$269,928</td>
<td>9.04%</td>
<td>$287,883</td>
<td>6.58%</td>
<td>$0</td>
<td>0.00%</td>
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<tr>
<td>September</td>
<td>$131,755</td>
<td>24.56%</td>
<td>$157,032</td>
<td>19.19%</td>
<td>$166,298</td>
<td>7.17%</td>
<td>$166,922</td>
<td>-0.82%</td>
<td>$0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Totals</td>
<td>$1,568,993</td>
<td>22.91%</td>
<td>$1,692,255</td>
<td>5.31%</td>
<td>$1,859,378</td>
<td>12.54%</td>
<td>$2,032,281</td>
<td>8.30%</td>
<td>$1,239,151</td>
<td>5.00%</td>
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N/A TDC Revenue Report (TDC)
## Analysis of Revenues and Expenditures Within the Tourist Development Capital Project Fund 109

**FY 2015-16**

Prepared by: BCC Financial Services Department

**As of July 12, 2016**

<table>
<thead>
<tr>
<th>Account Description</th>
<th>Budget</th>
<th>Actual</th>
<th>Encumbrances</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES AND OTHER SOURCES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>109-0000-312.10-00 Sales, Use and Fuel Taxes / Tourist Development</td>
<td>$450,000</td>
<td>$278,809</td>
<td>$171,191</td>
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<tr>
<td>109-0000-361.10-00 Interest Earnings / Interest-MMIA &amp; Investments</td>
<td>$3,000</td>
<td>$3,927</td>
<td>(927)</td>
<td></td>
</tr>
<tr>
<td>109-0000-398.00-00 Other Uses / 5% Statutory Rev Reduction</td>
<td>$22,900</td>
<td>-</td>
<td>(22,900)</td>
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<td><strong>TOTAL REVENUE AND OTHER SOURCES</strong></td>
<td>$430,100</td>
<td>$282,736</td>
<td>$147,364</td>
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| **EXPENDITURES**                                         |         |         |              |           |
| 109-4600-581.91-10 Interfund Transfer / Interfund Transfer | $178,370 | -       | -            | 178,370   |
| 109-4700-573.81-05 Grants/Aid/Contributions/Aid to other Govt's | $165,000 | -       | -            | 165,000   |
| 109-4700-573.82-53 Grants and Aids / Other Entities      | $337,808 | $8,106  | 10,535       | 319,167   |
| 109-4700-575.31-10 Operating Expenses / Professional Services | $2,000  | $629    | -            | 1,371     |
| 109-4700-575.49-18 Operating Expenses / Bank Analysis Fees | $500    | $111    | -            | 389       |
| **TOTAL EXPENDITURES**                                   | $683,678 | 8,846   | 10,535       | 664,297   |

<table>
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<tr>
<th><strong>EXCESS OF REVENUE OVER/(UNDER) EXPENDITURES</strong></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>109-0000-399.00-00 Other Uses / Cash Carry Forward</td>
<td>$1,909,501</td>
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<tr>
<td>109-5000-587.98-11 Reserves / Designated for Future Use</td>
<td>$1,655,923</td>
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</table>

**As of July 12, 2016**
## Analysis of Revenues and Expenditures Within the Tourist Development 110

**FY2015-16**

Prepared by: BCC Financial Services Department

<table>
<thead>
<tr>
<th>Account</th>
<th>Description</th>
<th>Budget</th>
<th>Actual</th>
<th>Encumbrances</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>110-0000-312.10-00</td>
<td>Sales, Use and Fuel Taxes / Tourist Development</td>
<td>$1,325,000</td>
<td>$820,937</td>
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<td>$504,063</td>
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<tr>
<td>110-0000-361.10-00</td>
<td>Interest Earnings / Interest-MMI &amp; Investmts</td>
<td>$2,000</td>
<td>$332</td>
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<td>$1,668</td>
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<tr>
<td>110-0000-361.30-00</td>
<td>Interest Earnings / Fair Value of Investments</td>
<td>$-</td>
<td>$2,980</td>
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<td>$(2,980)</td>
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<tr>
<td>110-0000-398.00-00</td>
<td>Other Uses / 5% Statutory Revenue Reduction</td>
<td>$(66,350)</td>
<td>$-</td>
<td></td>
<td>$(66,350)</td>
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<tr>
<td></td>
<td><strong>TOTAL REVENUES AND OTHER SOURCES</strong></td>
<td><strong>$1,260,650</strong></td>
<td><strong>$824,250</strong></td>
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<td><strong>$436,400</strong></td>
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<table>
<thead>
<tr>
<th>Account</th>
<th>Description</th>
<th>Budget</th>
<th>Actual</th>
<th>Encumbrances</th>
<th>Balance</th>
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</thead>
<tbody>
<tr>
<td>110-4700-559.10-xx</td>
<td>Personal Services</td>
<td>$259,420</td>
<td>$155,801</td>
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<td>$103,619</td>
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<tr>
<td>110-4700-559.31-10</td>
<td>Operating Expenses/ Professional Services</td>
<td>$1,000</td>
<td>$9,812</td>
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<td>$(8,812)</td>
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<tr>
<td>110-4700-559.34-10</td>
<td>Operating Expenses / Other Contracted Services</td>
<td>$-</td>
<td>$181,194</td>
<td>$58,319</td>
<td>$(239,513)</td>
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<td>110-4700-559.34-20</td>
<td>Operating Expenses / Governmental Services</td>
<td>$17,400</td>
<td>$-</td>
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<td>$17,400</td>
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<tr>
<td>110-4700-559.40-10</td>
<td>Operating Expenses / Travel Expenses</td>
<td>$-</td>
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<td>110-4700-559.41-10</td>
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<td>Operating Expenses / Freight &amp; Postage</td>
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<td>$(463)</td>
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<td>Operating Expenses / Rentals &amp; Leases</td>
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<td>$(9,474)</td>
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<td>110-4700-559.45-20</td>
<td>Operating Expenses / Vehicle Insurance</td>
<td>$-</td>
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<td>$(241)</td>
</tr>
<tr>
<td>110-4700-559.46-20</td>
<td>Operating Expenses / Vehicle Repair</td>
<td>$-</td>
<td>$48</td>
<td></td>
<td>$(48)</td>
</tr>
<tr>
<td>110-4700-559.46-30</td>
<td>Operating Expenses / Maintenance Agreements</td>
<td>$13,000</td>
<td>$12,043</td>
<td>$3,250</td>
<td>$(2,293)</td>
</tr>
<tr>
<td>110-4700-559.46-40</td>
<td>Operating Expenses / Small Tools &amp; Equipment</td>
<td>$-</td>
<td>$150</td>
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<td>$(150)</td>
</tr>
<tr>
<td>110-4700-559.47-10</td>
<td>Operating Expenses / Printing &amp; Binding</td>
<td>$-</td>
<td>$8,733</td>
<td>$4,054</td>
<td>$(12,787)</td>
</tr>
<tr>
<td>110-4700-559.48-10</td>
<td>Operating Expenses / Promotional Activities</td>
<td>$423,783</td>
<td>$49,876</td>
<td></td>
<td>$373,907</td>
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<tr>
<td>110-4700-559.48-11</td>
<td>Operating Expenses / Promotional-FC Chamber</td>
<td>$371,365</td>
<td>$63,156</td>
<td></td>
<td>$308,209</td>
</tr>
<tr>
<td>110-4700-559.48-18</td>
<td>Operating Expenses / City of Flagler Beach</td>
<td>$20,000</td>
<td>$-</td>
<td></td>
<td>$20,000</td>
</tr>
<tr>
<td>110-4700-559.48-44</td>
<td>Operating Expenses / City of Palm Coast</td>
<td>$15,000</td>
<td>$-</td>
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<td>$15,000</td>
</tr>
<tr>
<td>110-4700-559.48-45</td>
<td>Operating Expenses / Discretionary Events</td>
<td>$215,000</td>
<td>$88,759</td>
<td>$23,900</td>
<td>$102,341</td>
</tr>
<tr>
<td>110-4700-559.48-46</td>
<td>Operating Expenses / Overnight Events</td>
<td>$97,852</td>
<td>$77,500</td>
<td>$32,500</td>
<td>$(12,148)</td>
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<tr>
<td>110-4700-559.48-47</td>
<td>Operating Expenses / Quality of Life Event</td>
<td>$15,000</td>
<td>$12,500</td>
<td>$9,000</td>
<td>$(6,500)</td>
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<tr>
<td>110-4700-559.49-10</td>
<td>Operating Expenses / Other Current Charges</td>
<td>$-</td>
<td>$370</td>
<td></td>
<td>$(370)</td>
</tr>
<tr>
<td>110-4700-559.49-15</td>
<td>Operating Expenses / Advertising</td>
<td>$-</td>
<td>$200,896</td>
<td>$800</td>
<td>$(201,696)</td>
</tr>
<tr>
<td>110-4700-559.49-18</td>
<td>Operating Expenses / Bank Analysis Fees</td>
<td>$500</td>
<td>$1,157</td>
<td></td>
<td>$(657)</td>
</tr>
<tr>
<td>110-4700-559.51-10</td>
<td>Operating Expenses / Office Supplies</td>
<td>$100</td>
<td>$462</td>
<td></td>
<td>$(363)</td>
</tr>
<tr>
<td>110-4700-559.51-11</td>
<td>Operating Expenses / Office Equipment</td>
<td>$-</td>
<td>$1,730</td>
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<td>$(1,730)</td>
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<tr>
<td>110-4700-559.52-10</td>
<td>Operating Expenses / Gas, Oil &amp; Lubricants</td>
<td>$3,000</td>
<td>$471</td>
<td></td>
<td>$(2,529)</td>
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<tr>
<td>110-4700-559.52-12</td>
<td>Operating Expenses / Other Operating Expenses</td>
<td>$5,100</td>
<td>$720</td>
<td>$72</td>
<td>$4,308</td>
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<td>110-4700-559.52-30</td>
<td>Operating Expenses/ Data Processing</td>
<td>$-</td>
<td>$89</td>
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<td>110-4700-559.54-10</td>
<td>Operating Expenses / Publications/Member</td>
<td>$-</td>
<td>$13,773</td>
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<tr>
<td>110-4700-559.54-20</td>
<td>Operating Expenses / Conference/ Seminar</td>
<td>$-</td>
<td>$12,062</td>
<td></td>
<td>$(12,062)</td>
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<tr>
<td>110-4700-559.55-01</td>
<td>Training / Educational</td>
<td>$-</td>
<td>$400</td>
<td></td>
<td>$(400)</td>
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<tr>
<td>110-4700-559.64-10</td>
<td>Capital Outlay / Equipment</td>
<td>$336,550</td>
<td>$10,956</td>
<td>$244,733</td>
<td>$80,861</td>
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</tbody>
</table>

**TOTAL EXPENDITURES** $1,794,470 $929,852 $377,229 $487,389

**EXCESS OF REVENUE OVER(UNDER) EXPENDITURES** $533,820 $(105,602)

110-0000-399.00-00 Other Uses / Cash Carry Forward $1,716,280
110-5000-589.98-11 Reserves / Designated for Future Use $1,182,460

**As of July 12, 2016**
## Analysis of Revenues and Expenditures Within the Tourist Development Beach Restoration Maintenance Fund 111

**FY2015-16**

**Prepared by: BCC Financial Services Department**

**As of July 12, 2016**

<table>
<thead>
<tr>
<th>Account</th>
<th>Description</th>
<th>Budget</th>
<th>Actual</th>
<th>Encumbrances</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>111-0000-312.10-00</td>
<td>Sales, Use and Fuel Taxes / Tourist Develop</td>
<td>$225,000</td>
<td>$139,404</td>
<td>$85,596</td>
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</tr>
<tr>
<td>111-0000-361.10-00</td>
<td>Interest Earnings / Interest-MMIA &amp; Investr</td>
<td>$1,000</td>
<td>$2,619</td>
<td>$(1,619)</td>
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</tr>
<tr>
<td>111-0000-398.00-00</td>
<td>Other Uses / 5% Statutory Rev Reduction</td>
<td>$(12,550)</td>
<td>-</td>
<td>$(12,550)</td>
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</tr>
<tr>
<td><strong>TOTAL REVENUE AND OTHER SOURCES</strong></td>
<td></td>
<td>$213,450</td>
<td>$142,024</td>
<td>$71,426</td>
<td></td>
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<tr>
<td>111-4700-537.31-10</td>
<td>Operating Expenses / Professional Services</td>
<td>$800</td>
<td>$399</td>
<td>-</td>
<td>$401</td>
</tr>
<tr>
<td>111-4700-537.34-10</td>
<td>Operating Expenses / Other Contracted Ser</td>
<td>$1,000,000</td>
<td>-</td>
<td>-</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>111-4700-537.49-18</td>
<td>Operating Expenses / Bank Analysis Fees</td>
<td>$250</td>
<td>$116</td>
<td>-</td>
<td>$134</td>
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<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td></td>
<td>$1,001,050</td>
<td>$515</td>
<td>-</td>
<td>$1,000,535</td>
</tr>
<tr>
<td><strong>EXCESS OF REVENUE OVER/(UNDER) EXPENDITURES</strong></td>
<td></td>
<td>$(787,600)</td>
<td>$141,508</td>
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<tr>
<td>111-0000-399.00-00</td>
<td>Other Uses / Cash Carry Forward</td>
<td>$1,308,370</td>
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<td></td>
<td></td>
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<tr>
<td>111-5000-587.98-11</td>
<td>Reserves / Future Use</td>
<td>$520,770</td>
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</table>

**As of July 12, 2016**
Tourism Monthly Marketing
May, 2016

<table>
<thead>
<tr>
<th>Marketing Activity</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Activity</td>
<td>1167</td>
<td>10441</td>
</tr>
<tr>
<td>Leads</td>
<td>1</td>
<td>1136</td>
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<tr>
<td>Conversions</td>
<td>1166</td>
<td>9305</td>
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YTD Total Marketing Activity

Conversion Requests

<table>
<thead>
<tr>
<th>Conversion Requests</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Package</td>
<td>177</td>
<td>1170</td>
</tr>
<tr>
<td>An E-newsletter</td>
<td>128</td>
<td>881</td>
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<tr>
<td>Relocation Package</td>
<td>21</td>
<td>253</td>
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</table>

Conversion Requests

Oct '15  Nov '15  Dec '15  Jan '16  Feb '16  Mar '16  Apr '16  May '16
## Tourism Monthly Marketing
### May, 2016

### Top Leads
<table>
<thead>
<tr>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles</td>
<td>1</td>
</tr>
<tr>
<td>Miles</td>
<td>1056</td>
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</table>

### Leads by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miles</td>
<td>1</td>
<td>1056</td>
</tr>
<tr>
<td>AAA</td>
<td></td>
<td>80</td>
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### Visitor Center Walk Ins

<table>
<thead>
<tr>
<th>Source</th>
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<th>YTD</th>
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</thead>
<tbody>
<tr>
<td>Chamber of Commerce</td>
<td>8</td>
<td>77</td>
</tr>
<tr>
<td>Flagler Beach Historical Museum</td>
<td>422</td>
<td>4048</td>
</tr>
<tr>
<td>Holden House</td>
<td>69</td>
<td>667</td>
</tr>
<tr>
<td>Jacksonville Airport</td>
<td>126</td>
<td>278</td>
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</table>

### Social Media

<table>
<thead>
<tr>
<th>Source</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Likes</td>
<td>80</td>
<td>8409</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>34</td>
<td>3202</td>
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### YouTube

<table>
<thead>
<tr>
<th>Source</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Views</td>
<td>1213</td>
<td>8135</td>
</tr>
</tbody>
</table>

### Top Conversions

<table>
<thead>
<tr>
<th>Month YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>175</td>
</tr>
<tr>
<td>1042</td>
</tr>
</tbody>
</table>

### Conversations by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Contact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pet Friendly</td>
<td>47</td>
<td>356</td>
</tr>
<tr>
<td>Magazine</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td>Newspaper</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td>2</td>
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</table>

### Landing Page

<table>
<thead>
<tr>
<th>Source</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solodev Adwords Pet Friendly (Ip)</td>
<td>175</td>
<td>1042</td>
</tr>
<tr>
<td>TripAdvisor_pet_2016 (Ip)</td>
<td>48</td>
<td>119</td>
</tr>
<tr>
<td>Solodev Adwords Quiet Beach (Ip)</td>
<td>33</td>
<td>208</td>
</tr>
<tr>
<td>Solodev Retargeting (Ip)</td>
<td>31</td>
<td>221</td>
</tr>
<tr>
<td>TripAdvisor Pet 2015 (Ip)</td>
<td>3</td>
<td>208</td>
</tr>
<tr>
<td>vendor_FTL (ip)</td>
<td>1</td>
<td>23</td>
</tr>
<tr>
<td>FTL Pet Friendly 2016 (Ip)</td>
<td>1</td>
<td>334</td>
</tr>
<tr>
<td>Budget Travel (Ip)</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Kayaking Adwords</td>
<td></td>
<td>29</td>
</tr>
<tr>
<td>Beach_AJC 2016 (Ip)</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>AIC Pet Friendly Nov 2015 (Ip)</td>
<td>44</td>
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<tr>
<td>Pandora 2015 (Ip)</td>
<td>40</td>
<td></td>
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<tr>
<td>FL Travel &amp; Life eNewsletter (Ip)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Pet_AJC 2015 (Ip)</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>AIC Pet Friendly (Ip)</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Propel Pet Friendly 2015</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>VF_Google_Display_Pet 2016 (Ip)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Send a Wedding Guide</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>The Bark 2015 (Ip)</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>TripAdvisor Local Soul 2015 (Ip)</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>VF_Google Display Camping (Ip)</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>VF_Google Display Golf (Ip)</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Propel Fishing 2015</td>
<td>106</td>
<td></td>
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### Top Visitor Interests

<table>
<thead>
<tr>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach</td>
<td>101</td>
</tr>
<tr>
<td>Beach</td>
<td>780</td>
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### Visitor Interests

<table>
<thead>
<tr>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach</td>
<td>101</td>
</tr>
<tr>
<td>Parks &amp; Preserves</td>
<td>83</td>
</tr>
<tr>
<td>Hiking, Biking, Trails</td>
<td>63</td>
</tr>
<tr>
<td>Arts and Culture</td>
<td>56</td>
</tr>
<tr>
<td>Fishing</td>
<td>40</td>
</tr>
<tr>
<td>Camping</td>
<td>38</td>
</tr>
<tr>
<td>Paddling</td>
<td>38</td>
</tr>
<tr>
<td>Sports Event</td>
<td>23</td>
</tr>
<tr>
<td>Golf</td>
<td>20</td>
</tr>
<tr>
<td>Birding</td>
<td>18</td>
</tr>
<tr>
<td>Weddings</td>
<td>4</td>
</tr>
</tbody>
</table>

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### Marketing Activity

*Map showing leads and conversions in May 2016.*

---

Monday, June 6, 2016
Google Analytics

Amy's Dashboard

May 1, 2016 - May 31, 2016

All Users
100.00% Sessions

Visits by Visitor Type
- New Visitor
- Returning Visitor

Visits
23,193
% of Total 100.00% (23,193)

Unique Visitors
19,295
% of Total 100.00% (19,295)

Pageviews
53,681
% of Total 100.00% (53,681)

Pageviews by Page Title
- Palm Coast and the Flagler Beaches | Palm Coast and The Flag
  Pageviews 3,830
- Campgrounds & RV Parks | Palm Coast and The Flagler Beach
  Pageviews 3,060
- Free Visitor's Guide and "Dog-Cation" Itinerary | Palm Coast and The Flagler Beaches
  Pageviews 2,342
- Things To Do | Palm Coast and The Flagler Beaches
  Pageviews 2,144
- Events | Palm Coast and The Flagler Beaches
  Pageviews 1,921
- Webcams and Weather | Palm Coast and The Flagler Beaches
  Pageviews 1,027
- Vacation Rentals | Palm Coast and The Flagler Beaches
  Pageviews 1,478
- Flagler By the Sea Campgrounds | Palm Coast and The Flagler
  Pageviews 1,445
- Hotels, Motels & Resorts | Palm Coast and The Flagler Be
  Pageviews 1,429
- Palm Coast and the Flagler Beaches are Pet Friendly | Palm
  Pageviews 1,397

Visits by Traffic Type
- organic
- direct
- paid
- referral
- CA5
- Other

Visits by Traffic Type
- Google 19.41%
- (direct) 99.89%
- m.facebook.com 29.42%
- yahoo 100.00%
- bing 100.00%
- facebook.com 100.00%
- flargercountry.org 100.00%
- l.facebook.com 100.00%
- goodsamclub.com 100.00%

Visits by City
- Palm Coast: 3,695 Sessions
- Orlando: 1,527 Sessions
- Miami: 1,348 Sessions
- Jacksonville: 434 Sessions
- Atlanta: 403 Sessions
- Ormond Beach: 346 Sessions
- New York: 314 Sessions
- Gainesville: 220 Sessions
- Daytona Beach: 219 Sessions

Goal Completions and Goal Conversions

<table>
<thead>
<tr>
<th>Source</th>
<th>Goal Completions</th>
<th>Goal Conversion Rate</th>
</tr>
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<tbody>
<tr>
<td>google</td>
<td>13,273</td>
<td>100.00%</td>
</tr>
<tr>
<td>(direct)</td>
<td>4,563</td>
<td>99.89%</td>
</tr>
<tr>
<td>m.facebook.com</td>
<td>1,247</td>
<td>99.92%</td>
</tr>
<tr>
<td>yahoo</td>
<td>562</td>
<td>100.00%</td>
</tr>
<tr>
<td>bing</td>
<td>494</td>
<td>100.00%</td>
</tr>
<tr>
<td>facebook.com</td>
<td>256</td>
<td>100.00%</td>
</tr>
<tr>
<td>flargercountry.org</td>
<td>150</td>
<td>100.00%</td>
</tr>
<tr>
<td>l.facebook.com</td>
<td>121</td>
<td>100.00%</td>
</tr>
<tr>
<td>goodsamclub.com</td>
<td>114</td>
<td>100.00%</td>
</tr>
<tr>
<td>Keyword</td>
<td>Sessions</td>
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<tr>
<td>----------------------------------------------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>(not provided)</td>
<td>10,432</td>
<td></td>
</tr>
<tr>
<td>+pet +friendly +beach</td>
<td>418</td>
<td></td>
</tr>
<tr>
<td>dogs friendly beaches</td>
<td>336</td>
<td></td>
</tr>
<tr>
<td>pet friendly beaches</td>
<td>179</td>
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</tr>
<tr>
<td>+pet +friendly +florida +beach</td>
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</tr>
<tr>
<td>+dog +friendly +beach</td>
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<td></td>
</tr>
<tr>
<td>+kayaking +florida</td>
<td>155</td>
<td></td>
</tr>
<tr>
<td>+pet +friendly +florida +vacation</td>
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<td></td>
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<tr>
<td>swimming with dolphins in Florida</td>
<td>145</td>
<td></td>
</tr>
<tr>
<td>swim with dolphins florida</td>
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</table>

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Total Unique Searches</th>
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<tbody>
<tr>
<td>cinnamon beach</td>
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<tr>
<td>flagler beach</td>
<td>2</td>
</tr>
<tr>
<td>golf</td>
<td>2</td>
</tr>
<tr>
<td>pet friendly</td>
<td>2</td>
</tr>
<tr>
<td>twitter</td>
<td>2</td>
</tr>
<tr>
<td>4 star resort</td>
<td>1</td>
</tr>
<tr>
<td>4th of july</td>
<td>1</td>
</tr>
<tr>
<td>Amtrak train schedule going to Orlando leaving from Flagler Beach</td>
<td>1</td>
</tr>
<tr>
<td>art galleries</td>
<td>1</td>
</tr>
<tr>
<td>authors</td>
<td>1</td>
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<table>
<thead>
<tr>
<th>Social Network</th>
<th>Sessions</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>1,206</td>
</tr>
<tr>
<td>Pinterest</td>
<td>82</td>
</tr>
<tr>
<td>Twitter</td>
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<tr>
<td>TripAdvisor</td>
<td>35</td>
</tr>
<tr>
<td>DailyMotion</td>
<td>1</td>
</tr>
<tr>
<td>Facebook Apps</td>
<td>1</td>
</tr>
<tr>
<td>Wikitravel</td>
<td>1</td>
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</table>

© 2016 Google
## FLAGLER COUNTY
### APRIL 2016 Total Golf Tourism

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms</td>
<td>935</td>
<td>853</td>
<td>10%</td>
</tr>
<tr>
<td>Rounds</td>
<td>2,201</td>
<td>2,008</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2016 YTD</th>
<th>2015 YTD</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms</td>
<td>3,075</td>
<td>3,063</td>
<td>0%</td>
</tr>
<tr>
<td>Rounds</td>
<td>7,235</td>
<td>7,206</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Precipitation

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precipitation</td>
<td>0.97</td>
<td>3.65</td>
<td>-2.68</td>
</tr>
</tbody>
</table>

### Temperature (Average High)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>78</td>
<td>80</td>
<td>2°</td>
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</tbody>
</table>

### Website Traffic

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>3,776</td>
<td>3,114</td>
<td>21.26%</td>
</tr>
<tr>
<td>2016 YTD</td>
<td>23,871</td>
<td>17,919</td>
<td>33.22%</td>
</tr>
</tbody>
</table>

### YTD Promotional Media Exposure (In Kind)

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>91,268,725</td>
<td>$2,084,765.00</td>
</tr>
</tbody>
</table>

### Top Five Markets - Web Visitation for Month

<table>
<thead>
<tr>
<th>States</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida</td>
<td>Canada</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>Spain</td>
</tr>
<tr>
<td>Texas</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>New York</td>
<td>Brazil</td>
</tr>
<tr>
<td>Georgia</td>
<td>Australia</td>
</tr>
</tbody>
</table>

**ADDITIONAL PERFORMANCE METRICS AVAILABLE ON REQUEST**
Tourism Monthly Marketing
June, 2016

Marketing Activity

<table>
<thead>
<tr>
<th></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Activity</td>
<td>1122</td>
<td>11565</td>
</tr>
<tr>
<td>Leads</td>
<td>1136</td>
<td></td>
</tr>
<tr>
<td>Conversions</td>
<td>1122</td>
<td>10429</td>
</tr>
</tbody>
</table>

YTD Total Marketing Activity

Conversion Requests

<table>
<thead>
<tr>
<th></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Package</td>
<td>218</td>
<td>1385</td>
</tr>
<tr>
<td>An E-newsletter</td>
<td>145</td>
<td>1021</td>
</tr>
<tr>
<td>Relocation Package</td>
<td>22</td>
<td>275</td>
</tr>
</tbody>
</table>

Conversion Requests

- E-Newsletter
- Visitor Package
- Relocation Package
<table>
<thead>
<tr>
<th><strong>Top Leads</strong></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles</td>
<td></td>
<td>1056</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Leads by Source</strong></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td>Miles</td>
<td>1056</td>
</tr>
<tr>
<td></td>
<td>AAA</td>
<td>80</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Visitor Center Walk Ins</strong></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamber of Commerce</td>
<td>8</td>
<td>85</td>
</tr>
<tr>
<td>Flagler Beach Historical Museum</td>
<td>428</td>
<td>4476</td>
</tr>
<tr>
<td>Holden House</td>
<td>101</td>
<td>768</td>
</tr>
<tr>
<td>Jacksonville Airport</td>
<td>97</td>
<td>375</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Social Media</strong></th>
<th>Month</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Likes</td>
<td>86</td>
<td>8495</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>37</td>
<td>3239</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>YouTube</strong></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Views</td>
<td>2104</td>
<td>10239</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Top Conversions</strong></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solodev Adwords Pet Friendly (Ip)</td>
<td>122</td>
<td>1168</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Conversions by Source</strong></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Direct Contact</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pet Friendly</td>
<td>65</td>
<td>419</td>
</tr>
<tr>
<td>Newspaper</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Magazine</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td>TV</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Radio</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Landing Page</strong></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solodev Adwords Pet Friendly (Ip)</td>
<td>122</td>
<td>1168</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Social Media</strong></th>
<th>Month</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FL Travel &amp; Life eNewsletter (Ip)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Budget Travel (Ip)</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Beach_AJC 2016 (Ip)</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>AYC Pet Friendly Nov 2015 (Ip)</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>Pandora 2015 (Ip)</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Pet_AJC 2016 (Ip)</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>AYC Pet Friendly (Ip)</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Propel Pet Friendly 2015</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>VF_Google_Display_Pet 2016 (Ip)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>The Bark 2015 (Ip)</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>TripAdvisor Local Soul 2015 (Ip)</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>TripAdvisor_pet_2016 (Ip)</td>
<td>119</td>
<td></td>
</tr>
<tr>
<td>vendor_FTL (Ip)</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>VF_Google Display Camping (Ip)</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>VF_Google Display Golf (Ip)</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Propel Fishing 2015</td>
<td>105</td>
<td></td>
</tr>
</tbody>
</table>
Top Visitor Interests

<table>
<thead>
<tr>
<th>Interest</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach</td>
<td>135</td>
<td>910</td>
</tr>
<tr>
<td>Beach</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Visitor Interests

<table>
<thead>
<tr>
<th>Interest</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach</td>
<td>135</td>
<td>910</td>
</tr>
<tr>
<td>Parks &amp; Preserves</td>
<td>94</td>
<td>677</td>
</tr>
<tr>
<td>Hiking, Biking, Trails</td>
<td>76</td>
<td>583</td>
</tr>
<tr>
<td>Fishing</td>
<td>62</td>
<td>387</td>
</tr>
<tr>
<td>Arts and Culture</td>
<td>61</td>
<td>475</td>
</tr>
<tr>
<td>Paddling</td>
<td>47</td>
<td>348</td>
</tr>
<tr>
<td>Sports Event</td>
<td>30</td>
<td>208</td>
</tr>
<tr>
<td>Camping</td>
<td>29</td>
<td>264</td>
</tr>
<tr>
<td>Birding</td>
<td>28</td>
<td>230</td>
</tr>
<tr>
<td>Golf</td>
<td>22</td>
<td>171</td>
</tr>
<tr>
<td>Weddings</td>
<td>12</td>
<td>36</td>
</tr>
</tbody>
</table>

Marketing Activity

June 2016 9 Leads 9 Conversions

Monday, July 11, 2016
**Google Analytics**

Amy's Dashboard

Jun 1, 2016 - Jun 30, 2016

---

**Visits by Visitor Type**

- New Visitor: 22.4%
- Returning Visitor: 77.6%

**Visits**

- **25,947 Visits**
- % of Total: 100.00% (25,947)

**Unique Visitors**

- **21,481**
- % of Total: 100.00% (21,481)

---

**Pageviews**

- **62,542**
- % of Total: 100.00% (62,542)

---

**Pageviews by Page Title**

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palm Coast and the Flagler Beaches</td>
<td>4,472</td>
</tr>
<tr>
<td>Campgrounds &amp; RV Parks</td>
<td>3,150</td>
</tr>
<tr>
<td>Things To Do (Palm Coast and The Flagler Beaches)</td>
<td>3,143</td>
</tr>
<tr>
<td>Free Visitor's Guide and &quot;Dog-Cation&quot; Itinerary (Palm Coast and The Flagler Beaches)</td>
<td>2,780</td>
</tr>
<tr>
<td>Best Pet Friendly Beach Destinations in Florida: Palm Coast</td>
<td>2,528</td>
</tr>
<tr>
<td>Events (Palm Coast and The Flagler Beaches)</td>
<td>2,262</td>
</tr>
<tr>
<td>Hotels, Motels &amp; Resorts (Palm Coast and The Flagler Beaches)</td>
<td>1,784</td>
</tr>
<tr>
<td>Vacation Rentals (Palm Coast and The Flagler Beaches)</td>
<td>1,729</td>
</tr>
<tr>
<td>Webcams and Weather (Palm Coast and The Flagler Beaches)</td>
<td>1,668</td>
</tr>
<tr>
<td>Palm Coast and the Flagler Beaches are Pet Friendly</td>
<td>1,668</td>
</tr>
</tbody>
</table>

---

**Visits by Traffic Type**

- organic: 18.7%
- direct: 15.3%
- paid: 11.5%
- referral: 11.4%
- CAS: 7.5%
- Other: 45.2%

**Goal Completions and Goal Conversion**

<table>
<thead>
<tr>
<th>Source</th>
<th>Goal Completions</th>
<th>Goal Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>google (direct)</td>
<td>14,760</td>
<td>100.00%</td>
</tr>
<tr>
<td>Interfuse</td>
<td>3,896</td>
<td>99.77%</td>
</tr>
<tr>
<td>yahoo</td>
<td>2,484</td>
<td>99.84%</td>
</tr>
<tr>
<td>m.facebook.com</td>
<td>728</td>
<td>100.00%</td>
</tr>
<tr>
<td>bing</td>
<td>607</td>
<td>100.00%</td>
</tr>
<tr>
<td>runiteda x.com</td>
<td>331</td>
<td>100.00%</td>
</tr>
<tr>
<td>facebook.com</td>
<td>328</td>
<td>100.00%</td>
</tr>
<tr>
<td>flaglercounty.org</td>
<td>158</td>
<td>100.00%</td>
</tr>
<tr>
<td>facebook.com</td>
<td>115</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

---

**Visits by City**

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palm Coast</td>
<td>4,212</td>
</tr>
<tr>
<td>Orlando</td>
<td>2,335</td>
</tr>
<tr>
<td>Miami</td>
<td>1,044</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>514</td>
</tr>
<tr>
<td>Atlanta</td>
<td>496</td>
</tr>
<tr>
<td>New York</td>
<td>344</td>
</tr>
<tr>
<td>Ormond Beach</td>
<td>307</td>
</tr>
<tr>
<td>Tampa</td>
<td>261</td>
</tr>
<tr>
<td>Daytona Beach</td>
<td>244</td>
</tr>
</tbody>
</table>

---

**Visits and Avg. Visit Duration by Country/Territory**

<table>
<thead>
<tr>
<th>Country</th>
<th>Sessions</th>
<th>Avg. Visit Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>25,298</td>
<td>00:01:57</td>
</tr>
<tr>
<td>Canada</td>
<td>281</td>
<td>00:00:53</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>89</td>
<td>00:02:52</td>
</tr>
<tr>
<td>Brazil</td>
<td>63</td>
<td>00:00:07</td>
</tr>
<tr>
<td>Germany</td>
<td>30</td>
<td>00:03:19</td>
</tr>
<tr>
<td>Georgia</td>
<td>27</td>
<td>00:00:05</td>
</tr>
<tr>
<td>Netherlands</td>
<td>11</td>
<td>00:01:03</td>
</tr>
<tr>
<td>Philippines</td>
<td>11</td>
<td>00:04:56</td>
</tr>
<tr>
<td>Russia</td>
<td>10</td>
<td>00:00:00</td>
</tr>
<tr>
<td>Italy</td>
<td>9</td>
<td>00:00:47</td>
</tr>
<tr>
<td>Keyword</td>
<td>Sessions</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>(not provided)</td>
<td>11,801</td>
<td></td>
</tr>
<tr>
<td>dogs friendly beaches</td>
<td>490</td>
<td></td>
</tr>
<tr>
<td>+pet +friendly +beach</td>
<td>410</td>
<td></td>
</tr>
<tr>
<td>pet friendly beaches</td>
<td>257</td>
<td></td>
</tr>
<tr>
<td>+dog +friendly +beach</td>
<td>213</td>
<td></td>
</tr>
<tr>
<td>+pet +friendly +florida +beach</td>
<td>490</td>
<td></td>
</tr>
<tr>
<td>+pet +friendly +florida +vacation</td>
<td>173</td>
<td></td>
</tr>
<tr>
<td>swim with dolphins florida</td>
<td>164</td>
<td></td>
</tr>
<tr>
<td>+pet +friendly +florida +vacation +cations</td>
<td>151</td>
<td></td>
</tr>
<tr>
<td>swimming with dolphins in florida</td>
<td>137</td>
<td></td>
</tr>
<tr>
<td>+beach +wedding location</td>
<td>120</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,216</td>
</tr>
<tr>
<td>Pinterest</td>
<td>91</td>
</tr>
<tr>
<td>Twitter</td>
<td>54</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>9</td>
</tr>
<tr>
<td>Instagram</td>
<td>2</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1</td>
</tr>
<tr>
<td>Meetup</td>
<td>1</td>
</tr>
<tr>
<td>reddit</td>
<td>1</td>
</tr>
<tr>
<td>Tumblr</td>
<td>1</td>
</tr>
</tbody>
</table>

**Total Unique Searches by Search**

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Total Unique Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>10</td>
</tr>
<tr>
<td>Indian trails sports complex</td>
<td>4</td>
</tr>
<tr>
<td>flagler by the sea campground</td>
<td>3</td>
</tr>
<tr>
<td>Complete nature and trails guide</td>
<td>2</td>
</tr>
<tr>
<td>golf</td>
<td>2</td>
</tr>
<tr>
<td>homes</td>
<td>2</td>
</tr>
<tr>
<td>map</td>
<td>2</td>
</tr>
<tr>
<td>shopping</td>
<td>2</td>
</tr>
<tr>
<td>swimming with dolphins</td>
<td>2</td>
</tr>
<tr>
<td>wadsworth park</td>
<td>2</td>
</tr>
</tbody>
</table>

© 2016 Google
##FLAGLER COUNTY
MAY 2016 Total Golf Tourism

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms</td>
<td>862</td>
<td>949</td>
<td>-9%</td>
</tr>
<tr>
<td>Rounds</td>
<td>2,027</td>
<td>2,233</td>
<td>-9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2016 YTD</th>
<th>2015 YTD</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms</td>
<td>3,937</td>
<td>4,012</td>
<td>-2%</td>
</tr>
<tr>
<td>Rounds</td>
<td>9,262</td>
<td>9,439</td>
<td>-2%</td>
</tr>
</tbody>
</table>

###Precipitation

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>3.34</td>
</tr>
</tbody>
</table>

###Temperature (Average High)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>83</td>
<td>82</td>
<td>1°</td>
</tr>
</tbody>
</table>

###Website Traffic

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,314</td>
<td>3,599</td>
<td>19.87%</td>
</tr>
<tr>
<td>2016 YTD</td>
<td>28,185</td>
<td>21,518</td>
<td>30.98%</td>
</tr>
</tbody>
</table>

###YTD Promotional Media Exposure (In Kind)

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>55,552,996</td>
<td>$219,825.00</td>
</tr>
</tbody>
</table>

###Top Five Markets - Web Visitation for Month

<table>
<thead>
<tr>
<th>States</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massachusetts</td>
<td>Canada</td>
</tr>
<tr>
<td>Georgia</td>
<td>Spain</td>
</tr>
<tr>
<td>Texas</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>New York</td>
<td>Brazil</td>
</tr>
<tr>
<td>North Carolina</td>
<td>Germany</td>
</tr>
</tbody>
</table>

ADDITIONAL PERFORMANCE METRICS AVAILABLE ON REQUEST
Organization: Palm Coast Arts Foundation
Mailing Address: PO Box 351766
Contact Person: Nancy Crouch
Email Address: pcaf@flr.com

Date: June 29, 2016
Phone: 386-225-4394
Fax: 386-225-4379

Maximum Award
The maximum award an organization can receive is $150,000 per project. Projects will be evaluated based on multiple criteria.

Project Description

Project Name: Outdoor Stage

Estimated Project Start Date: August 2, 2016
Estimated Project Completion Date: October 14, 2016

Brief Description of the Project:

Large outdoor stage (4,500 sq ft) to accommodate large scale performances of all types, dance, theatre, orchestras, concerts of all genres, exhibitions, commencements, celebrations, ceremonies, etc. This is phase II of a multi-phased cultural arts complex.

The roof and fountain components are considered part of the next phase.

What is the intended use of the funds requested?

to match existing funds to construct the outdoor stage

How will the project enhance Flagler County tourism?

We will have the ability to host (and allow others to host) large-scale performances that would attract area residents and surrounding communities while providing more cultural activity in Flagler County.
How will you demonstrate a willingness to work with the tourism industry?
By providing another venue with large stage for tourism events; working with tourism officials on programs; adding the tourism logo on marketing materials for stage performances demonstrating a partnership with the County.

What are the operation aspects of the project (i.e. hours of operation)?
Operational hours can be determined by host while remaining within any County and/or City restrictions. A PCAF staff member, trustee and/or volunteer will be available to assist others when using the space and available at all times to help pending issues and questions.

How will this project promote or enhance overnight stays in Flagler County?
Attendees would have the opportunity to attend a concert or performance, enjoying meals in our area restaurants, and those traveling some distance would likely stay in area hotels and patronizing local eateries, gas stations, grocers, etc.

Funding

Amount of TDC funding requested? $150,000.00

What is the total budget amount for the project? $320,838.00
*A line item budget must be submitted with this application showing all funding sources and expenditures for the project.

If the entire request cannot be funded, can the project be phased for less funding? Yes [ ] No [X]

If yes please indicate the minimum amount necessary for next phase

If the project cannot be phased, please explain?

List past TDC funding in the last five (5) years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Project</th>
<th>Amt Requested</th>
<th>Amount Awarded</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

Fund 109 Not-For-Profit Organizations Large Tourism infrastructure Projects Event Funding ~ Page 2 of 4 ~ Initial Here: [X]
Provide all additional outside contributors, sponsors, and sources of funding for this project. (If not applicable, please explain.)

State of Florida grant: ($150,000) - awarded
Donations to this phase of our building fund ($18,737.00)
Additional fundraising and membership events scheduled in September, October, November, will provide the additional revenue.
Ten percent of all memberships are directed toward the building fund.

What funding and in kind service is your organization providing?

On-site supervision for events, restroom facilities/maintenance (Spring 2017) parking needs, trash removal, handicap signage, on-site office space for event staff and organizers/volunteers.

What additional sources of funding has your organization sought?

Since this is a phased project, we have ongoing fundraising and membership drives to remind and encourage our community of the significance of the cultural arts complex and the impact this will have on our County. Other grant opportunities are being sought and application toward these capital projects being submitted.

General manager of the local radio stations is anxious to help us not only program the stage performances, but also provide events for fundraising opportunities.

Capital campaign planning is well underway to entice large donors for the project both from the private and corporate sectors.

How will TDC funding help this project?

By providing the necessary matching funds needed for the State of Florida grant.
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Nancy Crouch  
Title: Executive Director

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Nancy Crouch  
Authorized Agent Signature  
6/29/16  
Date

Received by Tourism Development Office By:

Matt C.  
TDC Authorized Signature  
6/30/16  
Date
Name (as shown on your income tax return)

Palm Coast Arts Foundation

Business name/disregarded entity name, if different from above

Check appropriate box for federal tax classification:

☐ Individual/sole proprietor
☐ C Corporation
☐ S Corporation
☐ Partnership
☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C Corp., S Corp., P=partnership)

Exemptions (see instructions):

Exempt payee code (if any)

Exemption from FATCA reporting code (if any)

Social security number

Employer identification number

501(C)3

List account number(s) here (optional)

Address (number, street, and apt. or suite no.)

City, state, and ZIP code

Palm Coast, FL 32164

Requestor’s name and address (optional)

501(C)3

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I Instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see how to get a TIN on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and

2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest and dividends, or (c) I am no longer subject to backup withholding, and

3. I am a U.S. citizen or other U.S. person (defined below), and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding, or if you are a recipient of a reportable transaction, real estate transaction, mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Social security number

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and

2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest and dividends, or (c) I am no longer subject to backup withholding, and

3. I am a U.S. citizen or other U.S. person (defined below), and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification. You must provide your correct TIN. See the instructions on page 3.

Signature of U.S. person

Nancy M. Crouch

Date

6/27/16

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on IRS.gov for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you. Payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued), and

2. Certify that you are not subject to backup withholding, or

3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners’ share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from FATCA reporting is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester’s form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

• An individual who is a U.S. citizen or U.S. resident alien,

• A partnership, corporation, company, or association created or organized in the United States, or under the laws of the United States or under the laws of a foreign country, or

• An estate (other than a foreign estate), or

• A domestic trust (as defined in Regulations section 301.7701-n).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners’ share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

Cat. No. 10231X

Form W-9 (Rev. 8-2013)
Internal Revenue Service
Director, EO Rulings & Agreements
P.O. Box 2508
Cincinnati, OH 45201

Date: October 8, 2008

PALM COAST/FLAGLER FOUNDATION FOR THE ARTS & ENTERTAINMENT INC
PO BOX 351766
PALM COAST, FL 32135

Acknowledgement of Your Request

We received your Form 8734, Support Schedule for Your Advance Ruling, or other information regarding your public support status. When communicating with us, please refer to the employer identification number and document locator number shown above.

Your tax exempt status under section 501(c)(3) of the Internal Revenue Code remains in effect.

What Happens Next?

The information you submitted was entered into our computer system at our processing center in Covington, Kentucky, and has been sent to our Cincinnati office for initial review. We approve some cases based on this review. If this is the case, you will receive a letter stating that you are a publicly supported organization.

If the review indicates that additional information or changes are necessary, your case will be assigned to an Exempt Organization Specialist in Cincinnati who will call or write you. We assign cases in the order we receive them.

If the additional information indicates that you meet one of the public support tests, you will receive a letter stating that you are a publicly supported organization. If the public support tests are not met, we will send you a letter re-classifying you as a private foundation. That letter will tell you why we believe you do not meet the public support tests, and will include a complete explanation of your appeal rights.

Where Can You Expect To Initially Hear From Us About Your Application?

Normally, you may expect to hear from us within 120 days. If you do not, you may call our toll free number at 1-877-829-5500 Monday through Friday. Please have your identification numbers available so that we can identify your case. If you would rather write than call, please include a copy of this notice with your correspondence.

Notice 3369 (cg) - (Rev. 12/2000)
Consumer's Certificate of Exemption
Issued Pursuant to Chapter 212, Florida Statutes

<table>
<thead>
<tr>
<th>Certificate Number</th>
<th>Effective Date</th>
<th>Expiration Date</th>
<th>Exemption Category</th>
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</thead>
<tbody>
<tr>
<td>85-8013466359C-3</td>
<td>12/31/2015</td>
<td>12/31/2020</td>
<td>501(C)(3) ORGANIZATION</td>
</tr>
</tbody>
</table>

This certifies that

PALM COAST ARTS FOUNDATION INC
210 OLD KINGS RD S STE 900
FLAGLER BEACH FL 32136-4380

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.

Important Information for Exempt Organizations

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).

2. Your Consumer's Certificate of Exemption is to be used solely by your organization for your organization's customary nonprofit activities.

3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.

4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).

5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.

6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Accounting Management at 800-352-3671. From the available options, select "Registration of Taxes," then "Registration Information," and finally "Exemption Certificates and Nonprofit Entities." The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.
STAGE CONSTRUCTION BUDGET
(4500 square feet: 90x50)

EXPENSES

AJAX CONSTRUCTION, includes: 277,838.00
(11 week project)
construction staffing
construction prep/surveying
sitework/clearing
cast-in-place poured concrete
fabricated handrails/railings
electrical
paints/coating
bonds/insurance

CPH/SEG ENGINEERS 22,996.00

ARCHITECTURAL 20,000.00

TOTAL BUDGET 320,834.00

FUNDING SOURCES
State of Florida Cultural Facilities Grant $150,000.00
Flagler County Capital Improvement Grant $150,000.00
Palm Coast Arts Foundation building fund $20,834.00

$320,834.00
PHASE ONE - STAGE
July 2016 TDC Meeting  
Regional Drive Market Grant Applications  
Proposed Summary

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>EVENT</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagler Film Festival</td>
<td>Flagler Film Festival</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>Flagler Auditorium</td>
<td>Masquerade 5K</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>Florida Agricultural Museum</td>
<td>Pellicer Creek Raid</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>FL Hospital Flagler Foundation</td>
<td>Pink Army 5K</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>Flagler Beach Historical Museum</td>
<td>Cheer at the Pier</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>Triumph Endurance Events</td>
<td>Oceans 50 Relay Race</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>City of Flagler Beach</td>
<td>Fabulous Fouth of July</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>Choral Arts Society</td>
<td>3 Concert Series</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>Rotary Club of Flagler County Foundation</td>
<td>Rotary Fantasy Lights Festival</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>Flagler County BOCC</td>
<td>Native American Festival</td>
<td>$ 1,250.00</td>
</tr>
</tbody>
</table>

**TOTAL**                                           **$ 12,500.00**

**PROPOSED REMAINING BALANCE**                      **$ 7,500.00**

| FY 16-17 Budget                                    | $ 20,000.00 |
Organization: Flagler Film Festival
Mailing Address: P.O. Box 354944
Contact Person: Kathryn Barry
Email Address: kbarrysty@yahoo.com
Registered as a non-profit corporation: No

Maximum Award
The maximum award an organization can receive for a “Regional Drive Market” Special Event Grant Application is $1,250.

Event Description
Event Name: Flagler Film Festival
Event Dates: Jan 13-Jan 15, 2017
Amount Requested: $1,250.00
Budget for Event*: $4,500.00
* Event budget must be submitted with this application.

Commitment to the Expansion of Tourism in Flagler County
How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

How will you demonstrate a willingness to work with the tourism industry?
Please provide evidence as to how the event will be self-funded in subsequent years.

Our submission fees cover a portion of our expenses as well as low priced ticket sales so as many people as possible can afford to attend.

Soundness of Proposed Event

Clearly identify the event’s objectives.

The first objective of the film festival is to showcase the work of filmmakers who create independent films. Much like artists show their work in galleries, a film festival draws people to the event to see the work that these artists create in film. Our second objective is to bring an interesting, educational, entertaining and enjoyable event to the people of Flagler County.

What is the timetable for implementation of the event?

The festival is currently accepting submissions and the program will be set up in the fall for the Jan. 2017 event.

What additional funding sources will be utilized?

Self funding for expenses that exceed our revenues.

How do you intend to accomplish your slated objectives?

We will continue to do what we have done for the past three years. Promotion of the event to filmmakers, to colleges and universities, to local schools, to local businesses and through our social media we will continue to grow our presence in the community and throughout the industry.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

We have had great feedback from both out of town and Florida filmmakers who have attended the festival. Residents of Flagler County have complimented us about the event and we have had significant coverage in the press about our event each year. This is an opportunity for local filmmakers to have their work screened locally as well as local audience to see films that are unique and that they otherwise would not have an opportunity to watch. Many of our films are from foreign countries and show cultures that are different from ours. A number of the films we screened have had many awards including Academy awards, Emmy Awards, Student
What added value can the event create to a visitor's stay?

We chose an off season weekend for the festival specifically to draw visitors to our area in a slow time. These visitors stay at the local hotels, vacation rentals and they spend money on other activities, at restaurants, bars, shops and other cultural attractions.

What incremental economic activity is stimulated through the quality of the visitor experience?

Visitors will need lodging and food and will also visit other local businesses. We have allowed local authors to represent their books during our festival and they are able to sell their books to our visitors. We do not charge them for the space to showcase their work. Book sales and promotion of our sponsors' companies can also create economic activity as people become aware of local businesses.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

We promote our beaches, our shops, galleries, bars, restaurants and activities in the area in order to enhance their visit to our county. The longer visitors stay beyond our 3 day event, the more they will spend in our area. We have had many visitors who have returned year after year for the festival and they in turn tell other people about their time here and that word reaches more potential visitors.

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

Our website, our Facebook page, all promotional materials including flyers, posters, advertisements, and the event program feature the TDC logo for the event.

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? $3000

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Flagler Film Festival (third year)</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
<td>$5,500.00</td>
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<tr>
<td>2015</td>
<td>Flagler Film Festival (second year)</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

Past and current sponsors have included Hilton Garden Inn (room discounts), BizCard Express (printing discounts), 10th Voyage Studios (festival promotion and special guests), WNZF (discounted advertising), Office Divvy (phone answering service), Tavolacci Realty, Flaglerlive.com, morenature.com, and event promos by Surf 97.3, Palm Coast Arts Foundation, Women in Film & Television.

Event History

How many years has this event taken place? 3
Authorized Agent Acknowledgements and Signature

Authorized Agent:
Name:  Kathryn Barry
Title:  Director

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Kathryn Barry
Authorized Agent Signature  06/10/16

Received by Tourism Development Office By:

06/10/16

Initial Here:  kb
Budget for 2017 Flagler Film Festival

$1000 advertising (radio, newspapers, websites)
$1000 printing (ads, posters, programs, flyers)
$  75 post office box rental
$  50 postage
$  750 ballroom rental
$  250 awards
$  400 liability insurance
$  100 lanyards and badges
$  300 festival platform commissions
$  500 web site programming
$  600 equipment rental (HD projector, sound board, speakers)
$  300 champagne and cake for awards night

$ 5,325 TOTAL
Organization: Flagler Auditorium & Performing Arts Center  
Mailing Address: PO Box 735, Bunnell, FL 32110  
Contact Person: Lisa McDevitt  
Email Address: mcdevitt@flaglerschools.com  
Phone: 386-503-6239  
Fax: 386-439-7686

Registered as a non-profit corporation: Yes (If yes please attach proof)

Maximum Award
The maximum award an organization can receive for a "Regional Drive Market" Special Event Grant Application is $1,250.

Event Description

Event Name: Masquerade 5K & Fun Walk
Event Dates: Saturday, September 16, 2017
Amount Requested: $1,250.00
Budget for Event*: $5,000.00
* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?
The event is early in the morning. Out of area runners will need to stay overnight if they live far enough away they cannot drive. We will promote the event on facebook and running club websites all over the state of FL. We have a large email database from outside the county that we will promote this event. We will work with TDC staff to help promote other activities going on in the county.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
We will use the marketing campaign provided as an attachment to this grant application. We use local media to promote this event. A "Save the Date" email will go out to other event email lists. The marquee at the Flagler Auditorium will be used to promote the event. We will be working with the School District to attract families and friends of the "arts".

How will you demonstrate a willingness to work with the tourism industry?
The Flagler Auditorium has a long standing relationship with the tourism industry based on our core business of entertainment. We will promote other events that are going on in the area if there are any that weekend. This event is the finale of Arts in Education Week which Flagler County will be celebrating from September 10th to the 16th.

Fund 110 Promotional Activities - Request for Regional Market Special Event Funding - Page 1 of 4 - Initial Here: KMC
Please provide evidence as to how the event will be self-funded in subsequent years.

The Flagler Auditorium & Performing Arts Center has a budget to promote "Arts in Education Week" and this event. Our operating funds and sponsors will fund this event.

Soundness of Proposed Event

Clearly identify the event's objectives.

The objective of the Masquerade 5K & Fun Walk is to provide a safe, organized, "arts" themed 5K timed run and fun walk experience in Flagler County while supporting Arts in Education, a state and federal sponsored initiative. It is through our fund raising efforts that we can provide scholarships, music camp scholarships and equipment to all of the schools in Flagler County.

What is the timetable for implementation of the event?
See attached time line for the event.

What additional funding sources will be utilized?
Sponsors, per-registration income from participants. We are not applying for any other grants to offset the costs of this event at this time.

How do you intend to accomplish your slated objectives?
By working with established timing company and event director as well as reaching out to local runners to provide an event that meets their needs. The course will be reviewed by Red Pointer Productions, a business dedicated to athletes and running.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

Being a 501c3 organization, the Flagler Auditorium & Performing Arts Center is tasked with applying for grants to defray costs whenever possible. This event is provided as an opportunity for the running and walking community to come together. It is our experience that an event like this will gain support due to the theme and "fun" aspect of dressing up in masquerade costumes (optional of course). We will celebrate the community coming together for the benefit of the arts.
What added value can the event create to a visitor's stay?

Many visitors look for sporting events like this when they come to the area. This event will be on local and regional listings for running events.

What incremental economic activity is stimulated through the quality of the visitor experience?

Visitors will eat in Flagler County restaurants, they will shop in our stores and purchase gas. They will most likely visit the beach.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

Overnight stays in our hotels, campgrounds, and short-term rental condos. Visitors will be able to experience Flagler County and get to know the area. Tourism is vital to all businesses in Flagler County. The longer they stay, the more the County will benefit from incremental spending.

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

Our strategy is defined in our marketing campaign attached. We will use local media, the marquee at the Flagler Auditorium & Performing Arts Center and we will use social media and running clubs websites to promote the event.

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? $11,000.00

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Masquerade 5K &amp; Fun Walk</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

Sponsor opportunities will be provided.

Event History

How many years has this event taken place? 1
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Kim M. Carney
Title: Event Director

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature: ___________________________  Date: 6-17-16

Received by Tourism Development Office By: ___________________________  Date: 6/17/16
Flagler Auditorium & Performing Arts Center  
Masquerade 5K & Fun Walk  
Saturday, September 16, 2017

<table>
<thead>
<tr>
<th><strong>REVENUE</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Registration</td>
<td>$ 5,000.00</td>
</tr>
<tr>
<td>On-site Registration</td>
<td>$ 2,100.00</td>
</tr>
<tr>
<td>Sponsors 2 Gold</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>3 Silver</td>
<td>$ 900.00</td>
</tr>
<tr>
<td>10 Bronze</td>
<td>$ 750.00</td>
</tr>
<tr>
<td>TDC Quality of Life Grant</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$ 11,000.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EXPENSES</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertising/Marketing</strong></td>
<td></td>
</tr>
<tr>
<td>Print Event Posters/postcards</td>
<td>$ 125.00</td>
</tr>
<tr>
<td>Radio Ad</td>
<td>$ 250.00</td>
</tr>
<tr>
<td>Magazine/Newspaper Ads</td>
<td>$ 600.00</td>
</tr>
<tr>
<td><strong>Total Advertising/Marketing</strong></td>
<td><strong>$ 975.00</strong></td>
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<tr>
<td><strong>Food &amp; Other Expenses</strong></td>
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</tr>
<tr>
<td>Food/water</td>
<td>$ 250.00</td>
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<tr>
<td>Supplies</td>
<td>$ 125.00</td>
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<tr>
<td>Timing equipment rental</td>
<td>$ 1,350.00</td>
</tr>
<tr>
<td>T Shirts</td>
<td>$ 1,300.00</td>
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<tr>
<td>Awards</td>
<td>$ 1,000.00</td>
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<tr>
<td><strong>Total Other Expenses</strong></td>
<td><strong>$ 4,025.00</strong></td>
</tr>
<tr>
<td><strong>TOTAL EXPENSE</strong></td>
<td><strong>$ 5,000.00</strong></td>
</tr>
<tr>
<td><strong>NET INCOME</strong></td>
<td><strong>$ 6,000.00</strong></td>
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</table>
# Marketing Campaign

**Masquerade 5K & Fun Walk**  
**September 16, 2017**

<table>
<thead>
<tr>
<th>Company</th>
<th>n Date</th>
<th>Publication Type</th>
<th>Market</th>
<th>Circulation</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Running in the USA</td>
<td>July</td>
<td>website for pre-registration</td>
<td>Runner</td>
<td>Runner</td>
<td>FREE</td>
</tr>
<tr>
<td>Red Pointer Productions</td>
<td>July</td>
<td>Registration Website to ALL events</td>
<td>General</td>
<td>thousands</td>
<td>FREE</td>
</tr>
<tr>
<td>Ad on marquee at the Flagler Auditorium</td>
<td>July</td>
<td>10'x30' display</td>
<td>Local</td>
<td>thousands</td>
<td>FREE</td>
</tr>
<tr>
<td>Curley Tail Designs</td>
<td>July</td>
<td>Posters</td>
<td>Local</td>
<td>200</td>
<td>$50</td>
</tr>
<tr>
<td>Webpage: flaglerauditorium.com</td>
<td>July</td>
<td>website event listing</td>
<td>Local</td>
<td>thousands</td>
<td>FREE</td>
</tr>
<tr>
<td>Attend Celebration 5K</td>
<td>Jul-16</td>
<td>postcard</td>
<td>Runners</td>
<td>500</td>
<td>$75</td>
</tr>
<tr>
<td>Running Journal</td>
<td>May-June/July-August edition is Specialy periodical</td>
<td>Runners</td>
<td>200,000</td>
<td>FREE</td>
<td></td>
</tr>
<tr>
<td>Ormond Beach Observer</td>
<td>Aug/Sept Editions OB edition</td>
<td>Newspaper</td>
<td>General</td>
<td>40,000</td>
<td>$300</td>
</tr>
<tr>
<td>Palm Coast Observer</td>
<td>Aug/Sept Editions PC edition</td>
<td>Newspaper</td>
<td>General</td>
<td>40,000</td>
<td>$300</td>
</tr>
<tr>
<td>Flagler Radio</td>
<td>September</td>
<td>Radio Ad</td>
<td>Local</td>
<td>100,000</td>
<td>$250</td>
</tr>
</tbody>
</table>

- **Market Prices:**  
  - Runners: FREE  
  - General: FREE  
  - Local: FREE

- **Total Cost:** $975
Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of Code sections 2055, 2106, and 2522.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, which sets forth guidelines regarding the deductibility of charitable contributions, of payments made by taxpayers for admission to or other participation in fundraising activities for charity.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than $25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally $25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of $10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed $5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your applications, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

This determination is based on evidence that your funds are dedicated to the purposes listed in section 501(c)(3) of the Code. To assure your continued exemption, you should maintain records to show that funds are expended only for those purposes. If you distribute funds to other organizations, your records should show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), there should be evidence that the funds will remain
AUDITORIUM GOVERNING

...to the required purposes and that they will be used for those
...the recipient.

...indicated in the heading of this letter that an addendum
...closed addendum is an integral part of this letter.

...use this letter could help resolve any questions about your exempt
...and foundation status, you should keep it in your permanent records.

...have sent a copy of this letter to your representative as indicated in
...power of attorney.

If you have any questions, please contact the person whose name and
...phone number are shown in the heading of this letter.

Sincerely yours,

Paul Williams
District Director

Enclosure(s): Addendum

Letter 947 (DD/EG)
You are required to make your annual return available for public inspection for three years after the return is due. You are also required to make available a copy of your exemption application, and supporting documents, and this exemption letter. Failure to make these documents available for public inspection may subject you to a penalty of $10 per day for each day there is failure to comply (up to a maximum of $5,000 in the case of an annual return). See Internal Revenue Service Notice 88-120, 1988-2 C.B. 454, for additional information.

If your organization conducts fund-raising events such as benefit dinners, auctions, membership drives, etc., where something of value is received in return for contributions, you can help your donors avoid difficulties with their income tax returns by assisting them in determining the proper tax treatment of their contributions. To do this you should: in advance of the event, determine the fair market value of the benefit received and state it in your fund-raising materials such as solicitations, tickets, and receipts in such a way that your donors can determine how much is deductible and how much is not. To assist you in this, the Service has issued Publication 1391: Deductibility of Payments Made to Charities Conducting Fund-Raising Events. You may obtain copies of Publication 1391 from your local IRS Office. Guidelines for deductible amounts are also set forth in Revenue Ruling 67-246; 1967-2 C.B. 104 and Revenue Procedure 90-12; 1990-1 C.B. 471 and Revenue Procedure 92-49; 1992-26 I.R.B. 18.
Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Date: June 10, 2016

Organization: Florida Agricultural Museum, Inc.
Mailing Address: 7900 Old Kings Road North, Palm Coast, Florida 32137
Contact Person: Mary K. Herron
Email Address: mary.herron@floridaagmuseum.org
Phone: 386-446-7630
Fax: 386-446-7631

Registered as a non-profit corporation: ☑ Yes

Maximum Award

The maximum award an organization can receive for a “Regional Drive Market” Special Event Grant Application is $1,250.

Event Description

Event Name: The Pellicer Creek Raid: A Civil War Reenactment
Event Dates: October 7, 8, and 9, 2016
Amount Requested: $1,250.00  Budget for Event*: $4,650.00

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

The Pellicer Creek Raid is an unusual event that attracts many out of county visitors. The event has attracted more than 1,200 spectators to 150 reenactors demonstrating military life on and off the battlefield in Florida, ca. 1864. This year’s program is expected, as usual, to attract visitors and participants throughout Florida and the Southeast and generate overnight stays.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

The event will be marketed in the Saint Augustine Record, the Daytona Beach News Journal, Civil War News, WNZF and WJCT radio, various on-line calendars, banners, and event flyers distributed to visitor information centers and the Flagler County Chamber of Commerce. Press releases will be sent to other media outlets around the State of Florida.

How will you demonstrate a willingness to work with the tourism industry?

The Museum will distribute event flyers and Museum brochures to Flagler County lodging establishments and attractions on the list provided by the staff of the Flagler County Chamber of Commerce. Furthermore, the Museum already has an in-place relationship with Palm Coast Hampton Inn and Suites, Holiday Inn Express, and Best Western.
Please provide evidence as to how the event will be self-funded in subsequent years.

The event is essentially self-funded at this point. The Museum is applying for grant funding to increase our ability to purchase advertising for the program. Admission will be charged and vendor fees collected. Reenactment programs are known to grow over time and with repetition. For instance, the Olustee Civil War event attracts more than 20,000 visitors annually.

Soundness of Proposed Event

Clearly identify the event's objectives.

The Museum will present a fun and educational event suitable for all age groups. Reenactors will portray people from Florida's Civil War-Era past including infantry, cavalry, and artillery troops. Reenactors representing civilians, medical personnel, and sutlers will also participate. Friday will be reserved for school groups; on Saturday and Sunday the event will be open to the general public.

What is the timetable for implementation of the event?

Museum staff and volunteers will prepare the historic camps for the reenactors. Participants in the program will be checked into the Museum and registered as reenactors. Seating for our visitors will be moved to a site overlooking the battlefield. The event will take place on Museum grounds on Friday, Saturday, and Sunday, October 7th, 8th, and 9th, from 10 am until 4 pm.

What additional funding sources will be utilized?

Efforts are underway to secure additional funding from individual and corporate entities.

How do you intend to accomplish your slated objectives?

The Museum has presented this program every year since 2010 to very enthusiastic audiences. We will follow our program guidelines as before. Those resulted in a widely popular reception by visitors and residents alike.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.
What added value can the event create to a visitors stay?

Visitors who have attended the event in the past found it an unusual and entertaining addition to their time spent in Flagler County. This is based on comments made by visitors and participants provided during and after the program. The Museum will, once again, create a memorable program about a critical period in American history and Florida's past.

What incremental economic activity is stimulated through the quality of the visitor experience?

According to surveys of previous attendees, they enjoyed other Flagler County attractions including Washington Oaks, Princess Place Preserve, and Marineland along with various dining and lodging establishments.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

The three day event will include a wide variety of activities and encourage visitors to extend their stays. This will result in increased spending on food, lodging, and other recreational activities.

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

The Museum will promote the event through paid print and radio media, will post the event on various on-line community calendars, and the Museum web site. Museum volunteers will distribute flyers and posters at a variety of public venues.

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? $6,000.00

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Fund 109 Tractor Fund</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$6,300.00</td>
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<tr>
<td>2014</td>
<td>Pellicer Creek Raid</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$4,650.00</td>
</tr>
<tr>
<td>2015</td>
<td>Pellicer Creek Raid</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$4,575.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

The event will take place in mid-October, consequently, we are in the process of approaching corporate and individual sponsors for this event. Historically, this event has received generous support from corporations and individuals.

Event History

How many years has this event taken place? Six years.
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Mary K. Herron
Title: Director of Development

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

[Signature]
Authorized Agent Signature

[Date]
June 10, 2016

Received by Tourism Development Office By:

[Signature]
TDC Authorized Signature

[Date]
6/17/16
### The Pellicer Creek Raid Budget, 2016

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Fuel</td>
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<tr>
<td>Portable Toilets</td>
<td>$250</td>
</tr>
<tr>
<td>Artillery guns &amp; black powder</td>
<td>$750</td>
</tr>
<tr>
<td>Marketing</td>
<td>$1,750</td>
</tr>
<tr>
<td>Staff time</td>
<td>$1,800</td>
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</tbody>
</table>

**Cost of Event**

| Cost of Event | $4,650 |

### The Pellicer Creek Raid Marketing Budget, 2016

<table>
<thead>
<tr>
<th>Advertising Medium</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing flyers &amp; posters</td>
<td>$250</td>
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<tr>
<td>Daytona Beach News-Journal</td>
<td>$300</td>
</tr>
<tr>
<td>St. Augustine Record</td>
<td>$300</td>
</tr>
<tr>
<td>Folio Weekly</td>
<td>$300</td>
</tr>
<tr>
<td>WNZF/KIX/BEACH radio</td>
<td>$600</td>
</tr>
</tbody>
</table>

**Total Marketing Cost**

| Total Marketing Cost | $1,750 |
Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the code because you are an organization of the type described in section 509(a)(2).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status; or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

[Signature]

Paul Williams
District Director
The Florida Agricultural Museum
Presents the 6th Annual
Pellicer Creek Raid
A Civil War Re-enactment

October 8, & 9, 2016, 10 AM–4 PM
Parades at noon, Battles at 1 PM
$5 per person, children under 5 free
Food and historic vendors on site

October 7, 10 AM–3 PM, reserved for schools, $3 per person

For more information please call (386) 446-7630
7900 Old Kings Road North, Palm Coast, FL 32137
info@floridaagmuseum.org www.floridaagmuseum.org
June 10, 2016

The Honorable Barbara Revels
Flagler County Tourist Development Council
1769 East Moody Boulevard
Bunnell, Florida 32110

RE: Application for Regional Market Special Event Funding

Dear Commissioner Revels,

On behalf of the Board of Trustees of the Florida Agricultural Museum, I respectfully submit this Fund 110 Quality of Life Special Event application according to the criteria specified by the Flagler County Board of County Commissioners.

The Museum is seeking $1,250 in funding to support our special three day program, the 6th annual “Pelicier Creek Raid: A Civil War Reenactment” scheduled to take place on October 7, 8, & 9, 2016. I hope that you and the other members of the Tourist Development Council will give this grant application a favorable review and recommend it for full funding. Thank you for your consideration of this matter.

Sincerely,

Mary K. Herron
Director of Development

Florida Agricultural Museum, Inc., is a 501(c)3 tax-exempt organization, EIN 59-2659573
Flagler County Tourist Development Council

Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Date: June 14, 2016

Organization: Florida Hospital Flagler Foundation
Mailing Address: 60 Memorial Medical Parkway Palm Coast, FL 32164
Contact Person: John Subers Phone: 386-586-4216
Email Address: john_subers@ahss.org Fax: 
Registered as a non-profit corporation: No Yes (if yes please attach proof)

Maximum Award
The maximum award an organization can receive for a "Regional Drive Market" Special Event Grant Application is $1,250.

Event Description

Event Name: Pink Army 5K
Event Dates: October 16, 2016
Amount Requested: $1,250
Budget for Event*: $20,000

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

Runners from around the area will visit Flagler County and support our Race. Its a 5Kwhich promotes exercise and more importantly raises money for Mammograms and other diagnostic screenings that fight Breast Cancer.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

We will (attempt) to partner with the Daytona News Journal and they will be our presenting sponsors. They will run advertising in the News Journal before our event. WNZF radio will also be a media partner.

How will you demonstrate a willingness to work with the tourism industry?

Will allow the TDC to be on site with us and fly banners, posters, handout etc.
Please provide evidence as to how the event will be self-funded in subsequent years.

This event raises money for Breast Cancer and 100% of our net proceeds will go to support Flagler County women. We partner with City of PC and they manage a majority of the expenses. This event does provide proceeds, so any amount of funding (TDC Grant) will assist us in raising more money for our cause. NOTE: no administration cost are associated with the proceeds.

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**Soundness of Proposed Event**

Clearly identify the event's objectives.

Raise money for the Pink Army initiative.

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What is the timetable for implementation of the event?

Begin in August and plan and implement by recruiting sponsors and runners.

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What additional funding sources will be utilized?

Runners fees and sponsorship fees.

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How do you intend to accomplish your slated objectives?

By recruiting strong community supporters that will help us promote.

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**Stability and Management Capacity** - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

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**Quality and Uniqueness of the Proposed Event**

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

Past years we have netted between $10,000 and $15,000 on this event. These funds go directly to Flagler County women who are in need of a mammogram or other diagnostic services. Annually our foundation will spend between $25,000 and $35,000 covering these cost. If we did not have the Pink Army 5K and raise the funds needed, the women in our community would ultimately suffer.
What added value can the event create to a visitor's stay?
Supporting a good cause. Run early and enjoy the rest of the day in wonderful Flagler County.

What incremental economic activity is stimulated through the quality of the visitor experience?
Restaurants, shopping and hotels.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
Restaurants, shopping and hotels

**Advertising Requirements**

The Flagler County Tourist Development Council logo with the web address [www.VisitFlagler.com](http://www.VisitFlagler.com) must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?
Direct mail, social media, newspaper, radio and word of mouth

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

**Funding**

How much gross income is intended to be collected from this event? $22,000

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
Sponsors and runner fees

**Event History**

How many years has this event taken place? 7
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: John Subers
Title: Florida Hospital Flagler Foundation Director

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature: [Signature]
Date: 6/21/16

Received by Tourism Development Office By:

TDC Authorized Signature: [Signature]
Date: 6/21/16
# 2016 Pink Army 5K

## Revenue

<table>
<thead>
<tr>
<th>Runners</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>400 @ $35</td>
<td>$14,000</td>
</tr>
<tr>
<td>200 @ 25</td>
<td>$5,000</td>
</tr>
<tr>
<td>100 @ 10</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Sub Total Title: $20,000

<table>
<thead>
<tr>
<th>Sponsor(s)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor 1</td>
<td>$250</td>
</tr>
<tr>
<td>Bright House Networks</td>
<td>$1,000</td>
</tr>
<tr>
<td>Sponsor 2</td>
<td>$250</td>
</tr>
<tr>
<td>Sponsor 3</td>
<td>$250</td>
</tr>
<tr>
<td>Terry's Plumbing, Inc.</td>
<td>$250</td>
</tr>
</tbody>
</table>

Total Sponsors: $2,000

Total Revenue: $22,000

## Expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shirts (1000x$8)</td>
<td>$8,000</td>
</tr>
<tr>
<td>Signage</td>
<td>$800</td>
</tr>
<tr>
<td>School Trophy</td>
<td></td>
</tr>
<tr>
<td>DJ</td>
<td>$100</td>
</tr>
<tr>
<td>Creation Health Food</td>
<td>$500</td>
</tr>
<tr>
<td>Bottled Water</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Total Expenses: $10,400

Net Proceeds: $11,600
Flagler County Tourist Development Council

Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Date: June 27, 2016

Organization: Flagler Beach Historical Museum
Mailing Address: P.O. Box 2136, Flagler Beach, FL 32136
Contact Person: Virginia Giaramita
Phone: 386-299-8892
Email Address: Admin@flaglerbeachmuseum.com
Fax: 
Registered as a non-profit corporation: Yes (if yes please attach proof)

Maximum Award
The maximum award an organization can receive for a "Regional Drive Market" Special Event Grant Application is $1,250.

Event Description

Event Name: Cheer at the Pier
Event Dates: April 8, 2017 (Alternate Date: April 15, 2017)
Amount Requested: $1,250.00

Budget for Event: $8,700

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

2017 will be the 4th year for this event and it is becoming better known and is already attractive to visitors. The food, wine, and beer tasting event is purposely planned for later in the day to encourage overnight stays by those traveling from out of town. Attendee requests for 2017's event date were for vacation planning. We'll advertise out-of-county with TV, print and digital media sources.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

We will utilize all forms of marketing: television, radio, print, and social media. We place banners, posters, and counter cards throughout the community. We will use our own website, Facebook, and event calendars as well as those of our community partners. Each year a portion of funding is applied to a new out-of-county source of advertising to reach fresh markets and research impact.

How will you demonstrate a willingness to work with the tourism industry?

We have partnered with our county's phenomenal tourism staff for many years. The museum is a tourism visitor center welcoming nearly ten-thousand visitors each year; more than 55% are from outside Flagler County. We appreciate and value the knowledge they share with us. We share the same goals and look forward to working with them to increase tourism to our area.
Please provide evidence as to how the event will be self-funded in subsequent years.

The uniqueness and growth of attendance at this event will continue to increase appeal to business partners and we will add to the number of sponsors each year. The food/beverage participants have also seen growth in the number of attendees and most ask to return the following year donating more product. Growth may also allow us to charge a fee for participation in future years.

Soundness of Proposed Event

Clearly identify the event's objectives.

We are fortunate that the city of Flagler Beach supports us as one of just six annual events utilizing the iconic Flagler Beach Pier, while raising funds for and increasing awareness of the museum in our community. We show visitors the charms of Flagler's pier, museum, friendly residents and merchants to increase the likelihood they will make our county a future and ongoing destination.

What is the timetable for implementation of the event?

October 2016: Reserve dates for the use of the F.B. Pier. January 2017: Choose entertainment, create materials to provide to food/beverage participants and sponsors, and begin insurance, sales tax, and other required paperwork. February: Meet with business partners and sponsors, get info to event calendars, develop advertising. March: Publicize and complete logistics needed for the event.

What additional funding sources will be utilized?

The FBHM will provide staff to plan the event and a 2016-2017 State of Florida Cultural Grant obtained this year has some funds earmarked for compensation. We solicit sponsors to contribute cash. We utilize in-kind contributions from the restaurants, printers, and other businesses for as many expenses as possible. Entry fees are charged, and items are sold and raffled.

How do you intend to accomplish your slated objectives?

We will accomplish our goals by reproducing the best parts of the successful, well-received prior events while we work to enhance "Cheer" each year. We continue to learn from our past outcomes so we can refine the event to increase our fundraising goals, as well as our reach outside of Flagler and nearby counties to encourage visitors to come get a taste of everything our county has to offer.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

As a not for profit organization, we rely on memberships, sales, multiple grants, and events like this to fund our county's museum. "Cheer at the Pier" is a large undertaking, but it is worth it to raise funds and provide residents and visitors alike with a unique experience. "Cheer" showcases the historic Flagler Beach Pier in a fun, community-oriented fashion attended by those who might not be interested in fishing which is its most common daily use. Visitors enjoy the sunny breezes and live entertainment while sampling from area restaurants. They meet and make friends and are encouraged to visit the museum and other local attractions.
What added value can the event create to a visitor's stay?

"Cheer at the Pier" has introduced a novel use of the Flagler Beach Pier that encourages enjoyment of the venue for more than just fishing. It showcases our beach, our restaurants, and our friendly volunteers, workers, and residents. Festivals like this are popular all over, but few have an oceanfront pier as their venue. Sampling is especially useful to highlight restaurant options to visitors.

What incremental economic activity is stimulated through the quality of the visitor experience?

While 'Cheer at the Pier' spotlights the fabulous food and beverage opportunities of Flagler County, it is designed for just sampling. We have found that it whets the appetites of attendees who then fill our restaurants to order full meals. Holding the event mid-afternoon increases the likelihood of shopping locally, or spending on recreational opportunities before or after the event.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

Undoubtedly, lodging, local shops, galleries, gas stations, parks, recreational vendors and others will see increased activity, especially when "Cheer at the Pier" grows into a destination event. Current day-trippers and weekenders will be enticed to stay, or to return for longer visits when they realize the quantity and quality of our restaurants, and the allure of our pier and our beach.

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

We will utilize all forms of marketing: television, radio, print, and social media. In past years, we have included Volusia County and St. John County in our advertising efforts. With a TDC grant, we will feel more confident spending advertising dollars in previously unexplored markets.

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? $1,700

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Cheer at the Pier</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>2015</td>
<td>Cheer at the Pier</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>2016</td>
<td>Jazz, Cheese &amp; Cheer</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

We will seek business sponsorships again this year. Attached is a list of past sponsors, restaurant partners and donors. The initial outlay is the museum's and 25% of our Florida Cultural Affairs annual grant is earmarked for this event.

Event History

How many years has this event taken place? Three
Authorized Agent:

Name: Virginia Giaramita / Teri Pruden
Title: Assistant Director / Director

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature 6-26-16

Received by Tourism Development Office By:

TDC Authorized Signature 6/27/16

Date
Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.

The Cheer at the Pier Event has been consistently successful and is now in its fourth year of implementation. It is planned many months in advance by all museum staff and a fabulous team of volunteers. New restaurant partners and sponsors continue to participate with us each year as is evident in the Cheer at the Pier Partners List on the following page.

- Documentation that the organization has a successful history of service in and to Flagler County.

The Flagler Beach Historical Museum has been a mainstay in Flagler County for fifteen years. We welcome nearly ten-thousand visitors annually, approximately 55%-65% from outside the area. With continued fundraising support, the museum is able to provide the following services, just to name a few:

-- Open 7 days a week from 10-4pm, late on First Fridays, and many holidays. Free admission
-- Free Historic downtown walking tours
-- Field trip opportunities for local youth, both inside and outside
-- Creating County history book and DVD series for 2017 Centennial
-- Digitalizing all records for easy Internet access
-- Additionally, staff has served on several Flagler Beach and Flagler County boards and committees, including but not limited to economic development, history, vision, chamber, cultural, recreation, and tourism.

- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.

See attached letter.

- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

The Flagler Beach Museum has been a recipient of the now “Regional Drive Market” Special Events Grant each year since the event was created. We have consistently delivered any and all necessary reports to the Tourist Development Council completely and before deadline. The grant assists us tremendously in making this event a successful fundraiser for the Museum. We appreciate being considered for the grant this fiscal year.

2017 Cheer at Pier Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pier Advertising</td>
<td>1,800</td>
</tr>
<tr>
<td>Pier City, State, Insure</td>
<td>1,200</td>
</tr>
<tr>
<td>Pier Entertainment</td>
<td>500</td>
</tr>
<tr>
<td>Pier Event Management</td>
<td>2,000</td>
</tr>
<tr>
<td>Pier Food &amp; Beverages</td>
<td>200</td>
</tr>
<tr>
<td>Pier Misc.</td>
<td>500</td>
</tr>
<tr>
<td>Pier Set-up</td>
<td>2,100</td>
</tr>
<tr>
<td>Pier Supplies</td>
<td>400</td>
</tr>
</tbody>
</table>

Total Pier Expenses $8,700

Based on 2016 actual costs, in-kind donations + adjustments
**Past Event Sponsors**

Class A Graphics
Alliance/Charlie Helm
Alliance/David Fowler
Bright House Networks
Surf 97.3
Alan Giaramita Painting
Conner Bosch Law, PA
Coquina Real Estate
Eagles Nest Storage
JBirney Financial
Joseph Pozzuoli, Architect
Preferred Management Services
Flagler Auditorium
Palm Coast Signs
Beach 92.7 & WNZF
Easy Oldies 100.9 & KIX
Rentaland
Accutemp Heat & A/C
All American Inspection Services
Flagler Chrysler Jeep
FPL
Little Smiles
Marketing To Go
Palmer Studio
TheFloridaMortgageCenter.com
Embroidery Services & Printing
Flagler Fish Company
American Home Mortgage
America's Choice Title Co
Flagler Beach Gift Shop
Flagler School of Dance
Fun Coast Bartending - Mark
Jennifer Daniels
Parkside Realty Group
PC H & AC
Realty Exchange
Sea Ray Boats
U Name It Apparel

**Past Restaurant Partners**

The Anchor
Beach Front Grille
BeachHouse Beanery
The Blue Heron Beachfront Bistro
Break-awayz
Funky Pelican
Island Grille
Oceanside Beach Bar & Grill
Tortugas
386
Captain's BBQ
High Tides @ Snack Jack
JT's Seafood Shack

**Past Gift Card Contributors**

Bahama Mama's
Beach House Beanery
Burrito 101
ChopHouse 101
Coastal Mermaid
Coconut Island
Down By The Sea
Down To Earth Pottery
Edible Arrangements
Flagler Auditorium
Flagler Beach Gift Shop
Flagler Beach Hair Company
Florida Agriculture Museum
Friends Café
Fuego Del Mar
Galveston Cafe
High Tulip Cafe,
Java Joint Beachside Grill
Kahuna Surf Subs
Kokomo's Café
La Familia Mexican Grill
Maggie's European Bakery
Martin's Restaurant
Pasta, Pasta
Rocky's Pizzeria
Salt & Pepper Rotisserie Chicken
Tony's Pizza
Tropical Smoothie Cafe

Southeast Jewelry
Thai Korner
The Glass Ceiling Hari Salon
Thunder Gulch Campground
Vic's Airbrushing Shop
White Orchid Inn & Spa
Woody's Restaurant
China Café
Finn's
Fisherman's Net
Flagler Beachfront Winery
Flagler Fish Company
Friends Café
Fuego del Mar
Giovanni's Pizza & Pasta
Giuseppe's NY Pizza
Golden Lion
High Tulip Café,
Java Joint Beachside Grill
Kahuna Surf Subs
Kokomo's Café
La Familia Mexican Grill
Maggie's European Bakery
Martin's Restaurant
Pasta, Pasta
Rocky's Pizzeria
Salt & Pepper Rotisserie Chicken
Tony's Pizza
Tropical Smoothie Cafe
June 24, 2016

To the Flagler County TDC:

This letter is to certify that Kim Carney, Denise Collins, Virginia Giaramita and myself are authorized to represent the Flagler Beach Museum Board for the 2016/17 Regional Marketing Special Event grant for the April 2017 Cheer at the Pier.

They have full right and authority to represent the museum’s interests through application and in person before your body.

Thank you for the consideration of our museum in your deliberations.

Sincerely,

Teri Pruden, Director
Organization: Triumph Endurance Events

Mailing Address: 905 S Central Ave, Flagler Beach, FL 32136

Contact Person: Carrie Meng

Phone: 352-514-1283

Email Address: carrie@triumphraces.com

Registered as a non-profit corporation: ☑ No ☐ Yes (If yes please attach proof)

Maximum Award

The maximum award an organization can receive for a “Regional Drive Market” Special Event Grant Application is $1,250.

Event Description

Event Name: Oceans 50 Relay Race

Event Dates: November 12th, 2016

Amount Requested: $1,250.00  Budget for Event*: $12,175.00

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

Our event is unique, the only one day running relay race in Florida. Our social media, website and email marketing targets out of county residents & we always encourage runners to stay the night before and the night after. Many of them do. The event starts early and ends late in the day, an easy sell to stay all weekend.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

We will mostly use social media (facebook and instagram) to reach our market. We’ll be running multiple ads online as well as email blasts and digital ads. We have a new website this year and a new marketing company to help expand our reach and refine the brand.

How will you demonstrate a willingness to work with the tourism industry?

The TDC logo has already been included in print ad and will be added to all future marketing materials. We would love to work with the TDC in any other way to attract more out of town folks to the event and to Flagler County.
Please provide evidence as to how the event will be self-funded in subsequent years. This event has always been self-funded and has continued to grow. We have increased race registration fees slightly this year, to account for increased cost but also due to demand. We do anticipate implementing a cap in the near future, making the event even more desirable (to runners and sponsors) and a feeling of exclusivity.

**Soundness of Proposed Event**

Clearly identify the event’s objectives.
To provide an event that contributes to the community (volunteerism, charity, community involvement), that promotes health and well being and creates memorable experiences for everyone involved.

What is the timetable for implementation of the event?
The event opened for registration in March and will be held on November 12th.

What additional funding sources will be utilized?
Mainly registration fees and hopefully in kind and cash sponsors

How do you intend to accomplish your slated objectives?
Identify the needs and wants of our runners and the community. Incorporating a charity aspect, raising money for 1 or more local non profit groups.

**Stability and Management Capacity** - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

**Quality and Uniqueness of the Proposed Event**

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.
What added value can the event create to a visitors stay?
There are no other events like this in the area or in the state. The emphasis is the scenic running, all that Flagler County has to offer. We must have the support of the Cities, Counties and TDC to be successful. Seeing nearly all of the trails and routes of Flagler County in one day and on foot is something people rarely get to experience.

What incremental economic activity is stimulated through the quality of the visitor experience?
The more enjoyable their experience is, the more likely they will engage in other local activities and will more likely return to Flagler County.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
Hotel stays, restaurants, shopping, gas stations, groceries, etc.

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?
We do most of our advertising through geo targeting ads on facebook. We also use Instagram, email blasts and will be implementing digital ads this year. We've launched a new website and are gaining more traction online. We'll be distributing flyers at other running events as well as at relevant businesses.

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? 17000

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Oceans 50 Relay Race</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>2015</td>
<td>Oceans 50 Relay Race</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
In kind sponsors: Curley Tail Design, Palm Coast Produce, Palmer Chiropractic and TBD for our finish line partner other sponsors.

Event History

How many years has this event taken place? 3
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Carrie Meng
Title: Owner/Event Director

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature: [Signature]
Date: 6/28/14

Received by Tourism Development Office By:

TDC Authorized Signature: [Signature]
Date: 6/28/14
## Anticipated Budget for 2016

<table>
<thead>
<tr>
<th>Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of participants</td>
<td>300</td>
</tr>
<tr>
<td>Registration Income</td>
<td>$16,500.00</td>
</tr>
<tr>
<td>Sponsorship Income</td>
<td>$ 500.00</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$17,000.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Shirts</td>
<td>$ 2,300.00</td>
</tr>
<tr>
<td>Awards</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>Permits</td>
<td>$ 25.00</td>
</tr>
<tr>
<td>Toilets</td>
<td>$ 200.00</td>
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<tr>
<td>Volunteers/Charity</td>
<td>$ 750.00</td>
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<tr>
<td>Finisher medals</td>
<td>$1,400.00</td>
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<tr>
<td>Insurance</td>
<td>$ 350.00</td>
</tr>
<tr>
<td>Supplies</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>Runner Bibs</td>
<td>$ 200.00</td>
</tr>
<tr>
<td>Runner food and bev</td>
<td>$ 700.00</td>
</tr>
<tr>
<td>Runner entertainment/ experience</td>
<td>$ 500.00</td>
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<tr>
<td>Advertising/Marketing</td>
<td>$1,100.00</td>
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<tr>
<td>Race Day Staff</td>
<td>$ 1,200.00</td>
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<td>Photographer</td>
<td>$ 200.00</td>
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<tr>
<td>Assistant</td>
<td>$ 1,000.00</td>
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<tr>
<td>New website</td>
<td>$ 250.00</td>
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<tr>
<td>Misc &amp; rentals</td>
<td>$ 500.00</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>$12,175.00</td>
</tr>
<tr>
<td>Profit/Loss</td>
<td>$ 4,825.00</td>
</tr>
</tbody>
</table>

*Not included in this budget is salary split between other events for race director*
Marketing Plan & Timeline

Registration Opened: March 16th, 2016

- Email blast to all past participants and database of other events $60
- Facebook promoted post $30
- New website $250

Price Increase June 1st

- Email blast $60
- Facebook promoted post $30
- Flyers to take to event $100
- Other expenses of traveling to event (Jax) for grassroots marketing $100

Marketing throughout registration period 6/1-9/15

- Email blasts (our database and other event directors) $250
- Facebook promoted posts $400
- Grassroots $180

If the race has not sold out by 9/15

- Additional email blast $60
- Facebook promoted posts $100

Total: $1,620
Flagler County Tourist Development Council

Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Date: ____________________ 

Organization: City of Flagler Beach
Mailing Address: 105 S. 2nd Street
Contact Person: Larry Newsom
Email Address: lnewsom@cityofflaglerbeach.com

Registered as a non-profit corporation: No Yes (If yes please attach proof)

Maximum Award
The maximum award an organization can receive for a "Regional Drive Market" Special Event Grant Application is $1,250.

Event Description

Event Name: Fabulous Fourth of July Festival
Event Dates: July 4, 2017
Amount Requested: $1,250.00

* Event budget must be submitted with this application.

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

Our July 4th Festival attracts visitors and vendors from the entire State of Florida. The estimated attendance is about 30,000 each year. Our famous fireworks display brings many visitors from surrounding counties as well as past residents from Flagler County returning with their families and friends from all over to continue the tradition of enjoying the Fourth of July at Flagler Beach.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

We have and plan again in 2017 to utilize both print and radio to promote our event. Both Flagler and Volusia County News Journal, the four radio stations operated by WNZF, along with T.V. BrightHouse News 13 Community Calendar, and local radio station Beach 97.3. See attached Marketing campaign.

How will you demonstrate a willingness to work with the tourism industry?

We plan to liaise with Flagler County Tourist Development Council Staff to capitalize on additional promotional possibilities, along with local hotel and restaurant owners/operators for possible event packages for both vendors and event visitors.
Please provide evidence as to how the event will be self-funded in subsequent years.
Subsequent years of funding will be derived from obtaining more sponsors, gaining additional vendor application fees, city budget dollars - while acting fiduciarily responsible with both revenues and expenses.

Soundness of Proposed Event

Clearly identify the event's objectives.
Our objectives are to organize, promote and provide a safe and enjoyable event that will successfully promote Flagler County/Flagler Beach as a recreation destination for present and future travel considerations.

What is the timetable for implementation of the event?
See attached timetable.

What additional funding sources will be utilized?
Sub contracting out Veterans Park, TDC fireworks reimbursement, and the City of Flagler Beach.

How do you intend to accomplish your slated objectives?
Our objectives will be met through organization of and leadership provided by our city staff.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.
What added value can the event create to a visitor's stay?

The July Fourth holiday period is one of the largest vacation weeks of any given year. Many visitors travel to Flagler Beach to recreate at our beautiful 6.2 miles of beach. The Fabulous Fourth of July event positively augments the visitor's beach vacation with our wonderful parade. Our 2016 event provided three days of entertainment, children's activities, great food, and the wonderful Santo...

What incremental economic activity is stimulated through the quality of the visitor experience?

The quality of the experience will influence multiple days of lodging and food purchases to our Flagler County businesses. This will help to assure future return trips for themselves, and others, as they share the experience, resulting in continued multiple nights at hotels and more meals purchased at restaurants.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

Multiple nights at hotels. Additional meals purchased at Flagler County restaurants; new dollars spent in local shops.

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

We plan to utilize a combination of print, virtual, radio and signage to market/advertise the 2017 event. (Please refer to attached marketing campaign)

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? $27,218.36

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Fabulous Fourth of July</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>2015</td>
<td>Fabulous Fourth of July</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>2014</td>
<td>Fabulous Fourth of July</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

See attached event budget.

Event History

How many years has this event taken place? 23
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Larry M. Newsom 
Title: City Manager 

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature: ___________________________ Date: 6/24/16

Received by Tourism Development Office By: ___________________________ Date: 6/24/16
2017 Event Budget

- Space in Veterans Park leased to Brady Media $1,500.00
  29 Vendors (food and Merchandise)

- Itinerant Merchant Licenses for vendors $1,015.00

- City Service Costs for leased area $1,203.36

- Funding from Flagler County for Fireworks Display $22,000.00

- 2016 Quality of Life Grant Fund 110 Promotional $1,250.00
  $26,968.36 Revenue Expected

$50,392.00 Known Expenses
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<tr>
<th>Company</th>
<th>Publication Date</th>
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<th>Market</th>
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<th>Cost</th>
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<tbody>
<tr>
<td>City of Flagler Beach</td>
<td>April – July</td>
<td>Website</td>
<td>General</td>
<td>World Wide Web</td>
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<td>Parent Magazine</td>
<td>June/July</td>
<td>Magazine</td>
<td>Families</td>
<td>Four County Area</td>
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<td>City of Flagler Beach</td>
<td>June</td>
<td>News Release</td>
<td>General</td>
<td>Thousands</td>
<td>Free</td>
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<td>Palm Coast Signs</td>
<td>June</td>
<td>Sign for</td>
<td>General</td>
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<tr>
<td>Lion Heart Graphic Design</td>
<td>June</td>
<td>Veterans Park</td>
<td>Local</td>
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<td>Gage Publishing</td>
<td>June/July</td>
<td>Magazine</td>
<td>Flagler/St. Johns</td>
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<tr>
<td>WNZF/Beach 92.7, Kix Country</td>
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<td>Live Broadcasts/Ads</td>
<td>Flagler/Volusia/St.</td>
<td>Thousands</td>
<td>Free</td>
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<tr>
<td>Country 98.7, Beach 105.5, Easy</td>
<td>June</td>
<td>Live Broadcasts/Ads</td>
<td>Flagler Beach/Palm</td>
<td>Thousands</td>
<td>Free</td>
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<tr>
<td>Oldies 100.9</td>
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<td></td>
<td>Coast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surf 97.3</td>
<td>June</td>
<td>Live Broadcasts/Ads</td>
<td>Flagler Beach/Palm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Responsible Person</td>
<td>Action</td>
<td>Completed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------</td>
<td>------------------------------------------------------------------------</td>
<td>-----------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 2017</td>
<td>City Manager</td>
<td>Meet w/TDC Pre-grant Meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 2016</td>
<td>City Manager</td>
<td>Establish Event Budget</td>
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<tr>
<td>July 1, 2016</td>
<td>City Manager</td>
<td>Deadline for TDC Grant Application</td>
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<td>October 2016</td>
<td>City Manager</td>
<td>TDC Meeting Date</td>
<td></td>
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<tr>
<td>October 2016</td>
<td>City Manager</td>
<td>BOCC Approval of Grant</td>
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<tr>
<td>August 2016</td>
<td>City Manager</td>
<td>Present Budget to City Commission for approval</td>
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<tr>
<td>March 2017</td>
<td>City Manager</td>
<td>Establish Event Committee</td>
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<td></td>
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<tr>
<td>March 2017</td>
<td>City Manager</td>
<td>Meet with WNZF and Beach Radio for sponsorship</td>
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<td></td>
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<tr>
<td>April 2017</td>
<td>Committee</td>
<td>Hold First event Meeting</td>
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<td></td>
<td></td>
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<tr>
<td>April 2017</td>
<td>Committee</td>
<td>Review/revise event logistics sheet to reflect changes if necessary</td>
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<td></td>
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<tr>
<td>April 2017</td>
<td>Committee</td>
<td>Review and contact advertisers obtain commitment deadline May 2017</td>
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<td>May 2017</td>
<td>Committee</td>
<td>Update website, contact proposed vendors</td>
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<td></td>
<td></td>
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<tr>
<td>June 2017</td>
<td>Committee</td>
<td>Meeting to review all moving parts</td>
<td></td>
<td></td>
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<tr>
<td>June 22, 2017</td>
<td>Committee</td>
<td>Final meeting before event</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Flagler County Tourist Development Council

Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Date: 06/16/2016

<table>
<thead>
<tr>
<th>Organization:</th>
<th>Choral Arts Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing Address:</td>
<td>PO Box 351061, Palm Coast, FL 32135</td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Betty Christian</td>
</tr>
<tr>
<td>Email Address:</td>
<td><a href="mailto:betty@inthecreek.com">betty@inthecreek.com</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>407-424-1437</td>
</tr>
<tr>
<td>Fax:</td>
<td>none available</td>
</tr>
</tbody>
</table>

Registered as a non-profit corporation: 

<table>
<thead>
<tr>
<th>Maximum Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>The maximum award an organization can receive for a &quot;Regional Drive Market&quot; Special Event Grant Application is $1,250.</td>
</tr>
</tbody>
</table>

**Event Description**

<table>
<thead>
<tr>
<th>Event Name:</th>
<th>3 Concert Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Dates:</td>
<td>December 2nd &amp; 4th, 2016, May 19th &amp; 21st and July 4th, 2017</td>
</tr>
<tr>
<td>Amount Requested:</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>Budget for Event*:</td>
<td>$12,753.00</td>
</tr>
</tbody>
</table>

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

**Commitment to the Expansion of Tourism in Flagler County**

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

A sizable portion of our patrons for the past eighteen years are seasonal and tend to invite others from their home towns to attend our concerts when they come to visit. We have several patrons that schedule their seasonal time in Flagler County to include our concert schedule.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

Daytona Newspapers, Flagler Auditorium Show Bill, Sun & Surf Magazine, www.casfl.org, 500+ mailing to current and former patrons, signage at St Thomas Episcopal Church and bulletin boards of various businesses as well as word of mouth from chorus members and patrons.

How will you demonstrate a willingness to work with the tourism industry?

We always recommend Flagler County events and activities to those who ask as do our regular patrons who bring guests with them.
Please provide evidence as to how the event will be self-funded in subsequent years.

All of our funding comes from patron donations and gifts and hopefully grants from the city, county and state whenever possible. This allows us to continue our program for everyone without charging admission fees.

Soundness of Proposed Event

Clearly identify the event's objectives.

CAS is a non-profit music organization dedicated to providing excellence in the choral music experience for our membership and community. CAS works diligently to provide scholarship funds for local graduating seniors who are majoring in music as a future career. We have been successful in our objectives since we were formed in 1999.

What is the timetable for implementation of the event?

Our events require ongoing preparation including rehearsals, newspaper and magazine advertising, programs for each event, a mass-mailed calendar and facts brochure to 500+ patrons. Each event requires 4 to 5 months preparation.

What additional funding sources will be utilized?

We have applied for a Cultural Arts grant from the City of Palm Coast and a General Program Support grant from the state of Florida which are currently in process to assist with costs that may not be covered here. We have been a proud recipient of grants from Flagler County Tourism and the City of Palm Coast for many years.

How do you intend to accomplish your slated objectives?

We continually solicit new performers and musical programs and other forms of revenue throughout the year to try and maintain our scholarship program (which currently has two students receiving annual grants from CAS).

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

Since 1999, Choral Arts Society has provided Flagler County and the City of Palm Coast with excellent choral performances. CAS does not charge admission to its concerts. Its members purchase their stage wear and music and pay annual dues. The group uses free will concert donations and gifts from individuals and business patrons to give college-bound students a $500 renewable scholarship to study music performance or music instruction and to cover all other expenses not covered by grants.
What added value can the event create to a visitor's stay?

Our seasonal performances include "Music from the Stage" - a wonderful concert of music from the Broadway stage with many favorites, "Celebrate America" with a varied collection of patriotic favorites and "Songs of Christmas" with carols and holiday favorites. Many of our patrons look forward to one or more of our concerts each year.

What incremental economic activity is stimulated through the quality of the visitor experience?

Dining in local establishments and visiting our area parks and beaches.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

Many patrons schedule their trips to Flagler County around our events and bring family, friends and neighbors along.

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

Daytona Newspapers, Flagler Auditorium Show Bill, Sun & Surf Magazine, www.casfl.org, 500+ mailing to current and former patrons, signage at St Thomas Episcopal Church and bulletin boards of various businesses and word of mouth from chorus and patrons.

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? $14,140.00

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>3 Concert Series</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,498.30</td>
</tr>
<tr>
<td>2014</td>
<td>3 Concert Series</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>2013</td>
<td>3 Concert Series</td>
<td>$2,000.00</td>
<td>$2,000.00</td>
<td>$2,000.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

City of Palm Coast Cultural Arts Grant and various patrons (see attached list)

Event History

How many years has this event taken place? 18 Years
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Betty Christian
Title: Treasurer

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Digitally signed by Betty C Christian
Date: 2016.06.19 16:41:59 -04'00'

Authorized Agent Signature

Received by Tourism Development Office By:

TDC Authorized Signature

Date
Exhibit A

Stability and Management Capacity: The Completed application must include:

- A proven track record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.

  Choral Arts Society has been in existence since 1999 and continues to have a good following of long term patrons as well as new ones each year.

- Documentation that the organization has a successful history of service in and to Flagler County.

  The attached annual Brochure and our website www.casfl.org provides or background and success since 1999.

- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.

  A list of our Board of Directors is attached. The Board requires that the Treasurer, Betty Christian, submit all requests for funding at their direction.

- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourism Development Council.

  Choral Arts Society has been pleased to accept and administer grants for the past four years from Flagler County and for the past 14 years from the City of Palm Coast.

BCC 06/16/2016
Dear Applicant:

Our letter dated August 1999, stated you would be exempt from Federal Income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 9:00 a.m. to 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,

Lola C. Lerner
Director, Exempt Organizations
Rulings and Agreements
# Consumer's Certificate of Exemption

**Issued Pursuant to Chapter 212, Florida Statutes**

<table>
<thead>
<tr>
<th>Certificate Number</th>
<th>Effective Date</th>
<th>Expiration Date</th>
<th>Exemption Category</th>
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<tbody>
<tr>
<td>85-8012508217C-3</td>
<td>11/30/2012</td>
<td>11/30/2017</td>
<td>501(C)(3) ORGANIZATION</td>
</tr>
</tbody>
</table>

This certifies that

**Central Arts Society**

**Marbella Ct**

**Palm Coast, FL 32137-2270**

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.

## Important Information for Exempt Organizations

**Important Information for Exempt Organizations**

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).

2. Your Consumer's Certificate of Exemption is to be used solely by your organization for your organization's customary nonprofit activities.

3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.

4. The exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).

5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.

6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Account Management at 800-362-3671. From the available options, select “Registration of Taxes,” then “Registration Information,” and finally “Exemption Certificates and Nonprofit Entities.” The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.
**Budget For Flagler County**  
**Regional Market Special Event Funding**  
**CHORAL ARTS SOCIETY**  
**Oct 1, 2015 - Sept 30, 2016**

### INCOME

<table>
<thead>
<tr>
<th>Acct No</th>
<th>Item</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Annual Auction</td>
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<tr>
<td>003</td>
<td>Audience Donations</td>
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<td>006</td>
<td>Grants</td>
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<td>007</td>
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<td>009</td>
<td>Member Donations</td>
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<td>010</td>
<td>Member Dues</td>
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<td>013</td>
<td>Music</td>
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<tr>
<td>014</td>
<td>Polo Shirts</td>
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**TOTAL INCOME**  
$14,140

### EXPENSES

<table>
<thead>
<tr>
<th>Acct No</th>
<th>Item</th>
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<tbody>
<tr>
<td>101</td>
<td>Honorarium, Artistic Director</td>
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<tr>
<td>102</td>
<td>Honorarium, Accompanist</td>
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**TOTAL STAFF**  
$7,500

**OPERATING EXPENSES**

<table>
<thead>
<tr>
<th>Acct No</th>
<th>Item</th>
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<tr>
<td>201</td>
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<tr>
<td>202</td>
<td>Stationery</td>
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<td>203</td>
<td>Polo Shirts</td>
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<td>209</td>
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<td>Liability Insurance</td>
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<td>212</td>
<td>Safe Deposit Box Rent</td>
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<td>215</td>
<td>Sunshine Fund</td>
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<tr>
<td>217</td>
<td>Miscellaneous</td>
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</table>

**TOTAL OPERATING EXPENSES**  
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### EDUCATION

<table>
<thead>
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<tbody>
<tr>
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**TOTAL EDUCATION**  
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### PROMOTION & ADVERTISING

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<th>Item</th>
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<tr>
<td>411</td>
<td>Newspaper Ads</td>
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**TOTAL PROMO & ADVERTISING**  
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<table>
<thead>
<tr>
<th>CONCERTS</th>
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<tbody>
<tr>
<td>501</td>
<td>Programs $300</td>
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<tr>
<td>502</td>
<td>Music $700</td>
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<tr>
<td>504</td>
<td>Church Donation $750</td>
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<tr>
<td>508</td>
<td>Sound System, Mikes $75</td>
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<tr>
<td>509</td>
<td>Piano Tuning $180</td>
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<tr>
<td><strong>TOTAL CONCERT EXPENSES</strong></td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$15,500</strong></td>
</tr>
</tbody>
</table>

**Cfwraf j*rts Society**  
Presents  
**MUSIC FROM THE STAGE**  
MAY 20, 2016 @ 7PM  
MAY 22, 2016 @ 3PM  
St. Thomas Episcopal Church  
5400 Belle Terre Parkway  
Palm Coast, FL  
Free will donation requested  
For more information call 407-474-1437  
WWW.CASFL.ORG  

Daytona News- Journal Ad to run 05/11, 05/14, 05/18 and 05/21
Organization: Rotary Club of Flagler County Foundation
Mailing Address: P. O. Box 353004, Palm Coast, FL 32137
Contact Person: Mike Kuypers
Phone: 386-793-7913
Email Address: Kuypers33@gmail.com
Fax: NA

Registered as a non-profit corporation: ☑ Yes (if yes please attach proof)

Maximum Award
The maximum award an organization can receive for a “Regional Drive Market” Special Event Grant Application is $1,250.

Event Description

| Event Name: | Rotary Fantasy Lights Festival |
| Event Dates: | December 1-30, 2016 |
| Amount Requested: | $1,250.00 |
| Budget for Event*: | $4,800.00 |

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?
Since its inception in 2006, the Fantasy Lights Festival has grown to be the premier Holiday themed event in Flagler County. Up to this time our advertising has focused on the local market. We propose to start expanding our advertising to markets outside the county through a mix of traditional and social media outlets with the desired outcome to draw that target audience to the event.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
We plan to use a multi-faceted approach including newspaper, magazines, radio, social media, and possibly billboards, to market the Festival. We also will print several thousand brochures (see last year’s attached) to be placed at strategic locations around the county (hotels, restaurants, etc.) as well as to be given out at other events (e.g., the Flagler Beach First Friday).

How will you demonstrate a willingness to work with the tourism industry?
We provide greeters at the entrance to the event (held at Palm Coast Central Park) that would be able to hand out any promotional material suggested by the Tourist Development Council as well as distribute and collect visitor questionnaires.
Please provide evidence as to how the event will be self-funded in subsequent years.

We have multiple sponsors who have signed agreements to continue funding all facets of the Festival, including the displays, attractions, and special events. The 2015 sponsors and contributors are listed on the brochure. In addition, we receive revenue from food vendors, the train ride, 3-D glasses sales and from donations collect at the gate. Last year’s revenue totalled $21,500.

**Soundness of Proposed Event**

Clearly identify the event's objectives.

The main objective of Rotary International is service to the community, in the work area, and throughout the world. The Festival serves two purposes: As a fundraiser to further these objectives; and as a community service project for families to enjoy a safe, enjoyable, affordable holiday themed experience. We partner with the City of Palm Coast to incorporate their holiday events as well.

What is the timetable for implementation of the event?

Work progresses throughout the year. Display sales are ongoing. We start regular committee meetings in August, set up is in November, the Festival runs the month of December, and take down is in January.

What additional funding sources will be utilized?

Sponsor donations and Rotary Club of Flagler County Foundation funds.

How do you intend to accomplish your slated objectives?

Net income from the event is used to fund local and international service projects. Last year’s event proceeds were used for polio eradication, college scholarships, the school dictionary project, and the Bunnell Sports Field. The brochure has a more complete listing of where our donations go.

**Stability and Management Capacity** - The completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

**Quality and Uniqueness of the Proposed Event**

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.
What added value can the event create to a visitors stay?
The Festival is unique to Flagler County as it is the only animated holiday light festival in this region of Florida with free admission. In addition to viewing the displays, families can visit Santa's Village, ride the train, visit Santa and roast a marshmallow while being snowed on. We also provide free entertainment by local schools, churches and professional groups on the weekends.

What incremental economic activity is stimulated through the quality of the visitor experience?
It is hoped that through extended advertising we will be able to draw families to the county where they will use our restaurants, buy our fuel, and perhaps even stay in our hotels. The event location is at a great, well maintained walking park, easy to get to with plenty of free parking. The displays are high quality commercial designs that are easily viewed from the walkway.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
By placing brochures in area lodging establishments we hope to encourage visitors to extend their stay to attend the Festival.

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?
We plan to use the entire grant allocation to expand our advertising to markets outside the county. Marketing will be a combination of printed media, radio, social media, brochures, and, of course, word of mouth.

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? $25,000.00

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
See brochure for a complete list of sponsors and contributors. Other revenue sources include gate donations, train ticket sales, marshmallow sales, 3-D glasses sales, ad sales and food vendor receipts.

Event History

How many years has this event taken place? 10
Authorized Agent: 
Name: Mike Kuypers 
Title: Fantasy Lghts co-chair 

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

\[\text{Authorized Agent Signature}\]  
\[\text{Date}\]  

\[\text{TDC Authorized Signature}\]  
\[\text{Date}\]
## Consumer's Certificate of Exemption

**Issued Pursuant to Chapter 212, Florida Statutes**

<table>
<thead>
<tr>
<th>Certificate Number</th>
<th>Effective Date</th>
<th>Expiration Date</th>
<th>Exemption Category</th>
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<tbody>
<tr>
<td>85-8013088397C-7</td>
<td>06/05/2014</td>
<td>06/30/2019</td>
<td>501(C)(3) ORGANIZATION</td>
</tr>
</tbody>
</table>

This certifies that

**ROTARY CLUB OF FLAGLER COUNTY FOUNDATION INC**

4 OLD KINGS RD N STE B
Palm Coast FL 32137-9226

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.

### Important Information for Exempt Organizations

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).

2. Your Consumer's Certificate of Exemption is to be used solely by your organization for your organization's customary nonprofit activities.

3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.

4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).

5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.

6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Account Management at 800-352-3671. From the available options, select "Registration of Taxes," then "Registration Information," and finally "Exemption Certificates and Nonprofit Entities." The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.

**Exempt Tax #**: 224100113

**Phone #**: 723-7913
The Rotary Club of Flagler County was established in 1981 and has grown to become the largest Rotary Club in Flagler County with over 60 active members representing many different vocations and government agencies. The Fantasy Lights Festival started in 2006 as a drive through event at the Palm Coast Sports Complex and was moved to Palm Coast Central Park in 2009 as a walking tour. Over the next few years, entertainment, Santa’s Village, food vendors, snow nights and the Santa’s Merry Train Ride were added. Last year’s attendance was estimated at close to 20,000 over the course of the event. Displays are continuing to be added to the event with 5 being purchased this year alone, bringing the total to 45.

The event is organized and staffed by Club members. Assistance with set up and take down is provided by the high school sports teams. Financial support is provided by sponsors through the Club’s Foundation.

Although the Club has not administered a TDC grant before, we have members who have for other organizations and we feel confident that this will not be an issue.
### 2016 Fantasy Lights Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>City Permit</td>
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<tr>
<td>Brochures</td>
<td>$700</td>
</tr>
<tr>
<td>School Art Project</td>
<td>$1,000</td>
</tr>
<tr>
<td>Marshmallows</td>
<td>$200</td>
</tr>
<tr>
<td>Supplies*</td>
<td>$500</td>
</tr>
<tr>
<td>Advertising</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$4,800</td>
</tr>
</tbody>
</table>

*Fuel, batteries, candy, drinks and food for set up/take down, light bulbs, etc.*

### Marketing

**Planned with existing funding:** Brochures, full page ad in Palm Coast Observer, radio spots on WNZF, calendar notices in Daytona News Journal, and Gage publications.

**Planned with grant funding:** Social media posts, ads in papers outside of Flagler County (e.g., St. Augustine Record, Ormond Beach Observer), explore billboard on I-95, explore statewide publications (e.g., AAA Living). Extent of this additional advertising contingent on market prices and donated space.
June 29, 2016

Flagler County Tourist Development Council
20 Airport Road, Suite B
Palm Coast, FL 32164

To Whom It May Concern:

The men and women of the Rotary Club of Flagler County are dedicated to helping the future of our community - our children - through the various programs designed to grow, inspire, and support our youth. Our club has been a longtime supporter the Princess Place Preserve Mentor Program, helping at-risk youth from dropping out. Each year, we provide dictionaries to every registered 3rd grader in Flagler County Schools and award multiple college scholarships to local students.

Through our Fantasy Lights Festival and other fundraisers, we have been able to contribute substantial support to significant community programs in Flagler County over the last 21 years, providing:

1. Over $100,000 in college scholarship to high school scholar athletes, high achievers and at-risk students.
2. Ongoing sponsorship of the Rotary Wrestling Tournament at Flagler Palm Coast High School, generating scholarships and equipment for the school.
3. Delivery over 16,000 dictionaries to the 3rd grade students of Flagler County Schools.
4. A new potable water well for low income residents in West Flagler County who had resorted to drinking from ponds, puddles, and standing water.

We would like you to help us reach our goals by assisting with funding this year’s event. Any grant funds received will be used for advertising. If you have any questions, please feel free to call upon us.

Sincerely,

Matthew W. Maxwell
President
Rotary Club of Flagler County
386-793-0075
Flagler County Tourist Development Council

Fund 110 Promotional Activities Request for Regional Market Special Event Funding

Date: July 7, 2016

Organization: Flagler County Board of County Commissioners
Mailing Address: 1769 E. Moody Blvd. Building #5, Bunnell, FL 32110
Contact Person: Frank Barbuti
Phone: 386-313-4144
Email Address: fbarbuti@flaglercounty.org
Fax: 386-313-4120
Registered as a non-profit corporation: Yes

Maximum Award
The maximum award an organization can receive for a “Regional Drive Market” Special Event Grant Application is $1,250.

Event Description

Event Name: Flagler County Native American Festival
Event Dates: February 25th - 26th, 2016
Amount Requested: $1,250.00 Budget for Event*: $23,000.00

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

Festivals attract visitors. Native American Festivals in particular have a following. Jim Sawgrass, who is the main speaker/facilitator, already has a following in this area. Hotels are already being secured for performers for this festival and campground/RV/motels will certainly be needed for attendees as well as visitors.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

It will be marketed beginning in August and advertised at this year’s Creekside Festival which is held at the same venue. Jim Sawgrass has promoted this upcoming festival at each of his events since March of this year. Marketing continues through the County web site, flyers placed in strategic places throughout the county and surrounding counties, and radio and newspaper ads.

How will you demonstrate a willingness to work with the tourism industry?

Continuing communication with the Flagler County Tourism Department. We will work together closely to facilitate advertising, as well as other suggestions the Department may have.
Please provide evidence as to how the event will be self-funded in subsequent years.

With the exposure of the first two years' events, we have had contact with many potential vendors and sponsors for future festivals to be more successful in subsequent years. There will be quality vendors present, which will generate more funds for the event, more sponsorship as well as more visitors for the festival.

**Soundness of Proposed Event**

Clearly identify the event's objectives.

Attract visitors to the area, especially this venue (Princess Place Preserve), which has an extensive history. Generate revenue for local businesses. Make Flagler County a known place for a yearly Native American Festival - just as the Casements is known to hold a Native American Festival every year in Volusia County for the past 25+ years.

What is the timetable for implementation of the event?

The event is being held February 25, 2017 and February 26, 2017 (from 9:00 a.m. - 5:00 p.m.)

What additional funding sources will be utilized?

Revenue from Sponsors, Vendors, Event Admission and the Flagler County Parks & Recreation General Fund.

How do you intend to accomplish your slated objectives?

Follow-up interviews and/or surveys within 60 days of festival with vendors, sponsors, local business.

**Stability and Management Capacity** - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

**Quality and Uniqueness of the Proposed Event**

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.
What added value can the event create to a visitor's stay?

Local history education.
Native American history and education.
Knowledge that Flagler County has many beautiful parks.

What incremental economic activity is stimulated through the quality of the visitor experience?

Monies spent during visitors stay for the festival.
Visitors and vendors venture out to other areas of interest while in Flagler County.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

One of our sponsors, Ripple Effects, gives guided kayak tours of the Intracoastal and estuaries in Flagler County. They gave 2 raffle gift certificates valued at $110.00 each, which could generate an extended stay. The Parks booth will have brochures for other parks in the county along with camping and RV information. This should generate interest in either an extended stay or a subsequent visit.

Advertising Requirements

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

Local Radio; Local Newspaper; Flagler County Tourism Website; Flagler County Parks Website; Powwows.com; FCTV

TDC collateral will be distributed to the organization by a tourism representative for distribution for the event.

Funding

How much gross income is intended to be collected from this event? $21,750.00

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
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<tbody>
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<td>2016 Native American Festival</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
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Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

Flagler County Parks and Recreation; Jim Sawgrass; Ripple Effects; Bunnell Feed and Supply; Waste Pro; Palm Coast Signs; Admission Costs; Other sponsorships

Event History

How many years has this event taken place? 2
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Frank Barbuti
Title: Parks & Recreation Manager

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for regional market special event grants.

I understand that failure to comply with these advertising requirements will result in relinquishment of the regional market special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature: [Signature]
Date: 7-1-16

Received by Tourism Development Office By:

[Signature]
TDC Authorized Signature
Date: 7-1-16
Organization: Flagler County Board of County Commissioners  
General Services Department - Parks & Recreation Division

Event Title: Native American Festival 2017  
February 25th - February 26th, 2017  
Princess Place Preserve

<table>
<thead>
<tr>
<th>Native American Festival Budget</th>
<th>Cost Share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In-Kind</td>
</tr>
<tr>
<td>Travel &amp; Lodging</td>
<td>$0.00</td>
</tr>
<tr>
<td>Facilities &amp; Equipment Rental</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Audio-Visual</td>
<td>$0.00</td>
</tr>
<tr>
<td>Promotion &amp; Marketing</td>
<td>$0.00</td>
</tr>
<tr>
<td>Supplies</td>
<td>$0.00</td>
</tr>
<tr>
<td>Other</td>
<td>$3,550.00</td>
</tr>
<tr>
<td>Sub-Total</td>
<td>$6,550.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$23,000.00</td>
</tr>
</tbody>
</table>

Budget Detail:
Travel & Lodging: 12 hotel rooms @ $80/night x 2 nights for 12 demonstrators/presenters = $1,920.00
Facilities & Equipment Rental: Site Usage for Princess Place Preserve 3 days @ $1,000/day, Utilities $300, Dumpster Rental $250, Port-a-johns $350 = $3,900.00
Audio-visual: Technician to set-up and operate sound equipment for event = $300.00
Promotion & Marketing: Radio Ads $700, Newspaper Ads $530, Posters & Flyers $500, Signs 8 @ $75 ($600) = $2,330.00
Supplies: Janitorial Supplies $200, Hay Bales $700, Copy Paper & Toner $100 = $1,000.00
Other: County Event Staff Time $1400, Site Security & Parking $1500, Event Insurance $500, Demonstrations and Presenters $10,150 = $13,550
TOTAL = $23,000.00
July 2016 TDC Meeting
Overnight Stay Grant Applications
Proposed Summary

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>EVENT</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagler Broadcasting</td>
<td>KIX Country Fest</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Flagler Broadcasting</td>
<td>Freedom Fest</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Continuing Education Company</td>
<td>Primary Care Spring Conf, I &amp; II</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>Continuing Education Company</td>
<td>Primary Care Summer Conference</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>Flagler Auditorium</td>
<td>2016-2017 Season</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Flagler County Corvette Club</td>
<td>Corvettes at the Beach</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Team Florida Lacrosse</td>
<td>Pumpkin Shootout</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Ethos Sports Management</td>
<td>Veterans Day Invitational</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Ethos Sports Management</td>
<td>MLK Invitational</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Team Florida Lacrosse</td>
<td>Father's Day Invitational</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>PDA Florida</td>
<td>Fall Classic</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>

**TOTAL**                                                                 $84,000.00

**PROPOSED REMAINING BALANCE**                                                                 $16,000.00

FY 16-17 Budget $100,000.00
Fund 110 Promotional Activities  
Request for Overnight Stay Special Event Funding

Date: 6/9/2016

Organization: Flagler Broadcasting, LLC
Mailing Address: 2405 E. Moody Blvd #402, Bunnell, FL 32110
Contact Person: Alix Lundy Phone: 386-437-1992
Email Address: ali@beach927.com Fax: 386-437-8752
Registered as a non-profit corporation: ☑ No ☐ Yes (If yes please attach proof)

Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

*Room nights generated
*Peak Season: February – August
*Non-Peak Season: September - January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: KIX Country Fest
Event Dates: October 21-22, 2016
Amount Requested: $2,500.00  
Budget for Event*: $60,500.00

*Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.
Out of County direct advertising will be used for radio, print, social media, internet and TV.

Please provide detailed information on your event.

A weekend of country music, food and fun! This event at Flagler County Fairgrounds Amphitheater will feature national headliner Sawyer Brown plus many more other country artists and bands. Plenty of vendors and exhibitors to keep visitors entertained all weekend.
Who is your target audience?
This is a Family event so anyone who loves country music, food and fun!

How will Flagler County benefit from your event?
We expect to draw thousands of visitors from outside Flagler County. Last year we drew in country music fans from all over and they stayed at local accommodations and visited local museum, beaches, parks and spent money at local stores and restaurants.

How many verifiable hotel stays do you project this event will bring to Flagler County? 50-75

Have blocks of rooms been reserved at a lodging facility? Yes

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):
Hilton Garden Inn - 25
Microtel - 50

Are local attractions being included in the itinerary for this event, such as:

- Attend a local play, concert, or dance performance
- Visit a local museum
- Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks)
- Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)
- Other (please list)

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match “Overnight Stay” Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?

Sponsorships, exhibitors, food and beer sales and donations.

How much gross income is intended to be collected from this event? 65,000.00
List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Rockin Rib Fest</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>2015</td>
<td>Kix Country Fest</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>2015</td>
<td>Wings over Flagler</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

Sponsors pending

Event History

How many years has this event taken place? [Blank]

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Guests</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>FC Fairgrounds</td>
<td>6000</td>
<td>800</td>
<td>29</td>
<td>$34,716.25</td>
</tr>
</tbody>
</table>

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

National Act brings fans from 350 mile radius.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

This event will be fully marketed through radio, promos, interviews, print ads, billboards and posters.

How will you demonstrate a willingness to work with the tourism industry?

We will encourage visitors to stay locally, visit local tourist attractions, local bars and restaurants and local beaches.

Please provide evidence as to how the event will be self-funded in subsequent years.

Through an increase of sponsorships and ticket prices.
Soundness of Proposed Event

Clearly identify the event's objectives.
The object is to reinforce the FC Fairgrounds as a viable concert venue and to reinforce the radio brands in the community.

What is the timetable for implementation of the event?
We have been working on this event since February 2016.

How do you intend to accomplish your slated objectives?
Through marketing, PR partnership with the Flagler County fair board, partnership with the Flagler County parks and rec. and with the FC TDC.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

Attached
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: DAVID AYRES
Title: GM/LP FLAGLER BROADCASTING

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,

I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature: ____________________________
Date: 6/9/16

Received by Tourism Development Office By:

Dana Chase
TDC Authorized Signature: ____________________________
Date: 6/9/16
## Anticipated Budget for 2016

<table>
<thead>
<tr>
<th>Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Beer</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Donations</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Exhibitors/vendors</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Sponsorship income</td>
<td>$37,000.00</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$65,000.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bands/Entertainment</td>
<td>$35,000.00</td>
</tr>
<tr>
<td>Fireworks</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Permits/Licenses</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Insurance</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Rentals</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>Advertising/Marketing</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>Misc.</td>
<td>$2,000.00</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$60,500.00</strong></td>
</tr>
</tbody>
</table>

**Profit** $4,500.00
**Stability and Management Capacity**

- Flagler Broadcasting has demonstrated capabilities to develop resources, effectively plan, organize and implement the proposed event. For 8 years Flagler Broadcasting has produced and promoted many successful events. These events are always:
  - An enjoyable experience for visitors so they want to return
  - Family oriented
  - Safe, friendly environments
  - Produced through over the top regional marketing

- See page 10 – prior events – for documentation that Flagler Broadcasting has a successful history of service in and to Flagler County

- See page 10 – prior events – for evidence of the ability of Flagler Broadcasting to administer public grants and to prepare and deliver the necessary reports to the TDC.
Kix Country Fest 2016

- **Kix Country Fest** takes over the rodeo arena and brings in a major concert stage, lights, sound, national headliner, powerful regional bands, fireworks, food & beer! We’re bringing all the country music fans out to the Flagler County Fairgrounds for the second annual Kix Country Fest!

- Estimated 2 day attendance 10,000.
- Friday, October 21st, fantastic regional bands!
- Saturday, October 22nd, SAWYER BROWN!
- Saturday, BIG! Fireworks show to top off the weekend!

Palm Coast and the Flagler Beaches

KIX Country 98.7
Organization: Flagler Broadcasting, LLC
Mailing Address: 2405 E Moody Blvd #402 Dunnell, FL 32110
Contact Person: Alix Lundy
Email Address: ali@beach927.com
Phone: 386-437-1992
Fax: 386-437-8728
Registered as a non-profit corporation: Yes (If yes please attach proof)

Maximum Award
The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

*Room nights generated
*Peak Season: February - August
*Non-Peak Season: September - January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: Freedom Fest
Event Dates: November 11-13 2016
Amount Requested: $2,500.00
Budget for Event*: $43,000.00
* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.
Out of county direct advertising will be used for: radio, print, social media, internet and TV.

Please provide detailed information on your event.
A weekend to celebrate veterans, with fantastic live music, military aircraft displays, food and beverage vendors, a traveling Vietnam wall, plus a stunning fireworks display.
Who is your target audience?
This is an all-ages, family-friendly, patriotic event.

How will Flagler County benefit from your event?
We expect thousands of visitors - both local and out of town. This is a regional event promoted through media, various veterans organizations, and through aviation websites.

How many verifiable hotel stays do you project this event will bring to Flagler County? 125

Have blocks of rooms been reserved at a lodging facility? ☑ Yes ☐ No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):
Microtel - 50, Red Roof Inn - 50, Hilton - 25

Are local attractions being included in the itinerary for this event, such as:

☑ Attend a local play, concert, or dance performance
☑ Visit a local museum
☑ Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks)
☑ Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)
☑ Other (please list)

Check mark on - Attend a local play, concert, or dance performance.

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match “Overnight Stay” Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?

Sponsorships, exhibitors, food and beer sales and donations

How much gross income is intended to be collected from this event? $45,000
List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Rock'n Ribfest</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>2015</td>
<td>Kix Country Fest</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>2015</td>
<td>Wings Over Flagler</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

Sponsors pending

---

**Event History**

How many years has this event taken place? __________

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Guests</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N/A</td>
<td></td>
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</tr>
<tr>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Commitment to the Expansion of Tourism in Flagler County**

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

1. Vietnam Wall has regional draw
2. Rolling Stones tribute concert
3. Static Aircraft Displays
4. Public bi plane rides

---

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

The event will be fully marketed through radio promos, interviews, print ads, billboards and posters.

---

How will you demonstrate a willingness to work with the tourism industry?

We will encourage visitors to stay locally, visit local tourist attractions, local bars and restaurants, local beaches and local airports.

---

Please provide evidence as to how the event will be self-funded in subsequent years.

This year will be free admission. Subsequent years we will have to charge an entry fee.
Soundness of Proposed Event

Clearly identify the event’s objectives.
To pay tribute to all veterans, to instill patriotism to younger generations, to create a quality family event, to reinforce radio station brands in our local community and to spotlight the new executive status of the airport.

What is the timetable for implementation of the event?
We have been working on this event since March 2016.

How do you intend to accomplish your slated objectives?
Through marketing, PR, partnership with Flagler County, partnership with the TDC and with the Flagler Executive Airport.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

See Attached Flyer
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: DAVID AYLES
Title: GM/VP FLAGLER BROADCASTING

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,

I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

[Signature]
Authorized Agent Signature

6/9/16
Date

Received by Tourism Development Office By:

[Signature]
TDC Authorized Signature

6/9/16
Date
### Anticipated Budget for 2016

<table>
<thead>
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<th></th>
</tr>
</thead>
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</tr>
<tr>
<td>Donations</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Exhibitors/vendors</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>Sponsorship income</td>
<td>$28,000.00</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$45,000.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Expenses</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bands/Entertainment</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Fireworks</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Permits/Licenses</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Insurance</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Rentals</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>Advertising/Marketing</td>
<td>$12,000.00</td>
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<tr>
<td>Misc.</td>
<td>$500.00</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$43,000.00</td>
</tr>
<tr>
<td><strong>Profit</strong></td>
<td>$2,000.00</td>
</tr>
</tbody>
</table>
Freedom Fest will be a patriotic family friendly event at the Flagler Executive Airport!
Featuring a fantastic Rolling Stones tribute band!

- Traveling Vietnam Wall
- Patriotic music, rock, country
- Military aircraft static displays
- Food, beverage concessions
- Free admission, free parking
- Saturday fireworks spectacular
- Estimated 3 day crowd 10,000
- Veterans and other local charities
Fund 110 Promotional Activities - Request for Overnight Stay Special Event Funding

Date: June 15, 2016

Organization: Continuing Education Company Inc
Mailing Address: 250 Palm Coast Parkway NE Suite 607-152
Contact Person: Walter Fines Phone: 386-490-8010 x100
Email Address: walter@cmemeeting.org Fax: 516-539-3555

Registered as a non-profit corporation: [ ] No [✓] Yes (If yes please attach proof)

Maximum Award
The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

*Room nights generated
*Peak Season: February - August
*Non-Peak Season: September - January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: 11th Annual Primary Care Spring Conference Sessions I and II
Event Dates: March 27-31, 2017 (Session I) and April 3-7, 2017 (Session II)
Amount Requested: $8,000.00    Budget for Event*: $264,127.00

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.

Requested funds will be used towards the marketing of this event. Specifically it will be used for brochure mailing costs and internet advertising.

Please provide detailed information on your event.

It is a national event that will attract physicians from all over the country. It will be held in two (2) week sessions. We expect 390 physicians and their families with a minimum of 1700 individuals

________________________________________________________________________
________________________________________________________________________
Who is your target audience?
Physicians, Nurse Practitioners and Physician Assistants and their families from all over the country.

How will Flagler County benefit from your event?
A minimum of 1700 individuals are expected to vacation, visit local attractions and dine in Flagler County as a result of this event. Families and individuals stay a minimum of 5-7 nights. Flagler County would collect tourism tax from these hotel stays which range from $249-$399 per night. With anticipated room revenue based on our guarantees amounting to over $440,000, the County should generate a minimum of $17,000 in occupancy tax revenue from this event.

How many verifiable hotel stays do you project this event will bring to Flagler County? 1508

Have blocks of rooms been reserved at a lodging facility? Yes  No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):
We have contracted for 1508 room nights with Hammock Beach Resort. If overflow rooms are needed, we will reach out to area hotels such as Hilton Garden Inn, Hampton Inn, Fairfield Inn, Days Inns as well as Vacation Pros to arrange for accommodations for those seeking condos or houses.

Are local attractions being included in the itinerary for this event, such as:
- Attend a local play, concert, or dance performance
- Visit a local museum
- Visit a local nature-based activity (i.e. Gamble Rogers, Washington Oaks)
- Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)
- Other (please list)

Conference attendees will be free each day after 12:15 pm. We strongly encourage them to include Flagler County attractions as part of their free time. We will set up a Flagler County tourism area at the conference room for them to learn more about area activities.

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match “Overnight Stay” Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?
We will be soliciting funding from private sources in support of our conference. We do not seek commercial grant support from the pharmaceutical industry. We expect limited support from other non-profit medical education companies such as FDA and ARHP.

How much gross income is intended to be collected from this event? $267,150.00
List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
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<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

No additional contributors/sponsors have been confirmed yet. Registration fees help pay the majority of expenses. We will be pleased to provide a final reconciliation after the event.

---

**Event History**

How many years has this event taken place? **10**

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Guests</th>
<th>Verifiable Room Nights</th>
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<td>410</td>
<td>1527</td>
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</tr>
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</table>

**Commitment to the Expansion of Tourism in Flagler County**

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

The event is primarily marketed to visitors from out of the county and state, who generate stays of 5-7 overnight hotel nights each. It also serves to promote Flagler County as a vacation destination to those out of state visitors unfamiliar with the area.

---

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

We will mail over 90,000 brochures to physicians in targeted regions of the US. An extensive web-based ad campaign will be conducted and adjusted based on daily analytical data. We will also conduct webinars to promote Flagler county.

---

How will you demonstrate a willingness to work with the tourism industry?

We will promote the TDC and Flagler County in all marketing efforts and we will include tourism personnel in all of our efforts. We will conduct webinars if possible. We will also set up a Flagler County tourism area at the conference to promote area attractions, activities and restaurants.

---

Please provide evidence as to how the event will be self-funded in subsequent years.

By increasing awareness of this event at this location (Flagler County) we will be able to increase attendance and repeat attendees in subsequent years. It is our continued intention to make this event self-funded through registration tuitions.
Soundness of Proposed Event

Clearly identify the event's objectives.

Our goal is to attract 400 physicians, nurse practitioners, physician assistants and their families (1700) total visitors) to this event over a two week period. Another goal is to fill a minimum of 1508 room nights which have been guaranteed.

What is the timetable for implementation of the event?

Sept 2016 online marketing campaign begins, January 2017 90,000 mailing pieces will be sent, November 2016 email blast campaign begins. We plan on filling the block by late February/early March 2016.

How do you intend to accomplish your slated objectives?

Objectives will be accomplished through a well targeted marketing strategy. Similar plans have been highly effective in the past including last year when objectives were met.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

See Attached.
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Walter Epines
Title: President

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,

I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature: 

6/20/16
Date

Received by Tourism Development Office By:

TDC Authorized Signature: 

6/20/16
Date

Fund 110 Promotional Activities - Request for Overnight Stay Special Event Funding
11th Annual Primary Spring Conference
Flagler County TDC Proposal Overview

The 11th Annual Primary Care Spring Conference is a medical education conference for primary care physicians. Continuing Education Company (CEC) has been organizing medical education conferences for the past 24 years. Our conferences are national events that attract physicians from all over the country. In 2017, the conference will be held in two sessions in Palm Coast on March 27-31, 2017 and April 3-7, 2017.

WHY FLAGLER COUNTY?

For many years, CEC organized a conference held in Florida’s Gulf Coast. The inaugural Spring conference was held in Captiva Island in 2006. In 2007 the conference was moved to the Hammock Beach Resort in Palm Coast. Attendance increased dramatically that year. Our market research showed that Flagler County and Palm Coast’s Northeast Florida location made it ideal for those who preferred to drive from different areas in the Southern US. Many of the Midwestern attendees who drove preferred the drive to Palm Coast over South Florida locations. As a result, CEC has held its spring conference in Flagler County every year since 2007.

CONFERENCE FORMAT

The spring conference series consists of two one week sessions with meeting days running Monday to Friday, 8:00am to 12:15pm. Each week attracts a different audience, although the topics of each week will offer similar medical content. Attendees are free in the afternoons and typically spend that time relaxing or enjoying the area’s many activities and attractions.

TARGET AUDIENCE AND ATTENDANCE

Based on previous experience and our market research, each of the weekly sessions should attract 170-200 physicians. Data from our 2016 conference shows that 93% of the physicians traveled with a guest or their families. In fact, the conference brought 1311 visitors to Flagler County.

In 2017, our goal is to attract 390 medical clinicians in total over the 2 week period. When accounting for family members, we estimate attracting a minimum of 1700 individuals to Palm Coast and Flagler County for the conference.

The spring conference tends to attract Primary Care physicians (80% Family Physicians and 20% Internal Medicine) as well as Physician Assistants and Nurse Practitioners. The 2016 conference attracted visitors from 40 states and four countries (Australia, Canada, Saudi Arabia and Qatar).
Where are they from?

- Only 2 of the Florida residents reside in Flagler County
- 40 States and 4 countries were represented
- The chart data only reflects conference attendees and not travel companions (an additional 947...)

How many are traveling in your party?

PROMOTION

A NON-PROFIT 501 (c)(3) ORGANIZATION
Our primary marketing and promotional efforts consist of a direct mail campaign and a Google AdWords campaign.

- **Direct Mail:** Previous Flagler County Overnight Grant's has enabled us to increase the size of the direct mailing from an average of 65,000 pieces to 90,000 pieces. In past years, the mailing was targeted to primary care physicians located in Midwest and Southeastern US. In the past two years, the increased mailing has allowed us to broaden our reach to a national audience. We expect to print and mail 90,000 brochures for the 2017 conference series.

- **Advertising:** We will conduct an extensive web-based advertising campaign by placing ads on Google Adwords. This form of advertising is extremely cost effective as we only pay when physicians searching the web visit our website by clicking on the ad. An increasing number of attendees learn about the conference through the Google AdWords. The ad placed for the 2016 conference resulted in 145,596 impressions and 5,230 “clicks” which represent the number of visitors who connected to the conference page on our website.

Finally, the event will be promoted on the American Academy of Family Physicians website and newsletter as well as other medical meetings websites and magazines such as Physicians Travel and Meeting Magazine, CMEPlanner.com and Diversion, one of the leading physician travel publications.

**FUNDING**

The Primary Care Spring Conference is traditionally funded by attendee registration fees. Similar medical conferences receive substantial support from the pharmaceutical industry. In 2010, CEC stopped seeking pharmaceutical company funding. The decision was made in part due to the resort location of our meetings which are not favored by industry supporters. In addition, an increasing number of attendees have a negative perception of pharmaceutical support because they believe it opens the door to product bias in the educational content.

The grant we are requesting from the Flagler County TDC will be used towards brochure-associated mailing expenses such as postage as well as Google advertising.

We have attached a detailed budget for the 11th Annual Primary Care Spring Conference.

**LOCATION**

Flagler County was selected for this event due to the location and the family friendly environment. The conference meeting days are comprised of 1/2 day morning sessions so that attendees have the afternoons and evenings free. We encourage attendees to visit local attractions and recreational activities.
offerings. We also promote local dining options so that attendees and families do not have to leave Flagler County.

At the 2016 Primary Care conference, we set up an area in the lobby of the conference center where attendees were able to obtain information on local attractions. Flagler County representatives were there to meet attendees and promote the area. Menus were obtained from local restaurants and put on display. We also set up a bulletin board which was used by attendees to post their personal experiences with local attractions and restaurants. This was a huge success and we felt it contributed to the enjoyment of our attendees and their families while in Flagler County.

On the final day of the conference, we surveyed our attendees on their experience in Palm Coast and Flagler County. As you will see on the attached charts and comments, the results were very positive.

ACCOMMODATIONS

The length of the conference is five days which run Monday through Friday. However, almost all attendees arrive the weekend before and stay five to seven nights. Since the conference is taking place at the Hammock Beach Resort, CEC blocks and guarantees a certain number of rooms. In 2017, we are guaranteeing 754 room nights each week for a total of 1,508 room nights. Rates range from $249 per night to $399 per night. With anticipated room revenue based on our guarantees amounting to over $440,000, the County should generate over $17,000 in occupancy tax from this event.

Not all conference attendees stay at the Hammock Beach Resort. In 2010, 30% of the attendees stayed off-site at other Palm Coast accommodations. These included the Hilton Garden Inn, Holiday Inn Express, Fairfield Inn and others. We estimate needing 1,600 room nights for the 2017 conference, which includes off-site properties.

STABILITY AND MANAGEMENT CAPACITY

2017 will mark the 24th year that Continuing Education Company has been organizing events such as this one. Our conferences are successful due to our ability to effectively plan and implement all aspects of the events. Our past experience with the TDC grant process serves as evidence of our ability and expertise in grant management and reporting.

If awarded a grant by the Flagler County Tourist Development Council, we are confident in our abilities to deliver the necessary reports in a timely fashion. As you can see from some of the data included in this proposal, we value the importance of event attendee feedback. We currently analyze every aspect of our programs and have automated much of the process by using an audience response system during our courses. This system allows us to survey and evaluate our attendees throughout the event with results being captured electronically. As a result, data is available immediately for analysis and reporting. Measuring the outcomes of our educational offerings is a requirement in order for us to maintain our accreditation. We will incorporate our technology and expertise in this area to complete the TDC grant survey and evaluations requirements when collecting data from our attendees.
demonstrated in past events, we have collected tourism questionnaires from close to 100% of attendees.

As mentioned earlier in the proposal, we have successfully held this conference in Flagler County before. As a result of the positive experience that we had as conference organizers as well as positive feedback from conference attendees, we have kept the conference in Palm Coast. We feel that our conference has been successful here due to the strength of Flagler County as a family resort destination. In the past, we have previously devoted many resources in promoting the County as the perfect destination for physicians to receive their continuing education needs while balancing the need to spend quality vacation time with their families. We have done this by providing detailed information on the area’s attractions in our mailings and promotional efforts. For the 2017 conference, we have already started working with the County’s Tourism Development personnel who is very familiar with our successful track record and our management capabilities.

QUALITY AND UNIQUENESS OF THE PROPOSED EVENT

As demonstrated in this proposal, the 11th Annual Primary Care Conference will provide a unique opportunity for physicians to receive necessary continuing education in a setting that also caters to their desire to spend quality time with their families. Most available medical conferences take place over a 2-3 day period and consist of a full day educational agenda. The proposed conference consists of a half day educational agenda over a period of five days. This is attractive to a physician who seeks to obtain compulsory education during his/her vacation time. This event targets these physicians and is planned during the Spring Break vacation period so that they can travel with their families.

In the past, medical education providers were very successful in obtaining grant funding for medical conferences from private organizations and foundations. Recently, the funding has decreased significantly due to the economy. To make matters worse, grantors have been reluctant to support programs taking place at resort locations, preferring meetings at inner city hotels instead. As a result, many medical education providers have moved their meetings away from resort areas. We do not agree with this approach as it does not satisfy the needs of our target audience. Therefore, we have been looking at alternative sources for funding so that we can keep this conference in a resort area such as Palm Coast. The TDC funding will go a long way in helping us make this event a success.

CONCLUSION

The requested funding from the Flagler County TDC will be a great benefit to the success of this medical conference and will help bring visitors to Palm Coast and Flagler County. However, in order for our attendance goal to be met, we will need to increase promotional efforts. The TDC funding will enable us to significantly increase the exposure of the event to physicians and their families throughout the United States, resulting in a greater number of visitors to the County.

We look forward to partnering with the TDC to make our event a successful experience for all visitors.
## BUDGET

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<tr>
<th>Expense Allocation</th>
<th>Cost Per Unit(s)</th>
<th>Total # of Units</th>
<th>Total</th>
<th>TDC Grant Funding Allocation</th>
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## Expense Allocation

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<tr>
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<th>Total # of Units</th>
<th>Total</th>
<th>TDC Grant Funding Allocation</th>
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## Revenue

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June 20, 2016

Flagler County
Tourist Development Council
Government Services Building, Third Floor
1769 E. Moody Boulevard, Suite 311
Bunnell, FL 32110

RE: Fund 110 Promotional Activities
Request for Overnight Stay Special Event Funding

We are pleased to submit our grant application and proposal for our event titled "The 11th Annual Primary Care Spring Conference". The items that you require for consideration of our proposal are attached.

The conference is scheduled to be held in two sessions on March 27-31, 2017 and April 3-7, 2017 in Palm Coast, Flagler County, Florida. The amount of support we are requesting is $8,000.00.

Continuing Education Company, Inc. is a 501(c)(3) non-profit organization that has been developing medical education conferences for the past 24 years. This conference is designed to update primary care physicians in rapidly changing therapeutic areas. It will attract physicians and their families to Flagler County from all over the United States and should provide great economic benefit to the County and businesses located in Flagler County.

Thank you for this excellent opportunity. We look forward to meeting before the Council to discuss our proposal and to answer any questions you might have regarding our event.

Best regards,

Walter Ejnes
President
Continuing Education Company, Inc.
Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

* Room nights generated
* Peak Season: February – August
* Non-Peak Season: September - January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: 8th Annual Essentials in Primary Care Summer Conference
Event Dates: July 10-14, 2017
Amount Requested: $8,000.00  Budget for Event*: $136,510.40

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.

Requested funds will be used towards the marketing of this event. Specifically it will be used for brochure mailing costs and internet advertising.

Please provide detailed information on your event.

It is a national event that will attract physicians from all over the country. It is a one (1) week session. We expect 200 physicians and their families with a minimum of 1000 individuals traveling to Flagler County. We have previously held this conference in Amelia Island, Hawaii, and Kiawah Island. The summer is the most competitive seasons for medical conferences. We hope to keep this one in Flagler County long term provided we can attract attendees here. Competition has required us to increase our marketing efforts.
Who is your target audience?
Physicians, Nurse Practitioners and Physician Assistants and their families from all over the country

How will Flagler County benefit from your event?
A minimum of 1000 individuals are expected to vacation, visit local attractions and dine in Flagler County as a result of this event. Families and individuals stay a minimum of 5-7 nights. Flagler County would collect tourism tax from these hotel stays which range from $249-399 per night. With anticipated room revenue based on our guarantees amounting to over $236,000 the County should generate over $9400 in occupancy tax from this event. It will be even higher when overflow room nights are factored in.

How many verifiable hotel stays do you project this event will bring to Flagler County? 781

Have blocks of rooms been reserved at a lodging facility? Yes No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):

We have contracted for rooms with Hammock Beach Resort. If overflow rooms are needed, we will reach out to area hotels such as Hilton Garden Inn, Hampton Inn, Fairfield Inn, Days Inn as well as vacation rental agencies to arrange for accommodations for those seeking condos or houses.

Are local attractions being included in the itinerary for this event, such as:

Attend a local play, concert, or dance performance
☐ Visit a local museum
☐ Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks)
☐ Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)
☐ Other (please list)

Conference attendees will be free each day after 12:15pm. We strongly encourage them to include Flagler County attractions as part of their free time. We will set up a Flagler County tourism area at the conference room for them to learn more about area activities.

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match "Overnight Stay" Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?

We will be soliciting funding from private sources in support of our conference through exhibits. We do not seek commercial grant support from the pharmaceutical industry. We expect limited support from other non profit medical education companies such as Audio Digest, FDA and ARHP

How much gross income is intended to be collected from this event? $142,750.00
List Past TDC funding:

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<th>Requested Amt</th>
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Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

No additional contributors/sponsors have been confirmed yet. Registration fees help pay the majority of expenses. We will be pleased to provide a final reconciliation after the event.

Event History

How many years has this event taken place? 7

Please provide the following information regarding the event for the past three (3) years prior:

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<tr>
<th>Date(s)</th>
<th>Location</th>
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Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

The event is primarily marketed to visitors from out of the county and state, who generate stays of 5-7 overnight hotel nights. It also serves to promote Flagler County as a vacation destination to those out of state visitors unfamiliar with the area.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

We will mail over 90,000 brochures to physicians in targeted regions of the US. An extensive web-based ad campaign will be conducted and adjusted based on daily analytical data. We will also conduct webinars to promote Flagler county.

How will you demonstrate a willingness to work with the tourism industry?

We will promote the TDC and Flagler County in all marketing efforts and we will include tourism personnel in all of our efforts. We will conduct webinars if possible. We will also set up a Flagler County tourism area at the conference to promote area attractions, activities and restaurants.

Please provide evidence as to how the event will be self-funded in subsequent years.

By increasing awareness of this event at this location (Flagler County) we will be able to increase attendance and repeat attendees in subsequent years. It is our continued intention to make this event self-funded through registration tuitions.
Soundness of Proposed Event

Clearly identify the event's objectives.

Our goal is to attract over 200 physicians, nurse practitioners, physician assistants and their families (1000 total visitors) to this event over a one week period. Another goal is to fill a minimum of 781 room nights which have been guaranteed.

What is the timetable for implementation of the event?

March 2017 online marketing campaign begins. March 2017 90,000 mailing pieces will be sent, March/April 2017 email blast campaign begins. We plan on filling the block by late May 2017

How do you intend to accomplish your slated objectives?

Objectives will be accomplished through a well targeted marketing strategy. Similar plans have been highly effective in the past.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

See attached.
Authorized Agent Acknowledgements and Signature

Authorized Agent:
Name: Walter Eines
Title: President

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,

I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature

Date

Received by Tourism Development Office By:

TDC Authorized Signature

Date
8th Annual Essentials in Primary Summer Conference

Flagler County TDC Proposal Overview

The 8th Annual Essentials in Primary Care Summer Conference is a medical education conference for primary care physicians. Continuing Education Company (CEC) has been organizing medical education conferences for the past 24 years. Our conferences are national events that attract physicians from all over the country. In 2017, the conference will be held in Palm Coast on July 10-14, 2017.

CONFERENCE HISTORY/ WHY FLAGLER COUNTY?

Our first conference took place 24 years ago in July on Kiawah Island, SC. We have held a summer conference there every year since then. The summer season is a very active and competitive time of the year for medical conferences. This is due to summer vacation and the opportunity for a medical professional to attend a conference while spending time with family. So in 2008 we made a decision to add addition conferences in the summer. That year we held a conference in Amelia Island. Two years later, that conference was moved to Palm Coast, hoping to replicate the success we had with our Spring conference here.

We have since stayed committed to keeping a summer event in Northeast Florida. Our market research showed that Flagler County and Palm Coast’s Northeast Florida location made it ideal for those who preferred to drive from different areas in the Southern US. Many of the Midwestern attendees who drove preferred the drive to Palm Coast over South Florida locations.

During the past 6 years, we had held a summer program in Palm Coast but attendance has never been equal to the attendance we have seen in Kiawah Island and our other summer locations. We believe this is due to the competition we face during this season, particularly with conferences held in Amelia Island, Hilton Head, Myrtle Beach and Orlando.

CONFERENCE FORMAT

The conference consists of a one week session with meeting days running Monday to Friday, 8:00am to 12:15pm. Attendees are free in the afternoons and typically spend that time relaxing or enjoying the area’s many activities and attractions.

TARGET AUDIENCE AND ATTENDANCE

Based on previous experience and our market research, the conference should attract 170-200 physicians. Data from our previous summer conferences shows that 99% of the attendees traveled with a guest or their families for an average of 5 people per attendee. For the summer 2017 conference we expect over 1000 visitors to Flagler County. This should be a national audience with almost all of them traveling from outside of Flagler County. The 2016 conference was represented by 37 states.
The spring conference tends to attract Primary Care physicians (80% Family Physicians and 20% Internal Medicine) as well as Physician Assistants and Nurse Practitioners.

PROMOTION

Our primary marketing and promotional efforts consist of a direct mail campaign and a Google AdWords campaign. The Flagler County Overnight Stay Grant will allow us to increase our marketing effort so that we can better compete with other medical conferences being held during the summer period in other parts of the State and country.

- **Direct Mail:** We plan to increase the size of the direct mailing from an average of 80,000 pieces to 90,000 pieces. In past years, the mailing was targeted to primary care physicians located in Midwest and Southeastern US. The increased mailing will allow us to broaden our reach to a larger national audience.

- **Advertising:** We will conduct an extensive web-based advertising campaign by placing ads on Google Adwords. This form of advertising is extremely cost effective as we only pay when physicians searching the web visit our website by clicking on the ad. An increasing number of attendees learn about the conference through the Google AdWords.

Finally, the event will be promoted on the American Academy of Family Physicians website and newsletter as well as other medical meetings websites and magazines such as Physicians Travel and Meeting Magazine, CMEPlanner.com and Diversion, one of the leading physician travel publications.

FUNDING

The Primary Care Spring Conference is traditionally funded by attendee registration fees. Similar medical conferences receive substantial support from the pharmaceutical industry. In 2010, CEC stopped seeking pharmaceutical company funding. The decision was made in part due to the resort location of our meetings which are not favored by industry supporters. In addition, an increasing number of attendees have a negative perception of pharmaceutical support because they believe it opens the door to product bias in the educational content.

The grant we are requesting from the Flagler County TDC will be used towards brochure-associated mailing expenses such as postage as well as Google advertising.

We have attached a detailed budget for the 8th Annual Essentials in Primary Care Summer Conference.
LOCATION

Flagler County was selected for this event due to the location and the family friendly environment. The conference meeting days are comprised of 1/2 day morning sessions so that attendees have the afternoons and evenings free. We encourage attendees to visit local attractions and recreational offerings. We also promote local dining options so that attendees and families do not have to leave Flagler County.

At all of our Primary Care conference held in Flagler County, we set up an area in the lobby of the conference center where attendees were able to obtain information on local attractions. Flagler County representatives are usually there to meet attendees and promote the area. Menus are obtained from local restaurants and put on display. We also set up a bulletin board which is used by attendees to post their personal experiences with local attractions and restaurants. This was a huge success and we feel it contributes to the enjoyment of our attendees and their families while in Flagler County.

ACCOMMODATIONS

The length of the conference is five days which run Monday through Friday. However, almost all attendees arrive the weekend before and stay five to seven nights. Since the conference is taking place at the Hammock Beach Resort, CEC blocks and guarantees a certain number of rooms. In 2017, we are guaranteeing 781 room nights. Rates range from $249 per night to $399 per night. With anticipated room revenue based on our guarantees amounting to over $236,000, the County should generate over $9400 in occupancy tax from this event. It will be higher when we factor in rooms book outside the guaranteed block.

Not all conference attendees stay at the Hammock Beach Resort. In 2015, 25% of the attendees stayed off-site at other Palm Coast accommodations. These included the Hilton Garden Inn, Holiday Inn Express, Fairfield Inn and others. We estimate needing 1000 room nights for the 2017 conference, which includes off-site properties.

STABILITY AND MANAGEMENT CAPACITY

2017 will mark the 24th year that Continuing Education Company has been organizing events such as this one. Our conferences are successful due to our ability to effectively plan and implement all aspects of the events. Our past experience with the TDC grant process serves as evidence of our ability and expertise in grant management and reporting.

If awarded a grant by the Flagler County Tourist Development Council, we are confident in our abilities to deliver the necessary reports in a timely fashion. As you can see from some of the data included in this proposal, we value the importance of event attendee feedback. We currently analyze every aspect of our programs and have automated much of the process by using an audience response system during our courses. This system allows us to survey and evaluate our attendees throughout the event with results being captured electronically. As a result, data is available immediately for analysis and
reporting. Measuring the outcomes of our educational offerings is a requirement in order for us to maintain our accreditation. We will incorporate our technology and expertise in this area to complete the TDC grant survey and evaluations requirements when collecting data from our attendees. As demonstrated in past events, we have collected tourism questionnaires from close to 100% of attendees.

As mentioned earlier in the proposal, we have successfully held conferences in Flagler County before. As a result of the positive experience that we had as conference organizers as well as positive feedback from conference attendees, we have kept the conference in Palm Coast. We feel that our conference has been successful here due to the strength of Flagler County as a family resort destination. In the past, we have previously devoted many resources in promoting the County as the perfect destination for physicians to receive their continuing education needs while balancing the need to spend quality vacation time with their families. We have done this by providing detailed information on the area's attractions in our mailings and promotional efforts and by working closely with the County's Tourism Development personnel who is very familiar with our successful track record and our management capabilities.

QUALITY AND UNIQUENESS OF THE PROPOSED EVENT

As demonstrated in this proposal, the 8th Annual Essentials in Primary Care Conference will provide a unique opportunity for physicians to receive necessary continuing education in a setting that also caters to their desire to spend quality time with their families. Most available medical conferences take place over a 2-3 day period and consist of a full day educational agenda. The proposed conference consists of a half day educational agenda over a period of five days. This is attractive to a physician who seeks to obtain compulsory education during his/her vacation time. This event targets these physicians and is planned during the Spring Break vacation period so that they can travel with their families.

In the past, medical education providers were very successful in obtaining grant funding for medical conferences from private organizations and foundations. Recently, the funding has decreased significantly due to the economy. To make matters worse, grantors have been reluctant to support programs taking place at resort locations, preferring meetings at inner city hotels instead. As a result, many medical education providers have moved their meetings away from resort areas. We do not agree with this approach as it does not satisfy the needs of our target audience. Therefore, we have been looking at alternative sources for funding so that we can keep this conference in a resort area such as Palm Coast. The TDC funding will go a long way in helping us make this event a success.

CONCLUSION

The requested funding from the Flagler County TDC will be a great benefit to the success of this medical conference and will help bring visitors to Palm Coast and Flagler County. However, in order for our attendance goal to be met, we will need to increase promotional efforts. The TDC funding will enable us to significantly increase the exposure of the event to physicians and their families throughout the United States, resulting in a greater number of visitors to the County.
We look forward to partnering with the TDC to make our event a successful experience for all visitors.
### BUDGET

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**A NON-PROFIT 501 (C)(3) ORGANIZATION**
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A NON-PROFIT 501 (c)(3) ORGANIZATION
June 21, 2016

Flagler County
Tourist Development Council
Government Services Building, Third Floor
1769 E. Moody Boulevard, Suite 311
Bunnell, FL 32110

RE: Fund 110 Promotional Activities
   Request for Overnight Stay Special Event Funding

We are pleased to submit our grant application and proposal for our event titled “The 8th Annual Essentials in Primary Care Summer Conference”. The items that you require for consideration of our proposal are attached.

The conference is scheduled to be held in two sessions on July 10-14, 2017 in Palm Coast, Flagler County, Florida. The amount of support we are requesting is $8,000.00.

Continuing Education Company, Inc. is a 501(c)(3) non-profit organization that has been developing medical education conferences for the past 24 years. This conference is designed to update primary care physicians in rapidly changing therapeutic areas. It will attract physicians and their families to Flagler County from all over the United States and should provide great economic benefit to the County and businesses located in Flagler County.

Thank you for this excellent opportunity. We look forward to meeting before the Council to discuss our proposal and to answer any questions you might have regarding our event.

Best regards,

Walter Ejnes
President
Continuing Education Company, Inc.
Organization: THE FLAGLER AUDITORIUM GOVERNING BOARD INC

Mailing Address: PO BOX 755 Bunnell, Fl 32110

Contact Person: Lisa McDevitt Phone: 386-437-7547

Email Address: mcdevittl@flaglerschools.com Fax:

Registered as a non-profit corporation: Yes (if yes please attach proof)

Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

* Room nights generated
* Peak Season: February - August
* Non-Peak Season: September - January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: Flagler Auditorium 2016-2017 Season

Event Dates: October 1, 2016 through June 30, 2016

Amount Requested: $10,000.00 Budget for Event*: $635,500.00

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.

We use all forms of advertising such as but not limited to: print, internet, direct mail, radio, television, movie theater and our marquee advertising to name a few. We have had many calls from out of town travelers who have noticed the new marquee.

Please provide detailed information on your event.

2016-2017 will be our 25th anniversary, included we will host 26 to 35 National touring events, along with many rentals and community performances. We will host the District and State concert festivals for Florida High Schools, along with a body building event for the National Gym Association. Roughly 100 to 125 events.
Who is your target audience?
People who enjoy arts, quality entertainment and culture.

How will Flagler County benefit from your event?
Local residents as well as out of county guest and visitors will be able to attend performances while staying in Flagler County

How many verifiable hotel stays do you project this event will bring to Flagler County? 500+

Have blocks of rooms been reserved at a lodging facility? Yes  No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):
Hilton Garden Inn estimated 200 rooms nights for the ballet of Russia in January confirmed, thus far. We are still in the draft period of completing our new season.

Are local attractions being included in the itinerary for this event, such as:

- Attend a local play, concert, or dance performance
- Visit a local museum
- Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks)
- Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)
- Other (please list)

Local Businesses, Restaurants, Stores, parks and beaches - we love to collaborate with our performers and other organizations for extended stays.

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match “Overnight Stay” Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?
Patron, Sponsors, Ticket Buyers, Local Businesses, State and Local Grant resources, Fund-raisers, and Business Income.

How much gross income is intended to be collected from this event? $576,000.00
List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>Season Fund 110</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>2014</td>
<td>Season Fund 110</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>2013</td>
<td>Season Fund 110</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

State, Local, Individual, Corporate, Advertisers and Fund-raising. Please see our enclosed showbill or visit our web site at www.flaglerauditorium.org

Event History

How many years has this event taken place? 24

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Guests</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>Flagler Auditorium</td>
<td>17,760</td>
<td>5730</td>
<td>500 +</td>
<td>$415,043.00</td>
</tr>
<tr>
<td>2014</td>
<td>Flagler Auditorium</td>
<td>17,132</td>
<td>392</td>
<td>599</td>
<td>$488,000.00</td>
</tr>
<tr>
<td>2013</td>
<td>Flagler Auditorium</td>
<td>16,800</td>
<td>388</td>
<td>361</td>
<td>$451,000.00</td>
</tr>
</tbody>
</table>

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

Desirable entertainment, fan based will travel to see shows and our tickets are reasonably priced. Performers will secure stays and often use Flagler as a home base to do run out for show performances.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

Wide spread marketing plan to target art and entertainment audiences. Please see the above on the different advertising medias we use.

How will you demonstrate a willingness to work with the tourism industry?

I feel we have a good collaborated partnership. I feel we have both demonstrated this over the many year partnership we have shared. We will work with and promote our tourism industry to the fullest. We will spotlight Flagler as an awesome destination.

Please provide evidence as to how the event will be self-funded in subsequent years.

We hope to grow and build onto our existing facility. Although we do believe that collaboration and partnership with our state, local, business and individual support partnerships will always be needed but in return we do and will continue to provide a good deal of economic impact to our community.

L.Mc
Soundness of Proposed Event

Clearly identify the event’s objectives.

The Flagler Auditorium Governing Board is dedicated to providing Flagler County with professional entertainment at affordable prices, and nurturing arts and culture throughout the community and to host 26 to 35 National touring events, along with hosting community performances and outside rentals.

What is the timetable for implementation of the event?

October 1, 2016 through June 30, 2017

How do you intend to accomplish your slated objectives?

Continue to enhance the over all experience at the Flagler Auditorium and book quality shows and events. Target audiences in and out of Flagler County.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

“Our mission is to enrich lives through inspirational and educational cultural experiences.” The Flagler Auditorium is Flagler County’s only professional performing arts center. We are dedicated to providing Flagler County and visitors to our community with professional quality entertainment at affordable prices, supporting arts in education, and nurturing arts and culture throughout the community and investing in the arts for our community. Without collaboration with our state, local, business and individual support partners we would not be able to present and advertise as we do.
I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,

I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

---

Authorized Agent Signature: Lisa McDevitt
Date: 6-24-16

Received by Tourism Development Office By: L.Mc
Date: 6/27/16

TDC Authorized Signature

### SHOW RELATED REVENUES

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket Sales</td>
<td>500,000</td>
</tr>
<tr>
<td>Showbill/Advertising</td>
<td>30,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>530,000</td>
</tr>
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</table>

### PERFORMANCE RELATED GRANTS

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Grant- General Support</td>
<td>27,400</td>
</tr>
<tr>
<td>Corporate Show Sponsorships</td>
<td></td>
</tr>
<tr>
<td>Tourism Dev. Council Grant (fund 110)</td>
<td>15,000</td>
</tr>
<tr>
<td>City Grants</td>
<td>2,500</td>
</tr>
<tr>
<td><strong>DONATIONS &amp; GRANTS</strong></td>
<td>44,900</td>
</tr>
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### MISC. INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,100</td>
</tr>
</tbody>
</table>

### TOTAL INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>576,000</td>
</tr>
</tbody>
</table>

### SHOW RELATED EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Costs</td>
<td>321,000</td>
</tr>
<tr>
<td>Production Labor &amp; Services</td>
<td>33,500</td>
</tr>
<tr>
<td>Showbill Expense</td>
<td>18,300</td>
</tr>
<tr>
<td>Equipment rental</td>
<td>4,500</td>
</tr>
<tr>
<td>Show related Hospitality</td>
<td>12,000</td>
</tr>
<tr>
<td>Performer Room Rental</td>
<td>15,000</td>
</tr>
<tr>
<td><strong>Sub Total Other Show Cost</strong></td>
<td>83,300</td>
</tr>
<tr>
<td>Advertising/Mktng</td>
<td></td>
</tr>
<tr>
<td>Newspaper Advertising</td>
<td>50,000</td>
</tr>
<tr>
<td>Radio Advertising</td>
<td>5,000</td>
</tr>
<tr>
<td>Television Advertising</td>
<td>12,000</td>
</tr>
<tr>
<td>Internet / Facebook</td>
<td>5,000</td>
</tr>
<tr>
<td>Other Advertising</td>
<td>1,000</td>
</tr>
<tr>
<td>Rack Cards</td>
<td>5,000</td>
</tr>
<tr>
<td>Magazine Advertising</td>
<td>7,000</td>
</tr>
<tr>
<td>Cinema</td>
<td>7,500</td>
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<tr>
<td>Website</td>
<td>15,000</td>
</tr>
<tr>
<td>Brochures/Newsletter</td>
<td>5,000</td>
</tr>
<tr>
<td>Other Mktng</td>
<td>2,500</td>
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<tr>
<td><strong>Advertising/Mktng</strong></td>
<td>115,000</td>
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Proposed Budget 2016/17
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miscellaneous Exp (incl Ticketing)</td>
<td>12,000</td>
</tr>
<tr>
<td>Repairs &amp; Op. Expense</td>
<td>8,200</td>
</tr>
<tr>
<td>PR Contract Services</td>
<td>40,000</td>
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<tr>
<td>General/Administrative Expense</td>
<td>41,200</td>
</tr>
<tr>
<td>Credit Card/Financial Charges</td>
<td>14,800</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSE</strong></td>
<td><strong>635,500</strong></td>
</tr>
<tr>
<td>NET PERFORMANCE INCOME/(LOSS)</td>
<td>(59,500)</td>
</tr>
<tr>
<td><strong>NET FUNDRAISING INCOME</strong></td>
<td></td>
</tr>
<tr>
<td><strong>DONATIONS &amp; GRANTS</strong></td>
<td></td>
</tr>
<tr>
<td>Individual Patron Contributions</td>
<td>35,000</td>
</tr>
<tr>
<td>Corporate Patron Contributions</td>
<td>25,000</td>
</tr>
<tr>
<td>State Arts Plate - Restricted</td>
<td>2,000</td>
</tr>
<tr>
<td>Private Grants</td>
<td></td>
</tr>
<tr>
<td>Arts &amp; Ed. Contributions</td>
<td>500</td>
</tr>
<tr>
<td>Endowment and other Contributions</td>
<td>50</td>
</tr>
<tr>
<td><strong>DONATIONS &amp; GRANTS</strong></td>
<td><strong>62,550</strong></td>
</tr>
<tr>
<td><strong>FUNDRAISING EVENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Gala</td>
<td>20,800</td>
</tr>
<tr>
<td>Afternoon Tea</td>
<td>6,500</td>
</tr>
<tr>
<td>Hoi Extravaganza</td>
<td>16,500</td>
</tr>
<tr>
<td>Fundraising Sales</td>
<td>40,400</td>
</tr>
<tr>
<td>Masquerade 5K &amp; Fun Walk</td>
<td>12,000</td>
</tr>
<tr>
<td>Anniversary Cruise</td>
<td>3,000</td>
</tr>
<tr>
<td>Arts &amp; Education</td>
<td>500</td>
</tr>
<tr>
<td><strong>FUNDRAISING INCOME</strong></td>
<td><strong>99,700</strong></td>
</tr>
<tr>
<td><strong>MISCELLANEOUS INCOME</strong></td>
<td></td>
</tr>
<tr>
<td>Interest Income</td>
<td>600</td>
</tr>
<tr>
<td>Rental and Other Income</td>
<td>28,125</td>
</tr>
<tr>
<td><strong>MISCELLANEOUS INCOME</strong></td>
<td><strong>28,725</strong></td>
</tr>
<tr>
<td><strong>TOTAL FUNDRAISING INCOME</strong></td>
<td><strong>190,975</strong></td>
</tr>
<tr>
<td><strong>FUNRAISING EXPENSES</strong></td>
<td></td>
</tr>
<tr>
<td>Fundraising Expense (gala Tea etc)</td>
<td>24,000</td>
</tr>
<tr>
<td>Holiday Extravaganza</td>
<td>3,500</td>
</tr>
<tr>
<td>Fundraising Purchases</td>
<td>21,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>48,500</strong></td>
</tr>
<tr>
<td>Description</td>
<td>Amount</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>NET FUNDRAISING INCOME</td>
<td>142,475</td>
</tr>
<tr>
<td>less Scholarship Awards &amp; Grants</td>
<td>(25,000)</td>
</tr>
<tr>
<td>less Capital donated to School Board</td>
<td>(25,000)</td>
</tr>
<tr>
<td>less Show Subsidy /Income</td>
<td>(59,500)</td>
</tr>
<tr>
<td>ADDITIONS TO CAPITAL RESERVES</td>
<td>32,975</td>
</tr>
</tbody>
</table>

Draft Budget 6/25/16

Draft - 2016-2017 Performance Season
# THE FLAGLER AUDITORIUM GOVERNING BOARD 2016-2017

<table>
<thead>
<tr>
<th>Name</th>
<th>Officer</th>
<th>Until</th>
<th>City, St, Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverly Alleman</td>
<td>Vice President</td>
<td>Aug-17</td>
<td>PC, FL 32137</td>
</tr>
<tr>
<td>Rhonda Alex</td>
<td></td>
<td>Aug-18</td>
<td>PC, FL 32137</td>
</tr>
<tr>
<td>Laurie Alter</td>
<td></td>
<td>Aug-16</td>
<td>FB 32136</td>
</tr>
<tr>
<td>Kim Carney</td>
<td>Treasurer</td>
<td>Aug-19</td>
<td>FB, FL 32136</td>
</tr>
<tr>
<td>Linda Cole</td>
<td></td>
<td>Aug-18</td>
<td>FB, FL 32136</td>
</tr>
<tr>
<td>Dana Davis</td>
<td></td>
<td>Aug-17</td>
<td>PC, FL 32137</td>
</tr>
<tr>
<td>Carol W. Elliott</td>
<td></td>
<td>Aug-18</td>
<td>FB, FL 32136</td>
</tr>
<tr>
<td>Alana Fitzgerald</td>
<td></td>
<td>Aug-18</td>
<td>PC, FL 32137</td>
</tr>
<tr>
<td>Richard Hamilton</td>
<td>President</td>
<td>Aug-19</td>
<td>PC, FL 32137</td>
</tr>
<tr>
<td>Charles Helm</td>
<td>Ex Vice President</td>
<td>Aug-17</td>
<td>FB, FL 32136</td>
</tr>
<tr>
<td>Bill Klinenberg</td>
<td></td>
<td>Aug-19</td>
<td>PC, FL 32135</td>
</tr>
<tr>
<td>Debby Meyer</td>
<td>Secretary</td>
<td>Aug-17</td>
<td>FB, FL 32136</td>
</tr>
<tr>
<td>Mary Stetler</td>
<td>Past President</td>
<td>Aug-19</td>
<td>FB, FL 32136</td>
</tr>
<tr>
<td>Priscilla Netts</td>
<td></td>
<td>Aug-19</td>
<td>PC, FL 32137</td>
</tr>
<tr>
<td>William Ryan</td>
<td>Vice President</td>
<td>Aug-17</td>
<td>PC, FL 32164</td>
</tr>
<tr>
<td>Sandra Siepitoski</td>
<td></td>
<td>Aug-18</td>
<td>FB 32136</td>
</tr>
<tr>
<td>Joel Schwalb</td>
<td>Vice President</td>
<td>Aug-17</td>
<td>PC, FL 32137</td>
</tr>
<tr>
<td>Vacant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vacant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vacant</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lisa McDevitt          | Auditorium Director    | PC, FL 32164  |
Lynette Shott          | Superintendent's Rep   | PC, FL 32136  |
Dusty Sims             | Superintendent's Alt   | PC, FL 32136  |
Colleen Conklin        | School Board Rep       | FB, FL 32136  |
Janet McDonald         | School Board Alt       | FB, FL 32136  |

Committees: EX(Executive); FIN(Finance and Audit); MKT(Marketing & Promotions); SH(Showpick); PL(Planning); SCH(Scholarship and Grants); GOV(Governance and Nominating); PAT (Patron and Volunteer)
Request for Taxpayer Identification Number and Certification

1. Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Flagler Auditorium Governing Board INC

2. Business name/disregarded entity name. If different from above

Print or type Name and address (optional)

Box 755

Bunnell, Fl 32110

3. Check appropriate box for federal tax classification; check only one of the following seven boxes:

☐ Individual/sole proprietor or ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company (Enter the tax classification (C=corporation, S=s corporation, P=partnership) ➢

Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.

☐ Other (see instructions) ➢

4. Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) ➢

Exemption from FATCA reporting code (if any) ➢

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

5. Address (number, street, and apt. or suite no.)

PO Box 755

6. City, state, and ZIP code

Bunnell, Fl 32110

7. List account numbers here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and

2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and

3. I am a U.S. citizen or other U.S. person (defined below); and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Signature of U.S. person

Date

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (TIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

• Form 1098-INT (interest earned or paid)
• Form 1099-DIV (dividends, including those from stocks or mutual funds)
• Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
• Form 1099-R (stock or mutual fund sales and other transactions by brokers)
• Form 1099-S (proceeds from real estate transactions)
• Form 1099-K (merchant card and third party network transactions)
• Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
• Form 1099-C (canceled debt)
• Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See What is FATCA reporting? on page 2 for further information.
Dear Applicant:

Based on information supplied and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization described in section 509(a)(2). If your sources of support, or your purposes, character, or method of operation changes, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

Donors may deduct contributions to you as provided in section 170 of the
The Flagler Auditorium Governing

Code, Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of Code sections 2055, 2106, and 2522.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, which sets forth guidelines regarding the deductibility, as charitable contributions, of payments made by taxpayers for admission to or other participation in fundraising activities for charity.

In the heading of this letter we have indicated whether you must file Form 990: Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than $25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided; check the box in the heading to indicate that your annual gross receipts are normally $25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of $10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed $5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-FT, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

This determination is based on evidence that your funds are dedicated to the purposes listed in section 501(c)(3) of the Code. To assure your continued exemption, you should maintain records to show that funds are expended only for those purposes. If you distribute funds to other organizations, your records should show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), there should be evidence that the funds will remain

Letter 947 (CO/CG)
AUDITORIUM GOVERNING

... the required purposes and that they will be used for those purposes... recipient.

... indicated in the heading of this letter that an addendum... enclosed addendum is an integral part of this letter.

... this letter could help resolve any questions about your exempt status, you should keep it in your permanent records.

... have sent a copy of this letter to your representative as indicated in your power of attorney.

... If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

[Signature]

Paul Williams
District Director

Enclosure(s): Addendum
You are required to make your annual return available for public inspection for three years after the return is due. You are also required to make available a copy of your exemption application, and supporting documents, and this exemption letter. Failure to make these documents available for public inspection may subject you to a penalty of $10 per day for each day there is failure to comply (up to a maximum of $5,000 in the case of an annual return). See Internal Revenue Service Notice 88-120, 1988-2 C.B. 454, for additional information.

If your organization conducts fund-raising events such as benefit dinners, auctions, membership drives, etc., where something of value is received in return for contributions, you can help your donors avoid difficulties with their income tax returns by assisting them in determining the proper tax treatment of their contributions. To do this you should, in advance of the event, determine the fair market value of the benefit received and state it in your fund-raising materials such as solicitations, tickets, and receipts in such a way that your donors can determine how much is deductible and how much is not. To assist you in this, the Service has issued Publication 1391, Deductibility of Payments Made to Charities Conducting Fund-Raising Events. You may obtain copies of Publication 1391 from your local IRS Office. Guidelines for deductible amounts are also set forth in Revenue Ruling 67-246, 1967-2 C.B. 104 and Revenue Procedure 90-12, 1990-1 C.B. 471 and Revenue Procedure 92-49, 1992-26 I.R.B. 19.
June 24, 2016

Flagler County Tourist Development Council
20 Airprot Road, Suite B
Palm Coast, FL 32164

Dear Council:

Thank you for your time, consideration, and your continued support of the Flagler Auditorium. We come before you for your consideration and support of our 25th, 2016-2017 Anniversary Season's advertising effort to target people outside of Flagler County into Flagler County. The package attached reflects a request for $10,000 from Fund 110 for the purpose of advertising out-of-county media to generate overnight stays.

We would very much like to help in efforts to put people in Flagler’s local hotel, motel, condo’s and camping, facilities as well as eat in our local restaurants and shop in our many local businesses. We continuously get calls requesting information on where to stay and eat in Flagler County. As you know, tourism in a community is generated by many factors and we are all aware of the many benefits of a strong tourism trade. Location, accommodations, dining and entertainment all work together to make a community a viable vacation destination. The Flagler Auditorium represents an important component of this "tourism equation" in Flagler County. We continue to work hard to be a better partner in the tourist industry.

I personally, and on behalf of the Flagler Auditorium Governing Board, “Thank You,” for your continued support and for your consideration of funding Flagler Auditorium advertising mission.

Sincerely,

Lisa McDevitt
Flagler Auditorium Director
Flagler County Tourist Development Council

Fund 110 Promotional Activities Request for Overnight Stay Special Event Funding

Date: June 24, 2016

Organization: Flagler County Corvette Club
Mailing Address: 36 Folson Lane, Palm Coast, FL 32137
Contact Person: Paul Kachura (2016, Car show Co-Chairman)
Phone: 631.334.9098
Email Address: pkvette@yahoo.com
Fax: 

Registered as a non-profit corporation: Yes (If yes please attach proof)

Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

* Room nights generated
* Peak Season: February - August
* Non-Peak Season: September - January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: Corvettes At The Beach
Event Dates: October 7th - 8th - 9th 2016
Amount Requested: $5,000.00

Budget for Event*: $17,400.00

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.

Magazine advertisements, direct flier marketing mailers, electronic e-mail marketing flyers, t-shirts and trophies to market the event for Flagler County.

Please provide detailed information on your event.

"CORVETTES at the BEACH" is a judged car show that draws participants from all over Florida and the Southeast, and Corvette Enthusiasts visiting Florida from all over the United States. The show also draws spectators from throughout northern and central Florida who enjoy attending car shows.
Who is your target audience?
Corvette owners and car show enthusiasts.

How will Flagler County benefit from your event?
The car show draws 200 Corvettes and 3000 people. The attendees stay in local hotels, shop, eat, and visit local attractions during their stay. We also give goody bags to each participant that includes advertisements and discount coupons provided by local businesses.

How many verifiable hotel stays do you project this event will bring to Flagler County? 205 plus

Have blocks of rooms been reserved at a lodging facility? Yes [ ] No [ ]
If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):
Hilton Garden Inn of Palm Coast - 100 rooms, Hampton Inn and Suites of Palm Coast - 25 rooms, Best Western of Palm Coast - 10 rooms, Fairfield Inn and Suites of Palm Coast - 10 rooms.

Are local attractions being included in the itinerary for this event, such as:

[ ] Attend a local play, concert, or dance performance
[ ] Visit a local museum
[ ] Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks)
[ ] Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)
[ ] Other (please list)
Flagler Beach Museum (open for the event), The Flagler Pier, Veterans Park, and Gamble Rogers State Park.

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match "Overnight Stay" Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?
Show entry fees, pre-show party fees, funds collected from local businesses for advertising, and funds budgeted from the FCCC treasury.

How much gross income is intended to be collected from this event? $17,400
List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>&quot;CORVETTES at the BEACH&quot;</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>2014</td>
<td>&quot;CORVETTES at the BEACH&quot;</td>
<td>$5,000.00</td>
<td>$4,845.50</td>
<td>$4,845.50</td>
</tr>
<tr>
<td>2015</td>
<td>&quot;CORVETTES at the BEACH&quot;</td>
<td>$7,500.00</td>
<td>$7,500.00</td>
<td>$8,232.95</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

The Club sells advertising space on our website, and on the trophies awarded to participants to help promote the show.

Event History

How many years has this event taken place? 14

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Guests</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/12-13</td>
<td>Flagler Beach, FL</td>
<td>$2,000.00</td>
<td>$350.00</td>
<td>$62.00</td>
<td>$14,444.00</td>
</tr>
<tr>
<td>10/11-12</td>
<td>Flagler Beach, FL</td>
<td>$1,300.00</td>
<td>$500.00</td>
<td>$104.00</td>
<td>$16,475.00</td>
</tr>
<tr>
<td>10/7-9</td>
<td>Flagler Beach, FL</td>
<td>$2,000.00</td>
<td>$1,000.00</td>
<td>$135.00</td>
<td>$17,500.00</td>
</tr>
</tbody>
</table>

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

The Club includes a pre-show Welcome Party the night before the show, and a Sunday night cocktail party to help generate additional hotel room nights and to help increase county visitor time to shop, eat, and visit local attractions.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

The FCCC sends e-mail fliers to all Florida Corvette Clubs and past participants, hands out registration fliers at all car shows that our members attend, advertise in car magazines, gives participants t-shirts which advertise the show, Flagler County and its businesses.

How will you demonstrate a willingness to work with the tourism industry?

The FCCC has a long history of working with the County, City government, and the Chamber of Commerce by displaying cars at their events, parades, and other functions. The FCCC is committed to assisting these agencies in the promotion of Flagler County.

Please provide evidence as to how the event will be self-funded in subsequent years.

This grant will help the FCCC to keep up with the increasing costs of these economic times, and help us to increase the number of the shows participants and attendees.
Soundness of Proposed Event

Clearly identify the event's objectives.
The main objective of the FCCC is to showcase the amenities of Flagler Beach and Flagler County have to offer.

What is the timetable for implementation of the event?
Please see the attached "Corvette Show worksheet and timetable".

How do you intend to accomplish your slated objectives?
Through these additional funds provided by the grant.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.
Authorized Agent:  
Name:  Paul Kachura  
Title:  2016 Car Show Co-Chairman  

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,

I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature  
Date:  6/27/16

Received by Tourism Development Office By:  
TDC Authorized Signature  
Date:  6/27/16
Form W-9 - Request for Taxpayer Identification Number and Certification

Purpose of Form

Section Reference to the Internal Revenue Code under which described

General Instructions

3. In a (b) state of the U.S. (ranked below)

Held in the account in name than can not add the corner on page for all questions on page

4. To ensure the accuracy on the account in name than can not add the corner on page for all questions on page

Request for Taxpayer Identification Number and Certification

See Specimen Instructions on page 2.
I certify from the records of this office that FLAGLER COUNTY CORVETTE CLUB, INC. is a corporation organized under the laws of the State of Florida, filed on September 4, 1998.

The document number of this corporation is N9800005189.

I further certify that said corporation has paid all fees due this office through December 31, 2010, that its most recent annual report/uniform business report was filed on April 28, 2010, and its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

Given under my hand and the Great Seal of the State of Florida at Tallahassee, the Capital, this the Twenty-ninth day of November, 2010

Dawn K. Roberts
Secretary of State
Exempt Organizations Select Check

990-N (e-Postcard) filer information

Exempt Organizations Select Check Home

Tax Period:
2012 (01/01/2012 - 12/31/2012)

Employer Identification Number (EIN):
59-3632200

Legal Name:
FLAGLER COUNTY OF CORVETTES INC

Mailing Address:
1118 South Street
Bunnell, FL 32110
United States

Doing Business As:

Gross receipts not greater than:
$50,000

Organization has terminated:
No

Principal Officer’s Name and Address:
Elizabeth DiIlie
1118 South Street
Bunnell, FL 32110
United States

Website URL:
www.flaglercounty-corvettesclub.com

Related 990-N (e-Postcard) Filings:

If the organization has filed additional Forms 990-N (e-Postcards), link(s) to additional e-Postcard filings are displayed below. Click on the link(s) to see the information included in those filing(s).

Tax Year 2009
Tax Year 2010
Tax Year 2011

Return to Search Results  Return to Search Page
Save This Date!

Sunday – October 9, 2016

Celebrate our 15th Annual
"CORVETTES at the BEACH"
On The Streets of Downtown
Flagler Beach
Saturday Oct. 8, 2016

Saturday 10/8/16 Welcome Party is being planned

More Information will be coming soon.

www.flaglercountycorvetteclub.com
Celebrate our 15th Annual “CORVETTES at the BEACH”
Sunday Oct. 9, 2016
Rain or Shine, Downtown Flagler Beach, FL.
Judging Pre-registration Only - 1st 125 entries
Day of Show Registration - Display Car

Shopping • Dining • Lodging • Music • Beach • Door Prizes • 50/50

Please join us for our Welcoming Party on Saturday Oct. 8 from 5 – 9 PM at our Host Hotel, the Hilton Garden Inn (see below). The Welcome Party is $30 per person for a buffet, music, cash bar and is limited to the first 100 people. You must Pre-register for the show to attend the Welcome Party.


Sunday Night Hilton Garden Inn Hotel and Hampton Inn & Suites room reservation guests are invited to a complimentary after show cocktail party from 5:00 – 6:30 PM (some restrictions may apply).

Directions: I-95 to Exit 284, State Route 100, turn West, then Turn Right at 2nd traffic light – Town Center Blvd. Hotel is on the left.

Our Flagler Beach Show is supported by:

Hilton Garden Inn
Palm Coast/Town Center

Flagler County Corvette Club

Palm Coast AND THE
FLAGLER BEACHES
Relax on the South Side of Florida
Call 800-788-0613 or Visit
www.PalmCoastandtheFlaglerBeaches.com

TOM GIBBS CHEVROLET

CITY OF FLAGLER BEACH
FLORIDA

Farmers Market
Every Friday and Saturday

Visit Our Outdoor
FARMER’S MARKET
"CORVETTES at the BEACH" proposed Car Show Budget 2016

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>$100.00</td>
</tr>
<tr>
<td>Advertising/Printing/Postage</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Parking/Sign/Sponsor</td>
<td>$100.00</td>
</tr>
<tr>
<td>Awards</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Dash Plaques</td>
<td>$300.00</td>
</tr>
<tr>
<td>Water</td>
<td>$100.00</td>
</tr>
<tr>
<td>50/50</td>
<td>$50.00</td>
</tr>
<tr>
<td>Gift Baskets</td>
<td>$250.00</td>
</tr>
<tr>
<td>Disc Jockey</td>
<td>$350.00</td>
</tr>
<tr>
<td>Door Prizes</td>
<td>$400.00</td>
</tr>
<tr>
<td>Show Shirts</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Staff Shirts/Judges Hats</td>
<td>$50.00</td>
</tr>
<tr>
<td>Food</td>
<td>$200.00</td>
</tr>
<tr>
<td>Computer/Computer Supplies (Includes new computer)</td>
<td>$200.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$200.00</td>
</tr>
<tr>
<td>Goodie Bags</td>
<td>$300.00</td>
</tr>
<tr>
<td>City Charge for Use of Facility</td>
<td>$400.00</td>
</tr>
<tr>
<td>Club Attendance Award</td>
<td>$200.00</td>
</tr>
<tr>
<td>After Show Party</td>
<td>$700.00</td>
</tr>
<tr>
<td>Welcome Party</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Sub Total (CS)</td>
<td>$17,400.00</td>
</tr>
</tbody>
</table>
## Corvette Show Worksheet and Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>Obtain a copy of the budget from the club President for show year.</td>
</tr>
<tr>
<td>Jan</td>
<td>Establish the show date and venue. If needed do the paper work for the venue site (presently the City of Flagler Beach). Ask the City to Co-Sponsor the show on the paper work, this is very important.</td>
</tr>
<tr>
<td>Feb</td>
<td>If the show is at Flagler Beach, ask the Flagler Beach Chamber and the Flagler Beach Farmer’s Market to help sponsor the show.</td>
</tr>
<tr>
<td>Late Feb.</td>
<td>Prepare a save the date flyer if needed.</td>
</tr>
<tr>
<td>Mar</td>
<td>Establish the show chairperson(s) and committees and chairpersons.</td>
</tr>
<tr>
<td></td>
<td>Prepare the show flyer – usually established by the show chair, club president, vice president, computer chair, and judging chair. Establish how the flyer will be reproduced (ask club members if they can help with the printing). As soon as the flyer is done, send the show info to various magazines and websites (Cruise News, FlaCarShows.com, Vette Vues, etc). See computer/email for past announcements. Post the flyer on the FCCC website. Club members going to car shows should have either Save the Date or Show flyers to distribute.</td>
</tr>
<tr>
<td>Apr.</td>
<td>Contract DJ for the show.</td>
</tr>
<tr>
<td>May</td>
<td>Email Corvette Clubs and past participants the flyer. Computer chair will assist. Goody Bag chair starts sending out requests for donations via email, phone, and US Mail. Goody Bags will be stuffed one week before the show. Review the club signup sheet for the show (Computer Chair and Membership Chair will help).</td>
</tr>
</tbody>
</table>
| Early June | Start having a Show Committee meeting.  
| Mail the flyer via US Mail to past participants. Computer chair will generate mailing labels. |
| June | Awards chair starts working on award design and pricing.  
| T-Shirt and Dash Plaque chair starts working on design and pricing (Award Chair and T-Shirt Chair should try to work together if the design dictates)  
| Gift Basket Chair should start asking at club meetings for donations and baskets.  
| Judging Chair should start to recruit judges from the club members. Review the judging sheet and if needed make updates. Have a judging clinic before the show. Also review the “judging etiquette information sheet”.  
| Start passing the club member job assignment signup sheet at all club meetings. This sheet is generated by the Computer Chair.  
| If the show is in Flagler Beach, contact the Flagler Beach Historical Museum for their support to be open on the show date (Sunday).  
| Review and update the “sponsorship letter” (on the computer).  
| Start Sponsorship Committee calling on businesses. Inform sponsors they may put discount coupons and/or advertising material in the goody bags. |
| July | Door Prize Chair should establish from the budget what prizes can be bought and seek donations.  
<p>| Send Show information to the local magazines (See past |</p>
<table>
<thead>
<tr>
<th>Month</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug.</td>
<td>All Chairpersons should establish who is working with them at the show. If needed, have a committee meeting. Pass the club member job assignment signup sheet at all club meetings. Obtain from Tom Gibbs Chevrolet the club and show sponsorship donation (This is done by the club President).</td>
</tr>
<tr>
<td>Sept.</td>
<td>Pass the club member job assignment signup sheet at all club meetings. Send Show information to the local newspapers (See past emails for examples) Have a Show Committee meeting.</td>
</tr>
<tr>
<td>Oct. – 1 week before show</td>
<td>Have a Final Show Committee meeting.</td>
</tr>
</tbody>
</table>

As needed, the Show Chairperson will be called upon by the FCCC President to report to the Board the Show’s progress.
Thank you to our Sponsors

Tom Gibbs Chevrolet
Hilton Garden Inn
VisitFlorida.Com Racing

City of Flagler Beach
Flagler Beach Farmer's Market

Southern Storm Motor Car
Raabe Racing Enterprises
Woody's Bar-B-Q
Caliber Collision
Conser Insurance - Ann Conser
Houlihan's Sports Grill
J & J Auto Body Inc
Kokomo's Café
Chris Cruz Artistry
Conser Allstate - Rob Conser
Finnegan's Black Cloud Saloon
Finn's Beachside Pub
Mile & Sarah Julian - FCCC
The Funky Pelican
Acme Trophies and Awards
A1 Window Tint
Airport Auto
All Upholstery & Fabric
Anytime Fitness of Palm Coast
Arrow Materials
Bahama Mamas Tropical Gifts
Beach Front Grille
BeachHouse Beanery

Cook Yard Sculpture
Doyle's Automotive
Eagles Nest Self Storage
Fuego Del Mar
Flagler County Insurance Agency
Friends Café Best Breakfast
Giabella Italian Restaurant
Hairology Salon
Hardin Marine
Matt's Auto Workshop Inc.
Melissa Dressel Hair Stylist
NAPA Auto Parts - JAX
NAPA Autocare Centers - JAX
New Palm Coast Auto Body
Paul Descartes Power Wash
Robbins Service Centers
Ron's Rides
Southeast Jewelry
Terranova's Pizza Inc.
The UPS Store Town Center
Toes in the Sand
Tom Dickson & Nancy Pace - FCCC
Turtle Shack Café
### Car Show Schedule

**Oct. 9, 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>06:15 AM</td>
<td>Committee chairs arrive at Flagler Beach for organization meeting</td>
</tr>
<tr>
<td>06:30 AM</td>
<td>Club members meet at Flagler Beach &amp; park on 3rd St. Pick up car placard.</td>
</tr>
<tr>
<td>07:15 AM</td>
<td>Traffic people in place</td>
</tr>
<tr>
<td>07:30 AM</td>
<td>Registration opens, Parking people in place</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Registration closes, 50/50, Basket, Door Prize Ticket, and Pink Car Ticket sales start</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>Data Entry organizes judging class sheets</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Judging begins</td>
</tr>
<tr>
<td>12:15 PM</td>
<td>Tabulate judging sheets as they are turned in.</td>
</tr>
<tr>
<td>01:30 PM</td>
<td>Judging ends</td>
</tr>
<tr>
<td>02:00 PM</td>
<td>Gift Basket Presentation starts</td>
</tr>
<tr>
<td>03:00 PM</td>
<td>Awards program, 50/50 drawing, Pink Car winner</td>
</tr>
<tr>
<td>04:00 PM</td>
<td>Cleanup area and secure site (must be done by 4:30 PM)</td>
</tr>
<tr>
<td>Where</td>
<td>Website/Email</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------------------------------------------------</td>
</tr>
<tr>
<td>Cruise news</td>
<td><a href="mailto:cruise-news@cfl.rr.com">cruise-news@cfl.rr.com</a></td>
</tr>
<tr>
<td>Vette Vues</td>
<td><a href="mailto:calendar@vette-vues.com">calendar@vette-vues.com</a></td>
</tr>
<tr>
<td>FL car shows</td>
<td>flacarsshows.com</td>
</tr>
<tr>
<td>Flagler Chamber</td>
<td><a href="mailto:info@flaglerchamber.org">info@flaglerchamber.org</a></td>
</tr>
<tr>
<td>Palm Coast and the Flagler Beaches</td>
<td>PalmCoastandtheFlaglerBeaches.com</td>
</tr>
<tr>
<td>FL events (oldride.com)</td>
<td><a href="http://www.oldride.com">www.oldride.com</a></td>
</tr>
<tr>
<td>FL car clubs</td>
<td>everycarshow.com</td>
</tr>
<tr>
<td>Flagler Beach Museum</td>
<td><a href="http://www.flaglerbeachmuseum.com">www.flaglerbeachmuseum.com</a></td>
</tr>
<tr>
<td>Beach 92.7, Easy Oldies 100.9, WNZF</td>
<td><a href="http://www.flaglerbroadcasting.com">www.flaglerbroadcasting.com</a></td>
</tr>
<tr>
<td>City of Flagler Beach.com</td>
<td></td>
</tr>
<tr>
<td>Daytona News Journal</td>
<td></td>
</tr>
<tr>
<td>Palm Coast Observer</td>
<td></td>
</tr>
<tr>
<td>News Tribune</td>
<td></td>
</tr>
</tbody>
</table>
The Piaget County Corvette Club hosted its 14th annual Corvettes at the Beach event on Sunday, Oct. 11.

Bob Duncan won the raffle and took home a child-sized Corvette car.

**Under the hood: 172 Corvettes pack Veterans Park**

The Flagler County Corvette Club hosted the 14th annual Corvettes at the Beach event with 172 cars from 13 different clubs. "Corvettes at the Beach has had a larger collection of Corvettes in past years, but this year's event has been the most successful so far," Event Coordinator Paul Karcher said.

A 1967 Fuel Injection Corvette, owned by Ronni and Pam Edge, of Jacksonville, won Best in show. The Edges have all of the car's original documents and are able to provide proof the car has not left a 30-mile radius since delivery to the first owner in 1957. The car has only changed ownership four times in 47 years. It has been featured in magazines and online. It won Best in Class at the Concours d'Elegance Hilton Head in 2013. It also won the Top Flight Award from the National Corvette Restorers Society in 2013. A $1,537 check also was presented to Nancy Giblin to go toward the First Army's fight against breast cancer. The money was raised through a raffle for a child-sized Corvette, which was won by Bob Duncan.

**DID YOU KNOW?**

There is only one 1963 model Corvette in existence, and it resides at the National Corvette Museum in Bowling Green, Kentucky.
KIX Country 98.7 Radio Ad

KK - KIX Country 98.7 of Kevin Kane, on the phone with Paul Kachura
Paul is with the Flagler County Corvette Club, they have a big event
going on this weekend, and he is here to tell you all about it,
Paul - What's happening

PK - The show is called "CORVETTES at the BEACH", it's in the streets of
Flagler Beach and Veterans Park, it's Sunday, this Oct 11 from 10-3
and the Awards presentation will be at 3:00 and we are supporting
Nancy Gibbs and The Pink Army, we are having chances to buy tickets
for a mini electric Corvette, and all the proceeds go to Nancy Gibbs for
the Pink Army

KK - Very cool

PK - We are also supported by the #90 visitflorida.com - Spirit of Daytona
  Racing Prototype  There is allot that will be going on, we will have
  chances for gift baskets, chances for door prizes

KK - Let me ask you - people get in touch with you about this event,
  how do they do that?

PK - They can get in touch with me with this phone # 631-334-9098, or my
e-mail direct is pkvette@yahoo.com

KK - Alright buddy, well I appreciate your taking the time to talk to us on air
  here, and hopefully the weather will be shine instead of rain for Sunday

PK - Yea, hope everybody will come and enjoy themselves at the show

KK - Sounds good Bud, take care alright

PK - Thanks
Date: ___10/16-17/2016

Organization: ___Team Florida Lacrosse_______________________________________

Mailing Address: ___100 Fairway Park Blvd Apt 1412. Ponte Vedra, FL. 32082________

Contact Person: ___Chris Polanski__________ Phone: _ (614)-446-1131 __

Email Address: ___cppolanski@gmail.com__ Fax: _______________________

Registered as a non-profit corporation: No Yes (If yes please attach proof)

Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

*Room nights generated
*Peak Season: February - August
*Non-Peak Season: September - January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: _____Pumpkin Shootout__________________________________________

Event Dates: _________________10/14-10/15__________________________________

Amount Requested: ___$10,000__________ Budget for Event*: ______$31,000____

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.

Officials, Marketing, equipment and staffing
Please provide detailed information on your event.
We will be hosting a 2-day lacrosse tournament that gathers both boys and girls teams from across the southeast region.

Who is your target audience?
Our target audience is boys and girls lacrosse programs that vary in age from U9 to U19.

How will Flagler County benefit from your event?
Our tournaments spanning over Saturday and Sunday draw in teams ranging from 18-30 players. These teams, mostly from out of area, will stay in your hotels, shop in your stores, visit your attractions since they will only be playing lacrosse for a portion of the day.

How many verifiable hotel stays do you project this event will bring to Flagler County? _____

Have blocks of rooms been reserved at a lodging facility? Yes No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):

It is too far away to block rooms, we will once the date is closer.

Are local attractions being included in the itinerary for this event, such as:
Visit a local museum

Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks) Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation) Other (please list)

_____ They will be included on all media, marketing, and advertising.

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match “Overnight Stay” Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.
What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council? We do not raise any additional outside funding, all our funds are driven from within.

How much gross income is intended to be collected from this event? ____________________

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.) We have no additional funding our outside sponsors

Event History

How many years has this event taken place? __9__

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Guests</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>FPC</td>
<td>4,900</td>
<td>3,700</td>
<td>350</td>
<td>$31,000</td>
</tr>
<tr>
<td>2015</td>
<td>FPC</td>
<td>4,700</td>
<td>3,700</td>
<td>340</td>
<td>$30,000</td>
</tr>
<tr>
<td>2014</td>
<td>FPC</td>
<td>4,400</td>
<td>3,500</td>
<td>315</td>
<td>$28,000</td>
</tr>
<tr>
<td>2013</td>
<td>FPC</td>
<td>4,300</td>
<td>3,200</td>
<td>305</td>
<td>$26,000</td>
</tr>
</tbody>
</table>

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals? With majority of our teams being from out of area and they have early games both Saturday and Sunday, they will have to stay in a hotel for 2 nights.
How will the event be marketed to the fullest extent possible in an effective and efficient manner?
We will use social media, weekly emails, radio, telemarketing, and actively recruit teams, vendors and sponsors to help support our event.

How will you demonstrate a willingness to work with the tourism industry?
We will include your logo, website and contact info on all our marketing and media.

Please provide evidence as to how the event will be self-funded in subsequent years.
We will look to add more teams, sponsors and vendors to increase revenue, and look to find more ways to better utilize field space (other locations, etc.)

Soundness of Proposed Event

Clearly identify the event's objectives.
The objective is to put on a competitive, fun, and safe lacrosse tournament that will leave the guests wanting come back the following years.

What is the timetable for implementation of the event?
Less than 1 year

How do you intend to accomplish your slated objectives?
We will plan, strategize, and prepare leading up the event to ensure the best possible experience for each attendee.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
• Documentation that the organization has a successful history of service in and to Flagler County.
• Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
• Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: 

Title: 

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,
I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

---------------------------------
Authorized Agent Signature

---------------------------------
Date

Received by Tourism Development Office By:

---------------------------------
TDC Authorized Signature

---------------------------------
Date
<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>Team Registration</td>
<td>42,500</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>42,500</strong></td>
</tr>
<tr>
<td>Expenses</td>
<td>Balls</td>
<td>1,500</td>
</tr>
<tr>
<td>Operational Cost</td>
<td>Officials</td>
<td>24,000</td>
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<tr>
<td></td>
<td>On-sight Staffing</td>
<td>10,000</td>
</tr>
<tr>
<td></td>
<td>Field Signs</td>
<td>2,500</td>
</tr>
<tr>
<td></td>
<td>Portable Bathrooms</td>
<td>1,500</td>
</tr>
<tr>
<td>Other expenses</td>
<td>Staff Food and Water</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>Transportation (trailer)</td>
<td>750</td>
</tr>
<tr>
<td></td>
<td>Mail Chimp(email server)</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>42,250</strong></td>
</tr>
<tr>
<td>Net Income</td>
<td></td>
<td>250</td>
</tr>
</tbody>
</table>
Flagler County Tourist Development Council
Fund 110 Promotional Activities
Request for
Overnight Stay Special Event Funding

Date: ___11/11-11/12____

Organization: ___Ethos Sports Management__________________________________________
Mailing Address: ___100 Fairway Park Blvd Apt 1412. Ponte Vedra, FL 32082_________
Contact Person: ___Chris Polanski__________ Phone: ___(614)-446-1131___
Email Address: ___Cpolanski@gmail.com__ Fax: ________________________________
Registered as a non-profit corporation: No Yes (If yes please attach proof)

Maximum Award
The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

*Room nights generated
*Peak Season: February - August
*Non-Peak Season: September - January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: ______Veterans Day Invitational ________________________________
Event Dates: ______11/12-11/13/16________________________________________
Amount Requested: ___$10,000___ Budget for Event*: ___$39,000________________

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.
 Officials, Marketing, equipment and staffing.

______________________________________________________________
Please provide detailed information on your event.

We will be hosting a 2-day lacrosse tournament that gathers both boys and girls teams from across the southeast region.

Who is your target audience?
Our target audience is boys and girls lacrosse programs that vary in age from U9 to U19.

How will Flagler County benefit from your event?
Our tournaments spanning over Saturday and Sunday draw in teams ranging from 18-30 players. These teams, mostly from out of area, will stay in your hotels, shop in your stores, visit your attractions since they will only be playing lacrosse for a portion of the day.

How many verifiable hotel stays do you project this event will bring to Flagler County? _____

Have blocks of rooms been reserved at a lodging facility? Yes  No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):

It is too far away to block rooms, they will be blocked closer to the event date

Are local attractions being included in the itinerary for this event, such as:
Visit a local museum

Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks) Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation) Other (please list)

_____ They will be included on all media, marketing, and advertising.

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match "Overnight Stay" Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.
What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?
We do not raise any additional outside funding, all our funds are driven from within.

How much gross income is intended to be collected from this event? ___13th_____

List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

We have no additional outside funding or sponsors

Event History

How many years has this event taken place? _13___

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Guests</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>FPC</td>
<td>8,200</td>
<td>6,500</td>
<td>520</td>
<td>$39,000</td>
</tr>
<tr>
<td>2015</td>
<td>FPC</td>
<td>8,000</td>
<td>6,400</td>
<td>510</td>
<td>$39,000</td>
</tr>
<tr>
<td>2014</td>
<td>FPC</td>
<td>7,700</td>
<td>6,100</td>
<td>495</td>
<td>$36,500</td>
</tr>
<tr>
<td>2013</td>
<td>FPC</td>
<td>7,500</td>
<td>5,900</td>
<td>475</td>
<td>$36,500</td>
</tr>
</tbody>
</table>

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?
With majority of our teams being from out of area and they have early games both Saturday and Sunday, they will have to stay in a hotel for 2 nights.
How will the event be marketed to the fullest extent possible in an effective and efficient manner?
We will use social media, weekly emails, radio, telemarketing, and actively recruit teams, vendors and sponsors to help support our event.

How will you demonstrate a willingness to work with the tourism industry?
We will include your logo, website and contact info on all our marketing and media.

Please provide evidence as to how the event will be self-funded in subsequent years.
We will look to add more teams, sponsors and vendors to increase revenue, and look to find more ways to better utilize field space (other locations, etc.)

Soundness of Proposed Event

Clearly identify the event's objectives.
The objective is to put on a competitive, fun, and safe lacrosse tournament that will leave the guests wanting come back the following years.

What is the timetable for implementation of the event?
Less than 1 year

How do you intend to accomplish your slated objectives?
We will plan, strategize, and prepare leading up the event to ensure the best possible experience for each attendee.

Stability and Management Capacity

- The Completed application must include:

  • A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
  • Documentation that the organization has a successful history of service in and to Flagler County.
• Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.

• Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

Authorized Agent Acknowledgements and Signature

Authorized Agent:  
Name: Tom West
Title:  

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,

I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.
I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature

[Signature]

Date: 4/30/16

Received by Tourism Development Office By:

[Signature]

TDC Authorized Signature

Date: 4/30/16
**Veterans Day**

**Revenue**

<table>
<thead>
<tr>
<th>General</th>
<th>Team Registration</th>
<th>49,500</th>
</tr>
</thead>
</table>

**TOTAL REVENUE** 49,500

**Expenses**

<table>
<thead>
<tr>
<th>Operational Cost</th>
<th>Balls</th>
<th>2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Officials</td>
<td>29,000</td>
</tr>
<tr>
<td></td>
<td>On-site Staffing</td>
<td>10,000</td>
</tr>
<tr>
<td></td>
<td>Field Signs</td>
<td>2,500</td>
</tr>
<tr>
<td></td>
<td>Portable Bathrooms</td>
<td>2,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other expenses</th>
<th>Staff Food and Water</th>
<th>2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Transportation (trailer)</td>
<td>750</td>
</tr>
</tbody>
</table>

**TOTAL EXPENSES** 48,250

**Net Income** 1,250
Organization: __Ethos Sports Management______________________________

Mailing Address: __100 Fairway Park Blvd Apt 1412. Ponte Vedra, FL 32082________

Contact Person: ___Chris Polanski___________ Phone: ___(614)-446-1131___

Email Address: __Ccppolanski@gmail.com__ Fax: __________________________

Registered as a non-profit corporation: No Yes (If yes please attach proof)

Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

*Room nights generated
*Peak Season: February – August
*Non-Peak Season: September - January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: _______ MLK Invite_____________________________________________

Event Dates: ___1/7/17-1/8/17_____________________________________________

Amount Requested: ___$10,000___________ Budget for Event*: ___$25,000_______

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.

Officials, Marketing, equipment and staffing.

______________________________________________________________
Please provide detailed information on your event.

We will be hosting a 2-day lacrosse tournament that gathers both boys and girls teams from across the southeast region.

Who is your target audience?
Our target audience is boys and girls lacrosse programs that vary in age from U9 to U19.

How will Flagler County benefit from your event?
Our tournaments spanning over Saturday and Sunday draw in teams ranging from 18-30 players. These teams, mostly from out of area, will stay in your hotels, shop in your stores, visit your attractions since they will only be playing lacrosse for a portion of the day.

How many verifiable hotel stays do you project this event will bring to Flagler County? _____

Have blocks of rooms been reserved at a lodging facility? Yes No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):

Are local attractions being included in the itinerary for this event, such as:
  Visit a local museum
  Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks) Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation) Other (please list)

_____ They will be included on all media, marketing, and advertising.___________

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding

Required Match "Overnight Stay" Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.
What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?
We do not raise any additional outside funding, all our funds are driven from within.

How much gross income is intended to be collected from this event? ____________________ List

Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

Event History

How many years has this event taken place? _4_____

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Guest</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>FPC</td>
<td>4,500</td>
<td>3,000</td>
<td>320</td>
<td>$25,000</td>
</tr>
<tr>
<td>2015</td>
<td>FPC</td>
<td>4,000</td>
<td>2,700</td>
<td>300</td>
<td>$22,000</td>
</tr>
<tr>
<td>2014</td>
<td>FPC</td>
<td>4,000</td>
<td>2,700</td>
<td>300</td>
<td>$21,000</td>
</tr>
<tr>
<td>2013</td>
<td>FPC</td>
<td>4,000</td>
<td>2,700</td>
<td>300</td>
<td>$22,000</td>
</tr>
</tbody>
</table>

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?
With majority of our teams being from out of area and they have early games both Saturday and Sunday, they will have to stay in a hotel for 2 nights.
How will the event be marketed to the fullest extent possible in an effective and efficient manner?  
We will use social media, weekly emails, radio, telemarketing, and actively recruit teams, vendors and sponsors to help support our event.

How will you demonstrate a willingness to work with the tourism industry?  
We will include your logo, website and contact info on all our marketing and media.

Please provide evidence as to how the event will be self-funded in subsequent years.  
We will look to add more teams, sponsors and vendors to increase revenue, and look to find more ways to better utilize field space (other locations, etc.)

Soundness of Proposed Event

Clearly identify the event's objectives.  
The objective is to put on a competitive, fun, and safe lacrosse tournament that will leave the guests wanting to come back the following years.

What is the timetable for implementation of the event?  
Less than 1 year

How do you intend to accomplish your slated objectives?  
We will plan, strategize, and prepare leading up the event to ensure the best possible experience for each attendee.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
• Documentation that the organization has a successful history of service in and to Flagler County.
• Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
• Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

Authorized Agent Acknowledgements and Signature

Authorized Agent:  
Name:  
Title:  

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,
I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature

Date

Received by Tourism Development Office By:

TDC Authorized Signature

Date
### MLK budget

#### Revenue

<table>
<thead>
<tr>
<th>General</th>
<th>Team Registration</th>
<th>33,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td></td>
<td><strong>33,500</strong></td>
</tr>
</tbody>
</table>

#### Expenses

<table>
<thead>
<tr>
<th>Operational Cost</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Balls</td>
<td></td>
<td>1,500</td>
</tr>
<tr>
<td>Officials</td>
<td></td>
<td>18,000</td>
</tr>
<tr>
<td>On-sight Staffing</td>
<td></td>
<td>6,000</td>
</tr>
<tr>
<td>Field Signs</td>
<td></td>
<td>2,200</td>
</tr>
<tr>
<td>Portable Bathrooms</td>
<td></td>
<td>1,500</td>
</tr>
<tr>
<td><strong>Other expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff Food and Water</td>
<td></td>
<td>1,200</td>
</tr>
<tr>
<td>Transportation (trailer)</td>
<td></td>
<td>750</td>
</tr>
<tr>
<td>Website Fee</td>
<td></td>
<td>1,000</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td></td>
<td><strong>32,150</strong></td>
</tr>
</tbody>
</table>

#### Net Income

|                  |                | 1,350  |
Date: ___June/17-18/2017

Organization: ___Team Florida Lacrosse______________________________________________
Mailing Address: __100 Fairway Park Blvd Apt 1412. Ponte Vedra, FL. 32082__________
Contact Person: ___Chris Polanski___________ Phone: __(614)-446-1131___
Email Address: ___Cpolanski@gmail.com__ Fax: _________________________________
Registered as a non-profit corporation: No Yes (if yes please attach proof)

**Maximum Award**
The maximum award an organization can seek is directly related to the overnight stays the
event will generate, although the actual award amount will be evaluated on multiple criteria,
subject to the following limits:

*Room nights generated
*Peak Season: February - August
*Non-Peak Season: September - January

**Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting
requirements are met, including verification of room nights generated. Should the verifiable
room nights be in a range less than the grant awarded, the grant will be reduced to the
appropriate grant range.**

**Event Description**

---

**Event Name:** ______Fathers Day Invitational ________________________________
**Event Dates:** ______June17-18____________________________________________________
**Amount Requested:** ___$8,000___________  **Budget for Event**: ___$40,000_________

*Event budget must be submitted with this application.*

The Flagler County Tourist Development Council logo with the web address
www.VisitFlagler.com must appear prominently in all advertising and publicity (both written
or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided
at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.
Officials, Marketing, equipment and staffing
Please provide detailed information on your event.

We will be hosting a 2-day lacrosse tournament that gathers both boys and girls teams from across the southeast region.

Who is your target audience?
Our target audience is boys and girls lacrosse programs that vary in age from U9 to U19.

How will Flagler County benefit from your event?
Our tournaments spanning over Saturday and Sunday draw in teams ranging from 18-30 players. These teams, mostly from out of area, will stay in your hotels, shop in your stores, visit your attractions since they will only be playing lacrosse for a portion of the day.

How many verifiable hotel stays do you project this event will bring to Flagler County? _____

Have blocks of rooms been reserved at a lodging facility? Yes No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):

It is too far out to block rooms yet

Are local attractions being included in the itinerary for this event, such as:

Visit a local museum

Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks) Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation) Other (please list)

They will be included on all media, marketing, and advertising.

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match "Overnight Stay" Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.
What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?
We do not raise any additional outside funding, all our funds are driven from within.

How much gross income is intended to be collected from this event? __________ List

Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
We do not have any additional outside funding or sponsors.

Event History

How many years has this event taken place? 13 years

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Guests</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>FPC</td>
<td>10,000</td>
<td>7,500</td>
<td>520</td>
<td>$38,000</td>
</tr>
<tr>
<td>2015</td>
<td>FPC</td>
<td>9,500</td>
<td>7,200</td>
<td>500</td>
<td>$35,000</td>
</tr>
<tr>
<td>2014</td>
<td>FPC</td>
<td>9,500</td>
<td>7,200</td>
<td>490</td>
<td>$35,000</td>
</tr>
<tr>
<td>2013</td>
<td>FPC</td>
<td>8,000</td>
<td>6,800</td>
<td>450</td>
<td>$32,000</td>
</tr>
</tbody>
</table>

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?
With majority of our teams being from out of area and they have early games both Saturday and Sunday, they will have to stay in a hotel for 2 nights.
How will the event be marketed to the fullest extent possible in an effective and efficient manner?
We will use social media, weekly emails, radio, telemarketing, and actively recruit teams, vendors and sponsors to help support our event.

How will you demonstrate a willingness to work with the tourism industry?
We will include your logo, website and contact info on all our marketing and media.

Please provide evidence as to how the event will be self-funded in subsequent years.
We will look to add more teams, sponsors and vendors to increase revenue, and look to find more ways to better utilize field space (other locations, etc.)

Soundness of Proposed Event

Clearly identify the event's objectives.
The objective is to put on a competitive, fun, and safe lacrosse tournament that will leave the guests wanting come back the following years.

What is the timetable for implementation of the event?
Less than 1 year

How do you intend to accomplish your slated objectives?
We will plan, strategize, and prepare leading up the event to ensure the best possible experience for each attendee.

Stability and Management Capacity

The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
• Documentation that the organization has a successful history of service in and to Flagler County.
• Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
• Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

**Quality and Uniqueness of the Proposed Event**

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

**Authorized Agent Acknowledgements and Signature**

Authorized Agent:
Name: 
Title: 

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,
I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

----------------------------------------
Authorized Agent Signature              06/30/16
Date

Received by Tourism Development Office By:

----------------------------------------
TDC Authorized Signature                06/30/16
Date
### Fathers Day Revenue

<table>
<thead>
<tr>
<th>General</th>
<th>Team Registration</th>
<th>44,000</th>
</tr>
</thead>
</table>

**TOTAL REVENUE** 44,000

### Expenses

#### Operational Cost

<table>
<thead>
<tr>
<th>Balls</th>
<th>1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Officials</td>
<td>30,000</td>
</tr>
<tr>
<td>On-site Staffing</td>
<td>6,500</td>
</tr>
<tr>
<td>Field Signs</td>
<td>2,000</td>
</tr>
<tr>
<td>Portable Bathrooms</td>
<td>1,500</td>
</tr>
</tbody>
</table>

#### Other expenses

| Staff Food and Water | 1,000 |
| Transportation (trailer) | 750 |

**TOTAL EXPENSES** 43,250

### Net Income

750
Organization: PDA Florida
Mailing Address: PO Box 352493, Palm Coast, FL 32135
Contact Person: Reggy Monsanto
Email Address: regmonsanto@pdaflorida.org
Registered as a non-profit corporation: Yes (If yes please attach proof)

Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

*Room nights generated
*Peak Season: February – August
*Non-Peak Season: September – January

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name: 2016 PDA Fall Classic
Event Dates: October 10-12, 2014
Amount Requested: $10,000.00  Budget for Event*: $24,000.00

* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address www.VisitFlagler.com must appear prominently in all advertising and publicity (both written or electronic) for the special event. Proof of advertising (tear sheets, etc...) must be provided at the post-event meeting.

Intended use of "out of county" direct advertising funds if applicable.

Advertising on national soccer website and in national soccer publications. Will reach out of state teams, which are the ones that will use more room nights.

Please provide detailed information on your event.

Competitive youth soccer tournament. Teams from all over Florida, southeast US and some international teams are looking to attend. Mid fall is a great time due to weather and mid-season for most teams. A great prep for winter college showcase tournaments as well.
Who is your target audience?
Competitive youth soccer clubs and teams

How will Flagler County benefit from your event?
Room nights. Restaurant and retail sales. Gas station sales. Many will visit that have never been here before.

How many verifiable hotel stays do you project this event will bring to Flagler County? 750

Have blocks of rooms been reserved at a lodging facility?  Yes  No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):
- Hilton Garden Inn = 20
- Days Inn = 20
- Best Western = 20
- Hampton Inn = 20
- Fairfield Inn = 20
- Holiday Inn Express = 20
- Red Roof Inn = 20
- Hammock Beach Resort = 20

Are local attractions being included in the itinerary for this event, such as:
- Attend a local play, concert, or dance performance
- Visit a local museum
- Visit a local nature based activity (i.e. Gamble Rogers, Washington Oaks)
- Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)
- Other (please list)

TDC collateral will be distributed to the organization by a tourism representative for distribution at the event upon request.

Funding
Required Match "Overnight Stay" Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documented in the final event report.

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council?
- Tournament entry fees.

How much gross income is intended to be collected from this event? $50,000
List Past TDC funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>GIS Cup</td>
<td>$10,000.00</td>
<td>$7,500.00</td>
<td>$11,400.00</td>
</tr>
<tr>
<td>2014</td>
<td>PDA Fall Classic</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$18,000.00</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

Moe's Southwest Grill, PT Solutions, Florida Hospital Flagler

Event History

How many years has this event taken place? 5

Please provide the following information regarding the event for the past three (3) years prior:

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Location</th>
<th>Total Attendance</th>
<th>Out of Town Attendance</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 2012</td>
<td>Indian Trails Sports Complex</td>
<td>96 teams</td>
<td>2900</td>
<td>110</td>
<td>$14,000.00</td>
</tr>
<tr>
<td>Oct 2013</td>
<td>Indian Trails Sports Complex</td>
<td>80 teams</td>
<td>2500</td>
<td>650</td>
<td>$18,000.00</td>
</tr>
<tr>
<td>Oct 2014</td>
<td>Indian Trails Sports Complex</td>
<td>128 teams</td>
<td>3500</td>
<td>840</td>
<td>$24,000.00</td>
</tr>
</tbody>
</table>

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals?

Our great venue at Indian Trails ranks at the top in the state and teams love playing here and parents love coming here. We have grown each year and more are coming from further away. This year we plan to advertise all over the US to attract teams from Georgia, South Carolina, North Carolina, Texas and Alabama. (Canada and the Caribbean as well.)

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

We will be advertising in national soccer webzines and magazines. GotSoccer, Soccer America and soccer.com. We also feel most teams that have come in the past will return.

How will you demonstrate a willingness to work with the tourism industry?

We have a great relationship with city and county officials and consider ourselves true partners with a sincere vested interest in our community. We live here and our children play soccer here.

Please provide evidence as to how the event will be self-funded in subsequent years.

This year we have taken steps to attract better and out-of-state teams. We have added Friday to provide an extra day for more games. The continued rise in attendees will help guarantee that we can maintain and grow this tournament.
Soundness of Proposed Event

Clearly identify the event’s objectives.

Provide a competitive youth soccer tournament at a great venue in a great location. Provide various levels of competition against teams that they normally do not face. Our expectation is that every team will want to return year after year.

What is the timetable for implementation of the event?

March - apply for venue permits, April/May - begin advertising with other local clubs. June/July - advertise in publications. August/September - big push as teams being playing fall soccer. October - make it happen.

How do you intend to accomplish your slated objectives?

Maintain an energetic volunteer base. Solidify our local partners. Create new partners. Pray for good weather.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Reggy Monsanto
Title: VP - PDA Florida

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally,

I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature: ____________________________ Date: 06/30/2016

Received by Tourism Development Office By:

TDC Authorized Signature: ____________________________ Date: 7/1/16
## 2016 PDA Fall Classic - Budget

### Revenue (+)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Fees</td>
<td>$40,000</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

### Costs (-)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Palm Coast (parking staff)</td>
<td>$800</td>
</tr>
<tr>
<td>ITMS venue rental</td>
<td>$1,700</td>
</tr>
<tr>
<td>Port o lets</td>
<td>$800</td>
</tr>
<tr>
<td>Refs (officials)</td>
<td>$16,000</td>
</tr>
<tr>
<td>Ref assignor</td>
<td>$2,000</td>
</tr>
<tr>
<td>Awards</td>
<td>$4,000</td>
</tr>
<tr>
<td>Ref hospitality</td>
<td>$1,000</td>
</tr>
<tr>
<td>FYSA sanctioning fees</td>
<td>$500</td>
</tr>
<tr>
<td>Got Soccer software fee</td>
<td>$1,530</td>
</tr>
<tr>
<td>Got Soccer tournament advertising</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Total Costs</strong></td>
<td><strong>$29,330</strong></td>
</tr>
</tbody>
</table>

**Total Rev-Cost (Profit) = $10,670**