



Flagler County Tourist Development Council Agenda

December 21, 2016 • 10:00 a.m.

Government Services Building 2, Board Chambers, 1769 E. Moody Blvd., Bunnell, FL 32110

- 1) **Pledge to the Flag and Moment of Silence**
- 2) **Attendance**
- 3) **Meeting Minutes:** Request the Board approve the minutes from the following meeting(s):
 - a) November 16, 2016 TDC Meeting Minutes
- 4) **Financial Reports:** Request the Board approve the financial report(s) listed below:
 - a) Budget to Actual Report
 - b) TDT Revenue Report
- 5) **Marketing Reports:** Request the Board approve the marketing report(s) listed below:
 - a) November Marketing Report
- 6) **FUND 111 Beach Restoration:** Briefing on the use of Fund 111 Beach Restoration:
 - a) \$164,671 – Fund 111 Beach Restoration – Post-Hurricane Matthew Recovery Master Plan

Craig Coffey and Faith Alkhatib
County Administrator and Flagler County Public Works Director / County Engineer
- 7) **Tourist Development Office Update**
- 8) **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.
- 9) **Board Member Commentaries**
- 10) **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.

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
November 16, 2016
10:00 A.M.
Minutes**

MEETING CALLED TO ORDER BY CHAIRMAN NATE MCLAUGHLIN AT 10:00 A.M.

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

Chair McLaughlin announced he was sitting in for Chair Revels who was absent from this meeting

1. Attendance

PRESENT: Chairman Nate McLaughlin (for Chair Revels), Tom Grimes, Michelle Brown, Ryan Crabb, Stephen Baker

ABSENT: Chair Barbara Revels, Mayor Linda Provencher, Kurt Allen, Pamela Walker

2. Adoption of Minutes from October 2016 Meeting

Grimes/Crabb. Motion to adopt the May 2016 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review

- a) Revenue Report
- b) Budget to Actual Financial Report

Crabb/Grimes. Motion to Accept Financial Reports. Motion Carries.

4. Accept Marketing Reports For Review

- a) October 2016

Grimes/Brown. Motion to Accept Marketing Reports. Motion Carries.

5. FUND 110 Discretionary Event Funding Requests:

Review and recommendation to the Board of County Commissioners for the following Funding Requests:

- a. \$10,000 PDA Florida – NPL Soccer Showcase, December 26-31, 2016
 - **Grimes/Crabb/Baker** declared a conflict of interest due to the event utilizing their properties as host hotels and will not discuss, but will answer any questions.
 - Form 8B completed and signed. [8B TG](#) [8B RC](#) [8B SB](#)
 - **Brown** suggested giving events a legacy. i.e.: 1st Annual, 2nd Annual, 3rd Annual, etc.
 - **Brown/McLaughlin. Motion** to recommend to the Board of County Commissioners to allocate \$10,000 for the PDA Florida – NPL Soccer Showcase, December 26-31, 2016. Motion Carries.
- b. \$7,500 PDA Florida – Winter Invitational, January 13-15, 2017
 - **Grimes/Crabb/Baker** declared a conflict of interest due to the event utilizing their properties as host hotels and will not discuss, but will answer any questions.
 - Form 8B completed and signed. [8B TG](#) [8B RC](#) [8B SB](#)
 - **Brown/McLaughlin. Motion** to recommend to the Board of County Commissioners to allocate \$7,500 for the PDA Florida-Winter Invitational, January 13-15, 2017. Motion Carries.
- c. \$25,000 Sports Endeavors – EVP TOUR, May 31-June 4, 2017
 - **Baker** declared a conflict of interest due to the event utilizing their properties as host hotels and will not discuss, but will answer any questions.

- Form 8B completed and signed. [8B SB](#)
- **Grimes/Crabb. Motion** to recommend to the Board of County Commissioners to allocate \$25,000 for the Sports Endeavors-EVP Tour, May 31-June 4, 2017. Motion Carries.

d. \$5,000 Florida Flag Football League – State Championships, June 23-25, 2017

- **Brown/Baker. Motion** to recommend to the Board of County Commissioners to allocate \$5,000 for the Florida Flag Football League-State Championships, June 23-25, 2017. Motion Carries.

6. Tourism Development Office Update

Amy Lukasik, Director of Tourism Marketing, Post Hurricane Matthew Tourism Update
[Slide Presentation](#)

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

Read into Public Record the following:

Due to the effects of Hurricane Matthew on Oct. 7, 2016 the following events have been impacted

- Flagler County Chamber of Commerce rescheduled the Creekside Festival from Oct. 8-9, 2016 to Nov. 5-6, 2016
- Florida Agricultural Museum rescheduled the Pellicer Creek Raid from Oct. 7-9, 2016 to Nov. 5-6, 2016
- Flagler County Corvette Club rescheduled Corvettes at the Beach from Oct. 7-9, 2016 to Nov. 6, 2016
- Florida Hospital Flagler rescheduled the Pink Army 5K from Oct. 16, 2016 to Oct. 30, 2016
- PDA Fall Classic Soccer was scheduled for Oct. 7-9, 2016 and has not been rescheduled and not anticipated to be rescheduled

7. 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.

Paul Kachura, Flagler County Corvette Club, due to the effects of Hurricane Matthew the Corvettes at the Beach Event had to move to a different date and lost many attendees due to the change. Mr. Kachura explained that he did continue with all commitments and would request that the TDC Board give consideration for assistance in light of the unexpected date change.

Chair McLaughlin had discussion with the Board regarding the request. While the Board agrees there are extraordinary circumstances, TDC is still bound by the rules. **Dunn** will have discussion with County Administration regarding available options for all events effected by Hurricane Matthew. The answer will be discussed at the post-event grant meeting with TDC Staff.

8) Board Member Commentaries

Brown requested to clarify on the Agenda if Grant requests are new or repeating events.

Dunn agreed to put that information in the event details.

9) Adjournment

Brown/McLaughlin. Motion to adjourn meeting at 10:52am

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.

2017 FROM ACCOUNT: 109-0000-000.00-00 THRU ACCOUNT: 109-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
109-0000-101.10-00	Checking			
109-0000-101.60-01	Cash Checking		180,499.70	180,499.70
109-0000-101.60-02	MMIA Account			
109-0000-101.60-03	Investments Acct (PFM)		2,156,243.21	2,156,243.21
109-0000-101.60-04	Certificates of Deposit			
109-0000-101.60-05	Treasury Bills Account			
109-0000-115.00-00	Accounts Receivable			
109-0000-131.00-00	Due From Other Funds			
109-0000-133.00-00	Due From Other Govt Units		34,741.89	34,741.89
109-0000-135.00-00	Interest Receivable			
109-0000-151.10-00	Certificates of Deposit			
109-0000-151.11-00	US Treasury Bills			
109-0000-151.12-00	Investment Portfolio			
109-0000-151.20-00	MMIA			
109-0000-171.00-00	Estimated Revenue			
109-0000-172.00-00	Revenue Summary		1,336.65	1,336.65
109-0000-202.00-00	Accounts Payable			
109-0000-202.02-00	P Card			
109-0000-203.01-00	PAYABLES			
109-0000-207.00-00	Due to Other Funds			
109-0000-207.10-00	Due to Other Funds			
109-0000-208.00-00	Due to Other Govt Units			
109-0000-241.00-00	Appropriations			
109-0000-242.00-00	Expenditure Summary		93.84	93.84
109-0000-243.00-00	Encumbrances			
109-0000-245.00-00	Reserve for Encumbrances			
109-0000-249.00-00	PY Rsv for Encumbrances			
109-0000-270.01-00	Designated for future use			
109-0000-271.00-00	Fund Balance			
109-0000-271.20-00	Actual Fund Balance			
109-0000-272.00-00	Retained Earnings		2,372,727.61	2,372,727.61
109-0000-312.10-00	Tourist Development	450,000.00		450,000.00
109-0000-361.10-00	Interest-MMIA & Investmts	3,000.00	1,640.41	1,359.59
109-0000-361.30-00	FAIR VALUE OF INVESTMENTS		2,977.06-	2,977.06
109-0000-398.00-00	5% STATUTORY REV REDUCTN	22,900.00-		22,900.00-
109-0000-399.00-00	Cash Carry Forward	1,678,853.00		1,678,853.00
109-4600-581.91-10	Interfund Transfer			
109-4700-573.81-05	AID TO OTHER GOVTS	332,000.00		332,000.00
109-4700-573.82-46	Historical Museum-Flag Bc			
109-4700-573.82-53	OTHER ENTITIES	150,000.00		150,000.00
109-4700-575.31-10	Professional Services	2,000.00	93.84-	2,093.84
109-4700-575.34-10	Other Contracted Services			
109-4700-575.34-20	Governmental Services			
109-4700-575.46-10	Bldgng/Equipt Repairs			
109-4700-575.49-18	BANK ANALYSIS FEES	500.00		500.00
109-4700-575.62-10	Buildings	187,868.00		187,868.00
109-4700-575.63-13	Ag Museum-Landscaping			
109-4700-575.81-21	Flagler Beach			
109-4700-575.81-35	CITY OF PC-IND TRLS SPRTS			
109-4700-575.82-01	Flglr Cty Historical Soc			
109-4700-575.82-51	Flagler Co Park/Rec award			
109-4700-575.82-52	FLAGLER PLAYHOUSE			
109-4700-575.82-54	TOWN OF MARINELAND			

ACCOUNT BALANCE LIST
2017 FROM ACCOUNT: 109-0000-000.00-00 THRU ACCOUNT: 109-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
109-4700-575.82-55	FRIENDS OF WASHINGTON OAK			
109-4700-575.82-56	FLAGLER AUDITORIUM			
109-4911-598.99-21	Pooled Cash Clearing Acct			
109-5000-587.98-11	Designated for Future Use	1,436,585.00		1,436,585.00
109-6000-537.63-10	Improvmts other than bldg			
109-6000-573.31-10	Professional Services			
109-6000-573.34-20	Governmental Services			
109-6000-573.44-10	Rentals & Leases			
109-6000-573.45-30	Property/Casualty Ins			
109-6000-573.62-10	Buildings			
109-6000-573.63-10	Improvmts other than bldg			
109-6000-573.63-77	ENGINEERING STAFF TIME			
109-6000-573.64-10	Equipment			
109-6010-572.62-10	Buildings			
TOTALS:		4,217,906.00	4,744,212.41	8,964,979.39

2017 FROM ACCOUNT: 110-0000-000.00-00 THRU ACCOUNT: 110-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
110-0000-101.10-00	Checking			
110-0000-101.60-01	Cash Checking		153,228.73	153,228.73
110-0000-101.60-02	MMIA Account			
110-0000-101.60-03	Investments Acct (PFM)		1,362,608.85	1,362,608.85
110-0000-101.60-04	Certificates of Deposit			
110-0000-101.60-05	Treasury Bills Account			
110-0000-115.00-00	Accounts Receivable			
110-0000-115.05-01	Due from Employee/ Advs			
110-0000-131.00-00	Due From Other Funds			
110-0000-133.00-00	Due From Other Govt Units		102,295.56	102,295.56
110-0000-135.00-00	Interest Receivable			
110-0000-151.10-00	Certificates of Deposit			
110-0000-151.11-00	US Treasury Bills			
110-0000-151.12-00	Investment Portfolio			
110-0000-151.20-00	MMIA			
110-0000-171.00-00	Estimated Revenue			
110-0000-172.00-00	Revenue Summary		844.68	844.68
110-0000-202.00-00	Accounts Payable			
110-0000-202.02-00	P Card			
110-0000-203.01-00	PAYABLES			
110-0000-207.00-00	Due to Other Funds			
110-0000-207.10-00	Due to Other Funds			
110-0000-208.00-00	Due to Other Govt Units			
110-0000-208.01-00	Due to Const Officers			
110-0000-216.10-00	Salaries Payable			
110-0000-241.00-00	Appropriations			
110-0000-242.00-00	Expenditure Summary		50,177.85-	50,177.85-
110-0000-243.00-00	Encumbrances		137,844.00-	137,844.00-
110-0000-245.00-00	Reserve for Encumbrances		137,844.00	137,844.00
110-0000-249.00-00	FY Rsv for Encumbrances			
110-0000-270.01-00	Designated for future use			
110-0000-271.00-00	Fund Balance			
110-0000-271.20-00	Actual Fund Balance			
110-0000-272.00-00	Retained Earnings		1,669,155.67	1,669,155.67
110-0000-312.10-00	Tourist Development	1,325,000.00		1,325,000.00
110-0000-361.10-00	Interest-MMIA & Investmts	2,000.00	1,036.63	963.37
110-0000-361.30-00	FAIR VALUE OF INVESTMENTS		1,881.31-	1,881.31
110-0000-366.01-00	Contributions in Aid			
110-0000-369.90-00	Miscellaneous			
110-0000-398.00-00	5% STATUTORY REV REDUCTN	66,350.00-		66,350.00-
110-0000-399.00-00	Cash Carry Forward	1,757,194.00		1,757,194.00
110-4700-559.10-12	Regular Salaries	262,219.00	15,995.06	246,223.94
110-4700-559.10-13	Other Salaries & Wages			
110-4700-559.10-14	Overtime		4,989.84	4,989.84-
110-4700-559.10-21	FICA	19,448.00	1,603.29	17,844.71
110-4700-559.10-22	Retirement Expense	15,844.00	1,573.76	14,270.24
110-4700-559.10-23	Life & Health Insurance	52,500.00	3,500.00	49,000.00
110-4700-559.10-24	Workers Comp Expense	584.00	44.88	539.12
110-4700-559.10-25	Unemployment Comp Expense			
110-4700-559.10-26	OTHER POST EMP BENEFITS			
110-4700-559.31-10	Professional Services	10,000.00	63.23-	10,063.23
110-4700-559.34-10	Other Contracted Services	157,500.00		157,500.00
110-4700-559.34-20	Governmental Services			

2017 FROM ACCOUNT: 110-0000-000.00-00 THRU ACCOUNT: 110-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
110-4700-559.40-10	Travel Expenses	31,081.00		31,081.00
110-4700-559.41-10	Communications Recurring	10,000.00		10,000.00
110-4700-559.42-01	POSTAGE	17,000.00		17,000.00
110-4700-559.43-10	Utilities Expense	1,250.00		1,250.00
110-4700-559.44-10	Rentals & Leases	36,000.00		36,000.00
110-4700-559.45-10	General Liability Ins			
110-4700-559.45-20	Vehicle Insurance	250.00		250.00
110-4700-559.45-30	Property/Casualty Ins			
110-4700-559.46-10	Eldging/Equipt Repairs			
110-4700-559.46-20	Vehicle Repair	250.00		250.00
110-4700-559.46-30	Maintenance Agreements	15,000.00		15,000.00
110-4700-559.46-40	Small Tools & Equipt	250.00		250.00
110-4700-559.47-10	Printing & Binding	46,100.00		46,100.00
110-4700-559.48-10	Promotional Activities	45,000.00		45,000.00
110-4700-559.48-11	Promotional-FC Chamber	3,700.00		3,700.00
110-4700-559.48-12	Promotional-AACHO			
110-4700-559.48-13	Promotional-Utd Carbn Ctl			
110-4700-559.48-14	Promotnl-FL Frst Cst Golf			
110-4700-559.48-15	Promotional-F.C. Art Lgue			
110-4700-559.48-16	Promotional- Miles Media			
110-4700-559.48-17	Promotional-FL Auditorium			
110-4700-559.48-18	Promotional-F.B. Chamber	20,000.00		20,000.00
110-4700-559.48-19	Rotary Club - Flagler Bch			
110-4700-559.48-21	Flagler Symphonic Society			
110-4700-559.48-22	Friends of Washington Oak			
110-4700-559.48-23	Flagler Cty Corvette Club			
110-4700-559.48-24	F.C Creekside Festival			
110-4700-559.48-25	Interspace Airport Ads			
110-4700-559.48-26	Bunnell Chamber of Commer			
110-4700-559.48-27	Ginn Championship			
110-4700-559.48-28	NEFJA			
110-4700-559.48-29	PC/Flagler Foundation Art			
110-4700-559.48-30	Flagler Archaeology Club			
110-4700-559.48-31	Florida Agricultural Muse			
110-4700-559.48-32	Flagler Habitat for Human			
110-4700-559.48-33	FPC Home Builders Assoc			
110-4700-559.48-34	AMER FOREIGN ACADEM RSRCH			
110-4700-559.48-35	GINN FOUNDATION			
110-4700-559.48-36	HISPANIC AMERICAN CLUB			
110-4700-559.48-37	FLAGLER PREMIER SOCCER CL			
110-4700-559.48-38	CONTINUING EDUC CO INC			
110-4700-559.48-39	PALM COAST ARTS FOUNDATIO			
110-4700-559.48-40	Heritage Crossroads			
110-4700-559.48-41	PC Chamber of Commerce			
110-4700-559.48-42	PC TENNIS CENTER			
110-4700-559.48-43	FRIENDS OF AIA BYWAY			
110-4700-559.48-44	CITY OF PALM COAST	15,000.00		15,000.00
110-4700-559.48-45	PROMOTIONAL-SPECIAL EVENT	287,250.00		287,250.00
110-4700-559.48-46	OVERNIGHT EVENT	112,500.00		112,500.00
110-4700-559.48-47	QUALITY OF LIFE EVENT	26,000.00		26,000.00
110-4700-559.48-48	CITY OF FLAGLER BEACH			
110-4700-559.49-10	Other Current Chrgs/Oblig			
110-4700-559.49-15	Advertising	490,000.00	16,842.25	473,157.75

ACCOUNT BALANCE LIST

2017 FROM ACCOUNT: 110-0000-000.00-00 THRU ACCOUNT: 110-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
110-4700-559.49-18	BANK ANALYSIS FEES	600.00		600.00
110-4700-559.51-10	Office Supplies	4,731.00		4,731.00
110-4700-559.51-11	Office Equipt	1,000.00		1,000.00
110-4700-559.52-10	Gas, Oil & Lubricants	850.00		850.00
110-4700-559.52-12	Other Operating Expenses	500.00		500.00
110-4700-559.52-20	Clothing & Wearing Apparl	500.00		500.00
110-4700-559.52-30	Data Processing Software			
110-4700-559.54-10	Publications/Memberships	19,725.00	4,842.00	14,883.00
110-4700-559.54-20	Conference/Seminar Regist			
110-4700-559.55-01	TRAINING/EDUCATIONAL COST	4,650.00		4,650.00
110-4700-559.55-03	CONFERENCE/SEMINAR REGIST	25,350.00	850.00	24,500.00
110-4700-559.64-10	Equipment			
110-4911-598.99-21	Pooled Cash Clearing Acct			
110-5000-587.98-11	Designated for Future Use	1,285,212.00		1,285,212.00
TOTALS:		6,035,688.00	3,287,288.81	9,224,310.47

2017 FROM ACCOUNT: 111-0000-000.00-00 THRU ACCOUNT: 111-9999-999.99-99

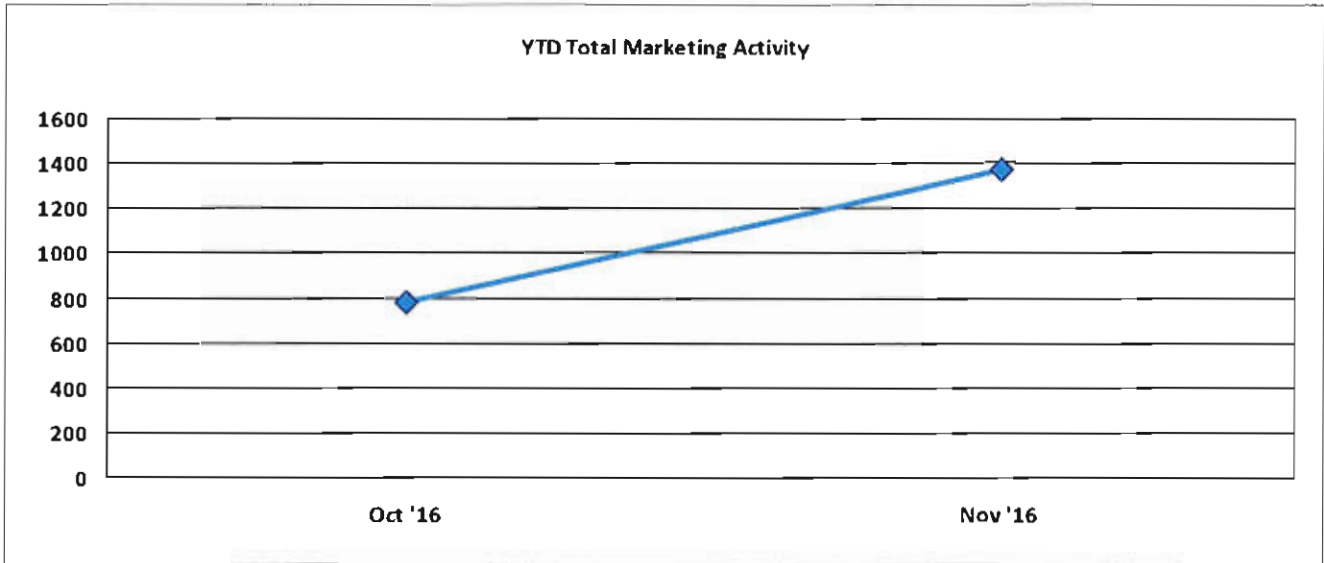
ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
111-0000-101.10-00	Checking			
111-0000-101.60-01	Cash Checking		78,178.89	78,178.89
111-0000-101.60-02	MMIA Account			
111-0000-101.60-03	Investments Acct (PFM)		1,430,765.06	1,430,765.06
111-0000-101.60-04	Certificates of Deposit			
111-0000-101.60-05	Treasury Bills Account			
111-0000-115.00-00	Accounts Receivable			
111-0000-131.00-00	Due From Other Funds			
111-0000-133.00-00	Due From Other Govt Units		17,370.94	17,370.94
111-0000-133.10-00	Grant Receivables			
111-0000-135.00-00	Interest Receivable			
111-0000-151.10-00	Certificates of Deposit			
111-0000-151.11-00	US Treasury Bills			
111-0000-151.20-00	MMIA			
111-0000-171.00-00	Estimated Revenue			
111-0000-172.00-00	Revenue Summary		886.92	886.92
111-0000-202.00-00	Accounts Payable			
111-0000-202.02-00	P Card			
111-0000-203.01-00	PAYABLES			
111-0000-207.00-00	Due to Other Funds			
111-0000-208.00-00	Due to Other Govt Units			
111-0000-220.16-03	UNIDENTIFIED DEPOSITS			
111-0000-241.00-00	Appropriations			
111-0000-242.00-00	Expenditure Summary		62.27	62.27
111-0000-243.00-00	Encumbrances			
111-0000-245.00-00	Reserve for Encumbrances			
111-0000-249.00-00	PY Rsv for Encumbrances			
111-0000-270.01-00	Designated for future use			
111-0000-271.00-00	Fund Balance			
111-0000-271.20-00	Actual Fund Balance			
111-0000-272.00-00	Retained Earnings		1,527,139.54	1,527,139.54
111-0000-312.10-00	Tourist Development	225,000.00		225,000.00
111-0000-334.39-01	Beach Restoration Project	1,000,000.00		1,000,000.00
111-0000-334.39-03	DESIGN 2.6ML SR A1A SHORE			
111-0000-361.10-00	Interest-MMIA & Investmnts	1,000.00	1,088.49	88.49-
111-0000-361.30-00	FAIR VALUE OF INVESTMENTS	1,000.00	1,975.41-	2,975.41
111-0000-398.00-00	5% STATUTORY REV REDUCTN	12,550.00-		12,550.00-
111-0000-399.00-00	Cash Carry Forward	1,490,803.00		1,490,803.00
111-4700-537.31-10	Professional Services	800.00	62.27-	862.27
111-4700-537.34-10	Other Contracted Services	1,000,000.00		1,000,000.00
111-4700-537.49-18	BANK ANALYSIS FEES	250.00		250.00
111-4700-537.81-20	Aid to other governments			
111-4911-598.99-21	Pooled Cash Clearing Acct			
111-5000-587.98-11	Designated for Future Use	1,694,203.00		1,694,203.00
111-6010-572.34-20	Governmental Services	10,000.00		10,000.00
111-6010-572.62-10	Buildings			
111-8406-537.34-10	Other Contracted Services			
TOTALS:		5,410,506.00	3,053,454.43	8,465,858.81

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

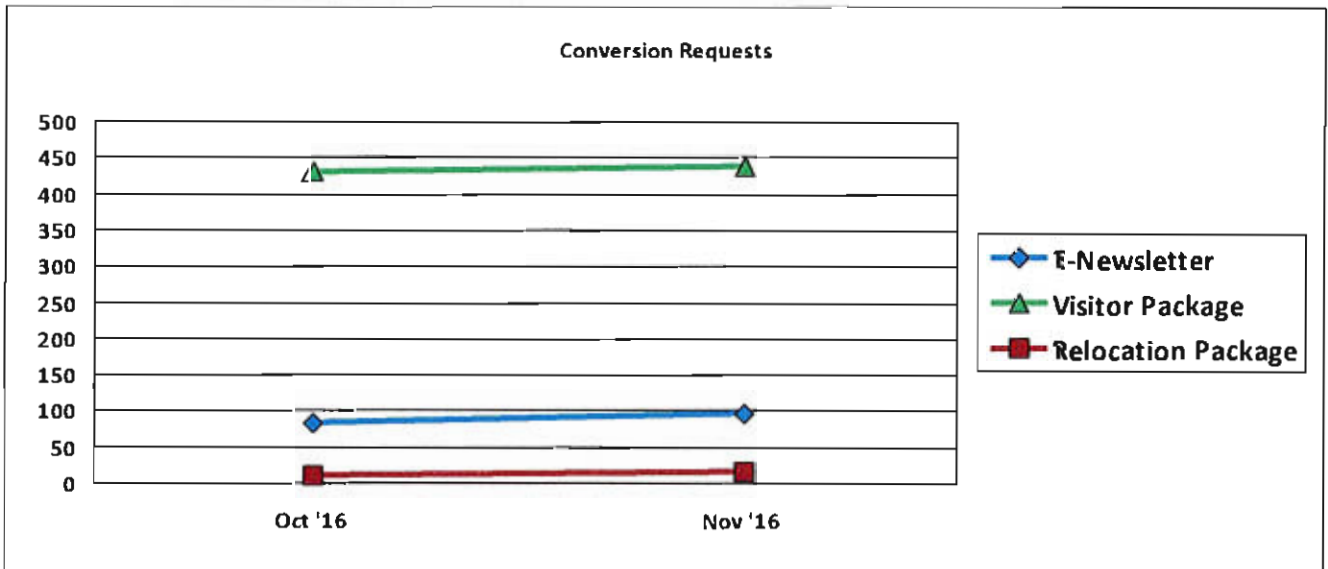
Prepared By: Financial Services Department

Month	Fiscal Year 2011-12			Fiscal Year 2012-13			Fiscal Year 2013-14			Fiscal Year 2014-15			Fiscal Year 2015-16			Fiscal Year 2016-17		
	Amount	Percentage	Annual Change	Amount	Percentage	Annual Change	Amount	Percentage	Annual Change	Amount	Percentage	Annual Change	Amount	Percentage	Annual Change	Amount	Percentage	Annual Change
October	\$72,490	\$27,377	60.68%	\$75,602	\$3,112	4.29%	\$87,503	\$11,900	15.74%	\$91,481	\$3,979	4.55%	\$112,012	\$20,531	22.44%	\$115,454	\$3,442	3.07%
November	\$80,313	\$29,231	57.22%	\$75,705	(\$4,608)	-5.74%	\$92,058	\$16,353	21.60%	\$108,167	\$16,109	17.50%	\$116,810	\$8,443	7.81%			
December	\$73,076	\$30,319	70.91%	\$72,826	(\$250)	-0.34%	\$80,927	\$8,101	11.12%	\$87,147	\$6,220	7.69%	\$96,693	\$9,546	10.95%			
January	\$69,713	\$15,502	28.60%	\$70,091	\$378	0.54%	\$82,743	\$12,652	18.05%	\$115,326	\$32,583	39.38%	\$127,361	\$12,035	10.44%			
February	\$82,448	\$20,173	32.39%	\$103,054	\$20,605	24.99%	\$108,639	\$5,586	5.42%	\$118,732	\$10,092	9.29%	\$128,169	\$9,437	7.95%			
March	\$145,946	\$21,904	17.66%	\$129,850	(\$16,086)	-11.03%	\$158,536	\$28,686	22.09%	\$191,669	\$33,133	20.90%	\$192,682	\$1,012	0.53%			
April	\$205,861	\$38,653	23.12%	\$236,514	\$30,653	14.89%	\$234,908	(\$1,606)	-0.68%	\$268,542	\$33,634	14.32%	\$291,418	\$22,876	8.52%			
May	\$168,483	\$21,720	14.80%	\$149,402	(\$19,081)	-11.33%	\$196,862	\$47,460	31.77%	\$198,906	\$2,044	1.04%	\$174,206	(\$24,700)	-12.42%			
June	\$118,228	\$12,296	11.61%	\$127,855	\$9,638	8.15%	\$149,053	\$21,187	16.57%	\$161,328	\$12,275	8.24%	\$152,112	(\$9,216)	-5.71%			
July	\$190,555	\$32,608	20.64%	\$206,746	\$16,190	8.50%	\$229,923	\$23,177	11.21%	\$236,387	\$6,464	2.81%	\$235,957	(\$430)	-0.18%			
August	\$230,128	\$16,589	7.77%	\$247,548	\$17,420	7.57%	\$269,928	\$22,380	9.04%	\$287,683	\$17,755	6.56%	\$307,481	\$19,798	6.88%			
September	\$131,753	\$26,062	24.66%	\$157,032	\$25,279	19.19%	\$165,293	\$11,266	7.17%	\$166,922	(\$1,376)	-0.82%	\$154,408	(\$12,514)	-7.50%			
Totals	\$1,568,993	\$292,443	22.91%	\$1,652,235	\$83,241	5.31%	\$1,859,378	\$207,143	12.54%	\$2,032,291	\$172,914	9.30%	\$2,089,110	\$56,819	2.8%	\$1,115,454	\$3,442	3.1%

Marketing Activity	Month	YTD
Total Activity	1367	2146
Leads	334	334
Conversions	1033	1812



Conversion Requests	Month	YTD
Visitor Package	439	868
An E-newsletter	95	178
Relocation Package	15	26



Tourism Monthly Marketing November, 2016

Top Leads	Month	YTD
Miles	334	
Miles		334

Top Conversions	Month	YTD
Solodev Retargeting (lp)	137	
Solodev Adwords Pet Friendly (lp)		268

Leads by Source	Month	YTD
Print	Month	YTD
Miles	334	334

Conversions by Source	Month	YTD
Direct Contact	Month	YTD
Magazine	4	6
Newspaper	1	3

Visitor Center Walk Ins	Month	YTD
Chamber of Commerce	23	41
Flagler Beach Historical Museum	354	528
Holden House	64	113
Jacksonville Airport	112	172

Landing Page	Month	YTD
Solodev Retargeting (lp)	137	253
Solodev Adwords Pet Friendly (lp)	121	268
Solodev Adwords Camping (lp)	30	68
Madden Visit Florida 2016 (lp)	6	6
Pandora 2015 (lp)	5	5
vendor_FTL (lp)	2	2
TripAdvisor 2016 (lp)	2	3
Solodev Adwords Quiet Beach (lp)	1	2
TripAdvisor Pet 2015 (lp)		2
Propel_End of Summer (lp)		7

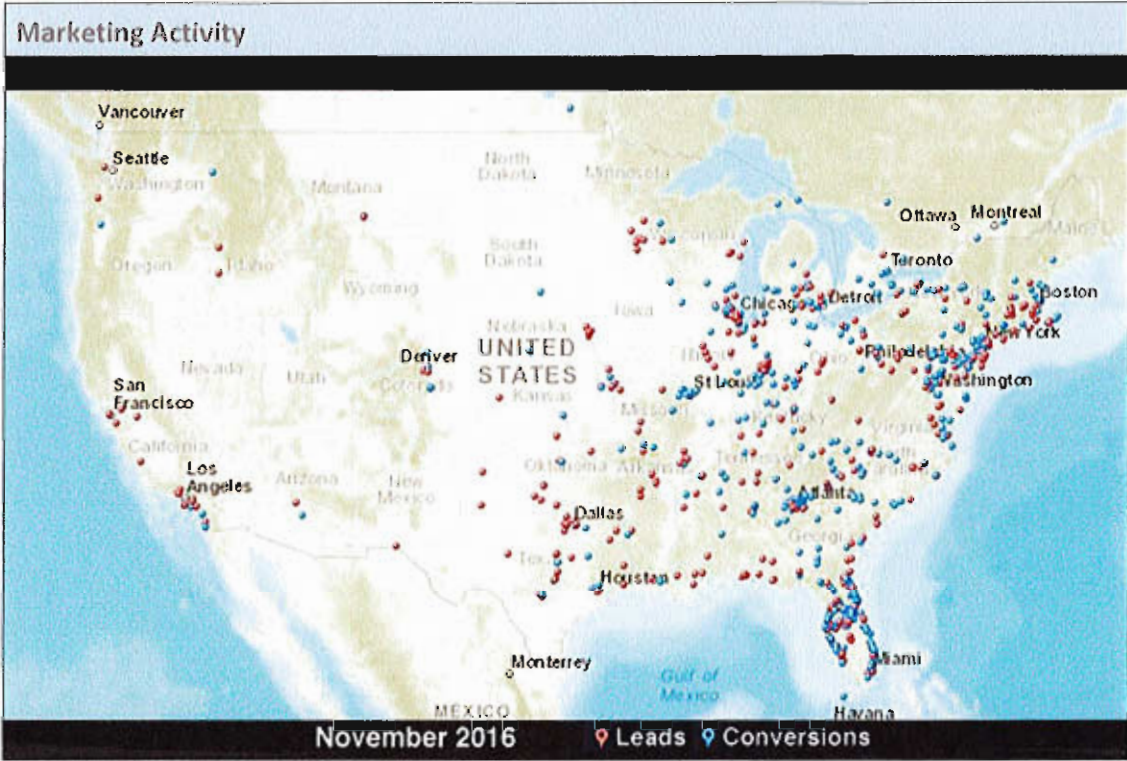
Social Media	This Month	Grand Total
Facebook Likes	191	9784
Instagram Followers	24	413
Pinterest Followers	1	463
Twitter Followers	31	3391

YouTube	Month	YTD
Total Views	1111	2157



Top Visitor Interests	Month	YTD
Dining Guide	122	
Dining Guide		221

Visitor Interests	Month	YTD
Dining Guide	122	221
Arts and Culture	89	157
Beach	79	145
Events & Festivals	75	136
Nature & Trails Guide (Biking & Hiking)	63	122
Outdoor Activities	61	118
Pet Friendly (Waggin' Tail Itinerary)	46	108
Camping	45	101
Swimming with Dolphins (Marineland Dolphin Adventure)	41	78
Marine Life & Conservation	39	75
Family Fun	38	72
Paddling Guide	38	75
Birding	22	39
Golf	19	32
Wedding Guide	10	25



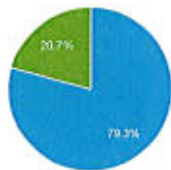
Amy's Dashboard

Nov 1, 2016 - Nov 30, 2016

All Users
100.00% Sessions

Visits by Visitor Type

New Visitor Returning Visitor



Visits

17,503
% of Total: 100.00% (17,503)

Unique Visitors

14,972
% of Total: 100.00% (14,972)

Visits by Traffic Type

organic paid direct
referral Email Other



Pageviews

36,913
% of Total: 100.00% (36,913)

Pageviews by Page Title

Page Title	Pageviews
Palm Coast and the Flagler Beaches Palm Coast and The Flag	2,061
Events Palm Coast and The Flagler Beaches	1,733
Free Visitor's Guide and "Dog-Cation" Itinerary Palm Coast and The Flagler Beaches	1,607
Campgrounds and RV Parks Palm Coast and The Flagler Beaches	1,510
Florida Beach Destination Wedding Sites Palm Coast and The Flagler Beaches	1,477
Palm Coast and the Flagler Beaches are Open for Business!	1,244
Things To Do Palm Coast and The Flagler Beaches	1,113
Webcams and Weather Palm Coast and The Flagler Beaches	913
Freedom Fest Palm Coast and The Flagler Beaches	898
Dining Palm Coast and The Flagler Beaches	760

Visits by City

City	Sessions
Palm Coast	2,991
Orlando	1,765
Miami	500
Atlanta	374
(not set)	360
New York	319
Jacksonville	221
Ormond Beach	205
Chicago	197
Daytona Beach	192

Visits and Avg. Visit Duration by Country/Territory

Country	Sessions	Avg. Session Duration
United States	16,555	00:01:26
Canada	440	00:01:46
United Kingdom	69	00:01:00
Germany	42	00:00:25
Italy	31	00:00:02
Sweden	31	00:00:00
Russia	27	00:00:00
India	26	00:01:42
Philippines	25	00:04:17
Netherlands	23	00:01:03

Goal Completions and Goal Conversion Rate

Source	Goal Completions	Goal Conversion Rate
google	10,540	100.00%
(direct)	2,689	99.89%
Interfuse	705	100.00%
m.facebook.com	491	100.00%
madden	458	100.00%
yahoo	424	100.00%
bing	336	100.00%
imasdk.googleapis.com	289	100.00%
facebook.com	179	100.00%
BrightHouse	157	100.00%

Visits by Social Network

Social Network	Sessions
Facebook	786
Pinterest	33
Twitter	27
Tagged	4
Instagram	3
TripAdvisor	2

Visits by Keyword

Keyword	Sessions
(not provided)	7,398
vacation rentals pet friendly florida	664
+beach +wedding venue	581
rv camping in florida	356
vacation rentals in florida pet friendly	201
florida seasonal rentals pet friendly	159
+pet +friendly +florida +beach	140
swim with dolphins florida	134
beach destination wedding florida	130
+dog +friendly +florida +beach	118

Total Unique Searches by Search T...

Search Term	Total Unique Searches
Search	4
beach village apts resident portal	2
golf	2
wedding	2
53 COLLINGWOOD LN palm coast,	1
a1a motel	1
atorium	1
band schedule	1
bars	1
bed race	1



FLAGLER COUNTY

OCTOBER 2016 Total Golf Tourism

	2016	2015	% Change
Rooms	567	759	-25%
Rounds	1,334	1,786	-25%

	2016 YTD	2015 YTD	% Change
Rooms	7,209	7,540	-4%
Rounds	16,960	17,741	-4%

Precipitation

2016	2015	Change
10.92	0.39	10.53

Temperature (Average High)

2016	2015	Change
81	80	1°

Website Traffic

2016	2015	% Change
3,105	3,020	2.81%
2016 YTD	2015 YTD	
46,737	35,155	32.95%

YTD Promotional Media Exposure (In Kind)

Impressions	Value
1,540,000	\$57,185.00

Top Five Markets - Web Visitation for Month

States	Countries
Florida	Canada
Massachusetts	United Kingdom
Gergia	Spain
New York	France
Illinois	Germany

ADDITIONAL PERFORMANCE METRICS AVAILABLE ON REQUEST

**Scope of Work
for
Flagler County Post-Hurricane Matthew Recovery Assistance – Part 1**

Hurricane Matthew, subsequent nor’easter conditions, and waves from Hurricane Nicole during October 2016 have produced significant erosion along the Flagler County shoreline. Flagler County (County) has requested that Taylor Engineering prepare the following Scope of Services to advise the County on feasible recovery efforts and develop a Recovery Master Plan (RMP). The County has divided the Flagler shoreline into six preliminary segments. The RMP will examine each segment separately while also considering potential impacts to adjacent segments. The RMP will document damage resulting from the storms, identify potential recovery strategies and approaches, and recommend a preferred approach for each segment. Importantly, the RMP will prioritize the segments and address high priority areas first in order to implement recovery strategies as quickly as possible.

We have made the following assumptions regarding the Scope of Services below. Should any of these assumptions prove incorrect, Taylor Engineering, following discussion with the County, will provide a revised scope and cost.

Assumptions:

- 1) The following scope does not include provision for any engineering design work. We anticipate scopes and costs for such work will be developed as part of follow on work.
- 2) USACE will make both pre- and post-storm LiDAR data sets available. The LiDAR data sets will be of sufficient coverage to adequately describe Flagler County’s nearshore coastal system
- 3) Reviews/assessment of high-priority segments will take precedence over low-priority segments.
- 4) All electronic deliverables will include a pdf format version and the original document format such as MS Word or MS Excel files.

Task 1: Recovery Master Plan (RMP) / Overall Assessment

Taylor Engineering will develop a County-wide Recovery Master Plan (RMP) based on results of Tasks 2 through 8 below. Time is of the essence as the beaches in many areas are in a significantly eroded condition and sea turtle nesting (May 1) and hurricane season (June 1) are quickly approaching. The RMP will initially prioritize beach segments based on risk to infrastructure from future storms. High risk segments will receive priority treatment.

Deliverable IA — Electronic delivery of draft Recovery Master Plan sections as developed.

Deliverable IB — Electronic delivery containing final Recovery Master Plan.

Task 1 Cost - \$4,208

Tasks 2 – 6: OVERVIEW of Segment Damage Reviews and Recovery Assessments

The following six tasks address damage reviews and recovery assessments of each designated beach segment. The goal of each task (segment) is to rapidly document post-storm conditions and determine feasible options to provide short and/or long term protection to upland infrastructure. The level of effort and timing will vary by beach segment as discussed below.

Initial reconnaissance activities for each segment will consist of a two-person team from Taylor Engineering walking the beach and documenting conditions via photographs and video. We will collect GPS location data for areas of particular interest and significant damage. We will note possible beach access locations for construction equipment, the condition of any remaining vegetation and shore protection structures, and visible damage to remaining dune features. In addition, we will make use of any post-storm data collected by others, when possible.

Potential recovery options will vary by segment. Potential options may include large-scale beach restoration, large-scale or targeted dune restoration, beach scraping, sand-filled geotextile bags and tubes, revetments, and seawalls. Importantly, the best solution may involve a combination of one or more of these solutions or, conversely, the no-action alternative may prove best. The analysis for each segment will examine various alternatives and discuss likely benefits and drawbacks. Where appropriate, we will develop conceptual plans and profiles to illustrate the alternatives considered and determine estimated costs. We will prepare a written discussion of the damage review and recovery assessment for each segment that will effectively become a chapter in the overall RMP.

The descriptions below indicate initial thoughts specific to each segment – however, the full spectrum of recovery options will be considered.

Task 2: Segments 1 & 2 – Damage Review and Recovery Assessment (Segment 1 – South of Flagler Pier [Federal SPP] and Segment 2 – north of Flagler Pier to bend in road)

Combined, segments 1 and 2 cover approximately 5.3 miles of shoreline. FDOT will likely focus on revetment construction/rehabilitation along these beach segments to protect SR A1A. Taylor Engineering will assist the County with review of any proposed FDOT design and identify gaps and/or ways to supplement recovery. Of interest, the nearshore beach slope is particularly steep throughout these segments. We will discuss alternatives to ease these slopes to improve project resiliency. Flagler County’s goal remains to restore the dune system seaward of any hard structure.

Taylor Engineering will prepare a short white paper describing agency jurisdiction based on right of way, mean high water, and platted parcel positions. We will rely on the County’s property appraiser’s GIS database, USACE’s LiDAR data, and FDEP’s GIS database to develop supporting maps that illustrate jurisdictional limits across these beach segments.

Deliverable 2A — Electronic delivery of FDOT plan review

Deliverable 2B — Electronic delivery of Agency Jurisdiction White Paper

Task 2 Cost - \$9,328

Task 3: Segment 3 – Damage Review and Recovery Assessment (Painters Hill)

Flagler County organized a community informational meeting for Painters Hill residents on Monday, November 7, 2016. Approximately 50 residents attended. During discussions, approximately 10 owners expressed an interest in pursuing a seawall option with assistance from the County. Several residents expressed their desire for a beach nourishment project. As such, a multiple parcel seawall and/or beach nourishment appear most likely at this early stage.

Taylor Engineering will develop recovery concepts that incorporate seawalls and/or comprehensive dune restoration expected to be funded through a voluntary assessment organized by the County. We will develop a master conceptual design flexible enough to adapt to a variety of resident participation scenarios. Return wall configuration will be a key component of this conceptual design.

Taylor Engineering will define several key components related to the master conceptual design including:

- 1) Property boundaries between upland owners and state lands.
- 2) Standardized line of construction across the segment
- 3) Standardized wall profile (conceptual/permit level)
- 4) Standardized return wall (conceptual/permit level)
- 5) Standardized dune repair profile
- 6) Combinations of the above options

The overall goal is to approach FDEP with an overall plan concept and then start a design-build process. Taylor Engineering will coordinate closely with FDEP regarding permissibility of the proposed concepts. We will modify the plan based on feedback from FDEP and County staff. We will seek concurrence from FDEP that future permit applications that follow the plan’s guidance will meet FDEP permitting requirements. Taylor Engineering will submit a separate scope and cost to produce a design/build bid package and provide permitting support at the completion of Task 3 work.

Deliverable 3A — Electronic delivery of draft Segment 3 Damage Review/Recovery Assessment

Deliverable 3B — Electronic delivery of final Segment 3 Damage Review/Recovery Assessment

Task 3 Cost - \$29,921

Task 4: Segment 4 – Damage Review and Recovery Assessment (Hammock Dunes DRI)

The area consists primarily of the privately-owned Hammock Dunes development. We will work with County staff and local homeowners associations (HOAs) to develop a permissible dune restoration strategy. We will explore the possibility of creating a hardened dune core, most likely through installation of geotubes. Local entities have expressed interest in pursuing long-term solutions and willingness to provide maintenance after the fact. The dune system has been modified from its pre-development condition many years ago.

Following the field assessment described above, Taylor Engineering will develop conceptual beach recovery profiles considering the full spectrum of possible solutions. We will meet with County staff and HOA representatives to review potential solutions. We will coordinate with regulatory agencies to determine the permitability of the solutions.

Deliverable 4A — Electronic delivery of draft Segment 4 Damage Review/Recovery Assessment

Deliverable 4B — Electronic delivery of final Segment 4 Damage Review/Recovery Assessment

Task 4 Cost - \$15,608

Task 5: Segment 5 – Damage Review and Recovery Assessment (Washington Oaks State Park to Mala Compra Road)

The area consists of numerous single-family homes flooded during Matthew as a result of dune overtopping. Washington Oaks State Park covers a significant portion of this segment also. We will address the following three specific sections of Segment 5 –

Section A: County Owned Parks/Road Ends – Mala Compra Rd, 16th Rd, and Jungle Hut Rd
Possible recovery options include dune restoration at County parks/shore perpendicular street ends supplemented with ADA-compliant dune crossovers to limit pedestrian damage. We will develop a consistent concept to reestablish a first line of defense, most likely through an intact dune system. We will consider incorporating a geotube core as part of the conceptual dune restoration design. Notably, any county park/street end would also need to provide emergency service access for a four-wheel drive vehicle.

Taylor Engineering will develop conceptual plans and profiles that supplement the coastal dune system, describe conceptual dune crossovers and four-wheel drive beach access for emergency vehicles, and meet with County staff to discuss.

Section B: Washington Oaks State Park – Taylor Engineering will assist the County with review of recovery plans developed by FDEP State Parks. We will focus on regional resiliency, provide comments, and identify gaps and/or ways to supplement recovery. Vulnerable dune systems within the park may provide a pathway for flooding to impact adjacent developments.

Section C: Remaining Shoreline - Following the field assessment described earlier, Taylor Engineering will develop conceptual beach recovery profiles for the remaining shoreline within Segment 5. We will consider the full spectrum of possible solutions. We will meet with County staff to review potential solutions. We will coordinate with regulatory agencies to determine the permitability of the solutions.

Additional challenges in segments 5 and 6 result from flooding introduced from the Intracoastal Waterway shoreline, also known as back bay flooding. Addressing back bay flooding issues is beyond the present scope of services.

“Attachment A”

Work Authorization WA-17

Deliverable 5A — Electronic delivery of draft Segment 5 Damage Review/Recovery Assessment

Deliverable 5B — Electronic delivery of final Segment 5 Damage Review/Recovery Assessment

Task 5 Cost – Section A – \$13,900

Section B – \$3,956

Section C – \$5,900

Total – \$23,756

Task 6: Segment 6 – Damage Review and Recovery Assessment (St. Johns County line to Washington Oaks State Park)

Segment 6 includes Marineland and the associated seawall/boardwalk/revetment fronting the parking area. Possible recovery options include reconstruction and/or alteration of the revetment to improve resiliency. However, we will consider the entire spectrum of possible solutions. We will develop recommended approaches and assist the County with discussion with FDEP regarding improved resiliency throughout this segment.

Deliverable 6A — Electronic delivery of draft Segment 6 Damage Review/Recovery Assessment

Deliverable 6B — Electronic delivery of final Segment 6 Damage Review/Recovery Assessment

Task 6 Cost – \$8,504

Task 7: LiDAR Data Analysis

In support of the of the above damage reviews and recovery assessments, Taylor Engineering will coordinate with the USACE Jacksonville District to acquire pre- and post-storm LiDAR data sets flown by the USACE. We will process the data to create before and after storm beach surfaces. We will perform surface change analyses to determine areas and magnitudes of accretion and erosion across Flagler County. We will develop a series of maps illustrating the results of these analyses. The maps will become the basis to

- 1) Support and/or modify preliminary beach segment definitions as provided by the County,
- 2) Establish baseline conditions as part of the Recovery Master Plan (RMP),

Taylor Engineering will compare and assess the beach profile and LiDAR data sets to determine their future application to the RMP. We will develop a beach condition report that will be incorporated as an appendix in the RMP.

Deliverable 7A — Electronic delivery of LiDAR survey data.

Deliverable 7B — Electronic delivery of beach condition report

Task 7 Cost – \$7,964

Task 8: Beach Profile Data Analysis

To support further studies of coastal Flagler County, Morgan & Eklund, Inc., as a subcontractor to Taylor Engineering, will collect post-Hurricane Matthew nearshore topographic and bathymetric profile surveys across Flagler County. These surveys will include profiles at each FDEP reference monument from R-1 through R-100 in Flagler County (100 profiles total). The profiles will extend from the top of dune to wading depth at each measured reference monument. Morgan & Eklund will perform all work activities and produce deliverables in accordance with the March 2004 (or later) Bureau of Beaches and Coastal Systems (BBCS) Monitoring Standards for Beach Erosion Control Projects; Section 01000, Beach Profile Topographic Surveying, and Section 01100, Offshore Profile Surveying. (Document available on the web at <http://www.dep.state.fl.us/beaches/publications/tech-rpt.htm#RegionalMonitoringPlan>).

Upon receipt, Taylor Engineering will perform a quality control check of the data and coordinate with Morgan & Eklund to address any discrepancies. We will convert the data to range/elevation profiles, develop profile plots, and perform profile-based analyses for each reference monument to help assess Hurricane Matthew impacts. We will compare the post-Matthew data with two FDEP Regional monitoring surveys from 2011 (full profiles) and 2014 (wading depth). We will calculate volume changes and mean high water position changes for the above comparison periods. We will tabulate shoreline positions and shoreline and volume changes. We will integrate beach volume changes alongshore to develop sediment pathways and to identify areas of accretion and erosion.

Taylor Engineering will compare and assess the beach profile and LiDAR data sets to determine their future application to the RMP. We will develop a beach condition report that will be incorporated as an appendix in the RMP.

Deliverable 8A — Electronic delivery of beach profile survey data.

Deliverable 8B — Electronic delivery of revised beach condition report

Task 8 Cost – \$45,382

Task 9: Beach Quality Sand Identification

Many of the options considered will require introduction or redistribution of beach quality sand. As such, we have established an allowance of \$10,000 to provide funding for County assigned sand source work. Examples of such work may include determining possible and most likely sand sources for each segment from offshore sources, upland sources, or onsite sources, as appropriate.

Task 9 Allowance – \$10,000

Task 10: Public Coordination

Taylor Engineering staff will assist Flagler County with public presentations and Board of County Commissioner meetings, as well as periodic update meetings with County staff. We have

“Attachment A”

Work Authorization WA-17

established an allowance of \$10,000 000 to provide funding for County assigned public coordination support.

Task 10 Allowance – \$10,000

END OF SCOPE OF SERVICES

Cost Summary

Task 1	Recovery Master Plan (RMP) / Overall Assessment	\$4,208
Task 2	Segments 1 & 2	\$9,328
Task 3	Segment 3	\$29,921
Task 4	Segment 4	\$15,608
Task 5	Segment 5	Section A - \$13,900 Section B - 3,956 <u>Section C - \$5,900</u> \$23,756
Task 6	Segment 6	\$8,504
Task 7	LiDAR Data Analysis	\$7,964
Task 8	Beach Profile Data Analysis	\$45,382
Task 9	Beach Quality Sand Identification (allowance)	\$10,000
Task 10	Public Coordination (allowance)	\$10,000
		\$164,671

Schedule

TASK	NAME	Approximate Completion Date
Task 1	Recovery Master Plan (RMP) / Overall Assessment	+2 weeks following completion of Tasks 2-10
Task 2	Segments 1 & 2	Report: +2 weeks following receipt of FDOT plan White paper: December 16, 2016
Task 3	Segment 3	January 6, 2017*
Task 4	Segment 4	TBD per HOA coordination
Task 5	Segment 5	Section A: January 13, 2017* Section B: +2 weeks following receipt of State Park plan Section C: January 20, 2017*
Task 6	Segment 6	January 27, 2017*
Task 7	LiDAR Data Analysis	+1 week following receipt of data
Task 8	Beach Profile Data Collection & Analysis	TBD
Task 9	Beach Quality Sand Identification	TBD
Task 10	Public Coordination	TBD

* = contingent upon prompt receipt of LiDAR data