Flagler County
Tourist Development Council
Agenda
July 19, 2017 • 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) **Meeting Minutes:** Request the Board approve the minutes from the following meeting(s):
   a) May 2017 Meeting

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

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

5) **FYE 18 FUND 110 Regional Drive Market Grant Applications:** Review and recommendation to the Board of County Commissioners for the following grants:
   a) $1,250 – Palm Coast Arts Foundation – Shakespeare in the Park, Feb. 22-25, 2018
   b) $1,250 – Fl Hospital Flagler Foundation – Pink Army 5K, Oct. 15, 2017
   c) $1,250 – Choral Arts Society – 3 Concert Series, Dec. 2017, May and July 2018
   d) $1,250 – The Friends of Washington Oaks, Inc. – Earth Day Celebration, April 21, 2018
   e) $1,250 – Flagler Film Festival – Flagler Film Festival, Jan. 12-14, 2018
   f) $1,250 – Matanzas High School Boys Basketball – Kiwanis Holiday Shootout, Dec. 21-22, 2017
   g) $1,250 – Friends of A1A Scenic & Historic Coastal Byway – 6th Annual Spoonbills & Sprockets Cycling Tour, Nov. 5, 2017
   h) $1,250 – Flagler Beach Historical Museum – Cheer at the Pier, April 2018
   i) $1,250 – Triumph Endurance Events – Oceans 50 Relay Race, Nov. 4, 2017
   j) $1,250 – The Rotary Club of Flagler County Foundation – 12th Annual Fantasy Lights Festival Sponsored by Florida Hospital Flagler, Dec. 1-30 2017
   k) $1,250 – Florida Agricultural Museum, Inc. – Pellicer Creek Raid: A Civil War Re-enactment, Oct. 6-8, 2017
   l) $1,250 – Flagler County Board of County Commissioners – Flagler County Native American Festival, Feb. 18-26, 2018
   m) $1,250 – Flagler Broadcasting, LLC – Hot ‘n’ Spicy, Feb. 17, 2018
   n) $1,250 – Flagler County Chamber of Commerce – Restaurant Week, Sept. 1-29, 2018
   o) $1,250 – Flagler Palm Coast HS – Rob Moramarco Challenge, Jan. 5-6, 2018
   p) $1,250 – Flagler Auditorium – Masquerade 5K, Sept. 15, 2018
   q) $1,250 – HT Productions – Palm Coast Seafood Festival, March 9-11, 2018
   r) $1,250 – Rotary Club of Flagler Beach – Race of the Runways, Feb. 3, 2018

6) **FYE17 FUND 110 Overnight Stay Special Events Grant Applications:** Review and recommendation to the Board of County Commissioners for the following grant
   a) $2,500 – CAAM Events-Productions - Flagler Fondo 2017, Sept. 15-17, 2017
   b) $5,000 – Double K Rodeo Productions Inc. – 1st Annual Flagler County Extreme Rodeo, Sept 30, 2017
7) **FYE18 FUND 110 Overnight Stay Special Events Grant Applications**: Review and recommendation to the Board of County Commissioners for the following grants:
   a) $4,000 – Flagler Gun & Archery Club – CFDA FL State & Eastern U.S. Territorial Championships, April 12-15, 2018
   b) $2,500 – Palm Coast Arts Foundation – Palm Coast Family Flow Fest, Oct. 21, 2017
   c) $8,000 – Continuing Education Company Inc. – 12th Annual Primary Care Spring Conference Sessions I and II, March 26-30 and April 2-6, 2018
   d) $8,000 – Continuing Education Company Inc. – 9th Annual Primary Care Summer Conference, July 9-13, 2018
   e) $5,000 – Flagler County Corvette Club – Corvettes at the Beach, Oct. 6-8, 2017
   f) $8,000 – HT Production Co – Flagler Beach Pirate Invasion, April 6-8, 2018
   g) $2,500 – Flagler County Chamber of Commerce - 13th Annual Creekside Festival, Oct. 5-6, 2017
   h) $2,500 – Rotary Club of Flagler Beach - Cycle Flagler-2018, May 6, 2018
   i) $2,000 – Flagler Broadcasting, LLC - Rock ‘n’ Rib Fest, April 6-7, 2018
   j) $2,500 – Flagler Broadcasting, LLC - Freedom Fest, Nov. 4-5, 2017
   k) $2,500 – Flagler Broadcasting, LLC - KIX Country Fest, Oct. 21, 2017
   m) $10,000 – Ethos Sports Management – MLK Invite, Jan 13-14, 2018
   n) $8,000 – Team Florida Lacrosse – Father’s Day Classic, June 17-18, 2018
   o) $10,000 – Team Florida Lacrosse – Veteran’s Day Invitational, Nov 11-12, 2017

8) **FUND 110 Discretionary Event Funding Requests**: Additional Items Forthcoming
   a) $3,870 – Paddle Florida – Paddle Florida "Immersive Educational Experience", Nov 2-6, 2017

9) **Presentation “Dodge the Dunes”**

10) **Tourism Development Office Update**

11) **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.

12) **Board Member Commentaries**

13) **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 CHAIRMAN NATE MCLAUGHLIN AT 10:00 A.M.

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

1. Attendance

PRESENT: Chairman Nate McLaughlin, Mayor Linda Provencher, Tom Grimes, Michelle Brown, Ryan Crabb, Kurt Allen, Pamela Walker

ABSENT: Mayor Milissa Holland, Stephen Baker

2. Adoption of Minutes from April 19, 2017 Meeting

McLaughlin read into record that 3 Form 8B's were filed with the Board Secretary from the April 19, 2017 meeting per FS112.3143(4)(a)

Grimes/Allen. Motion to adopt the April 19, 2017 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review
   a) Revenue Report
   b) Budget to Actual Financial Report

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

4. Accept Marketing Reports For Review
   a) March 2017

Amy Lukasik, Tourism Marketing Director, presented explanation of new format for reporting monthly marketing data to the TDC Board. PRESENTATION

Allen asked if the reporting is capable of drilling further down to list interests by geographical area of inquiries. Lukasik said she would look into getting that information.

Lukasik shared video for promotion of visitflagler App VIDEO and stated that with the assistance of Carlos Hernandez, TV & Video Production Coordinator for the County, the TDC is able to produce videos at no cost and a quick turnaround time along with cataloging footage for possible future use.

Allen asked if there is tracking for number of times App is downloaded each month. Lukasik said yes.

Grimes questioned if there is a cost associated with developing the App and are there other sources available to help offset the cost. Dunn answered yes and that as a small market destination it is not widely prevalent or recommended due to lack of membership base.

Lukasik presented another VIDEO specifically focused on birding and the City of Palm Coast Birding Festival.

Allen/Grimes. Motion to Accept Marketing Report. Motion Carries.
5. **Tourist Development Office Update:**

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

**Dunn** stated that staff is currently working on developing a positive education campaign to assist with re-nourishment and preservation of the beach dunes.

**Dunn** discussed the status of legislation regarding Visit Florida and the impact it could have on our destination. The Board had discussion regarding the negative repercussions this State Bill will have on a smaller DMO.

**Dunn** announced that staff is currently reviewing resumes to fill the Marketing Assistant position.

6. **Community Outreach:**

No one came forward

7. **Board Member Commentaries:**

**Brown** stated the first Annual Flagler Beach Pirate Invasion would be May 19-21.

8. **Adjournment:**

**Allen/grimes. Motion to adjourn meeting at 10:48am**

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

TDC May 17, 2017

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.
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April 2017 Marketing Report

Marketing Activity

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<td>Visitor Packages</td>
<td>663</td>
<td>4,205</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>1,113</td>
<td>7,273</td>
</tr>
</tbody>
</table>

Total Marketing Activity

- **Month**: Online 61%, In-Person 39%
- **YTD**: Online 60%, In-Person 40%

Relocation Packages Top States

- Florida
- New York
- New Jersey
- Illinois
- Georgia
### Website Traffic Origination

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Other)</td>
<td>7,407</td>
</tr>
<tr>
<td>Direct</td>
<td>3,148</td>
</tr>
<tr>
<td>Display</td>
<td>435</td>
</tr>
<tr>
<td>Organic Search</td>
<td>13,620</td>
</tr>
<tr>
<td>Paid Search</td>
<td>4,993</td>
</tr>
<tr>
<td>Referral</td>
<td>1,666</td>
</tr>
<tr>
<td>Social</td>
<td>1,103</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>32,372</strong></td>
</tr>
</tbody>
</table>

### Visitors

- **New**: 25,438 (79%)
- **Return**: 6,935 (21%)

### Most Popular Page

- Why Flagler Beaches Are the Best Family Vacation in Florida

### Book Direct

- Searches: 693
- Referrals: 269

### Top Cities

- Orlando
- Atlanta
- Miami

### Top States

- Florida
- Georgia
- New York
## Top Interests

<table>
<thead>
<tr>
<th>Top Interest</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining Guide</td>
<td>245</td>
<td>1,320</td>
</tr>
<tr>
<td>Arts and Culture</td>
<td>172</td>
<td>893</td>
</tr>
<tr>
<td>Pet Friendly (Waggin' Tail Itinerary)</td>
<td>164</td>
<td>691</td>
</tr>
<tr>
<td>Nature &amp; Trails Guide (Biking &amp; Hiking)</td>
<td>115</td>
<td>678</td>
</tr>
<tr>
<td>Camping</td>
<td>113</td>
<td>509</td>
</tr>
<tr>
<td>Swimming with Dolphins (Marineland Dolphin Adventure)</td>
<td>88</td>
<td>482</td>
</tr>
<tr>
<td>Paddling Guide</td>
<td>82</td>
<td>423</td>
</tr>
<tr>
<td>Wedding Guide</td>
<td>44</td>
<td>163</td>
</tr>
<tr>
<td>Birding</td>
<td>35</td>
<td>233</td>
</tr>
<tr>
<td>Golf</td>
<td>30</td>
<td>192</td>
</tr>
</tbody>
</table>

## Monthly Content and Email

### Monthly Content

"Why Flagler Beach Is The Best Family Vacation Destination in Florida"

The article for "Why Flagler Beach Is The Best Family Vacation Destination in Florida" attracted 275 page views during April with 2 out of every 3 visits resulting from the e-mail campaign. The average time on page for this article was 2:27, which was 84%.

### Email

Open rate for April came in 0.7% above the campaign average open rate of 6.61% and at the campaign average CTR of 0.8%. The most clicked URL in the 4/13 specialty newsletter was the "Read More" button for the feature story "Why Flagler Beach Is the Best..."

## Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>33</td>
</tr>
<tr>
<td>Instagram</td>
<td>23</td>
</tr>
<tr>
<td>Pinterest</td>
<td>6</td>
</tr>
<tr>
<td>Twitter</td>
<td>13</td>
</tr>
<tr>
<td>YouTube Views</td>
<td>1,809</td>
</tr>
</tbody>
</table>

Social media totals included a total reach of 35,480 and impressions reached 55,050. Likes are up 36% & Scenic photos make up the top three posts, so we will focus on those.
**Florida's First Coast of Golf**

**FLAGLER COUNTY TOTAL GOLF TOURISM**

**APRIL 2017**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms</td>
<td>915</td>
<td>935</td>
<td>-2%</td>
</tr>
<tr>
<td>Rounds</td>
<td>2,162</td>
<td>2,201</td>
<td>-2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2017 YTD</th>
<th>2016 YTD</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms</td>
<td>3,256</td>
<td>3,075</td>
<td>6%</td>
</tr>
<tr>
<td>Rounds</td>
<td>7,660</td>
<td>7,235</td>
<td>6%</td>
</tr>
</tbody>
</table>

**HAMMOCK BEACH OCEAN COURSE CLOSED OCTOBER 2016 - OCTOBER 2017**

**Precipitation**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.11</td>
<td>0.97</td>
<td>1.14</td>
</tr>
</tbody>
</table>

**Temperature (Average High)**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>79</td>
<td>78</td>
<td>1°</td>
</tr>
</tbody>
</table>

**Website Traffic**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8,357</td>
<td>3,776</td>
<td>121.32%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2017 YTD</th>
<th>2016 YTD</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24,829</td>
<td>18,448</td>
<td>34.59%</td>
</tr>
</tbody>
</table>

**YTD Promotional Media Exposure (In Kind)**

<table>
<thead>
<tr>
<th>IMPRESSIONS</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>33,346,241</td>
<td>$1,021,085.00</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>Georgia</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>North Carolina</td>
<td>France</td>
</tr>
<tr>
<td>New York</td>
<td>South Korea</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>Germany</td>
</tr>
</tbody>
</table>

**ADDITIONAL PERFORMANCE METRICS AVAILABLE ON REQUEST**

4300 Marsh Landing Boulevard Suite 102 Jacksonville Beach, FL 32250
904.249.0585
## Marketing Activity

<table>
<thead>
<tr>
<th>Visitor Center Traffic</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamber of Commerce</td>
<td>17</td>
<td>178</td>
</tr>
<tr>
<td>FB Historical Museum</td>
<td>431</td>
<td>3,941</td>
</tr>
<tr>
<td>Holden House</td>
<td>143</td>
<td>688</td>
</tr>
<tr>
<td>JAX Airport</td>
<td>100</td>
<td>709</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>691</td>
<td>5,516</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertising Conversions</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Newsletters</td>
<td>138</td>
<td>1,194</td>
</tr>
<tr>
<td>International</td>
<td>11</td>
<td>131</td>
</tr>
<tr>
<td>Leads</td>
<td>351</td>
<td>2,083</td>
</tr>
<tr>
<td>Relocation Packages</td>
<td>24</td>
<td>184</td>
</tr>
<tr>
<td>Visitor Packages</td>
<td>582</td>
<td>4,787</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>1,106</td>
<td>8,379</td>
</tr>
</tbody>
</table>

## Total Marketing Activity

- **Month**
  - Online: 62%
  - In-Person: 38%
- **YTD**
  - Online: 60%
  - In-Person: 40%

## Relocation Packages Top States
- Florida
- New York
- New Jersey
- Georgia
- Illinois
Website Activity

Website Traffic Origination

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Other)</td>
<td>974</td>
</tr>
<tr>
<td>Direct</td>
<td>3,132</td>
</tr>
<tr>
<td>Display</td>
<td>82</td>
</tr>
<tr>
<td>Organic Search</td>
<td>13,046</td>
</tr>
<tr>
<td>Paid Search</td>
<td>4,733</td>
</tr>
<tr>
<td>Referral</td>
<td>1,561</td>
</tr>
<tr>
<td>Social</td>
<td>988</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>24,516</strong></td>
</tr>
</tbody>
</table>

Visitors

Return 25%
New 75%

18,342
6,174

Most Popular Page

Webcams & Weather

Book Direct

Searches 674
Referrals 244

Top Cities

Orlando
Atlanta
Jacksonville

Top States

Florida
Georgia
New York
**Top Interests**

<table>
<thead>
<tr>
<th>Interests</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining Guide</td>
<td>201</td>
<td>1,521</td>
</tr>
<tr>
<td>Arts and Culture</td>
<td>136</td>
<td>1,029</td>
</tr>
<tr>
<td>Nature &amp; Trails Guide (Biking &amp; Hiking)</td>
<td>114</td>
<td>792</td>
</tr>
<tr>
<td>Pet Friendly (Waggin' Tail Itinerary)</td>
<td>109</td>
<td>800</td>
</tr>
<tr>
<td>Swimming with Dolphins (Marineland Dolphin Adventure)</td>
<td>88</td>
<td>570</td>
</tr>
<tr>
<td>Paddling Guide</td>
<td>82</td>
<td>505</td>
</tr>
<tr>
<td>Camping</td>
<td>73</td>
<td>582</td>
</tr>
<tr>
<td>Birding</td>
<td>43</td>
<td>276</td>
</tr>
<tr>
<td>Wedding Guide</td>
<td>41</td>
<td>204</td>
</tr>
<tr>
<td>Golf</td>
<td>24</td>
<td>216</td>
</tr>
</tbody>
</table>

**Monthly Content and Email**

**Monthly Content**

"4 Reasons to Visit Palm Coast and Flagler Beaches"

The top content story was 4 Reasons to Visit Palm Coast and Flagler Beaches in 2017 with 10,308 lifetime page views with. The average time on page is 02:08 for all content stories.

**Email**

Open rate for May came in 0.51% below the campaign average at 6.54%. Clicks came in within 1% of the campaign average of 0.77%.

**Social Media**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>Twitter</th>
<th>YouTube Views</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>98</td>
<td>83</td>
<td>7</td>
<td>21</td>
<td>1,523</td>
</tr>
</tbody>
</table>

**Facebook**

The most popular post was during the campaign on family vacations.

**Instagram**

Likes were up significantly this month. There were 904 likes compared to April that had 694 likes. The top post this month was about Trivia Tuesday.
# Florida's First Coast of Golf

**Flagler County Total Golf Tourism**

**May 2017**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms</td>
<td>838</td>
<td>862</td>
<td>-3%</td>
</tr>
<tr>
<td>Rounds</td>
<td>1,972</td>
<td>2,027</td>
<td>-3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2017 YTD</th>
<th>2016 YTD</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms</td>
<td>4,094</td>
<td>3,936</td>
<td>4%</td>
</tr>
<tr>
<td>Rounds</td>
<td>9,832</td>
<td>9,262</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Notes:** Hammock Beach Ocean Course closed October 2016 - October 2017

<table>
<thead>
<tr>
<th>Precipitation</th>
<th>2017</th>
<th>2016</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.23</td>
<td>5.18</td>
<td>-1.95</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Temperature (Average High)</th>
<th>2017</th>
<th>2016</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85</td>
<td>83</td>
<td>2°</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website Traffic</th>
<th>2017</th>
<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,790</td>
<td>4,314</td>
<td>-12.15%</td>
</tr>
<tr>
<td>2017 YTD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28,619</td>
<td></td>
<td>22,762</td>
<td>25.73%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>YTD Promotional Media Exposure (In Kind)</th>
<th>IMPRESSIONS</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33,415,352</td>
<td>$1,021,085.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Five Markets - Web Visitation for Month</th>
<th>STATES</th>
<th>COUNTRIES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Florida</td>
<td>Canada</td>
</tr>
<tr>
<td></td>
<td>Massachusetts</td>
<td>United Kingdom</td>
</tr>
<tr>
<td></td>
<td>New York</td>
<td>Spain</td>
</tr>
<tr>
<td></td>
<td>Georgia</td>
<td>Germany</td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td>South Korea</td>
</tr>
</tbody>
</table>

Additional performance metrics available on request.

4300 Marsh Landing Boulevard Suite 102 Jacksonville Beach, FL 32250
904.249.0585
Organization: Palm Coast Arts Foundation
Mailing Address: PO Box 351766, Palm Coast, FL 32135
Contact Person: Nancy Crouch
Email Address: nancycrouch@palmcoastartsfoundation.com
Phone: 225-4394
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: Shakespeare in the Park (presenting MACBETH)
Event Dates: February 22-25, 2018
Amount Requested: $1250.00
Budget for Event*: $10,450.00

*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?
it's a unique theatre experience; under a large tent on our new outdoor stage; audience and actors are part of a "theatre in the round" experience - hope to attract area county residents

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
radio, newspaper ads, eblasts to over 2,000+, community calendars, Eventful, Who Fish Weekly, local hotels will be given flyers for their hotel guests; Instagram, Facebook, PCAF app; Twitter

How will you demonstrate a willingness to work with the tourism industry?
include TDC info at the event; of course include logo on all media advertising; acknowledge in program
Please provide evidence as to how the event will be self-funded in subsequent years. reputation of our events; ticket sales; and other sponsors who are committed to supporting the arts in Flagler County

**Soundness of Proposed Event**

Clearly identify the event’s objectives. to bring a Shakespeare experience to our community of theatre-goers; introduce classic theatre to high school students

What is the timetable for implementation of the event? February 22-25, 2018 performances; rehearsals on site the week before

What additional funding sources will be utilized? area corporate sponsors; ticket sales; program ads

How do you intend to accomplish your slated objectives? marketing and continue upon the good relations with area corporate sponsors

**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?
a theatrical performance will be an unusual experience and may encourage visitors to seek what other unique places
Flagler County offers -- we could add a page to our program that includes area event happenings.

What incremental economic activity is stimulated through the quality of the visitor experience?
brings Flagler County more recognition as a cultural attraction as well as the beach side destination
it is

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
retailers, restaurant owners, gas stations, hotels, all may attract patrons attending the theatre
performance, especially those located in/around Town Center

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?
social media (Twitter, Instagram, Facebook, Constant Contact eblasts to over 2,000); print ads, Who Fish Weekly,
Eventful, PCAF app, radio spots, community calendars, flyers posted around the area; and dropped off at all the area
hotels for the weekend Shakespere

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? 17,050.00

List Past TDC funding:
Year Event Requested Amt Award Amt Spent Amt
2017 Picnic and Pops concert 1250.00 1250.00 $45,000.

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

Event History

How many years has this event taken place? 0
of County Commissioners. Disbursement of the grant proceeds will only be made after the event.

**Reporting Guidelines and Disbursement Requirements**

Grant Recipients **must** complete the written final special event report. Grant Recipients **must** provide the written reports no more than 60 days after the event.

Reimbursement of "Regional Drive Market" Special Event Grants will not be made until all reporting requirements are met. Reimbursement requests must be submitted no later than 60 days after the event.

Failure to submit reports correctly will delay payment. A request for an extension of this deadline will require specific additional action on the part of the Tourist Development Council.
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  
6/7/17  
Date

Received by Tourism Development Office By:

TDC Authorized Signature  
6/7/17  
Date

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding  
Initial Here:
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
</tr>
<tr>
<td>Ticket Sales</td>
<td>10,000</td>
</tr>
<tr>
<td>Program ads</td>
<td>800</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>5000</td>
</tr>
<tr>
<td>TDC grant</td>
<td>1250</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>17050</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
</tr>
<tr>
<td>Actors</td>
<td>2500</td>
</tr>
<tr>
<td>Director</td>
<td>1500</td>
</tr>
<tr>
<td>Printing</td>
<td>250</td>
</tr>
<tr>
<td>Food</td>
<td>2000</td>
</tr>
<tr>
<td>Rentals</td>
<td>1500</td>
</tr>
<tr>
<td>Advertising</td>
<td>1500</td>
</tr>
<tr>
<td>Lighting/Sound</td>
<td>1200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10450</td>
</tr>
<tr>
<td><strong>NET REVENUE</strong></td>
<td>6600</td>
</tr>
</tbody>
</table>
**FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST**

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact **Craig Lenniger/Sales & Grant Manager** at (386) 313-4228 or by email: dlellinger@visitflagler.com

### Pre-Meeting Checklist

- [x] 1. Review of Grant Application
- [x] 2. Review of Economic Impact Survey
- [x] 3. Lodging List
- [x] 4. Lodging Opportunity Form
- [x] 5. Review of Visitor Questionnaire
- [x] 7. Review of Final Survey and Final Status Report
- [x] 8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
- [x] 9. Set Post Meeting
- [x] 10. W-9
- [x] 11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

**Nancy M. Crouch**

Event Planner

06/07/2017

Date

Post Meeting Date / Time: TBA
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast and the Flagler Beaches Logo](www.visitflagler.com)

I, [Name], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

**Signature**

Nancy M. Crouch

**Date**

06/07/2017

**Date**

6/7/17

Palm Coast & The Flagler Beaches
Flagler County Tourism

Fund 110 Promotional Activities Request for Regional Market Special Event Funding

Organization: Florida Hospital Flagler Foundation
Mailing Address: 60 Memorial Medical Parkway Palm Coast, FL 32164
Contact Person: John Subers
Email Address: john.subers@ahss.org
Phone: 386-586-4216
Fax: 386-586-4854

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 15, 2017
Amount Requested: $1,250
Budget for Event*: $11,600 net proceeds

* 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?

Event provides a family centered event that is for a great cause. Over 800 runners have participated over the last few years. We will market to out of town runners.

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

Local radio, direct mail, social media and newspaper. News Journal- News Tribune is our "presenting sponsor"

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

We will offer complimentary display table at the start and finish line. Opportunity to hand out info to all our runners at registration.

Initial Here: [Signature]
Please provide evidence as to how the event will be self-funded in subsequent years.

Event is a fund raisers and funds will support mammograms and other diagnostic services to our qualified Flagler county women. we have historically netted over $10,000 per year.

Soundness of Proposed Event

Clearly identify the event's objectives.

Raise money and awareness of Breast Cancer and the importance of screening.

What is the timetable for implementation of the event?

Year around committee meetings. Heavy promotion 30 days prior

What additional funding sources will be utilized?

Sponsorship and runners will cover all cost associated with the run

How do you intend to accomplish your slated objectives?

Have a wonderful, engaged committee that is passionate about this years event.

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?
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 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

<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>Pink Army 5K</td>
<td>1250</td>
<td>1250</td>
<td>1250</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
Sponsors and runners fees will be how we raise funds

Event History

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

Authorized Agent:
Name: John Subers
Title: Director, Florida Hospital Flagler Foundation

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: ___________________________ 6/5/2017  
Authorized Agent: John Subers

Date: ____________

Received by Tourism Development Office By:
TDC Authorized Signature: ___________________________ 6/7/17

Date: ____________
Form W-9

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Name (as shown on your income tax return)

Sunsystem Development Corporation

Business name/disregarded entity name, if different from above

DBA Florida Hospital Flagler Foundation

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=S corporation, S=S corporation, P=partnership)

☐ Exempt payee

Part or home page

See Specific Instructions on page 2.

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

60 Memorial Medical Parkway

City, state, and ZIP code

Palm Coast, Florida 32164

List account number(s) here (optional)

Requester's name and address (optional)

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 5.

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

Social security number

Employer identification 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) 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).

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 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 4.

Sign Here

Date

General Instructions

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

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, 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),

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.

Note. If 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,

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

• A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the 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 withholding on your share of partnership income.
# 2017 Pink Army 5K

## Revenue

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<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>
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</table>

**Sub Total Title**  
$20,000

**Sponsors**

<table>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Sponor 1</td>
<td>$250</td>
</tr>
<tr>
<td>Bright House Networks</td>
<td>$1,000</td>
</tr>
<tr>
<td>Sponor 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>Items</th>
<th></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
The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, ____________________, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

Date

Palm Coast & The Flagler Beaches

Date
FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL
1769 East Moody Boulevard
Bunnell, FL 32110
386-313-4013

FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: dennisger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Date: 5/17

Event Planner

Date: 6/7/17

Post Meeting Date / Time: 5pm
Flagler County Tourist

Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Organization: Choral Arts Society
Mailing Address: PO Box 351061, Palm Coast, FL 32135
Contact Person: Betty Christian, Treasurer
Email Address: betty@inthecreek.com
Phone: 407-474-1437
Fax: n/a

Registered as a non-profit corporation: No

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

Event Description

Event Name: 3 Concert Series
Event Dates: July 4th and one Friday/Sunday in both May and December
Amount Requested: $1,250

Budget for Event*: $13,155

*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 nineteen 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. At least 15% reside outside of FLagler County full time with many others part time.

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

Daytona newspaper, Flagler Auditorium Show Bill, Sun & Surf and Pelican Post magazines, www.casfl.org, 500+ mailings 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. We would also be glad to distribute the county tourism magazines if made available to us.

Initial Here: BC
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 ad 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 and received a Cultural Arts grant from the City of Palm Coast and a 6 month Division of Cultural Affairs 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 and hope to continue receiving funds from the state as well.

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 three student receiving annual grants from CAS).

### Stability and Management Capacity – The Completed application must include: See Exhibit A

- 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?
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 American folk tunes and "Sound 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 newspaper, Flagler Auditorium Show Bill, Sun & Surf and Pelican Post magazines, www.casfl.org, 500+ mailings 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.

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? $15,000

<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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<td>2016</td>
<td>3 Concert Series</td>
<td>$1,500</td>
<td>$1,250</td>
<td>$1,250</td>
</tr>
<tr>
<td>2015</td>
<td>3 Concert Series</td>
<td>$1,500</td>
<td>$1,500</td>
<td>$1,498.30</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 (October - September) Florida State Division of Cultural Affairs Fast Track Grant (January - June) and various patrons (see attached list)

Event History
How many years has this event taken place? 19 Years
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: 

Title: Choral Arts Society 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.

[Signature]
Authorized Agent Signature

[Date]

Received by Tourism Development Office By:

[Signature]
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.casfi.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
# Budget For Flagler County Regional Market Special Event Funding

**CHORAL ARTS SOCIETY**  
Oct 1, 2016 - Sept 30, 2017

## INCOME

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<tr>
<th>Description</th>
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<td>Audience Donations</td>
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</tr>
<tr>
<td>Grants</td>
<td>$6,436</td>
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<tr>
<td>Outside Performances</td>
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<tr>
<td>Member Donations</td>
<td>$700</td>
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<tr>
<td>Member Dues</td>
<td>$700</td>
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<td>Music</td>
<td>$700</td>
</tr>
<tr>
<td>Polo Shirts</td>
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**TOTAL INCOME**  
$15,576

## EXPENSES

### STAFF

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<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Honorarium, Artistic Director</td>
<td>$4,500</td>
</tr>
<tr>
<td>Honorarium, Accompanist</td>
<td>$3,000</td>
</tr>
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</table>

**TOTAL STAFF**  
$7,500  
*Event Cost*

### OPERATING EXPENSES

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<tr>
<th>Description</th>
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<td>Historian Supplies</td>
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<tr>
<td>Stationery/Computer Supplies</td>
<td>$300</td>
</tr>
<tr>
<td>Polo Shirts</td>
<td>$40</td>
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<tr>
<td>Post Office Box Rent</td>
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<tr>
<td>Florida License Fees</td>
<td>$167</td>
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<tr>
<td>Liability Insurance</td>
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<tr>
<td>Safe Deposit Box Rent</td>
<td>$80</td>
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<td>Sunshine Fund</td>
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**TOTAL OPERATING EXPENSES**  
$1,652

### EDUCATION

<table>
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</thead>
<tbody>
<tr>
<td>Student Scholarships</td>
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</tbody>
</table>

**TOTAL EDUCATION**  
$1,100

### PROMOTION & ADVERTISING

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Brochures</td>
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<td>$100</td>
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<td>$400</td>
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<tr>
<td>Web Site</td>
<td>$223</td>
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<tr>
<td>Newspaper Ads</td>
<td>$2,800</td>
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**TOTAL PROMO & ADVERTISING**  
$3,625  
*Event Cost*

### CONCERTS

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<tr>
<td>Programs</td>
<td>$300</td>
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<tr>
<td>Music</td>
<td>$700</td>
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<tr>
<td>Church Donation</td>
<td>$750</td>
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<td>Sound System, Mikes</td>
<td>$100</td>
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<tr>
<td>Piano Tuning</td>
<td>$180</td>
</tr>
</tbody>
</table>

**TOTAL CONCERT EXPENSES**  
$2,030  
*Event Cost*

**TOTAL EXPENSES**  
$15,907
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bcc</td>
<td>1. Review of Grant Application</td>
</tr>
<tr>
<td>Bcc</td>
<td>2. Review of Final Survey and Final Status Report</td>
</tr>
<tr>
<td>Bcc</td>
<td>3. Review of Advertising Requirements &amp; Resources (new logo must be on ALL advertising)</td>
</tr>
<tr>
<td>Tx</td>
<td>4. Set Post Meeting</td>
</tr>
<tr>
<td>Bcc</td>
<td>5. W-9</td>
</tr>
<tr>
<td>Bcc</td>
<td>6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.</td>
</tr>
</tbody>
</table>

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

6-7-2017

Date

Post Meeting Date / Time: 6-7-2017

Date
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, Betty C. Christian, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

Date 6-7-2017

Palm Coast & The Flagler Beaches

Date 6-7-2017
Mailing Address: 6400 North Oceanshore Blvd
Contact Person: Lucy Crowley
Email Address: jehu37@gmail.com
Phone: 386-446-6785
Fax: 386-446-6781
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: Earth Day Celebration
Event Dates: April 21st, 2018
Amount Requested: $1250.00
Budget for Event*: $4500.00 (see attachment A)

*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 Earth Day event is one of a kind event in Flagler County and continues to grow each year. The diversity of environmental and conservation vendors and exhibitors from outside of flagler county is unique, as well bringing in out of county musicians who bring their own following to the event. Social media, trip advisor, and our own guest comment book at the park have demonstrated that out of county visitors are traveling specifically for this event.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
With the help of the TDC grant, the event can be marketed beyond our normals means of doing so. A 30 second radio ad will be recorded, with the addition of a St. Johns county station in 2018. Postcards will be sent to local schools, visitor centers, other state parks, and businesses. The event will posted on on-line calendars reaching well beyond flagler county, as well as social media posts and associated boosts targeting outside counties will be utilized. Print ads in local newspapers, and email notifications through constant contact will also be used.

How will you demonstrate a willingness to work with the tourism industry?
The Flagler County TDC logo and website will be present on all advertisements, and we will recognize the TDC during the event on our stage. The TDC will be invited to set-up a tent at the event, and as always we will work to assist the TDC with future tourism efforts in any way possible when asked.
Please provide evidence as to how the event will be self-funded in subsequent years.

The Friends of Washington Oaks membership remained stable the last two years, and we are working to increase the membership, specifically during special events. Increased membership creates increased revenue, which will allow the Friends to take on more of the event costs in the future.

Soundness of Proposed Event

Clearly identify the event’s objectives.

The objective of our annual Earth Day celebration is to promote and educate visitors regarding environmental awareness, and to provide a platform through which local and out of county businesses and organizations may share their environmental goals with the community. An additional objective is simply to provide visitors with a unique, outdoor experience which highlights the natural and cultural significance of our hammock community. This event has continually generated a large family presence, therefore increasing the activities offered to children and families remains a priority.

What is the timetable for implementation of the event?

The event will take place on Saturday, April 21st, 2018 from 10am-4pm. Preparations for the event are on-going year round.

What additional funding sources will be utilized?

The Friends of Washington Oaks, Inc. will supplement costs, as well as solicit local businesses for donations to our chance drawings. The Flagler County Kiwanis have historically made a donation to the Friends in support of our children’s section.

How do you intend to accomplish your slated objectives?

We intend to accomplish our objectives by inviting up to 40 environmental organizations to highlight some of the good work being conducted in our community and beyond. We will also have environmental arts and crafts vendors, a children’s section designed to promote earth friendly activities, a schedule of environmental workshops/guided walks offered throughout the day, plant sales, live music, food, and chance drawings designed to promote both the spirit of Earth Day and local businesses. There is no fee to attend the event. only park admission which is $5.00 per vehicle.

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. Attachment C

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

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

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

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 added value of an event like our Earth Day celebration is integral to showing visitors the best Flagler County has to offer. Visitors can attend our Earth Day event and in one afternoon explore our unique coastline, our intercoastal waterway for recreational fishing, our large public area, and the beauty of 20 acres of formal gardens while enjoying and participating in the event. We will also be offering guided walks through our magnificent park to explore nature at its best. There will be vendors on hand selling Earth friendly items, as well as a large children’s section which families always enjoy. Live musical/local talent groups, face painting activities, food, chance drawings, and a popular photo contest display will complete the added value. Attending the event gives visitors a snapshot of the area’s natural and cultural resources in Flagler County.

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

Visitors attending Earth Day will be exposed to numerous local businesses through booths, workshops, and chance drawing items. Most of our donated chance drawing gifts directly support local restaurants, businesses and recreational activities. Our staff and volunteers offer exemplary visitor service, and often engage in conversations with visitors regarding other local attractions, restaurants, and activities.

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

The Friends of Washington Oaks, Inc. works with local businesses and the Hammock Beach Association to encourage weekend stays in the area. This is accomplished through the many give-aways visitors receive at the booths set-up at the event. There are local hotel packages included in the chance drawing gifts, as well as many local restaurants. Local schools have been included in the event for both entertainment and environmental awareness, encouraging out-of-town family members to attend. We promote upcoming programs and events occurring at both ours and neighboring state parks to encourage visitors to return to the area. We also work closely with Anastasia State Park with BOGO park entry tickets, encouraging visitors to experience both parks during their stay.

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?

Marketing and advertising this year will focus heavily on families as our Earth Day children’s section will continue to grow. From 2016 to 2017 we again saw an increase in attendance. We will showcase several local children’s dance groups on stage, as well as local high school student projects in our environmental section, therefore bringing in families. Local schools will be targeted through postcard distribution, while media, print advertising, and on-line calendars will reach communities outside our county borders. The event will be featured on the Florida State Park website as a featured event for our park, and neighboring parks will advertise within their parks as well. Social media venues will be utilized heavily.

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? $5200

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>1250.00</td>
<td>1250.00</td>
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<td>Earth Day</td>
<td>500.00</td>
<td>500.00</td>
<td>500.00</td>
</tr>
</tbody>
</table>

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

The Friends of Washington Oaks, Flagler County Kiwanis, and local businesses to be listed in 2018.

Event History

How many years has this event taken place? 29
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Lucy S. Crowley
Title: President, The Friends of Washington Oaks

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.

______________________________
Lucy S. Crowley
Authorized Agent Signature

______________________________
June 2nd, 2017
Date

Received by Tourism Development Office By:

______________________________
TDC Authorized Signature

Date

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding

~ Initial Here: ___
## EARTH DAY BUDGET

### INCOME

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<td>Sales Bake Sale</td>
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<tr>
<td>Kiwanis</td>
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<td>Tourist Development Council</td>
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### EXPENSES

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<td>Bake Sale</td>
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<td><strong>TOTAL</strong></td>
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<td>3680</td>
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<table>
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<td>Volunteers and Vendors</td>
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<tr>
<td>Program Attendance</td>
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The Friends of Washington Oaks
Earth Day event
Attachment B:
Demonstrated ability to plan and organize event

- Earth day visitation has increased annually over the last few years, with all positive community feedback.
- Over 40 vendors and exhibitors participated in the 2017 event, with no problems occurring.
- Approximately 30 businesses covering Flagler, St. Johns, and Volusia counties donated items to the chance drawing area.
- Approximately 80 Flagler county school children were on the event stage during event.
- Partnering agencies such as FWC, NOAA, city of Palm coast and Flagler County participated in the event.
- Approximately 500 children visited our kids’ section during the day.
- Approximately 125 volunteers and vendors participated in the event.
- Live animal displays attracted visitors to different areas of the park.
- Law enforcement and emergency services were on-site during entire event with no calls.
- Entry and exit to the event flowed smoothly, due to the addition of a cash-only lane at entrance and a clearly marked one-way exit.
- All vendors reported sales, with food vendors selling out by end of event.
Short-term accomplishments:
- Participated in and support the Florida Park Service District 3 cooperative “Charity Ride: A Ride for the Wild Side” event.

- Sponsored the Annual Earth Day Celebration the 3rd week in April, collecting gate receipts, selling Friends baked goods and refreshments, merchandise, plants, Environmental exhibitors, Earth friendly vendors, Entertainment, and the Kids Activities Area with sponsorship from the Flagler Kiwanis Club. Successfully obtained a TDC grant for $1250.00 for this event.

- Sponsored (4) Kids and (4) Adult Saltwater workshops during the month of July.

- Sponsored “A Day in Old Florida” at Faver-Dykes State Park.

- Sponsored a 4-week “Yoga in the Gardens” series in the spring and fall.

- Sponsored Photography Adventures program

- Funded the materials and installation of Coquina columns and fencing at the old A1A/Bella Vista trail

- In conjunction with the State, funded the complete renovation of the historical reflection ponds in the gardens including dredging, resurfacing, replanting, and new coquina rock wall borders around all ponds.

- Offered financial and volunteer support during the aftermath of Hurricane Matthew

Long-term/on-going accomplishments:
- Continued operation of gift shop.

- Funding the completion of upgrades to the potting bench and plant bench area used in conjunction with the Greenhouse during monthly plant sales.

- Continued monthly Second Saturday Plant Sales with the addition of monthly “plant chats” at each sale. Plant chats allow volunteers the opportunity to include interpretation during each sale.

- Continued commemorative brick pathway in rose garden.

- Continued upgrades/improvements to Faver-Dykes youth camp

- Continued work on washingtonoaks.org website and Facebook page.
Friends of Washington Oaks Garden State Park
Board of Directors Meeting Minutes
May 9, 2017
Gift Shop

Lucy Crowley, president of the board, called the meeting to order at 9:38 am. Lucy welcomed the members and Kristen Zimmerman from the district office. Seven members were in attendance, Lucy, Fran Alongi, Dave Burns, Karen Diedo, Shirley Hawrey, Joan Harris and Phyllis Minich. Bob DeVito was absent. Amy Bledenbach park specialist and Renee Paolini, park manager were in attendance. Gwen, the accountant for the Friends, was in attendance. Lucy introduced Ken Jones to the members that hadn’t met him. He is the assistant to the Treasurer, Fran.

Phyllis read the minutes from the March 14, 2017 meeting. Fran motioned to accept the minutes and Shirley seconded. Minutes accepted. A correction to the minutes for the Annual Meeting was suggested by Dave and noted by the secretary.

Gwen, brought the tax return to discuss with the board and handed out a copy of her paperwork to everyone to review. All the numbers are positive and Lucy thanked Gwen for her work. Dave asked about holiday event expenses and a discussion of the purchasing of new decorations to replace those destroyed in the hurricane ensued. Motion to accept the accountant’s report was motioned by Fran and seconded by Dave.

Membership report was given by Dave Burns, he presented a written report to be enclosed with the minutes. Thank you Dave.

Phyllis gave the Plant Bench report for Judy who was away. The plant bench has been doing great and has new members to help with all the chores. A real effort is made to keep costs down and profit up!

Amy gave the gift shop report. The numbers are all up and there are new volunteers helping Winnie. The shop is frequently open on Thursday and most Fridays and all weekends. A quarterly meeting will be held for the gift shop workers and an inventory is due to happen soon. Thank you Amy.

Renee gave the Administration report. There has been a survey of the damaged East side of the park. Flooding and drainage mitigation is the big question everyone wants to know about. 120 acre of dead trees will be removed by cutting them down and chopping them since they cannot be burned. There will be beach re-nourishment in conjunction with the county, there were no acceptable bids so a start date has not been decided. When they know what it will happen Volusia county sea turtle patrols will relocate turtle nests in the path of the work. Renee mentioned that there has been a request for FEMA funds to bolster the upcoming years budget.
There is a new assistant park manager at Faver Dykes State Park, Chris Clausen and a new ranger starting soon. That park is closing for six months starting in February '18 for extensive renovations to the bathrooms, roads and campground. Thank you Renee! Ken Jones asked a question about the bike events donation, Amy said it was received in a timely manner.

Amy gave the volunteer report. Putting in the volunteer hours is quite important but the computer system has been down so send them to her. Fran needs more bakers for the bake sales. Kathleen has been doing a great job as the gift shop scheduler. Thanks Amy.

Events at the park. Earth Day was a huge success 2300+ people attended. There will be a follow up for the TDC grant. Approval to apply for 2018 grant granted. We may do another wine event. Maybe in conjunction with a music in the park in the fall. Lucy said she has two contacts for sponsorships of concerts. Summer fishing camps will go forward in July with all new rods and reels to replace the items damaged by the hurricane. There will be a beginner and an intermediate class. A ranger led bike ride will be held this summer. There is a weather related slowdown in the park in the summer which is a good thing. This fall would be a nice time to hold our board meeting at Faver Dykes before the closing.

Amy said that the publicity is perking right along, doing its job without much financial imput.

New Business. Amy met a volunteer at the annual meeting, Bruce, that would like to be on the board. Since we are short one member that would be a good thing. Discussion of the next steps were discussed.

Lucy adjourned the meeting at 11:00am.

Next meeting will be on July 11, 2017 at 9:30 in the Gift Shop.

Kristen told the members they were welcome to stay for a district review to be held after the board meeting.

Respectfully submitted by Phyllis Minich, secretary
Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the TDC:

In 2012, the Friends of Washington Oaks completed a matching grant project with the Friends of Florida State Parks in the amount of $750.00.

In 2012, the Friends of Washington Oaks completed a matching grant project with the Florida Department of Historical Resources in the amount of $21,000.

In 2013, the Friends of Washington Oaks completed grant project with the Flagler TDC in the amount of $2,000.00.

In 2014, the Friends of Washington Oaks completed grant project with the Flagler TDC in the amount of $1500.00.

In 2015, the Friends of Washington Oaks completed grant project with the Flagler TDC in the amount of $1403.00.

In 2016, the Friends of Washington Oaks completed a grant project with the Flagler TDC in the amount of $500.00.

In 2017, the Friends of Washington Oaks completed a grant project with the Flagler TDC in the amount of $1250.00.

All of the above projects have been completed and the reimbursements have been received. All the paperwork was successfully filled out and completed to receive the reimbursements. The Friends of Washington Oaks are committed to the proper preparation of all necessary grant requirements, reports, and documentation.
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

☐ 1. Review of Grant Application
☐ 2. Review of Final Survey and Final Status Report
☐ 3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
☐ 4. Set Post Meeting
☐ 5. W-9
☐ 6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Date: 6/12/17

Post Meeting Date/Time: 6/19

Lucy J. Crowley
Event Planner

Amy Bordenbach

Date: June 19th, 2017
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, Lucy Crowley, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

________________________
Lucy Crowley
Signature

________________________
Palm Coast & The Flagler Beaches

________________________
Jun 12th 2017
Date

6/12/17
Date
Flagler County Tourist Development Council

Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Organization: Flagler Film Festival
Mailing Address: PO Box 354944 Palm Coast, FL 32135
Contact Person: Kathryn Barry
Email Address: kbarryst@yahoo.com
Registered as a non-profit corporation: No
Phone: 386-503-5207
Fax:

Date: 06/06/2017

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 12 - Jan 14, 2018
Amount Requested: $1250
Budget for Event*: $6505

* 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?

We screen films from around the country and the world. Many of the filmmakers from elsewhere in FL and the country come to see their films screened and bring friends and family. We had international visitors for the past two years.

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

We market through international electronic submission platforms, social media, local newspapers and on-line publications, local radio stations and printed posters and flyers.

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

We encourage visitors to Flagler County as the beautiful place it is to visit via our own website, social media and to the national and international community via our submission platforms. We promote other arts events in our social media to bring attention to our community.
Please provide evidence as to how the event will be self-funded in subsequent years.

We sell tickets to the festival at a low cost to draw as many people as possible and we receive payment by the filmmakers via submission fees. We also have sponsors who give us discounts to produce the festival.

Soundness of Proposed Event

Clearly identify the event's objectives.

The Flagler Film Festival is designed to bring student, low budget, international and independent films to our audience in Flagler County. We are a community event and a portion of our festival is used as a fund raiser for the Tommy Tant Memorial Scholarship Fund. We are interested in helping emerging filmmakers get recognition for their work.

What is the timetable for implementation of the event?
The festival will be held Jan 12-14, 2018.

What additional funding sources will be utilized?
Ticket sales, sponsorships and submission fees.

How do you intend to accomplish your slated objectives?
We will promote the festival locally to bring together our local audience with our selected films by social media, advertising, interviews with radio stations and newspapers and other print media.

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?
A film festival is a unique experience wherein visitors to our area can meet filmmakers from many locations around the country and other countries. Visitors have an opportunity to attend Q&A's and discuss the films they have seen at the festival and meet the cast and crews who worked on many of the films.

What incremental economic activity is stimulated through the quality of the visitor experience?
Hotels, restaurants, shops, galleries and other local attractions

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
Once visitors come to our area, they learn what we have to offer in Flagler County and they visit other businesses and attractions which they otherwise might not know are available to them.

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 includes promotion on our website, Facebook page, other local websites, interviews with radio stations and newspapers, print and on-line as well as other advertising as we can afford.

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? $4000

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<th>Year</th>
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<th>Award Amt</th>
<th>Spent Amt</th>
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<tr>
<td>2017</td>
<td>Flagler Film Festival</td>
<td>1250</td>
<td>1250</td>
<td>5000</td>
</tr>
<tr>
<td>2016</td>
<td>Flagler Film Festival</td>
<td>2500</td>
<td>2500</td>
<td>5000</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
Sponsors include: Hilton Garden Inn, BizCard Express, Flagler County Art League, Flagler Broadcasting, Women in Film and Television, Palm Coast Arts Foundation, Office Divvy, Surf 97.3 FM, FlaglerLive.com, Tavolacci Realty.

Event History
How many years has this event taken place? 4

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding
Initial Here: K
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  
06/05/2017  
Date

Received by Tourism Development Office By:  
TDC Authorized Signature  
Date

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding  
Initial Here:  [Initial]

Date: 06/05/2017
From: kathie barry <kbarysti@yahoo.com>
Sent: Monday, June 05, 2017 5:58 PM
To: Craig Lenniger
Subject: Budget for 2018 Flagler Film Festival
Attachments: 2017-18 Regional Market Special Events Packet - Fillable done.pdf

Hi Craig,

Here is the budget for the 2018 Flagler Film Festival:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website programming</td>
<td>$400</td>
</tr>
<tr>
<td>Ballroom rental</td>
<td>$750</td>
</tr>
<tr>
<td>Printing</td>
<td>$800</td>
</tr>
<tr>
<td>Equipment rental</td>
<td>$400</td>
</tr>
<tr>
<td>Liability insurance</td>
<td>$425</td>
</tr>
<tr>
<td>Advertising</td>
<td>$1000</td>
</tr>
<tr>
<td>PO Box rental</td>
<td>$80</td>
</tr>
<tr>
<td>Special Guest appearances</td>
<td>$1000</td>
</tr>
<tr>
<td>Awards</td>
<td>$250</td>
</tr>
<tr>
<td>Badges/lanyards</td>
<td>$100</td>
</tr>
<tr>
<td>popcorn/refreshments</td>
<td>$250</td>
</tr>
<tr>
<td>Platform commissions</td>
<td>$450</td>
</tr>
<tr>
<td>Projectionist</td>
<td>$500</td>
</tr>
<tr>
<td>Domain registration</td>
<td>$100</td>
</tr>
</tbody>
</table>

Total est. cost $6505

Virus-free. www.avast.com
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, _______Kathryn Barry______, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

__________________________  ______________________
Signature                  Date

__________________________  ______________________
Palm Coast & The Flagler Beaches  Date
A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Catherine Barry
Event Planner

6/12/17
Date

6/9/17
Date

Post Meeting Date / Time: 

THA
Organization: Matanzas High School Boys Basketball
Mailing Address: 3535 North Old Dixie Highway
Contact Person: Donald Lockhart Phone: (386) 972-0657
Email Address: lockhartd@flaglerschools.com 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: Kiwanis Holiday Shootout
Event Dates: December 21 & 22, 2017
Amount Requested: $1,250 Budget for Event*: $4000.00

* 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?
Boys Basketball tournament

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
Through radio and print advertising.

How will you demonstrate a willingness to work with the tourism industry?
By ensuring that we give each team information on various places to visit while they are here during their stay.

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding

Initial Here: 

Date: 6/4/2017

Receive: Jun 08, 2017
Please provide evidence as to how the event will be self-funded in subsequent years.
Through sponsorships and entry fee.

Soundness of Proposed Event

Clearly identify the event's objectives.
To bring teams into the county through athletic events.

What is the timetable for implementation of the event?
5 months from today June 5, 2017

What additional funding sources will be utilized?
Entry fee and sponsorships.

How do you intend to accomplish your slated objectives?
By promoting this event and contacting local business and informing them of our intent.

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?
Hotel stay and different restaurants to eat and dine while they are here on their stay. Generating extra revenue for the county.

What incremental economic activity is stimulated through the quality of the visitor experience?
Sporting event that will promote hospitality.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
The length of the tournament and late game play will eventually keep the teams around for an extra day.

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?
Radio and print through newspapers and the schools promoting through their team schedule.

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? $5,000

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>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
Kiwanis is sponsoring this tournament with a $2000.00 donation
Each team is being charged $200.00 fro entry to offset officials

Event History

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

Authorized Agent:
Name: Donald Lockhart
Title: Head Basketball Coach Matanzas High School

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.

Donald Lockhart  
Digitally signed by Donald Lockhart  
Date: 2017.06.05 00:24:04 -04'00'  
Authorized Agent Signature  
6/5/2017  
Date

Received by Tourism Development Office By:  

TDC Authorized Signature  
6/5/17  
Date

Fund 110 Promotional Activities - 2017-18 Request for Regional Market Special Event Funding  
Initial Here: ✑
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast 
AND THE 
FLAGLER BEACHES 
www.visitflagler.com

I, Donald Lockhart, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature 6/8/2017

Palm Coast & The Flagler Beaches 6/8/17

Date
FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL
1769 East Moody Boulevard
Bunnell, FL 32110
386-313-4013

FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches
Event Planner

Date: 6/8/17

Date: 6/8/2017

Post Meeting Date / Time: TB
KIWANIS HOLIDAY TOURNAMENT BUDGET REPORT

December 21 & 22, 2017

Officials- $2,845.00
Banners- $400.00
Concession Supplies- $800.00
Hospitality- $480.00
T- Shirts- $1200.00
Clock and Statisticians- $250.00
Miscellaneous- $300.00
Kiwanis Sponsorship- $2000.00
Total: $8,275.00
Fund 110 Promotional Activities

Request for Regional Market Special Event Funding

Date: 6/12/17

Organization: Friends of A1A Scenic & Historic Coastal Byway
Mailing Address: 2175 Mizell Road St. Augustine, FL 32080
Contact Person: Danielle Anderson Phone: 904-425-8055
Email Address: Danielle.anderson@scenica1a.org Phone (Cell): 386-503-5197
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: 6th Annual Spoonbills & Sprockets Cycling Tour
Date: November 5, 2017 Event Budget: $5,000
Amount Requested: $1,250

* 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.

Initial Here: DA
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 scenic routes of the cycling tour which run along SR A1A offer visitors a unique opportunity to spend the day viewing the historic sites along the coastal byway. We have a heavy concentration of cyclists from across the state and a number of participants from outside of Florida who come to the area specifically for this event, generating hotel and vacation rental stays along with economic dollars spent in the area restaurants and businesses as visiting guests.

How far did you travel to attend the event?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>I live in the St. Augustine/Palm Coast area</td>
<td>50.00%</td>
</tr>
<tr>
<td>I live more than 50 miles from the event</td>
<td>42.31%</td>
</tr>
<tr>
<td>I came from out of state to participate</td>
<td>7.69%</td>
</tr>
</tbody>
</table>

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

The event is marketed via print media (earned media and purchased advertising) and radio, social media, on community calendars across the southeast region of the United States and shared through relationships we have built over the years with cycling clubs. We also engage CAAM Events as part of our promotional efforts which provides us direct marketing to cycling communities throughout the United States.

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

We have consistently maintained a positive and productive relationship with our tourism industry partners through cross promotion, sponsorship opportunities and direct highlighting of participating tourism partner venues to increase awareness of their location, service and attraction, featuring them on promotional...
materials including our fliers, t-shirts, event jerseys, give away bags with their materials and literature, social media and print/radio campaigns.

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

This event is hosted by the Friends of A1A through our fundraising efforts each year, through sponsorships and in-kind partnerships with local businesses, hotels, restaurants and attractions. The event is funded annually in the Friends of A1A Scenic & Historic Coastal Byway budget in December of the preceding year in the amount of $5,000.

Soundness of Proposed Event

Clearly identify the event's objectives.

1. To draw cyclists from across the nation to Flagler County and highlight the historic, cultural, natural and business resources along the A1A Scenic & Historic Coastal Byway.
2. To increase awareness that Flagler County is “open for business”.
3. To raise funds for the non-profit Friends of A1A Scenic & Historic Coastal Byway.

What is the timetable for implementation of the event?
See Attached Matrix – Spoonbills Event Timeline 2017 PCFB

What additional funding sources will be utilized?

Friends of A1A budgeted dollars, sponsorship opportunities, in-kind and partner support

How do you intend to accomplish your slated objectives?
The Friends of A1A are now in their sixth year of production of the Spoonbills & Sprockets Cycling Tour. We have become efficient and effective in the planning and execution of the event, using a sustainable model that has been fine-tuned over the years. Working with partners throughout the byway and cycling communities, we are able to execute a high quality event with returning participants year after year. Danielle Anderson has been/is the race director/event producer for the 2015, 2016, 2017 events and a consistent event director is key to successful event management.

**Is this your first time participating in Spoonbills & Sprockets?**

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>37.04%</td>
</tr>
<tr>
<td>No</td>
<td>62.96%</td>
</tr>
</tbody>
</table>

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

***See Attached Documentation of the Following Information***

- 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 marketing grant will allow for additional marketing to efforts as we target the cycling community who were concerned after the hurricane about coming to the area. It is critical to reach these individuals who have heard about the event and are interested in attending the signature event here along the A1A Scenic Byway.
We are also targeting individuals who are interested in outdoor recreation in a leisurely atmosphere. We traditionally have a large number of 36 mile participants for the event, first time riders who are getting started in the cycling sport and see this an opportunity to recreate with friends and meet others who share their enthusiasm for cycling.

The event’s added value through the marketing effort provided via the Regional Drive Marketing Grant allows us to create advertising that reflects the options here in Flagler County which exist. In 2016 our post event survey indicated that cyclists were interested in packages that included itineraries and full-weekend events such as the eco-tourism, historic, resort and locals packages. With additional marketing dollars, we will be able to craft and offer these options to our cyclists, enticing them to spend their time and dollars here in Flagler County.

We are planning weekend packages that will include hotel stays, restaurant dining and activities in the local area to help visitors to our event enjoy all we have to offer along the A1A Scenic & Historic Coastal Byway. Would you enjoy trying out a:

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical package (featuring historical experiences and locales)</td>
<td>27.27%</td>
</tr>
<tr>
<td>EcoTour package (outdoors experiences with guided tours and information)</td>
<td>13.64%</td>
</tr>
<tr>
<td>Resort package (spending the weekend being pampered and relaxing)</td>
<td>22.73%</td>
</tr>
<tr>
<td>The Locals package (getting to know where the locals go)</td>
<td>18.18%</td>
</tr>
<tr>
<td>I like to plan my own vacations</td>
<td>50.00%</td>
</tr>
</tbody>
</table>

What incremental economic activity is stimulated through the quality of the visitor experience?
With Visit Florida statistics estimating that domestic visitors to Florida spend approximately $155.90 per day in Florida, and more than 50% of our participants coming from 50 miles away from Flagler County or from out of state, the multiplier is a direct benefit to our local economy’s hotels, restaurants and retail locations. The added benefit to our community by hosting the Spoonbills & Sprockets Cycling Tour is that November is considered non-peak season, thereby providing a boost to the local economy during what is considered part of the “slow season”.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
By providing participants with tailored packages geared toward their specific tastes and making itinerary information available, Spoonbills & Sprockets Cycling Tour becomes more than an event, it becomes a destination event as visitors not only come early and book overnight stays for the entire weekend, but plan
things to do, places to see and dining experiences further generating economic stimulus for the community during the non-peak season.

Advising 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?

See Attached Matrix – Spoonbills 2017 Event Timeline PCFB

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 - $8,000

List Past TDC funding:
Year – 2013
Event - Spoonbills & Sprockets Cycling Tour
Requested Amt  – $2,500
Award Amt   – $2,500
Spent Amt – $2,500

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

Marineland Dolphin Adventure, Meehan’s Irish Pub, Flagler Beach Rotary Club, Old City Life Magazine, St. Augustine Beach Civic Association, VeloFest, Beach 105.5 FM (St. Augustine – Jacksonville) and Beach 92.7 FM (Palm Coast to Daytona Beach). *More to be added throughout the marketing drive.
Event History

How many years has this event taken place? 5

Authorized Agent Acknowledgements and Signature

Authorized Agent:
Name: Danielle Anderson
Title: Byway Administrator

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: Danielle Anderson  Date: 6/12/2017

Received by Tourism Development Office By: [Signatures and Initials]

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding
Page 7 of 4
The Friends of A1A Scenic & Historic Coastal Byway are pleased to host the 6th Annual Spoonbills & Sprockets Cycling Tour on November 5, 2017 in Marineland, Florida.
This is our sixth year hosting the cycling tour along the A1A Scenic & Historic Coastal Byway, taking cyclists of all experience levels on a tour of Flagler, St. Johns and Volusia counties as they traverse 36, 72 or 100 mile cycling routes.

Who IsComing?
Highlighting the cultural, historic, natural and business resources along the A1A Byway, visitors from outside of Flagler County have made up the predominant number of participants for the event for the past several years and we are continuing to attract visitors from outside of the county as evidenced by the early bird signups for 2017 which include cyclists from South Carolina, Missouri and cities around Florida outside of Flagler County.

These folks come on Friday evening or Saturday and result in overnight stays in our area, a win–win for the event and the local businesses and attractions.

Funding and How We Do It
The Friends of A1A Scenic & Historic Coastal Byway raise funds throughout the year and approve a budget in December of the previous year with the Spoonbills & Sprockets Cycling Tour as one of the dedicated events we host, setting $5,000 aside for the event budget.

With a proven track record of successful execution, Spoonbills & Sprockets attracts returning cyclists and new participants each year. Consistency is a key factor in the event’s success and will see Danielle Anderson as the race
Friends of A1A Scenic & Historic Coastal Byway - Spoonbills & Sprockets Cycling Tour 2017

director/event producer for the third consecutive year, allowing the Friends of A1A to build a relationship with participants throughout the years.

Our volunteer base is another strong component of the event. Cyclists appreciate the friendly, service-based volunteers who greet them year after year at the support rest stops and cheer them on as they continue their trek along the A1A Scenic Byway.

The Spoonbills & Sprockets Cycling Tour is part of the CAAM Tour Series which also enjoys strong connections within the cycling community. The partnership with CAAM Tours Series has helped the event become one of the premier cycling events in the area, with access to professional mobile SAG support and products.

Why Are We Asking For Grant Dollars?
The support of the Flagler Tourist Development Council and the Regional Drive Marketing dollars provides additional opportunities to maximize marketing dollars outside of the immediate area to continue drawing in participants to the event, translating into direct economic impact for our hotels, restaurants and attractions through visitor spending and a quality visitor experience.

We know for a fact that Hurricane Matthew had a significant impact on our community and some visitors are still under the impression that we may still face challenges. It is critical to reach those visitors to let them know we ARE open for business, there is plenty to do here, and we are ready to welcome them to Flagler County!
Friends of A1A Scenic & Historic Coastal Byway – Spoonbills & Sprockets Cycling Tour 2017

We have successfully navigated, executed and closed out two recent Visit Florida Grants for marketing in the 2016-17 cycle. CHRN #4952 for Spoonbills & Sprockets Cycling Tour 2016 and CHRN #1422 Marketing/Education Grant for the launch of the “Safety Tips for Safe Stays Along A1A”.

How Do We Give Back to Our Community?
One of the ways we give back to our community is through our Kids Ocean Day event held each May. A field trip for students, sponsored by the Friends of A1A, is funded through dollars raised from the Spoonbills & Sprockets Cycling Tour and our Super Scenic 72 Mile Garage Sale. The educational experience is priceless for these students and in 2018 the Kids Ocean Day/Environmental Education Fair will be held in Flagler County. Another win for the Flagler community.

The Friends of A1A are actively involved in the community through a number of programs and volunteer efforts that include Adopt-a-Highway, Adopt-a-Beach, lead organization for the International Coastal Cleanup, and the “Safety Tips for Safe Stays Along A1A” safety awareness campaign.
June 12, 2017
Flagler County Tourist Development Council
120 Airport Road, Suite 3
Palm Coast, FL 32164

Re: A1A Spoonbills & Sprockets 2017 – Regional Drive Marketing – Special Events

Dear Tourist Development Council Members,

The Friends of A1A Scenic & Historic Coastal Byway would like to express our appreciation for your consideration of our 6th Annual Spoonbills & Sprockets Cycling Tour 2017 grant application for the Regional Drive Marketing of Special Events.

As an active member of the Flagler community, we are pleased to host this cycling event which draws participants from across the state of Florida and from states as far away as New York, Virginia, South Carolina, Tennessee, Georgia, Kentucky and Alabama.

The opportunity to showcase the A1A Scenic & Historic Coastal Byway’s cultural, historic, natural and business resources is one way we are able to do our part to support the efforts of our tourism industry.

We look forward to continuing a productive and positive relationship with our community!

Sincerely,

William A. McClure
William A. McClure, President Friends of A1A

www.ScenicA1A.org
Friends of A1A
2175 Mizell Rd
St Augustine, FL 32080
Phone: 904.425.8055
Fax: 904.209.0321
Danielle.Anderson@scenicA1A.org

Mission: To promote, protect, preserve and enhance the A1A Scenic & Historic Coastal

Friends of A1A Board of Directors
President – William A. McClure; Vice-President – Marge Rooyakers; Treasurer – Lisa McGowan; Secretary – Thea Mathen; Carol Scott, Christopher Park; Charles Helm; Charles Faulkner; Adam Morley; Linda Provencer; Roger Carlson; Robert Samuels; Kimberly McClure; Byway Administrator – Danielle Anderson; Board Attorney – Sid Ansbacher, Esq.
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Danielle Anderson
Event Planner

6/15/17
Date

6/15/17
Date

Post Meeting Date / Time: 7/6/17
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, Danielle Anderson, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

[Signature]

[Date]

Palm Coast & The Flagler Beaches

[Signature]

[Date]
Flagler County Tourist Development Council

Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Date: June 12, 2013

Organization: Flagler Beach Historical Museum
Mailing Address: P.O. Box 2136, Flagler Beach, FL 32136
Contact Person: Denise Collins
Email Address: Museumdenise@outlook.com
Phone: 386-283-0530

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: Cheer at the Pier
Event Dates: April 2016 (TBD)
Amount Requested: $1,250.00  Budget for Event*: $10,665

* 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?
2018 will be the 5th 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 travelling from out of town. Attendees have requested 2018’s event date to make vacation plans to include this event. We will advertise out-of-county with TV, radio, 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 courner cards throughout the community. We will use our own website, Facebook, and event calendars as well as those of our community partners. A portion of funding may be 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 2017: Reserve dates for the use of the F.B. Pier. January 2018: Choose entertainment, create materials to provide to food/beverage participants and sponsors and begin insurance, sales tax, and other required paperwork. February 2018: Meet with business partners and sponsors, get info to event calendars and develop advertising. March 2018: Publicize and complete logistics for the event.

What additional funding sources will be utilized?
The FBHM will provide staff to plan the event and a 2017-2018 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 County 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.
What added value can the event create to a visitors 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 as “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, the allure of our pier, our beautiful beach and other local attractions.

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. We include Volusia County, St. John County and central Florida 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? $13,050

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>2017</td>
<td>Cheer at the Pier</td>
<td>$1,250</td>
<td>$1,250</td>
<td>$1,250</td>
</tr>
<tr>
<td>2016</td>
<td>Cheer at the Pier</td>
<td>$1,500</td>
<td>$1,500</td>
<td>$1,500</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 a portion of our Florida Cultural Affairs annual grant, if awarded, is earmarked for this event.

Event History

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

Authorized Agent: Denise Collins / Teri Pruden
Name: Event Coordinator / 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: June 12, 2017

Received by Tourism Development Office By:

[Signature]
TDC Authorized Signature
Date: 6/11/17
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 each year as is evident in the attached contributing sponsors attachment.

· 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. With continued fundraising support, the museum is able to provide the following services, just to name a few:
- Historic downtown walking tours
- Field trip opportunities for local youth
- County history book and dvd series
- Record county history for online archives

· 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 for every year this event has been implemented. 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 another year.
Cheer at the Pier Partners

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 Pozzolli, Architect
Preferred Management Services
Flagler Auditorium
Palm Coast Signs
Beach 92.7 & WNZF
Easy Oldies 100.9 & KIX
Rentland
Accutemp Heat & A/C
All American Inspection Services
Flagler Chrysler Jeep
FPL
Little Smiles
Marketing To Go
Palmer Studio
The Florida Mortgage Center
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-awaz
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
Gospel Gardens
Halifax Plantation Golf
Hammock Beach Resort
Hammock Gardens/Florist
Houliigan’s
Kokomo’s Café
Martin’s Restaurant Nature Scapes
Southeast Jewelry
Thai Korner
The Glass Ceiling Harli 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
<table>
<thead>
<tr>
<th>Category</th>
<th>Budget for 2018 Cheer at the Peer Fundraiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Projected Net Income</td>
<td>$23,385</td>
</tr>
<tr>
<td>TDC Grant</td>
<td>$3,635</td>
</tr>
<tr>
<td>Venue &amp; Security</td>
<td>$1,065</td>
</tr>
<tr>
<td>Tent/Table Rental</td>
<td>$1,720</td>
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<tr>
<td>Supplies - Tic, Cups, Staff Acc</td>
<td>$800</td>
</tr>
<tr>
<td>Salaries &amp; Administration</td>
<td>$1,000</td>
</tr>
<tr>
<td>Penmanship, Sales Taxes</td>
<td>$425</td>
</tr>
<tr>
<td>Insurance</td>
<td>$400</td>
</tr>
<tr>
<td>Event Management</td>
<td>$2,200</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$1,100</td>
</tr>
<tr>
<td>Advertising</td>
<td>$2,250</td>
</tr>
<tr>
<td>Miscellaneous (including catering)</td>
<td>$500</td>
</tr>
<tr>
<td>Common Purchases</td>
<td>$1,400</td>
</tr>
<tr>
<td>Entry Tickets</td>
<td>$800</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$2,800</td>
</tr>
<tr>
<td>Total</td>
<td>$6,130</td>
</tr>
</tbody>
</table>
June 14, 2017

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 2017/18 Regional Marketing Special Event grant for the April 2018 Cheer at the Pier.

All 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
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

<p>| | |</p>
<table>
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<tr>
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<tbody>
<tr>
<td>1.</td>
<td>Review of Grant Application</td>
</tr>
<tr>
<td>2.</td>
<td>Review of Final Survey and Final Status Report</td>
</tr>
<tr>
<td>3.</td>
<td>Review of Advertising Requirements &amp; Resources (new logo must be on ALL advertising)</td>
</tr>
<tr>
<td>4.</td>
<td>Set Post Meeting</td>
</tr>
<tr>
<td>5.</td>
<td>W-9</td>
</tr>
<tr>
<td>6.</td>
<td>The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.</td>
</tr>
</tbody>
</table>

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

<p>| | |</p>
<table>
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<tr>
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<tbody>
<tr>
<td>Date</td>
<td>6/15/17</td>
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</tbody>
</table>

Event Planner

<p>| | |</p>
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<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Date</td>
<td>6/15/17</td>
</tr>
</tbody>
</table>

Post Meeting Date / Time: 7:00
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, Denise Collins, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

Date

Palm Coast & The Flagler Beaches

Date
Organization: Triumph Endurance Events, LLC
Mailing Address: 905 S Central Ave, Flagler Beach, FL 32136
Contact Person: Carrie Meng
Email Address: carrie@triumphraces.com
Phone: 352-514-1283
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: Oceans 50 Relay Race
Event Dates: 11/4/2017
Amount Requested: $1,250
Budget for Event*: $13,125

*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 unique, not just to Flagler County but to the state and surrounding states. People are willing to travel for longer events, such as ours. And because it starts early in the morning and ends late in the day people are more likely to stay at least one night. We encourage staying the weekend in Flagler County, many people do.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
We've seen the most marketing success in social media advertising. We will use Instagram and Facebook primarily and also add our event to all relevant online event calendars. We will closely monitor the effectiveness of our marketing tactics and adjust as necessary, ensuring we maximize our reach and getting the best ROI as possible.

How will you demonstrate a willingness to work with the tourism industry?
In any way possible! We will include the TDC logo on all materials and have kept their logo on our website all year around. We would love to work with the TDC in any way available, to help maximize participation in the event and promote Flagler County.

Initial Here: [Signature]
What added value can the event create to a visitors stay?
This event is like no other, in this area or anywhere else in the state. We use every major trail and park in Flagler County, highlighting how scenic the area is and what Flagler Co has to offer. We team up with several local businesses, promoting them and adding value to the event. When else can 250+ people see 11 parks and 50 miles of trails in one day?

What incremental economic activity is stimulated through the quality of the visitor experience?
The more they enjoy the experience the more likely they will return, not only to the event but to Flagler County on a separate visit.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
More hotel stays, restaurants, shopping, local business, 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?
Mostly digital, via social media and email blasts. We are also on numerous event calendars and may utilize print advertising, which we have not had much success with.

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? $15,500

<table>
<thead>
<tr>
<th>List Past TDC funding:</th>
<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15</td>
<td>Oceans 50</td>
<td>$1,500</td>
<td>$1,500</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>Oceans 50</td>
<td>$1,250</td>
<td>$1,250</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
Registration fees, sponsors (so far, Flagler Hospital Ortho & Sports Med & Mason Moves Properties)

Event History

How many years has this event taken place? 4

Fund 110 Promotional Activities - 2017-18 Request for Regional Market Special Event Funding ~ Initial Here: CM
Please provide evidence as to how the event will be self-funded in subsequent years.
The event has always been self-funded. Every year we have seen growth in participation and will soon hit our 50 team cap. Once we reach that goal we will look into adding more events that weekend, creating more reasons to come early and stay late. TDC funding allows us to offer more at our event, creating more of a demand to return.

Soundness of Proposed Event

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

What is the timetable for implementation of the event?
Registration opened in March and event will be held in November.

What additional funding sources will be utilized?
Registration fees and sponsorship income

How do you intend to accomplish your slated objectives?
Acknowledging and fulfilling the needs of participants, encouraging the community to be involved, charity partnership with one or more local charities.

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: Carrie Meng

Name: 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.

Carrie Meng 6/19/2017

Authorized Agent Signature Date

Received by Tourism Development Office By:

TDC Authorized Signature

6/19/2017

Date

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding

Initial Here: CM
<table>
<thead>
<tr>
<th>Income</th>
<th>Anticipated Budget for 2017</th>
<th># of participants</th>
<th>Sponsorship income</th>
<th>Registration income</th>
<th>Total income</th>
<th>Expenses</th>
<th>Shirts</th>
<th>Permits</th>
<th>Toilets</th>
<th>Volunteers/Charity</th>
<th>Finisher medals</th>
<th>Insurance</th>
<th>Supplies</th>
<th>Runner Bibs</th>
<th>Runner food and bev</th>
<th>Runner entertainment/experience</th>
<th>Advertising/Marketing</th>
<th>Race Day Staff</th>
<th>Photographer</th>
<th>Assistant</th>
<th>New start/finish line</th>
<th>Misc &amp; rentals</th>
<th>Total expenses</th>
<th>Profit/Loss</th>
</tr>
</thead>
</table>
Marketing Plan & Timeline

Registration Opened: March 2017

- Facebook promoted post $30

Price Increase June 1st

- Facebook promoted post $30

Marketing throughout registration period 6/1-9/15

- Email blasts (our database and other event directors) $250
- Facebook promoted posts $200
- Grassroots $180

If the race has not sold out by 9/15

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

Total: $850
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Logo Image]

www.visitflagler.com

I, __Carrie Meng__________, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Carrie Meng
Signature

6/19/2017
Date

Palm Coast & The Flagler Beaches

6/19/17
Date
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

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4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Carrie Meng
Event Planner

Date: 6/19/2017

Post Meeting Date / Time: 7/12
The Rotary Club of Flagler County Foundation

Date: 6/12/17

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: 12th Annual Fantasy Lights Festival Sponsored by Florida Hospital Flagler
Event Dates: December 1-30th, 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?

Since its inception in 2006, the Fantasy Lights Festival has grown to be the premier Holiday themed event in Flagler County. Locals now consider this an annual tradition, welcoming out of County family and friends to come to the event and stay for a few days over the holidays and enjoy the festival together. Some stay with friends and family but others will stay in our hotels, resorts, RV sites and campgrounds.

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

We plan a multi-faceted approach including newspaper, magazines, radio, social media and possibly billboards to market the festival. We also will print 5,000 event programs (see attached 2016 program) for distribution at strategic locations around the Flagler County and all adjacent County sites such as restaurants, hotels and businesses. We also will promote this event at other events being held this year such as Flagler Beach's First Friday events. Programs will also be available at all our sponsors' businesses.

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's Central Park) and they 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 sponsors who have signed agreements to continue their participation and funding for all facets of the Festival including display, attractions and special events. The 2016 sponsors and contributors are listed in the attached program. In addition, we receive revenue from food vendors, a train ride, 3-D glasses and gate donations. Last year’s revenue totalled $22,939.75.

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 community service project for families to enjoy a safe, enjoyable, affordable holiday themed experience and as a fund raiser to further the objectives of Rotary, giving back to the Community through scholarships and donations to other non-profit groups as well as world polio eradication.

What is the timetable for implementation of the event?

Work progresses throughout the year. Display sales are on-going. We start regular committee meetings in August with our set-up weekend right after Thanksgiving. The Festival opens on December 1st and ends on the 30th. Take-down is the first weekend after January 1st.

What additional funding sources will be utilized?

In addition to what has already been mentioned, funding also comes from program ad sales, re-sale of displays given up by sponsors, snow night sponsorships, Santa’s Village Playhouse sponsorships, sponsor signs. The food vendors mentioned above include a percentage of the profit from a Brusters food truck and income from our annual "Taste of the Holidays" event where local restaurants come out and sell samples of their cuisine.

How do you intend to accomplish your slated objectives?

Volunteer efforts come from our Rotary Club, the other two Rotary Clubs in our County as well as from sponsors, the Flagler County Homebuilders Assn, and the FPC High School Interact Club. The FPC and Matanzas High School athletic teams assist us with our set-up and take-down labor. Various other volunteers help in many capacities. It is truly a community effort. Last year we netted $17,896.09 which we donated to 17 individual charities or programs benefiting Flagler County and the world.

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 in that it is the only animated holiday light festival in this region of Florida with free admission, which draws people from surrounding counties and even nearby States to our event. In addition to strolling around the lake, families can visit Santa’s Village, ride the train, visit Santa and roast a marshmallow while being snowed on! We also provide live entertainment by local schools, churches and professional groups on weekends and during the week on certain days.

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

It shows that our area has a high quality of life and a vibrant community feel, which attracts people to move here, relocate their business here or just visit on a more regular basis. Some people have dinner at nearby restaurants and then take a walk around our Festival or enjoy a movie after seeing the light show at the nearby Epic Theatre which is within walking distance to Central Park.

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

By placing event programs in area lodging facilities we hope to encourage visitors to either extend their stay to see the Festival or stop by again on their way back to where ever they live. This also results in added profits by local restaurants and gas stations.

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 Rotary Club has as one of its members a professional marketing business owner who is preparing the marketing plan that has solicited a presenting sponsor in Florida Hospital-Flagler which owns other hospitals outside the County and now they can promote this event to all their employees and their families. We get some donated public service radio spots on the local radio and intend to use funding from the TDC to assist in reaching out to other County markets in St. Augustine, Ormond Beach and Deland including newspapers, magazines and social media.

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

<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>Fantasy Lights Festival</td>
<td>$1,250.00</td>
<td>$1,250.00</td>
<td>$1,250.00</td>
</tr>
</tbody>
</table>

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

See the event program from last year’s event that is attached that lists all our various sponsors and contributors.

Event History

How many years has this event taken place? 11
Authorized Agent Acknowledgements and Signature

Authorized Agent:  Bill Butler, Past President 2011-12  
Name:  
Title:  Fantasy Lights 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.

_______________________________  
Authorized Agent Signature  

6/12/17  
Date

Received by Tourism Development Office By:

_______________________________
TDC Authorized Signature

6/20/17  
Date
## PROFIT AND LOSS 2016 FANTASY OF LIGHTS

### INCOME

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gate Totals (includes 3D glasses)</td>
<td>$7,031.50</td>
</tr>
<tr>
<td>Train Total</td>
<td>$4,217.00</td>
</tr>
<tr>
<td>Santa House Sponsorships (6 @ $250)</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Event Sponsorship (3 @ $300)</td>
<td>$900.00</td>
</tr>
<tr>
<td>LED Light Sponsorships (3 @ $250)</td>
<td>$750.00</td>
</tr>
<tr>
<td>Progressive Dinner</td>
<td>$1,409.00</td>
</tr>
<tr>
<td>Bruster’s % of Sales (includes marshmallow sales)</td>
<td>$1,352.25</td>
</tr>
<tr>
<td>Resale of Donkey Display</td>
<td>$580.00</td>
</tr>
<tr>
<td>Snow Night Sponsorships</td>
<td>$450.00</td>
</tr>
<tr>
<td>Palm Coast Observer % of Sales</td>
<td>$300.00</td>
</tr>
<tr>
<td>Program Ad Sales (Holly, Evans, FL Hospital)</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Sponsor Sign from new display sponsors (3 @ $300)</td>
<td>$900.00</td>
</tr>
<tr>
<td>Sponsor Sign from new display sponsors (2 @ $150)</td>
<td>$300.00</td>
</tr>
<tr>
<td>TDC Grant (pending)</td>
<td>$1,250.00</td>
</tr>
</tbody>
</table>

**SUB TOTAL**                                                      **$22,939.75**

### EXPENSES

<table>
<thead>
<tr>
<th>Item</th>
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</thead>
<tbody>
<tr>
<td>Permit Fee</td>
<td>376.30</td>
</tr>
<tr>
<td>Gift Certificates for Santa/ Truck Drivers</td>
<td>100.00</td>
</tr>
<tr>
<td>Program Printing</td>
<td>1,394.00</td>
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<tr>
<td>Layout &amp; Design of Program</td>
<td>380.00</td>
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<tr>
<td>Sponsor Sign Printing</td>
<td>710.00</td>
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<tr>
<td>Food, ice, gas for train, lights</td>
<td>246.36</td>
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<tr>
<td>Other Misc Expenses</td>
<td>1,037.00</td>
</tr>
<tr>
<td>Radio ads</td>
<td>1,000.00</td>
</tr>
</tbody>
</table>

**SUB TOTAL**                                                      **$5,243.66**

### NET PROFIT

**17,696.09**
June 15, 2017

To Whom It May Concern

Re: Tourist Development Council Grant Process

Greetings,

On behalf of the members of the Rotary Club of Flagler County, I have authorized Mr. Bill Butler to apply for the Tourist Development Grant for our annual Fantasy Lights event. We are a registered 501 C3 organization and have been in existence as a club since November 1981.

Thank you in advance for considering our request for assistance for our annual event and know with your assistance, we can make this the best event in Fantasy Lights history. If you need to contact me, please feel free to do so at (352) 316-2898, or jtroi65@gmail.com.

Sincerely,

James Troiano

James Troiano, President
Rotary Club of Flagler County
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, Harry H. Johnson, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Harry H. Johnson
Signature

06.20.2017
Date

Palm Coast & The Flagler Beaches

6/20/17
Date
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

✓ 1. Review of Grant Application
✓ 2. Review of Final Survey and Final Status Report
✓ 3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
✓ 4. Set Post Meeting
✓ 5. W-9
✓ 6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

✓ I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Harry H. Johnson
Event Planner

Date: 6/21/17

Date: 6/20/2017

Post Meeting Date / Time: 7/11/17
Organization: Florida Agricultural Museum, Inc.
Mailing Address: 7900 Old Kings Road North, Palm Coast, FL 32137
Contact Person: Mary K. Herron
Phone: 386-446-7630
Email Address: mary.herron@floridaagmuseum.org
Fax: 386-446-7630
Registered as a non-profit corporation: No
Yes (If yes please attach proof)

Date: June 18, 2017

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 Re-enactment
Event Dates: October 6, 7, & 8
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 1200 spectators to see 150 living historians demonstrating military life on and off the battlefield in Florida circa 1864. This year's program is expected, as usual, to attract visitors and participants from all over Florida and the Southeast for overnight stays.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
The event will be marketed through the Saint Augustine Record, the Daytona Beach News-Journal, Palm Coast Observer, Flagler Broadcasting, on-line community calendars, social media, and event fliers 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 fliers 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. Re-enactment programs are known to grow over time and with repetition. For instance, the Olustee Civil War program 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. Re-enactors will portray people from Florida’s Civil War-Era past including infantry, cavalry, and artillery troops. Re-enactors 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 public.

What is the timetable for implementation of the event?

Museum staff and volunteers will prepare the historic camps for the re-enactors. Participants in the program will be checked into the museum and be registered as re-enactors. 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 6th, 7th, & 8th, 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 print and radio media, will post the event on various on-line calendars, the museum web site, and social media. Museum volunteers will distribute fliers 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

<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>Pellicer Creek Raid</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$4,650.00</td>
</tr>
<tr>
<td>2016</td>
<td>Pellicer Creek Raid</td>
<td>$1,250.00</td>
<td>$1,250.00</td>
<td>$4,650.00</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. Historically, the event has received generous support from corporations and individuals.

Event History

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

Authorized Agent: Mary K. Herron
Name: 
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.

Authorized Agent Signature

June 18, 2017 
Date

Received by Tourism Development Office By: 

TDC Authorized Signature

Date
## The Pellicer Creek Raid Budget, 2017

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fuel</td>
<td>$100</td>
</tr>
<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>
</tr>
</tbody>
</table>

**Cost of Event**  
$4,650

## The Pellicer Creek Raid Marketing Budget, 2017

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing flyers &amp; posters</td>
<td>$250</td>
</tr>
<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**  
$1,750
April 26, 2017

The Honorable Nate McLaughlin  
Flagler County Tourist Development Council  
1769 East Moody Boulevard  
Bunnell, Florida  32110

RE: Application for Regional Market Special Event Funding

Dear Commissioner McLaughlin,

On behalf of the Board of Trustees of the Florida Agricultural Museum, I respectfully submit this Fund 110 Request for Regional Market Special Event funding 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 7th annual “Pellicer Creek Raid: A Civil War Reenactment” scheduled to take place on October 6, 7, and 8, 2017. 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
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast and the Flagler Beaches](www.visitflagler.com)

I, Mary K. Harrison, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Mary Harrison  
Signature  
6/22/2017  
Date  

Palm Coast & The Flagler Beaches  
6/22/17  
Date
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date: 6/22/17

Post Meeting Date / Time: TBD
Flagler County

Request for Regional Market Special Event Funding

Organization: Flagler County Board of County Commissioners
Mailing Address: 1769 E. Moody Blvd Building #5 Bunnell, FL 32110
Contact Person: Frank Barbuti
Email Address: fbarbuti@flaglercounty.org
Phone: 386-313-4144
Fax: 386-313-4120
Date: June 22, 2017

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 County Native American Festival
Event Dates: February 18th - 26th, 2018
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 marketed beginning in August and advertised at the 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 website, 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 three year’s events, we have had contacts 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 visitor 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 50 years.

What is the timetable for implementation of the event?
The event is being held February 24, 2018 and February 25, 2018 (from 9:00am-5:00pm)

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 gifts certificates valued at $110.00 each, which could generate and 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 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

<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>2017</td>
<td>2018 Native American Festival</td>
<td>$1,250.00</td>
<td>$1,250.00</td>
<td>$1,250.00</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? 3
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  
Date:  11/22/17

Received by Tourism Development Office By:

TDC Authorized Signature  
Date

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding  
Initial Here:  ___
Organization: Flagler County Board of County Commissioners
General Services Department - Parks & Recreation Division

Event Title: Native American Festival 2018
February 24th - February 25th, 2018
Princess Place Preserve

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Estimated</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel &amp; Lodging</td>
<td>$0.00</td>
<td>$1,920.00</td>
</tr>
<tr>
<td>Facilities &amp; Equipment Rental</td>
<td>$3,000.00</td>
<td>$900.00</td>
</tr>
<tr>
<td>Audio Visual</td>
<td>$0.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>Promotion &amp; Marketing</td>
<td>$0.00</td>
<td>$2,330.00</td>
</tr>
<tr>
<td>Printed Material</td>
<td>$0.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Other</td>
<td>$3,550.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$8,070.00</td>
<td><strong>$23,000.00</strong></td>
</tr>
</tbody>
</table>

**Budget Details**

- 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
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date

Post Meeting Date / Time: TBA
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, Frank C. Barluti, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

Date

Palm Coast & The Flagler Beaches

Date
Organization: Flagler Broadcasting LLC
Mailing Address: 2405 East Moody Blvd, Bunnell, FL 32110
Contact Person: Mary Adams
Email Address: maryadams@flaglerbroadcasting.com
Phone: 386-437-1926 ext 206
Fax: 
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: Hot 'n' Spicy
Event Dates: Feb 17, 2018
Amount Requested: 1250
Budget for Event*: 7250

* 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 will be at the Ag Museum attracting visitors to visit one of the jewels of Flagler County. While they are here we will encourage them to visit other parks and the beautiful beaches we have

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

Billboards, magazines, social media (IG & Facebook), flyers and radio commercials and airtime

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

We will promote the County Tourism office through links on our website as well as handing out promotional materials the PCFB Offices provide to us
Please provide evidence as to how the event will be self-funded in subsequent years.

We are working through sponsorships from local and nationally affiliated companies as well as working with the local radio stations to drive attendance up creating more financial opportunities for the event.

**Soundness of Proposed Event**

Clearly identify the event's objectives.

To provide attendees a unique experience they may not otherwise experienced without this event. To entertain the attendees with live music and unique food choices.

What is the timetable for implementation of the event?

May we started to implement the events with this show as well as secure vendors and sponsors. We will continue to work on the event until we meet our sponsorship and attendance goals ahead of the event.

What additional funding sources will be utilized?

Sponsorships, donations and corporate funding

How do you intend to accomplish your slated objectives?

We have a dedicated staff who will work effortlessly to achieve our goals.

**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?
They will have the opportunity to visit the Ag Museum and all that has to offer. They will enjoy great music and tasty food that they might not be able to experience without this event.

What incremental economic activity is stimulated through the quality of the visitor experience?
They will be helping support local vendors who will be participating in the event as well as hopefully going back to their establishments in the future once they experience it at the festival.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
We will encourage them to visit the beach and the other area attractions you have to offer in Flagler County. Working with PCFB will enable us to help generate visitors to come back again and again.

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 use social media, (IG, Facebook, www.flaglerbroadcasting.com) as well as print ads and media spots on our wide array of radio stations.

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? $5000

<table>
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<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>Hot 'n' Spicy</td>
<td>$1250</td>
<td>$1250</td>
<td>$1250</td>
</tr>
<tr>
<td>2014</td>
<td>Hot 'n' Spicy</td>
<td>$1250</td>
<td>$1250</td>
<td>$1250</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
Flagler Broadcasting, Beach 92.7, Kool 100.9, Kix 98.7, WNZF, Ag Museum, and others as they are added.

Event History

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

Authorized Agent:
Name: Mary Adams
Title: Director of Community Service

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: 4-26-17

Received by Tourism Development Office By:

TDC Authorized Signature

Date: 6-26-17

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding ~ ~ Initial Here
<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
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</tr>
<tr>
<td>Parrot Show</td>
<td>$600.00</td>
</tr>
<tr>
<td>Pig Show</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Sound</td>
<td>$1,000.00</td>
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<tr>
<td>Tent</td>
<td>$400.00</td>
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<tr>
<td>Advertising/Marketing</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Port-o-Potties</td>
<td>$300.00</td>
</tr>
<tr>
<td>Trash Removal</td>
<td>$300.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,250.00</strong></td>
</tr>
</tbody>
</table>
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, Mary Adams, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

Date

Palm Coast & The Flagler Beaches

Date
A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: dennis@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date

Post Meeting Date / Time: "THA"
Flagler County Tour

Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Date: June 15, 2017

Organization: Flagler County Chamber of Commerce
Mailing Address: 20 Airport Rd Ste C
Contact Person: Tiffany Edwards
Email Address: tiffany@flaglerchamber.org
Registered as a non-profit corporation: No

Phone: 386-206-0955
Fax:

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: 5th Annual Flagler Restaurant Week
Event Dates: September 1-29, 2018
Amount Requested: $1,250
Budget for Event*: $6,840

* 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 purpose of this event is to drive local and out of town business to local restaurants and to highlight the dining options offered in Flagler County. This month-long event showcases Flagler restaurants to both locals and visitors with a kick off event at the beginning of the event. Restaurant Week showcases and strengthens Flagler County’s brand and culinary scene as a destination for foodies. The event attracts tourist from outside counties to help drive business to local Flagler County restaurants.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
Event promotion: Website, general information about Restaurant Week will be on posted www.flaglerrestaurantweek.com Restaurants and interested parties will be able to browse the website to view participating restaurants, find out more information and the menu offered as well as background information about the participating restaurants.

How will you demonstrate a willingness to work with the tourism industry?
The Flagler County Chamber of Commerce will identify Flagler Restaurant Week as the main event for Flagler County’s culinary tourism efforts. Participating restaurants will create a unique and memorable dining experience for tourists. Dining out is a vital component for the tourism experience in Flagler County. Flagler Restaurant Week will provide visitors with a map of all the participating restaurants and menu choices before they arrive. The Flagler County Chamber of Commerce will work with the local hotels and business to ensure the visitors are aware of Flagler Restaurant Week and offer them discounted hotel and dining packages.

Fund 110 Promotional Activities - 2017-18 Request for Regional Market Special Event Funding

Initial Here: 

[Signature]
Please provide evidence as to how the event will be self-funded in subsequent years. Flagler Restaurant Week is self-funded through sponsorship sales and tickets sales.

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**Soundness of Proposed Event**

Clearly identify the event's objectives.

**Objectives:**
- To boost business for restaurants during a traditionally slow time of the year in September.
- Attract more tourists to Flagler County and bring recognition to our local dining establishments.
- Help stimulate our economy by supporting our local restaurants and motivating locals and visitors to enjoy the culinary diversity our community has to offer.

What is the timetable for implementation of the event?

Please see attached

What additional funding sources will be utilized?

The Flagler County Chamber of Commerce seeks to obtain sponsorship dollars from members of the chamber.

---

**How do you intend to accomplish your slated objectives?**

Restaurants to offer specials during the month of September, incentivizing patrons to patron their establishment
- Kick-off Party in centrally located Veteran's Park
- Diners can vote for their favorite restaurant on the Flagler Restaurant Week website & via social media
- Develop a social media campaign, working with a local social media company

---

**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?

Flagler Restaurant Week (FRW) is a celebration of local area restaurants, giving visitors the perfect opportunity to dine out and get specialty menu items at discounted prices. There are no passes, tickets or coupons for Flagler Restaurant Week. Visitors simply visit participating restaurants during the event to enjoy dine-in breakfast, lunches and dinner special offers. When visitors order from a FRW featured menu, they receive a complimentary Flagler Dining Passport to have stamped at every participating restaurant visited. The more stamps they receive, the better their chances are at winning daily prizes and being crowned with the coveted Flagler Foodie award. This is also an incentive for visitors to stay the entire week and come back to Flagler County to dine at their new favorite restaurant.

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

The overall event will be local restaurants, sampling their fare, putting their best foot forward.

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

The event will be held in downtown Flagler Beach and will encourage visitors of the event to visit local shops and restaurants prior to and following the event.

Advertising Requirements

The Flagler County Tourist Development Council logo with the website 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 advertise in print and radio in all three surrounding counties, St. John’s, Flagler and Volusia.

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? $19,800

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>Flagler Restaurant Week</td>
<td>$1500</td>
<td>$1500</td>
<td>$1500</td>
</tr>
<tr>
<td>2016</td>
<td>Flagler Restaurant Week</td>
<td>$1500</td>
<td>$1500</td>
<td>$1500</td>
</tr>
</tbody>
</table>

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

Yellowstone Landscape, Ameris Bank, Vystar Credit Union, WNZF, Daytona Beach Newsjournal, local beverage distributors

Event History

How many years has this event taken place? 5
Authorized Agent Acknowledgements and Signature

Authorized Agent:
Name: Tiffany Edwards
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: [Signature]
Date: 6/27/17

Received by Tourism Development Office By:
TDC Authorized Signature: [Signature]
Date: 6/27/17
Event Timeline

- Set date/time
- Prepare sponsor packages and identify sponsors
- Secure location for kick-off party

11 Months Prior
- Begin identifying key restaurants
- Produce event budget
- Inform staff about event and discuss potential involvement in event
- Develop theme
- Begin identifying and contacting entertainers for the kick-off party
- Identify volunteers
- Obtain any needed permits/licenses

6-9 Months Prior
- Finalize restaurant week application for participating restaurants
- Complete final plan for staff/volunteer involvement and assignment list
- Complete sponsorships
- Finalize entertainment contracts
- Begin committee meetings
- Update website

3-6 Months Prior
- Reach out to restaurants for participation
- Begin preparing press releases
- Draft promotional items and signage
- Begin preparing invitations to kick-off party
- On-site meeting with Marineland Dolphin Adventure for kick-off party
2-3 Months Prior
- Finalize restaurant participant list
- Finalize website
- Draft TV commercial
- Make sure printed materials are available
- Complete plans for promotions
- Complete program/agenda
- Begin ticket sales to kick-off party

4 Weeks Prior
- Finalize specialty menus from each restaurant
- Begin advertising and press coverage
- Complete all required printing
- Complete volunteer recruitment
- Finalize decor/signage

2-3 Weeks Prior
- Go over physical layout of kick-off party and follow-up with staff, a/v company, DJ
- Staff meeting and assignments finalized
- Complete checklist review

1 Week Prior
- Complete event walk through with all appropriate personnel, including location staff
- Check all materials
- Send employee reminders
- Follow-up on press release with calls to media
- Complete RSVP and give attendance numbers to venue
# Flagler Restaurant Week

## Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsors</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Booths</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Registration</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Other Event Revenue (raffle, 50/50, etc)</td>
<td>$2,800.00</td>
</tr>
</tbody>
</table>

**Total Income**: $19,800.00

## Expense

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
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<tr>
<td>Print Advertising</td>
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<tr>
<td>Radio Advertising</td>
<td>$500.00</td>
</tr>
<tr>
<td>Internet/Social Media</td>
<td>$500.00</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>$600.00</td>
</tr>
<tr>
<td>Venue</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Awards</td>
<td>$500.00</td>
</tr>
<tr>
<td>Supplies</td>
<td>$500.00</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$1,500.00</td>
</tr>
</tbody>
</table>

**Total Expense**: $6,840.00
The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast and the Flagler Beaches
www.visitflagler.com

I, Tiffany Edwards, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

Date

Palm Coast & The Flagler Beaches

Date
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Jeffrey Edwards
Event Planner

Date: 6-15-17

Date: 6-15-17

Post Meeting Date / Time:
Organization: FPCHS
Mailing Address: 5500 East Hwy 100 Palm Coast FL 32164
Contact Person: Javier G. Bevacqua
Email Address: bevacqua@flaglerschools.com
Phone: 386-503-9443
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: Rob Moramarco Challenge
Event Dates: January 5&6 2018
Amount Requested: $1,250.00 Budget for Event*: $6,590

* 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 will have 12 varsity teams coming from out of county who will need multiple hotel rooms. Each team averages 10-12 players per team and 4 coaches per team. The referees whom are officiating this event will all be borrowed from the different out of county associations which includes Florida.

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

The tournament has been advertised in local newspapers as well as sent to high schools around Florida. The tournament has also been sanctioned with the FHSAA and is advertised on their website.

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

Out of town teams will be provided with a list of hotels in the area. The event will be listed on the TDC website. We will ask local restaurants for ways to promote their business and include in a registration packet.
Please provide evidence as to how the event will be self-funded in subsequent years.

The cost of the referees is the largest expense for this tournament. We will continue to look for local business sponsorships. The ability to raise money for our local basketball program will be impacted.

**Soundness of Proposed Event**

Clearly identify the event's objectives.

The intention is to promote the growth of girls basketball and expose girls talent for collegiate scholarships. Last year's tournament resulted in over 12 college institutions attending the event looking for...

What is the timetable for implementation of the event?

August September — send invitations to other schools, receive entry fees form teams
November — order awards, hire referees

What additional funding sources will be utilized?

Each team will be charged an entry fee to get into the tournament. There will be sponsors, a gate charge for spectators as well as a concession sales throughout the tournament.

How do you intend to accomplish your slated objectives?

By providing an organized, well run, safe and enjoyable experience for student athletes and their families. This tournament is sanctioned through the FHSAA and posted on their website. This allows co...

**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?

It allows us to welcome visitors and showcase how our community pulls together to organize and event that not only is enjoyable, but provides opportunities for our youth and student athletes. The attendees will be visitors of the teams from our local schools. Schools attending and County: Ribault Jr.

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

Visitors will be staying overnight in hotels, they will eat at our restaurants and retail stores. It will allow people from out of town or even out of state (college coaches).

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

Hotels and local restaurants will benefit from this event, as well as sporting goods stores (Hibbetts).

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?

Event flyers, advertisements through newspapers, contacting schools and radio will be utilized.

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? | $4,000.00 |

| List Past TDC funding: |
| Year | Event | Requested Amt | Award Amt | Spent Amt |
| 2016 | Tournament | 1250 | 1250 | 1250 |

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

Teams will pay an entrance fee.

Event History

| How many years has this event taken place? | 23 |

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding  ~  ~  Initial Here: JB
Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Javier G. Bevacqua
Title: FPCHS Girl's Basketball Coach

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

6/28/17
Date

Received by Tourism Development Office By:

[Signature]
TDC Authorized Signature

6/28/17
Date

Fund 110 Promotional Activities - 2017-18 Request for Regional Market Special Event Funding ~ ~ Initial Here: JB
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Flagler County Logo](www.visitflagler.com)

I, **JAVIER G. BEVACQUA**, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature: [Signature]

Date: 6/28/17

Palm Coast & The Flagler Beaches

Date: [Date]
Palm Coast AND THE
FLAGLER BEACHES
www.visitflagler.com

FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL
1769 East Moody Boulevard
Bunnell, Fl 32110
386-313-4013

FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Date

Event Planner

Date

Post Meeting Date / Time: 

THA
## Budget for Tournament

**Florida's Proudest Campus**

5500 East Hwy 100
Palm Coast FL 32164
386-437-7540
hevacqua@flaglerschools.com

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
<th>Cost/Per Unit</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game officials (3 officials per game at 16 games)</td>
<td>16</td>
<td>$150.00</td>
<td>$2,400.00</td>
</tr>
<tr>
<td>Game officials' booking fee</td>
<td>1</td>
<td>$200.00</td>
<td>$200.00</td>
</tr>
<tr>
<td>Officials hotel/room/2 nights</td>
<td>2</td>
<td>$160.00</td>
<td>$320.00</td>
</tr>
<tr>
<td>Scorers table/clock person @$25 per game</td>
<td>16</td>
<td>$25.00</td>
<td>$400.00</td>
</tr>
<tr>
<td>Announcer @$40 per game, varsity only</td>
<td>10</td>
<td>$10.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>FHSAA Multi Team Sanction Fee</td>
<td>1</td>
<td>$250.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Event T-Shirt @$6.00 per participant</td>
<td>192</td>
<td>$6.00</td>
<td>$1,152.00</td>
</tr>
<tr>
<td>Sheriff's Deputy/Security @$25 per hr</td>
<td>24</td>
<td>$25.00</td>
<td>$750.00</td>
</tr>
<tr>
<td>Hospitality room/75 coaches and staff @$10.00</td>
<td>75</td>
<td>$10.00</td>
<td>$750.00</td>
</tr>
<tr>
<td>Various food to be sold in concession</td>
<td>1</td>
<td>$500.00</td>
<td>$500.00</td>
</tr>
</tbody>
</table>

**Invoice Subtotal**  $6,840.00

**TOTAL**  $6,840.00
Flagler County Tourist Development Council

Fund 110 Promotional Activities
Request for Regional Market Special Event Funding

Date: 6/30/17

Organization: Flagler Auditorium & Performing Arts Center
Mailing Address: PO Box 755 Bunnell, FL 32110
Contact Person: Lisa McDevitt, Director
Email Address: mdevittl@flaglerschools.com
Phone: 386.437-7547
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: September 15, 2018
Amount Requested: $1250
Budget for Event*: $5250

*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?
The event is early in the morning. When runners travel more than 90 minutes for the event they will most likely stay in hotels, condos, with family & friends. We have a large email database from outside the county. We will work with other event directors to attract runners from their events.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
We will use the marketing campaign attached 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 Auditorium will be used to promote the events. We will be working with the school district to promote the event in any way possible to attract families and friends of the "arts". The Flagler Auditorium has many marketing tools they will utilize.

How will you demonstrate a willingness to work with the tourism industry?
The Flagler Auditorium has a long standing relationship with tourism because of our core business of entertainment. We will promote other events going on in the area on that same weekend.
What added value can the event create to a visitors stay?
Event filters will be put in local hotels. Visitors will be able to register the day of if they did not know about it. Many visitors are looking for outside activities while they are here. This event will give them an opportunity to participate and experience our County.

What incremental economic activity is stimulated through the quality of the visitor experience?
Visitors will stay in our hotels, shop in our stores, buy gas and visit the beach while they are here.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
Overnight stays in our hotels, campgrounds and short term rental condos will experience economic activity with extended stays. When marketed as a destination event participants will visit Flagler for the weekend.

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?
See Marketing Campaign attached to this grant application

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? $10,000

<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>Masquerade 5K &amp; Fun Walk</td>
<td>$1500</td>
<td>$1500</td>
<td>$5622</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
Alliance Financial Partners, Spectrum, Craig Flagler Palms Funeral Home, Haven Hospice, Florida Hospital, Kohl's Cares

Event History

How many years has this event taken place? 1

Fund 110 Promotional Activities – 2017-18 Request for Regional Market Special Event Funding ~ Initial Here: s mc
Please provide evidence as to how the event will be self-funded in subsequent years.

The Flagler Auditorium has a budget to help promote "Arts in Education Week". This event is the culmination of a week long event to promote "Arts in Education". 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 promote a safe, organized, "arts" themed 5K timed run and fun walk experience in Flagler County while supporting Arts in Education. It is through our fund raising efforts that we can provide scholarships, camp and equipment to all of the schools in Flagler County.

What is the timetable for implementation of the event?

Please see Time Line for the event attached.

What additional funding sources will be utilized?

Sponsors, pre-registration income from participants will be our additional funding sources for the event.

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 we will accomplish our objectives. It should be fun and safe at the same time.

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: Lisa McDevitt
Name: ____________________________
Title: Auditorium 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: 6/30/17

Received by Tourism Development Office By: ____________________________ Date: 6/30/17

TDC Authorized Signature: ____________________________
June 30, 2017

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 2018 Masquerade 5K & Fun Walk during National Arts in Education week. The package attached reflects a request for $1250.00 from your Regional Drive Market Fund.

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.

Sincerely,

Lisa McDevitt
Flagler Auditorium Director

386-437-7547/cell 386-503-6239

www.flaglerauditorium.org
<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
</tr>
<tr>
<td>Pre-Registration</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>On-site Registration</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Sponsors</td>
<td></td>
</tr>
<tr>
<td>1 Gold</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>3 Silver</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>5 Bronze</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>TDC Quality of Life Grant</td>
<td>$1,250.00</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>$10,000.00</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
</tr>
<tr>
<td>Advertising/Marketing</td>
<td></td>
</tr>
<tr>
<td>Design flier</td>
<td>$50.00</td>
</tr>
<tr>
<td>OB/PC/PO Observer Ad</td>
<td>$600.00</td>
</tr>
<tr>
<td>Print Event fliers</td>
<td>$75.00</td>
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<tr>
<td><strong>Total Advertising/Marketing</strong></td>
<td>$725.00</td>
</tr>
<tr>
<td>Food &amp; Other Expenses</td>
<td></td>
</tr>
<tr>
<td>Food/water</td>
<td>$250.00</td>
</tr>
<tr>
<td>Supplies</td>
<td>$125.00</td>
</tr>
<tr>
<td>Timing equipment rental</td>
<td>$1,350.00</td>
</tr>
<tr>
<td>T Shirts</td>
<td>$1,300.00</td>
</tr>
<tr>
<td>Awards</td>
<td>$1,500.00</td>
</tr>
<tr>
<td><strong>Total Other Expenses</strong></td>
<td>$4,525.00</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSE</strong></td>
<td>$5,250.00</td>
</tr>
<tr>
<td><strong>NET INCOME</strong></td>
<td>$4,750.00</td>
</tr>
</tbody>
</table>
# Marketing Campaign

## Masquerade 5K & Fun Walk

**September 15, 2018**

<table>
<thead>
<tr>
<th>Company</th>
<th>Publication</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>June</td>
<td>website for pre-registration</td>
<td>Runner</td>
<td>Runner</td>
<td>FREE</td>
</tr>
<tr>
<td>Red Pointer Productions</td>
<td>June</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>June</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>fliers</td>
<td>Runners</td>
<td>500</td>
<td>$75</td>
</tr>
<tr>
<td>Running Journal</td>
<td>May-June/July-August</td>
<td>Specialty periodical</td>
<td>Runners</td>
<td>200,000</td>
<td>FREE</td>
</tr>
<tr>
<td>Ormond Beach Observer</td>
<td>Aug/Sept Editions OB</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</td>
<td>Newspaper</td>
<td>General</td>
<td>40,000</td>
<td>$300</td>
</tr>
</tbody>
</table>

Total Cost: $725
# Masquerade 5K & Fun Walk

**Saturday, September 15, 2018**

<table>
<thead>
<tr>
<th>DAYS OUT</th>
<th>9/15/2018</th>
<th>RESPONSIBLE PERSON</th>
<th>ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>450</td>
<td>6/22/2017</td>
<td>Grant Committee</td>
<td>Meet with TDC for Pre-grant meeting</td>
</tr>
<tr>
<td>423</td>
<td>7/19/2017</td>
<td>Grant Committee</td>
<td>TDC Meeting for Presentation</td>
</tr>
<tr>
<td>404</td>
<td>8/7/2017</td>
<td>Grant Committee</td>
<td>BOCC Meeting for final approval</td>
</tr>
<tr>
<td>200</td>
<td>2/27/2018</td>
<td>Promotion</td>
<td>Set up event on Facebook</td>
</tr>
<tr>
<td>160</td>
<td>4/8/2018</td>
<td>Logistics</td>
<td>Contact timing company to get a quote and sign contract</td>
</tr>
<tr>
<td>160</td>
<td>4/8/2018</td>
<td>Sponsors</td>
<td>Make a list of potential sponsors and mail out sponsor packet</td>
</tr>
<tr>
<td>150</td>
<td>4/18/2018</td>
<td>Logistics</td>
<td>Review route determine 5K timed run, 1mi walk and 5K walk</td>
</tr>
<tr>
<td>200</td>
<td>2/27/2018</td>
<td>Promotion</td>
<td>Meet with Red Pointer and review website</td>
</tr>
<tr>
<td>200</td>
<td>2/27/2018</td>
<td>Promotion</td>
<td>Contact Running clubs and request putting event on their website</td>
</tr>
<tr>
<td>120</td>
<td>5/18/2018</td>
<td>Chairman</td>
<td>Hold committee meeting (monthly until 2 months away)</td>
</tr>
<tr>
<td>123</td>
<td>5/15/2018</td>
<td>Promotion</td>
<td>Print event flyers and distribute</td>
</tr>
<tr>
<td>87</td>
<td>6/20/2018</td>
<td>Logistics</td>
<td>Decide on awards and get quote</td>
</tr>
<tr>
<td>75</td>
<td>7/2/2018</td>
<td>Promotion</td>
<td>Request quote for event tee shirt from 3 vendors</td>
</tr>
<tr>
<td>70</td>
<td>7/7/2018</td>
<td>Promotion</td>
<td>Contact Palm Coast Observer and WNZF about advertising opportunities, negotiate sponsorship</td>
</tr>
<tr>
<td>150</td>
<td>4/18/2018</td>
<td>Logistics</td>
<td>Meet with FPCHS Athletic Director and determine logistics</td>
</tr>
<tr>
<td>98</td>
<td>6/9/2018</td>
<td>Logistics</td>
<td>Order awards</td>
</tr>
<tr>
<td>60</td>
<td>6/27/2018</td>
<td>Chairman</td>
<td>Hold committee meeting</td>
</tr>
<tr>
<td>79</td>
<td>6/28/2018</td>
<td>Chairman</td>
<td>Get volunteers for the event based on needs determined by logistics committee</td>
</tr>
<tr>
<td>73</td>
<td>7/4/2018</td>
<td>Promotion</td>
<td>Attend Celebration 5K in Flagler Beach and put filler in race bag.</td>
</tr>
<tr>
<td>45</td>
<td>8/1/2018</td>
<td>Chairman</td>
<td>Hold committee meeting</td>
</tr>
<tr>
<td>45</td>
<td>8/1/2018</td>
<td>Marketing</td>
<td>Get sponsor for goody bags</td>
</tr>
<tr>
<td>45</td>
<td>8/1/2018</td>
<td>Tour</td>
<td>Review equipment needs including signs</td>
</tr>
<tr>
<td>30</td>
<td>8/16/2018</td>
<td>Chairman</td>
<td>Hold Committee Meeting</td>
</tr>
<tr>
<td>30</td>
<td>8/16/2018</td>
<td>Sponsors</td>
<td>Contact sponsors and ask for goody bag items</td>
</tr>
<tr>
<td>30</td>
<td>8/16/2018</td>
<td>Promotion</td>
<td>Contact PC Observer for Ormond Beach outside county advertising options</td>
</tr>
<tr>
<td>30</td>
<td>8/16/2018</td>
<td>Logistics</td>
<td>Recruit someone to sing the National Anthem</td>
</tr>
<tr>
<td>30</td>
<td>8/16/2018</td>
<td>Logistics</td>
<td>Finalize logistics</td>
</tr>
<tr>
<td>30</td>
<td>8/16/2018</td>
<td>Chairman</td>
<td>Hold committee meeting</td>
</tr>
<tr>
<td>30</td>
<td>8/16/2018</td>
<td>Promotion</td>
<td>Write a news release, distribute to contacts</td>
</tr>
<tr>
<td>20</td>
<td>8/26/2018</td>
<td>Logistics</td>
<td>Get insurance certificate for BOCC and send to TDC</td>
</tr>
<tr>
<td>15</td>
<td>8/31/2018</td>
<td>Food</td>
<td>Make a list of food items and water needs</td>
</tr>
<tr>
<td>10</td>
<td>9/5/2018</td>
<td>Registration</td>
<td>Set up registration bin (day of registration forms, pens, extra bib numbers, air horn to start event)</td>
</tr>
<tr>
<td>Date</td>
<td>Action</td>
<td>Details</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>8/26/2018</td>
<td>Logistics</td>
<td>Hold committee meeting, review final sequence of events and volunteer lists</td>
<td></td>
</tr>
<tr>
<td>9/12/2018</td>
<td>Food</td>
<td>Go shopping for food items (bananas, oranges, nutrigrain bars, bagels, water, Gatorade)</td>
<td></td>
</tr>
<tr>
<td>9/8/2018</td>
<td>Promotion</td>
<td>Pick up tee shirts</td>
<td></td>
</tr>
<tr>
<td>9/8/2018</td>
<td>Chairman</td>
<td>Hold committee meeting</td>
<td></td>
</tr>
<tr>
<td>9/13/2018</td>
<td>Promotion</td>
<td>Make up goody bags</td>
<td></td>
</tr>
<tr>
<td>9/13/2018</td>
<td>Registration</td>
<td>Close on line registration, make the final pre registration list, make labels for goody bags</td>
<td></td>
</tr>
<tr>
<td>9/5/2018</td>
<td>Logistics</td>
<td>Pick up awards</td>
<td></td>
</tr>
<tr>
<td>9/13/2018</td>
<td>Logistics</td>
<td>Get money bank for pre-registration and day of registration</td>
<td></td>
</tr>
<tr>
<td>9/14/2018</td>
<td>ALL</td>
<td>Hold pre-event packet pick up at Auditorium</td>
<td></td>
</tr>
<tr>
<td>9/14/2018</td>
<td>Logistics</td>
<td>Mark course</td>
<td></td>
</tr>
<tr>
<td>9/15/2018</td>
<td>ALL</td>
<td>Hold event</td>
<td></td>
</tr>
</tbody>
</table>
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Date: 06/12/17

Event Planner

Date: 06/30/17

Post Meeting Date / Time: This
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast Logo](www.visitflagler.com)

I, **Lisa McQuaid**, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

**Signature**

6-30-17

Date

6-2-17

Date

Palm Coast & The Flagler Beaches
Organization: HT Production Company
Mailing Address: 59 Coral Reef Ct N Palm Coast, FL 32137
Contact Person: Heather Thompson
Email Address: HTProductionCompany@gmail.com
Phone: 770-310-9123
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

<table>
<thead>
<tr>
<th>Event Name:</th>
<th>Palm Coast Seafood Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Dates:</td>
<td>March 9, 10 &amp; 11, 2018</td>
</tr>
<tr>
<td>Amount Requested:</td>
<td>$1,250</td>
</tr>
<tr>
<td>Budget for Event*:</td>
<td>$34,000</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?
Several of the vendors and entertainers who will be attending this event are from out of the area and will need places to stay for 1-3 nights.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
Because of the nature of this event, most of the marketing will be to the local area or day trip range. Advertising will be radio, print media and internet. We will also market to the bikers coming in for Daytona Bike Week.

How will you demonstrate a willingness to work with the tourism industry?
We are very willing to cross market with local businesses and accommodations.
Please provide evidence as to how the event will be self-funded in subsequent years. After a successful first year and the event continues to grow, local businesses are more inclined to assist in sponsorship.

Soundness of Proposed Event

Clearly identify the event's objectives.
We are looking to produce a well attended and fun event that will have people looking forward to next year. It was projected by the city that the 2017 Palm Coast Seafood Festival had over 12,000 attendees.

What is the timetable for implementation of the event?
We have already published the website for this event and started social media. Sponsors and vendors from last year are already on board. The radio and newspaper advertising will start approx 30 days before the event.

What additional funding sources will be utilized?
We have some of the income from the sponsors, vendors, food vendors. The event will charge $5/adult admission fee.

How do you intend to accomplish your slated objectives?
By extensive advertising & marketing to the potential market we discussed earlier (locals, day trippers and bikers). The local market has been very receptive in previous years when the seafood festival was held.

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?
Brining visitors to the area - from out of state - associate Florida with seafood. By providing this event with seafood, pirates, music, car show, comhole - it will serve to enhance their local vacation experience.

What incremental economic activity is stimulated through the quality of the visitor experience?
Hotel accommodations, restaurant business and possibly real estate market. By providing the visitor with an entertaining time, they will look back at their vacation and wish to return.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
Hotel accommodations, restaurant and local businesses will increase revenue.

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?
Radio, print media as well as posters and flyers locally and into the North Volusia County market. Also, use of internet and social media marketing for out of the area and motorcycle riders.

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

Funding

<table>
<thead>
<tr>
<th>How much gross income is intended to be collected from this event?</th>
<th>$60,000</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>List Past TDC funding:</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>Event</td>
<td>$1,250</td>
<td>$1,250</td>
</tr>
<tr>
<td>2017</td>
<td>Palm Coast Seafood Festival</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.)
We are currently reaching out to local businesses to secure sponsorships.

Event History

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

Authorized Agent:  
Name:  Heather Thompson  
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 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.

Heather Thompson  
Authorized Agent Signature  
6.19.17  
Date

Received by Tourism Development Office By:  
TDC Authorized Signature  
6.19.17  
Date

Fund 110 Promotional Activities – 2017–18 Request for Regional Market Special Event Funding  
Initial Here:  
HT
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast and the Flagler Beaches](www.visitflagler.com)

I, **Heather Thompson**, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

---

**Heather Thompson**

Signature

**6.19.17**

Date

---

Palm Coast & The Flagler Beaches

**6.17.17**

Date
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9 signed
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date

Post Meeting Date / Time:
# Palm Coast Seafood Festival

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Palm Coast:</td>
<td>$3,233.50</td>
</tr>
<tr>
<td>Special Event Permit:</td>
<td>$105.00</td>
</tr>
<tr>
<td>Zoning Review (Alcohol license)</td>
<td>$40.00</td>
</tr>
<tr>
<td>Road Closure</td>
<td>$250.00</td>
</tr>
<tr>
<td>Traffic Message Boards</td>
<td>$60.00</td>
</tr>
<tr>
<td>Event Directional Signage</td>
<td>$100.00</td>
</tr>
<tr>
<td>Recycling Bins</td>
<td>$392.00</td>
</tr>
<tr>
<td>Temporary Fencing</td>
<td>$511.50</td>
</tr>
<tr>
<td>Portable Light Stands</td>
<td>$150.00</td>
</tr>
<tr>
<td>PW Labor Charges</td>
<td>$260.00</td>
</tr>
<tr>
<td>Event Sign</td>
<td>$175.00</td>
</tr>
<tr>
<td>Water Connection</td>
<td>$565.00</td>
</tr>
<tr>
<td>Electrical Service</td>
<td>$50.00</td>
</tr>
<tr>
<td>MERV unit</td>
<td>$375.00</td>
</tr>
<tr>
<td>Building Inspection</td>
<td>$200.00</td>
</tr>
<tr>
<td>Flagler County Sheriff’s office</td>
<td>$7,100.00</td>
</tr>
<tr>
<td>Event Insurance</td>
<td>$2,200.00</td>
</tr>
<tr>
<td>Advertising</td>
<td>$7,700.00</td>
</tr>
<tr>
<td>Radio Advertising</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Newspaper Advertising</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Website</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Social Media Marketing (Facebook Boost)</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Poster &amp; Flyers</td>
<td>$500.00</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Sound - Eclipse Studios</td>
<td>$2,400.00</td>
</tr>
<tr>
<td>Event Payroll</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Stage Rental</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Tables, Tents, Chairs</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Port-a-potties</td>
<td>$800.00</td>
</tr>
<tr>
<td>Ice</td>
<td>$250.00</td>
</tr>
<tr>
<td>Misc.</td>
<td>$1,000.00</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$41,883.50</strong></td>
</tr>
</tbody>
</table>
Organization: Rotary Club of Flagler Beach
Mailing Address: P.O. Box 2005 Flagler Beach, Florida 32136
Contact Person: Bob Snyder
Phone: 407-721-6742
Email Address: robertesnyderjr@gmail.com
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: Race of the Runways
Event Dates: 2/3/2018
Amount Requested: $1,250  Budget for Event*: $7,000

*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 travel from all over the state of Florida to participate. For the 2nd time, the event is being held in the evening in an attempt to offer the participants a more unique experience. In 2017, as the front runners proceeded, the airport lights and helicopter lights turned on to greet them. This added to the excitement and enthusiasm for the night. We provide information about other events in the area on our website for registration.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
We will develop a marketing campaign as in previous years. We will use email lists from prior events. Our event will be part of the Run Flagler Racing Series. The event will be promoted at all the Race series events. Also, marketing will be accomplished through social media, radio promotion and print media.

How will you demonstrate a willingness to work with the tourism industry?
We regard the tourism industry as our partners. We will work with other members of the industry, such as area hotels and campgrounds to communicate promotions and incentives.
Please provide evidence as to how the event will be self-funded in subsequent years.
The Rotary Club of Flagler Beach works hard to attract funding from several sources including Rotary International and the grants that are available at the district level.

Soundness of Proposed Event

Clearly identify the event's objectives.
The objective of Race of the Runways is to raise funds for the Rotary Club of Flagler Beach so that we can continue our many programs that benefit the community including Project Share and feeding 200+ families monthly, providing scholarships and supporting several other non-profit, giving organizations. Also, we wish to provide a fun, safe and physical/recreational activity for our community and outsiders who will visit Flagler County.

What is the timetable for implementation of the event?
Our timetable is to plan for this event in the fall/winter 2017 and implement on 2/3/18.

What additional funding sources will be utilized?
We supplement our Revenue for this event through sponsorships and in kind contributions.

How do you intend to accomplish your slated objectives?
We have formed a committee of Rotarians that will begin meeting in September, 2018. All of our club members are engaged in coordinating and working this event. We will develop a marketing and operational plan with assignments for each Rotarian to ensure a smooth running event. One of our biggest partners is Roy S. and his team at the Flagler County Airport. They do a great job.

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?
Many visitors look for sporting events when they come to our area. This event will be included in local and regional listings for running series events.

What incremental economic activity is stimulated through the quality of the visitor experience?
Visitors and locals will eat in Flagler County restaurants, shop in our stores, buy groceries and stay at area hotels.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
When visitors extend their stay, Flagler County businesses will have additional overnight stays in our hotels, campgrounds and vacation rental condos. They will take advantage of additional time to enjoy area attractions, our beautiful beach and other amenities.

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 develop a marketing and advertising plan similar to years past. We will utilize local print media, radio, and social media. The event will be promoted through the Run Flagler Race Series and similar listings.

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? **$15,000**

<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>17</td>
<td>Race of the Runways</td>
<td>$1,500</td>
<td>$1,500</td>
<td>$5,500</td>
</tr>
<tr>
<td>16</td>
<td>Race of the Runways</td>
<td>$1,500</td>
<td>$1,500</td>
<td>$4,756</td>
</tr>
</tbody>
</table>

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

FPL, Brighthouse, Alliance Financial Services, Rue and Ziffra, Craig Flagler Palms, Intracoastal Bank, Coast Title, Palm Coast Observer and Florida Hospital Flagler

Event History

How many years has this event taken place? **6**
Authorized Agent Acknowledgements and Signature

Authorized Agent:  
Name: Bob Snyder  
Title: Member, Rotary Club of Flagler Beach

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  
6/30/17  
Date

Received by Tourism Development Office By:  
TDC Authorized Signature  
6/3/17  
Date
# 2018 Race of the Runways Budget

## Revenues

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Registration</td>
<td>$6,000</td>
</tr>
<tr>
<td>On site Registration</td>
<td>$3,000</td>
</tr>
<tr>
<td>Sponsors</td>
<td>$4,500</td>
</tr>
<tr>
<td>TDC</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$15,000</td>
</tr>
</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>$1,500</td>
</tr>
<tr>
<td>Marketing</td>
<td>$500</td>
</tr>
<tr>
<td>Food</td>
<td>$500</td>
</tr>
<tr>
<td>Event Banner</td>
<td>$200</td>
</tr>
<tr>
<td>Supplies</td>
<td>$300</td>
</tr>
<tr>
<td>Timing equip rental</td>
<td>$1,500</td>
</tr>
<tr>
<td>T Shirts</td>
<td>$2,000</td>
</tr>
<tr>
<td>Awards</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$7,000</td>
</tr>
</tbody>
</table>

## Net Income

$8,000
FUND 110 SPECIAL EVENTS – Regional Drive Market GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Final Survey and Final Status Report
3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
4. Set Post Meeting
5. W-9
6. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Regional Drive Market Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Date: 6/2/17

Event Planner

Date: 6/30/17

Post Meeting Date / Time: TNA
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast and the Flagler Beaches
www.visitflagler.com

I, Robert Snyder, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

6/30/17
Date

Palm Coast & The Flagler Beaches

6/30/17
Date
Fund 110 Promotional Activities
Request for Overnight Stay Special Event Funding

Organization: CAAM Events - Production
Mailing Address: 1239 Bolton Place, Lake Mary, FL 32746
Contact Person: Kim Carney
Email Address: Director@flaglerfondo.com
Phone: 386-846-5493
Fax: N/A
Registered as a non-profit corporation: Yes (if yes please attach proof)

Date: May 15, 2017

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 Fondo 2017
Event Dates: September 15-17, 2017
Amount Requested: $2,500.00 Budget for Event*: $20,855.00

* 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.
See Attached explanation document

Please provide detailed information on your event.
See Attached explanation document
Who is your target audience?
See attached explanation document

How will Flagler County benefit from your event?
See attached explanation document

How many verifiable hotel stays do you project this event will bring to Flagler County? 100

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 (15) Hampton Inn (15), Fairfield Inn (15), Microtel (15). All hotels will be contacted, however, not all of them will reserve or block rooms. Cyclists will find their own accommodations to include staying with friends, rental condos and campground

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)

Cyclists will be given an opportunity to stop if they want to. The rides will take them past the Museum, Washington Oaks, Gamble Rogers. Our website will feature several points of interest for visitors.

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?

Operating fund, registration fees and sponsors

How much gross income is intended to be collected from this event? $41,500.00
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>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td>NA</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.)

Registrations will make up the majority of funding for this event. Sponsors will be solicited. At the time of this application no sponsors have committed. There are registrations.

Event History

How many years has this event taken place? 0

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>
</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?

See attached explanation document

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

See Marketing Campaign attached

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

Our website will link to visitflagler.com, we encourage TDC to be part of the EXPO on Saturday & Sunday. We will use any/all TDC promotional equipment/media available to us.

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

Attached
Soundness of Proposed Event

Clearly identify the event's objectives.
Flagler Fondo's objectives is introduce more people to Flagler County, provide a cycling experience with coastal, inland, and scenic byway tours with multiple activities and to support local hotels and businesses.

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

How do you intend to accomplish your slated objectives?
See attached explanation document

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: Kim M. Carney
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 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: _______ 5-15-17  
Received by Tourism Development Office By:

TDC Authorized Signature: _______ 5-15-17
CAAM Events Marketing markets to a statewide and national audience of cyclists through digital marketing campaigns that include Facebook, sponsored ads, email to a database of active cyclists plus print collateral that is distributed to Bike Shops and events thorough the South East states.

**Detailed information about your event**

Flagler Fondo is a multiday cycling event offering several ride options throughout Flagler County, Volusia County and St. John's County. The start/finish is at the Flagler Executive Airport in Flagler County. Ride maps can be found on our website, flaglerfondo.com. The event will kick off with an Event Director Forum at the Hampton Inn on Friday afternoon followed by a participant party on Friday evening. There will be food and entertainment. Pre-registered cyclists will pick up their event packet. On Saturday morning the EXPO will be in full swing, rides will start at 7AM and 8AM with escorted safety officers at key intersections. There will be timed segments along the rides. Timed segments will give cyclists an opportunity to compete and receive awards. Later in the morning FCSO PAL will host a Bicycle Rodeo for kids and we will have a Bicycle Path Ride on Lehigh Trail. Lunch will be served each day. A food truck environment will be at the festival. Masquerade 5K participants will be invited. After the 5K they will have award ceremony at the Fondo. Participants will receive event teeshirts and finishers medals. On Sunday, rides will start at 7AM and 8AM. Again with escorted starts and safety officers. Throughout the ride there are 6 rest stops for hydration and nourishment.

**Who is your target audience?**

Cycling enthusiasts from SE United States, there will be worldwide exposure; cyclists will come from FL, GA, LA, some have traveled from as far as New England and VA. This event will be marketed as a CAAM Tour Series event. There are multiple benefits available to CAAM Events members. Cycling is one of the fastest growing sports. The average age for cyclists is 40-60 with 30% being female.

**How will Flagler County benefit from your event?**

This event is being marketed as a 3 day weekend destination event. As stated above, cyclists are a mature audience that tends to have more expendable cash. Economic impact without the cost of the registration fee and event promotional items is estimated at over $100,000. Local vendors will be used when possible. Using another cycling event, the largest cycling event in St. John’s County, you can see the breakdown of local vs tourist attendance as well as the number of miles traveled. The event the data is taken from is a one day event. With only 25% of the participants responding to the “where did you stay?” question, there were 57 overnight stays in hotels & campgrounds and 10 or more staying with a friend.
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 multiday. Our data shows that cyclists will travel from outside the area for cycling events with Century rides. We will cross market the Flagler Fondo with the Masquerade 5K to bring families to participate in multiple sports opportunities. The event has an EXPO area with event directors from 30 other events. There will be an Event Director forum on Friday evening. Event Directors will stay over and promote their event at the EXPO and Rest Stops. Participants will be provided links to hotel rooms at the time of registration.

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

This event is a new event for Flagler County. There are several Grand Fondos in the state of Florida. This area including Jacksonville, Gainesville or Orlando does not have a cycling fondo. This event will have high quality accommodations, registration process, food and entertainment. The trend in cycling events is to provide an “experience”. This event is designed to do that.

Soundness of Proposed Event

How do you intend to accomplish your slated objectives?

We anticipate between 800-1000 cyclists in our area over the 3 day event. This will make Flagler Fondo the largest cycling event in Flagler County. Event Directors from all over the state will attend this event to promote other CAAM Events Tour Series events. We estimate our cyclist database as one of the largest in the state. The rides are designed by a cyclist with emphasis on what cyclist’s want. Over 50% of participants “bring a friend” to cycling events. CAAM Events has a referral program to incentivize participants to invite friends are receive discounts. All aspects of the event focuses on safety and the cyclist.

Quality and Uniqueness of the Proposed Event

Flagler County Tourism Council recognizes the importance of sporting events. Although this event is NOT a tournament the potential for reaching tourists outside Flagler County is just as high. We will not book an entire hotel, however, with block booking we feel we will meet or exceed the required overnight stays. We will post all links, our cyclists will find the best value for their tourism dollars. Flagler County is a beautiful location in NE Florida. What better way to experience the beauty than from a bike? CAAM Events Production attends the Bicycle Tour Network Conference and Interbike Conference for cycling event producers. Ideas for cyclist participation, promotion and execution of a successful event will be evaluated each year and incorporated into Flagler Fondo.
### REVENUE
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registrations</td>
<td>$30,000</td>
</tr>
<tr>
<td>Event swag</td>
<td>$ 5,000</td>
</tr>
<tr>
<td>Sponsors</td>
<td>$ 4,000</td>
</tr>
<tr>
<td>TDC Grant</td>
<td>$ 2,500</td>
</tr>
</tbody>
</table>

**TOTAL REVENUE** $ 41,500

### EXPENSES

#### Advertising/Marketing
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing</td>
<td>$ 350</td>
</tr>
<tr>
<td>Event Banner</td>
<td>$ 200</td>
</tr>
<tr>
<td>Facebook Ads</td>
<td>$ 500</td>
</tr>
<tr>
<td>Ad PCO</td>
<td>$ 400</td>
</tr>
<tr>
<td>CAAM Marketing</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

**Total Advertising/Marketing** $ 2,550

#### Food/Cyclist Support
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directional Signage</td>
<td>$ 300</td>
</tr>
<tr>
<td>Road Markings</td>
<td>$ 800</td>
</tr>
<tr>
<td>Food/water Rest stop</td>
<td>$ 900</td>
</tr>
<tr>
<td>Finishers Metal</td>
<td>$ 700</td>
</tr>
<tr>
<td>Timing Company</td>
<td>$ 680</td>
</tr>
<tr>
<td>Profession SAG Vehicles</td>
<td>$1,500</td>
</tr>
<tr>
<td>Supplies</td>
<td>$ 500</td>
</tr>
<tr>
<td>Event Jersey</td>
<td>$2,400</td>
</tr>
<tr>
<td>Print maps</td>
<td>$ 155</td>
</tr>
<tr>
<td>Post event refreshments</td>
<td>$3,500</td>
</tr>
<tr>
<td>Police support</td>
<td>$ 750</td>
</tr>
</tbody>
</table>

**Total Food/Cyclist Support** $12,185

#### Other expenses
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations back to organizations</td>
<td>$ 800</td>
</tr>
<tr>
<td>Event Insurance</td>
<td>$ 950</td>
</tr>
<tr>
<td>Tent/Table/chairs</td>
<td>$ 700</td>
</tr>
<tr>
<td>Portable toilets</td>
<td>$ 500</td>
</tr>
<tr>
<td>Tshirts</td>
<td>$ 4,000</td>
</tr>
</tbody>
</table>

**Total Other** $ 6,150

**TOTAL EXPENSE** $ 20,885

### NET INCOME

**$ 20,615**
<table>
<thead>
<tr>
<th>DAYS OUT</th>
<th>9/16/2017</th>
<th>ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>254</td>
<td>1/5/2017</td>
<td>Select Date for Event</td>
</tr>
<tr>
<td>255</td>
<td>1/4/2017</td>
<td>Post event on CAAM</td>
</tr>
<tr>
<td>256</td>
<td>1/3/2017</td>
<td>Meet with TDC to go over Grant Application</td>
</tr>
<tr>
<td>228</td>
<td>1/31/2017</td>
<td>TDC meeting</td>
</tr>
<tr>
<td>195</td>
<td>3/5/2017</td>
<td>BOCC Meeting grant approval</td>
</tr>
<tr>
<td>200</td>
<td>2/28/2017</td>
<td>Set up event on Facebook</td>
</tr>
<tr>
<td>200</td>
<td>2/28/2017</td>
<td>Send out email blast to &quot;Save the Date&quot;</td>
</tr>
<tr>
<td>174</td>
<td>3/26/2017</td>
<td>Update event website/Race Roster registration</td>
</tr>
<tr>
<td>160</td>
<td>4/9/2017</td>
<td>Contact Airport Director about use</td>
</tr>
<tr>
<td>160</td>
<td>4/9/2017</td>
<td>Update Sponsor Packet</td>
</tr>
<tr>
<td>150</td>
<td>4/19/2017</td>
<td>Design &amp; print flyer/postcards</td>
</tr>
<tr>
<td>150</td>
<td>4/19/2017</td>
<td>Mail out sponsor packets, can email</td>
</tr>
<tr>
<td>130</td>
<td>5/9/2017</td>
<td>Design Event tee shirt, get quotes</td>
</tr>
<tr>
<td>120</td>
<td>5/19/2017</td>
<td>Review route &amp; create map</td>
</tr>
<tr>
<td>123</td>
<td>5/16/2017</td>
<td>Meet with TDC to go over Grant Application</td>
</tr>
<tr>
<td>87</td>
<td>6/21/2017</td>
<td>TDC meeting</td>
</tr>
<tr>
<td>75</td>
<td>7/3/2017</td>
<td>BOCC Meeting grant approval</td>
</tr>
<tr>
<td>70</td>
<td>7/8/2017</td>
<td>Contact entertainment and sign contract</td>
</tr>
<tr>
<td>120</td>
<td>5/19/2017</td>
<td>Work on Jersey design</td>
</tr>
<tr>
<td>98</td>
<td>6/10/2017</td>
<td>Confirm SAG stop sponsors</td>
</tr>
<tr>
<td>80</td>
<td>6/28/2017</td>
<td>Contact food trucks</td>
</tr>
<tr>
<td>79</td>
<td>6/29/2017</td>
<td>Confirm EXPO participants and assign spaces</td>
</tr>
<tr>
<td>90</td>
<td>6/18/2017</td>
<td>Contact Jake at pcBike for SAG vehicle support</td>
</tr>
<tr>
<td>45</td>
<td>8/2/2017</td>
<td>Check SAG stop equipment/supplies, make list of items needed</td>
</tr>
<tr>
<td>45</td>
<td>8/2/2017</td>
<td>contact FB police captain to lead out event</td>
</tr>
<tr>
<td>45</td>
<td>8/2/2017</td>
<td>Article in Florida Freewheeler newsletter &amp; on line clubs</td>
</tr>
<tr>
<td>30</td>
<td>8/17/2017</td>
<td>Order Event Tee shirts</td>
</tr>
<tr>
<td>30</td>
<td>8/17/2017</td>
<td>Contact Rest Stop locations, get permits/insurance, etc.</td>
</tr>
<tr>
<td>30</td>
<td>8/17/2017</td>
<td>Order portable showers</td>
</tr>
<tr>
<td>30</td>
<td>8/17/2017</td>
<td>Get insurance</td>
</tr>
<tr>
<td>30</td>
<td>8/17/2017</td>
<td>Call for Portable toilets</td>
</tr>
<tr>
<td>30</td>
<td>8/17/2017</td>
<td>Send out emergency services and police memo</td>
</tr>
<tr>
<td>30</td>
<td>8/17/2017</td>
<td>Send out maps put rest stop schedule and contacts on the back</td>
</tr>
<tr>
<td>24</td>
<td>8/23/2017</td>
<td>Conduct committee coordinators meeting</td>
</tr>
<tr>
<td>20</td>
<td>8/27/2017</td>
<td>Order event banner and any signs needed</td>
</tr>
<tr>
<td>15</td>
<td>9/1/2017</td>
<td>Make food list for SAG stops</td>
</tr>
<tr>
<td>15</td>
<td>9/1/2017</td>
<td>Order Trail Mix from Nuts.com</td>
</tr>
<tr>
<td>20</td>
<td>8/27/2017</td>
<td>Organize rest stop bins, update lists for contents of bins</td>
</tr>
<tr>
<td>20</td>
<td>8/27/2017</td>
<td>Make a rest stop SPECIFIC list of food items/water/etc.</td>
</tr>
<tr>
<td>15</td>
<td>9/1/2017</td>
<td>Make food list for BarBQ and Breakfast</td>
</tr>
<tr>
<td>15</td>
<td>9/1/2017</td>
<td>News Release for local media</td>
</tr>
<tr>
<td>11</td>
<td>9/5/2017</td>
<td>Have &quot;Marking&quot; meeting</td>
</tr>
<tr>
<td>11</td>
<td>9/5/2017</td>
<td>Organize a meeting with rest stop coordinators to go over duties</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Task Description</td>
</tr>
<tr>
<td>---</td>
<td>------------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>10</td>
<td>9/5/2017</td>
<td>Send out email to SPONSORS for goodie bag, free registration, etc.</td>
</tr>
<tr>
<td>10</td>
<td>9/6/2017</td>
<td>Ad in Palm Coast Observer</td>
</tr>
<tr>
<td>6</td>
<td>9/10/2017</td>
<td>Order food</td>
</tr>
<tr>
<td>7</td>
<td>9/9/2017</td>
<td>Confirm tent/tables/chairs</td>
</tr>
<tr>
<td>5</td>
<td>9/11/2017</td>
<td>Ad in Palm Coast Observer</td>
</tr>
<tr>
<td>4</td>
<td>9/12/2017</td>
<td>Mark roads</td>
</tr>
<tr>
<td>3</td>
<td>9/13/2017</td>
<td>Make goodie bags</td>
</tr>
<tr>
<td>1</td>
<td>9/15/2017</td>
<td>Put out directional signs</td>
</tr>
</tbody>
</table>
Fund 110 Overnight Stay Special Event Grant –

*Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast and Flagler Beaches Logo](www.visitflagler.com)

I, [Kim M. Carney](signature), understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

[Signature]

5-16-17

Date

[Witness Signature]

5-16-17

Date
FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL
1769 East Moody Boulevard
Bunnell, FL 32110
386-313-4013

FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9 – EMV
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

5-6-17
5-18-17

Date
Date

Post Meeting Date / Time: 5/6/17
<table>
<thead>
<tr>
<th>Cost</th>
<th>Publication Date</th>
<th>Company</th>
<th>Publication Type</th>
<th>Market</th>
<th>Cycle/Jackie</th>
<th>Website, Email List</th>
<th>Facebook Ads</th>
<th>Event Banner</th>
<th>Event Flyers/Postcards</th>
<th>Fondo Bici Colorado Association</th>
<th>Fondo Bici Colorado Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,550</td>
<td>SEP-17</td>
<td>PAMCOAS Observer</td>
<td>Weekly</td>
<td>1,200</td>
<td>Cycle/Jackie</td>
<td>Website, Email List</td>
<td>Facebook Ads</td>
<td>Event Banner</td>
<td>Event Flyers/Postcards</td>
<td>Fondo Bici Colorado Association</td>
<td>Fondo Bici Colorado Association</td>
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<td>$400</td>
<td>SEP-17</td>
<td>Fuego Fundo</td>
<td>Weekly</td>
<td>600</td>
<td>Cycle/Jackie</td>
<td>Website, Email List</td>
<td>Facebook Ads</td>
<td>Event Banner</td>
<td>Event Flyers/Postcards</td>
<td>Fondo Bici Colorado Association</td>
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<td>Fuego Fundo</td>
<td>Weekly</td>
<td>200</td>
<td>Cycle/Jackie</td>
<td>Website, Email List</td>
<td>Facebook Ads</td>
<td>Event Banner</td>
<td>Event Flyers/Postcards</td>
<td>Fondo Bici Colorado Association</td>
<td>Fondo Bici Colorado Association</td>
</tr>
<tr>
<td>$500</td>
<td>JULY-SEP</td>
<td>Fuego Fundo</td>
<td>Weekly</td>
<td>500</td>
<td>Cycle/Jackie</td>
<td>Website, Email List</td>
<td>Facebook Ads</td>
<td>Event Banner</td>
<td>Event Flyers/Postcards</td>
<td>Fondo Bici Colorado Association</td>
<td>Fondo Bici Colorado Association</td>
</tr>
<tr>
<td>FREE</td>
<td>DEC-SEP</td>
<td>Fuego Fundo</td>
<td>Weekly</td>
<td>800</td>
<td>Cycle/Jackie</td>
<td>Website, Email List</td>
<td>Facebook Ads</td>
<td>Event Banner</td>
<td>Event Flyers/Postcards</td>
<td>Fondo Bici Colorado Association</td>
<td>Fondo Bici Colorado Association</td>
</tr>
<tr>
<td>$1,100,00</td>
<td>JANUARY 1 - SEP 17</td>
<td>Fuego Fundo</td>
<td>Weekly</td>
<td>1,500</td>
<td>Cycle/Jackie</td>
<td>Website, Event Banner</td>
<td>Facebook Ads</td>
<td>Event Banner</td>
<td>Event Flyers/Postcards</td>
<td>Fondo Bici Colorado Association</td>
<td>Fondo Bici Colorado Association</td>
</tr>
</tbody>
</table>
W-9
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.)

2. Business name/disregarded entity name, if different from above
CAAM Events LLC

3. Check appropriate box for federal tax classification; check only one of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC
☐ C Corporation
☐ S Corporation
☐ Partnership
☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=S 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)
   (Applies to accounts maintained outside the U.S.)

5. Address (number, street, and apt. or suite no.)
1239 Bolton Place

6. City, state, and ZIP code
Lake Mary, FL 32746

7. List account number(s) 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 name to enter.

Social security number

OR

Employer identification number
8 1 - 5 1 6 3 0 3 5

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 on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of a 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

5 - 16 - 17

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/f9.

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 (ITIN), 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-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1098-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 a 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.
Flagler County Tourist Development Council

Fund 110 Promotional Activities
Request for Overnight Stay Special Event Funding

Date: June 30th, 2017

Organization: Double K Rodeo Productions Incorporated
Mailing Address: 12085 61st ST N West Palm Beach, Florida 33412
Contact Person: Cynthia Cruz Kimball
Email Address: doublekrodeoproductions@yahoo.com
Phone: (205) 760-3452
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: First Annual Flagler County Extreme Rodeo
Event Dates: Friday September 29th and Saturday September 30th 2017
Amount Requested: $5,000.00  Budget for Event*: $45,500.00

* 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 are hoping to draw in people who live in and out of the community for our rodeo event through radio, social media, and print work as well.

Please provide detailed information on your event.

Initialed Box 24b: CCK
Who is your target audience?
Families, Seniors, and College students. This is an all age event. Rodeos intrigue all age

How will Flagler County benefit from your event?
Rodeo is currently not an event on your calendar in Flagler County. We will be making this an annual event to encourage the sport of rodeo.

How many verifiable hotel stays do you project this event will bring to Flagler County? 200

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:
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)

We will be hosting a local kickoff party.

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?

Advertising sales as well as ticket sales.

How much gross income is intended to be collected from this event? $63,500.00
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>
</table>

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

Our sponsors include Dodge Rodeo, Wrangler, Ariat Boots, the U.S Army, Corona, Hillbilly Bourbon, Tito's Handmade Vodka, and Crown Royal. Our funding is all unrelated through advertising.

Event History

How many years has this event taken place? 0

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>
</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?

By advertising through radio, social media, and print work. This should be enough draw to pull in from other counties.

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

Our radio ads will be running for six weeks prior to the event on four local radio stations. These radio stations will be having morning and afternoon contests and ticket give aways. Tickets will also be sold from

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

By incorporating your business into our event through radio and print work.

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

From the event being established and successful the advertising dollars will come much easier.

phk
Soundness of Proposed Event

Clearly identify the event's objectives.

Double K Rodeo wants to bring back the sport of rodeo to Bunnell county.

What is the timetable for implementation of the event?

Thursday night September 28th kickoff party will be held, destination to be announced. Gates open at 6pm both Friday and Saturday night (September 29th and 30th). Rodeo start time 7:30pm est, rodeo ends nightly between 9:30 and 10:00pm. Live entertainment / rodeo dance will begin immediately following rodeo till 12am.

How do you intend to accomplish your slated objectives?

We have been doing this for 23 years. Starting a rodeo in a new town is not easy, but we intend on making this a huge success for Flagler county and an annual event.

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.
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.

Cynthia Kimbrell
Authorized Agent Signature

6-30-2017
Date

Received by Tourism Development Office By:

[Signature]
TDC Authorized Signature

6-30-17
Date
<table>
<thead>
<tr>
<th>Account Title</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue</td>
<td>$3,200.00</td>
</tr>
<tr>
<td>Insurance</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Advertising</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Signs/Print work/tickets</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Hotels (Double K Staff)</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Stock</td>
<td>$6,200.00</td>
</tr>
<tr>
<td>Judges/Secretary/Bullfighters</td>
<td>$3,600.00</td>
</tr>
<tr>
<td>Music/Entertainment</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Rodeo Clown</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Announcer</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Police/EMT</td>
<td>$2,400.00</td>
</tr>
<tr>
<td>Extra lights and bathrooms</td>
<td>$1,600.00</td>
</tr>
<tr>
<td>Employees</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Contest Money</td>
<td>$8,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$45,500.00</strong></td>
</tr>
</tbody>
</table>
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast and the Flagler Beaches Logo](www.visitflagler.com)

I, [Signature], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature: [Signature]

Date: 6-30-17

Palm Coast & The Flagler Beaches

Date: 6-30-17
FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

**Pre-Meeting Checklist**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Review of Grant Application</td>
</tr>
<tr>
<td>2.</td>
<td>Review of Economic Impact Survey</td>
</tr>
<tr>
<td>3.</td>
<td>Lodging List</td>
</tr>
<tr>
<td>4.</td>
<td>Lodging Opportunity Form</td>
</tr>
<tr>
<td>5.</td>
<td>Review of Visitor Questionnaire</td>
</tr>
<tr>
<td>6.</td>
<td>Review of Economic Impact Summary Report</td>
</tr>
<tr>
<td>7.</td>
<td>Review of Final Survey and Final Status Report</td>
</tr>
<tr>
<td>8.</td>
<td>Review of Advertising Requirements &amp; Resources (new logo must be on ALL advertising)</td>
</tr>
<tr>
<td>9.</td>
<td>Set Post Meeting</td>
</tr>
<tr>
<td>10.</td>
<td>W-9</td>
</tr>
<tr>
<td>11.</td>
<td>The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.</td>
</tr>
</tbody>
</table>

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date: 6-30-17

Post Meeting Date / Time: TBD
Flagler County TDC

AND THE

Flagler Beaches

www.VisitFlagler.com

Palm Coast

Fund 110 Promotional Activities
Request for Overnight Stay Special Event Funding

Date: 6/5/2017

Organization: Flagler Sports and Conservation Association Inc dba Flagler Gun & Archery Club
Mailing Address: 16 Renfro Lane Palm Coast FL 32164

Contact Person: Martin Brabham
Phone: 386-931-5613
Email Address: gmbrabha@gmail.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: CFDA Florida State and Eastern U.S. Territorial Championships
Event Dates: April 12-15, 2018
Amount Requested: $4,000.00 Budget for Event*: $16,000.00

* 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.

N/A

Please provide detailed information on your event.

This is a shooting competition using single action pistols and revolvers to see who can draw and hit the target the fastest! We dress up in 1800's time period clothes, use dixies, and compete for the fastest gun. www.cutthroatbodies.com

Fund 110 Promotional Activities - 2017-18 Request for Overnight Stay Special Event Funding - Page 1 of 5 - Initial Here: MIA
Who is your target audience?
Other Cowboy Fast Draw Association Participants and local spectators. This is a great spectator sport.

How will Flagler County benefit from your event?
It will bring in approximately 100 to 200 people staying in local hotels, eating at local restaurants, shopping at local stores, etc.

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

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):
I plan to be using the Hilton Garden Inn

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?
Flagler Gun & Archery Club

How much gross income is intended to be collected from this event? 0.00
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>17</td>
<td>Florida State &amp; Eastern Territorial Championships</td>
<td>$4,000.00</td>
<td>$4,000.00</td>
<td>$4,000.00</td>
</tr>
</tbody>
</table>

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

Mernickle Holsters, Starline Brass, Flatlanders Shootist Society, EMF Firearms, CFDA, JD Trailer Sales

Event History

How many years has this event taken place? 1

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>Attendance</th>
<th>Out of Town</th>
<th>Verifiable</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Flagler Gun &amp; Archery</td>
<td>100</td>
<td>60</td>
<td>213</td>
<td>$16,500.00</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?

Participants in this sport will come to participate in the match and when here will be able to visit Palm Coast to see what we have to offer.

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

Mostly through internet. The event is listed on the Cowboy Fast Draw Association Website. I have a separate website marketing the event as well as a Facebook account, Cowboy Fast Draw Chronicle, Emails, Word of mouth, Flyers, Newspaper, and at other similar events.

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

By collaboratively working together, Using Palm Coast Logo on marketing material, promoting Palm Coast on website and other marketing material.

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

This event will be self funded in future years by growing the participation level to cover the cost.
Soundness of Proposed Event

Clearly identify the event's objectives.
To put on a State and Eastern Territorial Cowboy Fast Draw Championship to draw in competitors from around the country. The Eastern Territorial covers 23 states on the East Coast that I am the only one who can put on this championship match.

What is the timetable for implementation of the event?
For everything to be completed by March 2018. Approval by CFDA, Secure funds from Flagler Gun & Archery, 20,000 rounds of wax ammo loaded, trophies designed and ordered, Targets and equipment secured, Promote to local media, secure local vendors.

How do you intend to accomplish your slated objectives?
Received money from Flagler Gun & Archery Club, Promote through internet, websites, facebook, local media.

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.

This is a unique event not held anywhere else in the state of Florida. It is not only a competitive sport but also uniquely designed to be very entertaining for the general public (spectators). This event covers 23 states territory for the Cowboy Fast Draw Association that can only be held here until I release the event. I plan to hold next years event at the Florida Agriculture Museum.
Authorized Agent: Martin Brabham
Name: Action Range Director Flagler Gun & Archery Club

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

6-5-17
Date

Received by Tourism Development Office By:

[Signature]
TDC Authorized Signature

6-7-17
Date
**2017 FLORIDA NOT FOR PROFIT CORPORATION ANNUAL REPORT**

**Entity Name:** FLAGLER SPORTS & CONSERVATION ASSOCIATION, INC.

**Current Principal Place of Business:**
1290 CR 90 E
BUNNELL, FL 32110

**Current Mailing Address:**
PO BOX 156
BUNNELL, FL 32110 US

**FEI Number:** 59-3727396

**Certificate of Status Desired:** No

**Name and Address of Current Registered Agent:**
CANFIELD, STEVEN J MIR.
8 WOODGLEN PL.
PALM COAST, FL 32164 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

**SIGNATURE:** STEVEN J CANFIELD

**Electronic Signature of Registered Agent**

<table>
<thead>
<tr>
<th>Officer/Director Detail</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td><strong>P</strong></td>
</tr>
<tr>
<td><strong>Name</strong></td>
<td>CANFIELD, STEVE</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>8 WOODGLEN PLACE</td>
</tr>
<tr>
<td><strong>City-State-Zip:</strong></td>
<td>PALM COAST FL 32164</td>
</tr>
<tr>
<td><strong>Title</strong></td>
<td>TREASURER</td>
</tr>
<tr>
<td><strong>Name</strong></td>
<td>RYAN, BRIAN P</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>4 PRETORIA LANE</td>
</tr>
<tr>
<td><strong>City-State-Zip:</strong></td>
<td>PALM COAST FL 32164</td>
</tr>
</tbody>
</table>

| **Title** | **S** |
| **Name** | PARKS, WILLIAM W |
| **Address** | 48 CLUBHOUSE DR. #207 |
| **City-State-Zip:** | PALM COAST FL 32138 |
| **Title** | VP |
| **Name** | BULL, DAVID JR |
| **Address** | 9 SPANISH MOSS COURT |
| **City-State-Zip:** | PALM COAST FL 32137 |

| **Title** | GOVERNOR |
| **Name** | COSTELLO, DONALD T JR |
| **Address** | 81 BURBANK DR |
| **City-State-Zip:** | PALM COAST FL 32137 |

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 617, Florida Statutes, and that my name appears above, or on an attachment with all other like empowered.

**SIGNATURE:** STEVEN J CANFIELD

**Electronic Signature of Signing Officer/Director Detail**

**Date:** 02/09/2017
<table>
<thead>
<tr>
<th>Income</th>
<th># Shooters</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>10</td>
</tr>
<tr>
<td>$20,000</td>
<td>20</td>
</tr>
<tr>
<td>$30,000</td>
<td>30</td>
</tr>
<tr>
<td>$40,000</td>
<td>40</td>
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<tr>
<td>$50,000</td>
<td>50</td>
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<tr>
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<td>$70,000</td>
<td>70</td>
</tr>
<tr>
<td>$80,000</td>
<td>80</td>
</tr>
<tr>
<td>$90,000</td>
<td>90</td>
</tr>
<tr>
<td>$100,000</td>
<td>100</td>
</tr>
</tbody>
</table>

**Total**

- Cash Prize Total: $15,885.00
- State & Territorial Match: 2018

**Sanction Fees Include 3 Guns, 4 Total**

- Entry to the World's Event and Championship Belt Buckles, Free
- Several Misc Items

**Subtotal**

- $14,955.00

**Income**

<table>
<thead>
<tr>
<th>Income</th>
<th># Shooters</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>10</td>
</tr>
<tr>
<td>$20,000</td>
<td>20</td>
</tr>
<tr>
<td>$30,000</td>
<td>30</td>
</tr>
<tr>
<td>$40,000</td>
<td>40</td>
</tr>
<tr>
<td>$50,000</td>
<td>50</td>
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<tr>
<td>$60,000</td>
<td>60</td>
</tr>
<tr>
<td>$70,000</td>
<td>70</td>
</tr>
<tr>
<td>$80,000</td>
<td>80</td>
</tr>
<tr>
<td>$90,000</td>
<td>90</td>
</tr>
<tr>
<td>$100,000</td>
<td>100</td>
</tr>
</tbody>
</table>

**Cash Prize State**

- $2,500.00
- $1,000.00
- $500.00

**4 Single Action Revolvers**

- $75.00
- $1,000.00
- $2,000.00
- $4,000.00

**Miscellaneous**

- $200.00
- $500.00
- $1,000.00

**State & Territorial Match**

- $2,500.00
- $4,000.00
- $5,000.00
- $7,500.00

**Total**

- $15,885.00

**Total**

- Extra cost for banquet meal for 60 people
- Banquet Room Fee
- 15,000 Primers
- 15,000 Max Bullets
- 15,000 Pink 45 LC Brass
- Powder
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast logo](www.visitflagler.com)

I, **Martin Brabham**, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

---

**Signature**

---

Date: 6-9-17

---

Palm Coast & The Flagler Beaches

Date: 6-9-17
FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date: 6-9-17

Post Meeting Date / Time: 
Organization: Palm Coast Arts Foundation  
Mailing Address: P.O. Box 351766 Palm Coast, FL 32135  
Contact Person: Barrie Michaels  
Email Address: Barrie@PalmCoastArtsFoundation.com  
Phone: 386-226-4394  
Fax:  
Registered as a non-profit corporation: No  
Yes (if yes please attach proof) - on file  

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: Palm Coast Family Flow Fest  
Event Dates: Saturday, October 21, 2017  
Amount Requested: 2,600.  
Budget for Event*: 4,000 8,000 Cnc  
* 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.  

Print ads  

Please provide detailed information on your event.  
Flow fests are free public events offering participants the opportunity to study movement arts with instructors from across the globe.
Who is your target audience?
Ages 9-55

How will Flagler County benefit from your event?
The Premier Palm Coast Family Flow Fest will be the first one in all North-Central Florida thereby bringing a unique and unparalleled event to Flagler County which will generate interest from the press and attract people from Jacksonville to Melbourne. Flow Fests are highly anticipated and successful events that are held annually worldwide.

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

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:

- 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)

Yes, "Find your zen at Princess Place, Flagler Beach, and Washigton Oaks."

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?

Event Sponsors

How much gross income is intended to be collected from this event? 8,000.
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>Picnic and Pops</td>
<td>1,250.</td>
<td>1,250.</td>
<td>1,250.</td>
</tr>
<tr>
<td>2017</td>
<td>Picnic and Pops</td>
<td>1,250.</td>
<td>1,250.</td>
<td>1,250.</td>
</tr>
</tbody>
</table>

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)
Partnering with FlowFests.edu, SpinBalls, Home Depot, and others are pending.

---

Event History

How many years has this event taken place? 7th

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>11/2016</td>
<td>Lake Worth, FL.</td>
<td>650</td>
<td>300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/2015</td>
<td>Lake Worth, FL.</td>
<td>550</td>
<td>250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/2014</td>
<td>Lake Worth, FL.</td>
<td>400</td>
<td>200</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?
Being the only one in all North Central FL. it will attract people from many other counties.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
Utilizing print and radio ads, heavy social media, flyers, and email blasts.

How will you demonstrate a willingness to work with the tourism industry?
Include logo on our advertising and website, on-site signage at event, provide TDC rack cards at event.

Please provide evidence as to how the event will be self-funded in subsequent years.
This event originated in Lake Worth, FL. and is now celebrating its 7th successful year! Each year growing in popularity amongst attendees, vendors, and Sponsors! It has also expanded to Austin, TX., Seattle, WA., and Chicago, IL. Therefore, sponsorships will help fund subsequent years.
Soundness of Proposed Event

Clearly identify the event's objectives.
To introduce our community to the beauty of art in motion, to provide unique workshops for children and adults so people can learn together and celebrate performance art and wellness as a community.

What is the timetable for implementation of the event?
Four months.

How do you intend to accomplish your slated objectives?
Detailed logistics plan, advertise and promote, send press release, and acquire vendors and sponsors.

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: Barrie Michaels

Name: ____________________________ Title: Director of Events and Marketing

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.

__________________________________________________________________________  6/8/17

Authorized Agent Signature Date

Received by Tourism Development Office By:

__________________________________________________________________________  6/9/17

TDC Authorized Signature Date
## Flow Fest Projections

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Projected</th>
<th>Actual</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raffle Items</td>
<td>$500.00</td>
<td>$500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Ticket sales (online &amp; at door)</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$2,000.00</td>
<td>$2,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Vendors</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>In-Kind Donations - Kohls</td>
<td>$500.00</td>
<td>$500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>General Donations - Grant</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Total Projected Revenue</strong></td>
<td><strong>$8,000.00</strong></td>
<td><strong>$8,000.00</strong></td>
<td><strong>$0.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Projected</th>
<th>Actual</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructors</td>
<td>$800.00</td>
<td>$800.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Presenter - Flow Fest Mgt.</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Flyers/Program Printing</td>
<td>$200.00</td>
<td>$200.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Marketing/Advertising- DBNJ</td>
<td>$600.00</td>
<td>$600.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Insurance</td>
<td>$350.00</td>
<td>$350.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Signage/Banners</td>
<td>$100.00</td>
<td>$100.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Sheriff (Security)</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Waste Pro</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>EMT on standby</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Lighting</td>
<td>$100.00</td>
<td>$100.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>City permits, cones, etc.</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Knight John Boy</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Misc.</td>
<td>$275.00</td>
<td>$275.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Barriers</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Truss</td>
<td>$225.00</td>
<td>$225.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Deejay/Band (Bach to Rock)</td>
<td>$350.00</td>
<td>$350.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Total Projected Expenses</strong></td>
<td><strong>$4,000.00</strong></td>
<td><strong>$4,000.00</strong></td>
<td><strong>$0.00</strong></td>
</tr>
</tbody>
</table>

**Net Income:** 
$4,000.00 - $4,000.00 = $0.00

<table>
<thead>
<tr>
<th>Cost</th>
<th>Projected</th>
<th>Actual</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor Fee</td>
<td>$75.00</td>
<td>$75.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Ticket Price</td>
<td>$20.00</td>
<td>$20.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Estimated Attendees</td>
<td></td>
<td>300</td>
<td></td>
</tr>
</tbody>
</table>
FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date

Post Meeting Date / Time: ________________________________
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, [Name], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

[Signature]
Signature

[Date]
Date

[Signature]
Palm Coast & The Flagler Beaches

[Date]
Date
Continuing Education Company Inc
250 Palm Coast Pkwy NE Ste 607-152 Palm Coast, FL 32137

Walter Eines Barbara Lyons
walter@cmemeeting.org barbara@cmemeeting.org

386-490-8010
516-539-3555

No

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: 12th Annual Primary Care Spring Conference Sessions I and II
Event Dates: Session I March 26-30, 2018 and Session II April 2-6, 2018
Amount Requested: $8000

Budget for Event*: $266,842.00

* 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.

This is a continuing medical education (CME) conference. It is a national event for physicians and their families.
Who is your target audience?
Physicians and their families from all over the country

How will Flagler County benefit from your event?
A minimum of 1315 individuals are expected to vacation, visit local attractions and dine in Flagler County as a result of this event. Families and individuals stay 5-7 nights. Flagler County would collect tourism tax from these hotel stays which begin from $299/night, exclusive of tax and service fees. We work with the TDC to collect menus and brochures for the attendees.

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):
Hammock Beach Resort (1508)

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)
Marineland, Flagler Beach, Bicycling, Fishing and Kayaking. Brochures will be available for parks, bike trails and other Flagler attractions.

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 due to their reluctance to support events held at resorts.

How much gross income is intended to be collected from this event? $268,625.00
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>2017</td>
<td>11th Annual Primary Care Spring Conference</td>
<td>8,000</td>
<td>8,000</td>
<td>8,000</td>
</tr>
<tr>
<td>2016</td>
<td>10th Annual Primary Care Spring Conference</td>
<td>10,000</td>
<td>10,000</td>
<td>10,000</td>
</tr>
<tr>
<td>2015</td>
<td>9th Annual Primary Care Spring Conference</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.)

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? 12

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>2017</td>
<td>Palm Coast</td>
<td>341</td>
<td>1115</td>
<td>1396</td>
<td>262,098.00</td>
</tr>
<tr>
<td>2016</td>
<td>Palm Coast</td>
<td>345</td>
<td>1311</td>
<td>1423</td>
<td>264,127.40</td>
</tr>
<tr>
<td>2015</td>
<td>Palm Coast</td>
<td>432</td>
<td>1750</td>
<td>1903</td>
<td>263,142.00</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 event is primarily marketed to visitors from out of the county and state, who generate stays of 5-7 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 USA. An extensive web-based ad campaign will be conducted and adjusted based on daily analytical data.

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. Our partnership with the County Tourism office in the past has resulted in the events success.

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 375 physicians and their families (1315 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 2017 - online marketing campaign begins, Nov 2017 - email blast begins, Jan 2018 brochures mailed

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.
Authorized Agent: **Walter Ejnes**

Name: 

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**

**6/6/2017**

**Date**

---

Received by Tourism Development Office By:

**TDC Authorized Signature**

**6/24/17**

**Date**
12th Annual Primary Spring Conference

Flagler County TDC Proposal Overview

The 12th 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 25 years. Our conferences are national events that attract physicians from all over the country. In 2018, the conference will be held in two sessions in Palm Coast on March 26-30, 2018 and April 2-6, 2018.

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. In addition, the uniqueness of the area has attracted national attendees from as far as Alaska. 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 2017 conference shows that 96% of the physicians traveled with a guest or their families. In fact, the conference brought 1115 visitors to Flagler County.

In 2018, our goal is to attract 375 medical clinicians in total over the 2 week period. When accounting for family members, we estimate attracting a minimum of 1315 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 2017 conference attracted visitors from 45 states and two countries (Saudi Arabia and Qatar).
Visitor Origin

How many are traveling in your party?

A NON-PROFIT 501 (C)(3) ORGANIZATION
PROMOTION

Our primary marketing and promotional efforts consist of a direct mail campaign and a Google AdWords campaign.

- **Direct Mail:** Previous Flagler County Overnight Stay 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 2018 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 2017 conference resulted in 148,596 impressions and 5,230 “clicks” which represent the number of visitors who connected to the conference page on our website.

**Primary Care 2018 Florida**
**Earn 20+ CME Credits**
**March-April in Palm Coast, FL**
**www.cmemeeting.org**

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 12th 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 offerings. We also promote local dining options so that attendees and families do not have to leave Flagler County.

At the 2017 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 2018, we are guaranteeing 754 room nights each week for a total of 1508 room nights. Rates range from $259 per night to $419 per night. With anticipated room revenue based on our guarantees amounting to over $459,832, the County should generate over $22,991 in occupancy tax from this event.

Not all conference attendees stay at the Hammock Beach Resort. In 2017, 13% 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 1700 room nights for the 2018 conference, which includes off-site properties.

STABILITY AND MANAGEMENT CAPACITY

2018 marks the 25th 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. 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 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 2018 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>
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<th>TDC Funding</th>
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### Revenue

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* A Non-Profit 501(c)(3) Organization
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, [Name], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

[Signature]

6/6/2017
Date

Palm Coast & The Flagler Beaches

[Signature]

6/6/2017
Date
FUND 110 SPECIAL EVENTS – OVERNIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

6/2/17

6/20/2017

Date

Date

Post Meeting Date / Time:
Flagler County Touri BOCC RATIFIED:

Fund 110 Promotional Activities Request for Overnight Stay Special Event Funding

Date: 6/6/2017

Organization: Continuing Education Company Inc
Mailing Address: 250 Palm Coast Pkwy NE Ste 607-152 Palm Coast, FL 32137
Contact Person: Walter Eines Barbara Lyons
Email Address: walter@cmemeeting.org barbara@cmemeeting.org
Phone: 386-490-8010
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: 9th Annual Primary Care Summer Conference
Event Dates: July 9-13, 2018
Amount Requested: $8000  Budget for Event*: 142060.40* 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.

The event is a medical education conference. It is a national event for physicians and their families.
Who is your target audience?  
Physicians 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 5-7 nights. Flagler County would collect tourism tax from these hotel stays which begin from $255/nacht, exclusive of tax and service fees. We work with the TDC to collect menus and brochures for the attendees.

How many verifiable hotel stays do you project this event will bring to Flagler County? 962

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):

Hammock Beach Resort (962)

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)

Marineland, Flagler Beach, Bicycling, Fishing and Kayaking. Brochures will be available for parks, bike trails and other Flagler attractions.

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 due to their reluctance to support events held at resorts.

How much gross income is intended to be collected from this event? 149,250
List Past TDC funding:

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<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
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Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

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? 8

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>
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<td>Palm Coast</td>
<td>210</td>
<td>208</td>
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<td>2015</td>
<td>Palm Coast</td>
<td>205</td>
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<td>197</td>
<td>196</td>
<td>774</td>
<td>131,400.00</td>
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</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 event is primarily marketed to visitors from out of the county and state, who generate stays of 5-7 hotel nights. It also will be conducted and adjusted based on daily analytical data.

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 USA. An extensive web-based ad campaign will be conducted and adjusted based on daily analytical data.

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.

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 200 physicians and their families (1000 total visitors) to this event over a one week period. Another goal is to fill a minimum of 962 room nights which have been guaranteed.

What is the timetable for implementation of the event?
March 2018 - online marketing campaign begins, April 2018 - email blast begins, March 2018 90,000 brochures mailed

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.
Authorized Agent Acknowledgements and Signature

Authorized Agent:  Walter Ejnes
Name:  
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.

[Signature]

Authorized Agent Signature  6/6/2017  Date

Received by Tourism Development Office By:

[Signature]

TDC Authorized Signature  6/21/17  Date
9th Annual Essentials in Primary Summer Conference

Flagler County TDC Proposal Overview

The 9th 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 25 years. Our conferences are national events that attract physicians from all over the country. In 2018, the conference will be held in Palm Coast on July 9-13, 2018.

CONFERENCE HISTORY/ WHY FLAGLER COUNTY?

Our first conference took place 25 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 200-250 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 2018 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. In 2017
we are expecting attendees from 36 states and 4 countries. The 2017 conference, which has not yet taken place at the time of this application, is expected to have 250 attendees with 1250 guests making it the largest summer conference we have had in Palm Coast thanks to the County’s grant support. We expect to meet or exceed this in 2018.

The 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 conduct a direct mailing with a minimum of 90,000 p brochures. 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 9th 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 2018, we are guaranteeing 962 room nights (up from 781 in 2017.) Rates range from $255 per night to $425 per night. With anticipated room revenue based on our guarantees amounting to over $305,625, the County should generate over $15,281 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 2016, 24% 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 1200 room nights for the 2017 conference, which includes off-site properties.

**STABILITY AND MANAGEMENT CAPACITY**

2018 will mark the 26th 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

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*A NON-PROFIT 501 (c)(3) ORGANIZATION*
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 9th 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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<th>Expense Allocation</th>
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<th>Total</th>
<th>Flagler Grant Allocation</th>
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## Expense Allocation

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## Transportation and Lodging

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## PROGRAM TOTAL

|                     |             |            | $142,060.40 |

## Revenue

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FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL
1769 East Moody Boulevard
Bunnell, FL 32110
386-313-4013

FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date: 06/20/2017

Post Meeting Date / Time: TBD
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, Walter Ejes, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

Date

Palm Coast & The Flagler Beaches

Date
Organization: Flagler County Corvette Club
Mailing Address: 36 Folsom Ln, Palm Coast, FL 32137
Contact Person: Paul Kachura (2017 Car Show Co-Chairman)
Email Address: pkvette@yahoo.com
Phone: 631-334-9098
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: "CORVETTES at the BEACH"
Event Dates: October 6th-7th-8th 2017
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 mailer marketing mailers, electronic e-mail marketing flayers, and t-shirts 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 hotels, shop, eat in restaurants, and visit local attractions during their stay. We give goodie 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? 210 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-35 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 (cost for the event), The Flagler Pier, Veterans Park, Gamble Rogers State Park, and Bulow Plantation Ruins 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? $17,400.00

Fund 110 Promotional Activities - 2017-18 Request for Overnight Stay Special Event Funding - Page 2 of 5 - Initial Here
List Past TDC funding:

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<th>Year</th>
<th>Event</th>
<th>Requested Amt</th>
<th>Award Amt</th>
<th>Spent Amt</th>
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<td>2016</td>
<td>&quot;CORVETTES at the BEACH&quot;</td>
<td>$5,000.00</td>
<td>$1,250.00</td>
<td>$4,459.07</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? 15

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>10/11-12/2014 Flagler Beach, Fl</td>
<td>1,300</td>
<td>500</td>
<td>104</td>
<td></td>
<td>$16,475.00</td>
</tr>
<tr>
<td>10/7-9/2015  Flagler Beach, Fl</td>
<td>2,000</td>
<td>1,000</td>
<td>135</td>
<td></td>
<td>$17,500.00</td>
</tr>
<tr>
<td>10/7-9/2016  Flagler Beach, Fl</td>
<td>1,000</td>
<td>500</td>
<td>112</td>
<td></td>
<td>$17,400.00</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 Club, and to all past participants, hands out registration fliers at all car shows that our members attend, advertise in car magazines, give participants t-shirts which advertise the event, Flagler County, and it's 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 Commeras 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 show participants and attendees.
Soundness of Proposed Event

Clearly identify the event's objectives.
The main objective of the FCCC is to showcase the amenities that 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 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 Acknowledgements and Signature

Authorized Agent:  Paul Kachura
Name:  2017 Car Show Co-Chairman
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  6-26-17

Received by Tourism Development Office By:

TDC Authorized Signature  6-26-17

Fund 110 Promotional Activities – 2017-18 Request for Overnight Stay Special Event Funding – Page 5 of 5 – Initial Here:
Save This Date!

Sunday – October 8, 2017

Celebrate our 16th Annual
"CORVETTES at the BEACH"
On The Streets of Downtown
Flagler Beach
Sunday October
5399 S. A1A

Saturday 10/7/17 Welcome Party is being planned

More Information will be coming soon.

www.flaglercountycorvetteclub.com
Celebrate our 16th Annual "CORVETTES at the BEACH"
Sunday Oct. 8, 2017
Rain or Shine, Downtown Flagler Beach, FL.
Judging Class - Preregistration Only
Limited to the 1st 150 cars
Day of Show Registration - Display Only

Shopping • Dining • Lodging • Music • Beach • Door Prizes • 50/50
Awards: 1st, 2nd, 3rd, Best in Show, Mayor’s Choice, Club Participation $200

Please join us for our Welcome Party on Saturday Oct. 7 from 5 – 8 PM at our Host Hotel, the Hilton Garden Inn (see below). The Welcome Party is $30 per person for a buffet, music, cash bar with a 1 Hour Happy Hour (2 for 1 Drinks – restrictions apply), and is limited to the first 100 people.

You must Pre-register for the show to attend the Welcome Party.

Host Hotel: The Hilton Garden Inn, 55 Town Center Blvd, Palm Coast, FL, 386-586-2463. Special Event Room rates start at $104 (includes breakfast each day) + tax & fees. Book online here:

Sunday Night Hilton Garden Inn Hotel and Hampton Inn & Suites room reservation guests are invited to a complimentary after show cocktail party which includes 2 complimentary drinks and light appetizers from 5:30 – 7:00 PM (some restrictions apply).

Our Flagler Beach Show is supported by:

TOM GIBBS CHEVROLET
Flagler County Corvette Club

PalmCoast AND THE
Flagler Beaches
www.visitflagler.com
# FCCC OPERATING BUDGET - 2017

## FCCC CAR SHOW "CORVETTES AT THE BEACH"

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS1 REGISTRATION</td>
<td>$100.00</td>
</tr>
<tr>
<td>CS2 ADVERTISING/PRINTING/POSTAGE</td>
<td>$1,950.00</td>
</tr>
<tr>
<td>CS3 PARKING SIGNS/BANNER</td>
<td>$100.00</td>
</tr>
<tr>
<td>CS4 AWARDS</td>
<td>$4,200.00</td>
</tr>
<tr>
<td>CS5 DASH PLAQUES</td>
<td>$300.00</td>
</tr>
<tr>
<td>CS6 WATER</td>
<td>$100.00</td>
</tr>
<tr>
<td>CS7 50/50</td>
<td>$50.00</td>
</tr>
<tr>
<td>CS8 GIFT BASKETS</td>
<td>$200.00</td>
</tr>
<tr>
<td>CS9 DISC JOCKEY</td>
<td>$350.00</td>
</tr>
<tr>
<td>CS10 DOOR PRIZES</td>
<td>$450.00</td>
</tr>
<tr>
<td>CS11 SHOW T-SHIRTS</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>CS12 STAFF SHIRTS/JUDGE'S HATS</td>
<td>$50.00</td>
</tr>
<tr>
<td>CS13 FOOD</td>
<td>$200.00</td>
</tr>
<tr>
<td>CS14 COMPUTER SUPPLIES</td>
<td>$150.00</td>
</tr>
<tr>
<td>CS15 MISCELLANEOUS</td>
<td>$200.00</td>
</tr>
<tr>
<td>CS16 GOODIE BAGS</td>
<td>$200.00</td>
</tr>
<tr>
<td>CS17 FLAGLER BEACH TOWN CHARGE</td>
<td>$300.00</td>
</tr>
<tr>
<td>CS18 CLUB ATTENDANCE AWARD</td>
<td>$200.00</td>
</tr>
<tr>
<td>CS19 AFTER SHOW PARTY</td>
<td>$800.00</td>
</tr>
<tr>
<td>CS20 WELCOME PARTY</td>
<td></td>
</tr>
</tbody>
</table>

**SUB-TOTAL (CS)**

$17,400.00
## 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>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>Establish the show chairperson(s) and committees and chairpersons.</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.</td>
</tr>
<tr>
<td></td>
<td>Review the club signup sheet for the show (Computer Chair and Membership Chair will help).</td>
</tr>
<tr>
<td>Early June</td>
<td>Start having a Show Committee meeting. Mail the flyer via US Mail to past participants. Computer chair will generate mailing labels.</td>
</tr>
<tr>
<td>June</td>
<td>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.</td>
</tr>
<tr>
<td>July</td>
<td>Door Prize Chair should establish from the budget what prizes can be bought and seek donations. Send Show information to the local magazines (See past</td>
</tr>
</tbody>
</table>
| Aug.       | 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). |
| Sept.     | 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. |
| Oct. — 1 week before show | Have a Final Show Committee meeting. |

As needed, the Show Chairperson will be called upon by the FCCC President to report to the Board the Show’s progress.
## Car Show Schedule

Oct. 8, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</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>
</tbody>
</table>
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
Flagler Beaches
www.visitflagler.com

I, [Your Name], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

[Signature]
Signature

[Date] 6-26-17
Date

[Signature]
Palm Coast & The Flagler Beaches

[Date] 6-26-17
Date
FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date: 6-26-17

Date: 6-26-17

Post Meeting Date / Time: __________________________
Fund 110 Promotional Activities Request for Overnight Stay Special Event Funding

Organization: HT Production Company
Mailing Address: 59 Coral Reef CTR Palm Coast, FL 32137
Contact Person: Heather Thompson
Email Address: HTProductionCompany@gmail.com
Phone: 770-310-9123
Fax: 
Registered as a non-profit corporation: No

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 Beach Pirate Invasion
Event Dates: April 6-8, 2018
Amount Requested: $16,000
$8,000 Budget for Event*: $18,400

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 will add it to our advertising budget to increase radio spots, print material, social media and internet presence.

Please provide detailed information on your event.

*Event budget must be submitted with this application.
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>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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

Air Pro, Tortugas Films, Tropical Kayak of Palm Coast, Kokomo, The Island Grill, Flagler Beach Gift Shop, Swittersbe, Funky Pelican, Baynes BBQ, Beachfront Grille, Cruise Planners, Flagler Surf, ESP Printing, Sante's of European Village, Anytime Fitness, Hammock Wine and Cheese Garden, Victory Popcorn, Surf World and Bands by Jason

Event History

How many years has this event taken place? 1

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>May 19-21</td>
<td>Flagler Beach</td>
<td>4,500</td>
<td>250</td>
<td>2</td>
<td>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?
The pirate crews from all over the Southeast follow pirate events and enjoy visiting new locations. Some of the vendors and bands will also require overnight stays.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?
Radio, print media, as well as posters and flyers locally and into the Volusia and St. Johns. Also, internet and social media marketing for out of the area visitors.

How will you demonstrate a willingness to work with the tourism industry?
We are very willing to cross market with local businesses and accommodations.

Please provide evidence as to how the event will be self-funded in subsequent years.
As this event has a track record and continues to grow, local businesses will be more inclined to assist in the sponsorships.
Who is your target audience?
We are targeting Pirate Crews (Crews groups are up to 60 members) from all over the Southeast, we are also targeting a regional area for weekend trips to Flagler Beach.

How will Flagler County benefit from your event?
Visitors to the area – from out of state will increase hotel stays, restaurant and local businesses will see increased traffic and possible real estate opportunities. We are purposely not bringing in food vendors so the attendees will visit all the local eateries.

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):
We have not blocked the rooms yet, however we did block rooms last year at Hilton Garden Inn, Topor, Residence Inn, Holiday Inn and Beverly Beach Campground.

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)
Yes

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 reaching out to local businesses for sponsorships and partnerships to promote local businesses.

How much gross income is intended to be collected from this event? $5,000
Soundness of Proposed Event

Clearly identify the event's objectives.
We are looking for a well attended and fun event that will have people looking forward to coming back next year. The objective is to put heads in the beds and increase business to local restaurants and businesses.

What is the timetable for implementation of the event?
We have already published the website for this event and started social media. The radio and newspaper advertising campaign will start approximately 30 before the event.

How do you intend to accomplish your slated objectives?
By extensive advertising and marketing to the potential market we discussed earlier (locals, day and weekend trippers, Pirate Crews) The local businesses were very receptive to the event last year.

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: Heather Thompson
Name: President
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.

Heather Thompson  
Authorized Agent Signature  
6-12-17  
Date

Received by Tourism Development Office By:

O  
TDC Authorized Signature  
6-9-17  
Date

Fund 110 Promotional Activities – 2017-18 Request for Overnight Stay Special Event Funding ~ Page 5 of 5 ~ Initial Here:  

SIG
# 2018 Flagler Beach Pirate Invasion Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Fees</td>
<td>$1,800</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$5,500</td>
</tr>
<tr>
<td>Sound</td>
<td>$1,600</td>
</tr>
<tr>
<td>Tents, tables &amp; chairs</td>
<td>$1,500</td>
</tr>
<tr>
<td>Fencing</td>
<td>$600</td>
</tr>
<tr>
<td>Security (7P-7A)</td>
<td>$400</td>
</tr>
<tr>
<td>Advertising</td>
<td>$6,000</td>
</tr>
<tr>
<td>- Newspaper</td>
<td></td>
</tr>
<tr>
<td>- Radio</td>
<td></td>
</tr>
<tr>
<td>- Internet / Social Media</td>
<td></td>
</tr>
<tr>
<td>Program Printing</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**Total: $18,400**
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Logo](www.visitflagler.com)

I, **Heather Thompson**, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

**Heather Thompson**

Signature

6/19/17

Date

**Palm Coast & The Flagler Beaches**

Date

6/19/17
FUND 110 SPECIAL EVENTS – OVERNIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

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8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Date 6/19/17

Heather Thompson
Event Planner

Date 6/19/17

Post Meeting Date / Time: ______________________
Organization: Flagler County Chamber of Commerce
Mailing Address: 20 Airport Rd., Ste C Palm Coast, FL 32164
Contact Person: Tiffany Edwards
Email Address: tiffany@flaglerchamber.org
Phone: 386-437-0106
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: 13th Annual Creekside Festival
Event Dates: Oct 5 & 6, 2017
Amount Requested: 2,500.00 Budget for Event*: 37,965.00

* 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 will use these funds to advertise Creekside festival with all media outlets within Flagler, Volusia and St. John's counties in the weeks and months leading up to the event.

Please provide detailed information on your event.

For 13 years, the annual Creekside Festival has invited Flagler County residents and guests to gather under the majestic oak at Princess Place Preserve for a weekend that celebrates the natural beauty of northern Florida amidst the allure of Flagler Beach, the Creekside Festival has become...
Who is your target audience?

The general public. There is something for everyone at this festival. Families from Flagler, Volusia and St. Johns are the main target market.

How will Flagler County benefit from your event?

This event has been a community staple for the last 13 years. It provides families the opportunity to shop and relax in one of the most cherished historical landmarks of Flagler County, Princess Place Preserve. Vendors come from Flagler County, making the money earned to stay in the county following the festival. A portion of the proceeds will be donated back to Flagler County.

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

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):

These rooms have not yet been blocked but will prior to the festival. Vendors will receive a list of recommended hotels in the vendor welcome packet.

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)

The event is held at Princess Place Preserve, a historical landmark in both Flagler County and Central Florida

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?

Sponsorship is the main source of funding by local businesses. Other sources of funding include gate fees, beverage sales and vendor fees.

How much gross income is intended to be collected from this event? $37,945.00
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>12th Annual Creekside Festival</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

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

Vystar Credit Union, Yellowstone Landscape, Florida Power & lights, Jeff Evans state Farm, other local businesses, WNZF, Daytona Beach Newsjournal

Event History

How many years has this event taken place? 12

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>Attendance</th>
<th>Out of Town</th>
<th>Verifiable</th>
<th>Room Nights</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/5-6/2017</td>
<td>Princess Place Preserve</td>
<td>10,000</td>
<td>1,000</td>
<td>50</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?

Advertisement for vendors has been marketed to surrounding areas, including St. John's, Seminole and Orange counties. Those vendors are encouraged to stay at local hotels and motels. This event will market to all surrounding counties, including Orlando- subsequently increasing the number of room nights.

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

The Flagler Chamber has strong relationships with local advertisement agencies, including radio and print. We plan on utilizing these partnerships along with a strong social media presence to fully market this event.

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

The Chamber will encourage both vendors and attendees to stay in local motels and hotels during their trip to Creekside festival. We encourage the local restaurants to offer attendees coupons and advertisement that we will gladly hand out to all visitors at the gate.

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

The attendance to Creekside Festival has steadily risen. With the addition of another stage and more art and craft vendors, we expect this year's event to be the highest attended. Sponsors continuously renew their sponsorship and the local vendors and businesses are proud to be part of such a community driven event.
Soundness of Proposed Event

Clearly identify the event’s objectives.

The Creekside Festival aims to be the premier festival in the Central Florida region, drawing crowds of upwards of 10,000 and over 120 vendors.

What is the timetable for implementation of the event?

The Creekside festival is well into the planning stages. Sponsorship has been secured and vendors are being recruited. We began planning this festival directly following the event in November. The committee meets on a monthly basis leading up the event and will begin meeting bi-weekly in August.

How do you intend to accomplish your slated objectives?

The committee will meet regularly to ensure continued progress on goals.

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: Tiffany Edwards
Name: Director of Events

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.

Tiffany Edwards
Authorized Agent Signature

6:30-17
Date

Received by Tourism Development Office By:

TDC Authorized Signature

6-20-17
Date
The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, Tiffany Edwards, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Tiffany Edwards
Signature

6-15-17
Date

Palm Coast & The Flagler Beaches

6-15-17
Date
FUND 110 SPECIAL EVENTS – OVERNIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Date: 6-15-17

Event Planner

Post Meeting Date / Time: TBA
<table>
<thead>
<tr>
<th>Ordinary Income/Expense</th>
<th>Creakside Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>Sponsors</td>
<td>$ 8,250.00</td>
</tr>
<tr>
<td>Booths/Exhibitor</td>
<td>$ 9,275.00</td>
</tr>
<tr>
<td>Registration/Attendees</td>
<td>$ 13,440.00</td>
</tr>
<tr>
<td>Other Event Revenue (raffle, 50/50, auction, beer)</td>
<td>$ 7,000.00</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$ 37,965.00</strong></td>
</tr>
<tr>
<td>Expense</td>
<td></td>
</tr>
<tr>
<td>60200 · Commissions</td>
<td></td>
</tr>
<tr>
<td>60230 · Sponsorship</td>
<td>$ 825.00</td>
</tr>
<tr>
<td><strong>Total 60200 · Commissions</strong></td>
<td>$ 825.00</td>
</tr>
<tr>
<td>61000 · General &amp; Administrative</td>
<td></td>
</tr>
<tr>
<td>61100 · Travel</td>
<td></td>
</tr>
<tr>
<td>61200 · Conferences &amp; Meetings</td>
<td></td>
</tr>
<tr>
<td>61300 · Meals &amp; Entertainment</td>
<td></td>
</tr>
<tr>
<td>61400 · Dues &amp; Subscriptions</td>
<td></td>
</tr>
<tr>
<td>61500 · Postage</td>
<td></td>
</tr>
<tr>
<td>61600 · Printing &amp; Copy</td>
<td></td>
</tr>
<tr>
<td>61700 · Office Supplies</td>
<td></td>
</tr>
<tr>
<td>61800 · Computers &amp; Software</td>
<td></td>
</tr>
<tr>
<td><strong>Total 61000 · General &amp; Administrative</strong></td>
<td>$ -</td>
</tr>
<tr>
<td>63000 · Marketing</td>
<td></td>
</tr>
<tr>
<td>63100 · Print Advertising</td>
<td>$ 4,000.00</td>
</tr>
<tr>
<td>63300 · Radio Advertising</td>
<td>$ 2,000.00</td>
</tr>
<tr>
<td>63400 · Internet Advertising</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>63500 · Direct Mail Advertising</td>
<td>$ -</td>
</tr>
<tr>
<td>63600 · Promotional Items</td>
<td>$ 2,000.00</td>
</tr>
<tr>
<td><strong>Total 63000 · Marketing</strong></td>
<td>$ 8,500.00</td>
</tr>
<tr>
<td>65500 · Gifts</td>
<td>$ -</td>
</tr>
<tr>
<td>65600 · Donations</td>
<td></td>
</tr>
<tr>
<td>65700 · Bad Debt</td>
<td></td>
</tr>
<tr>
<td>65900 · Interest</td>
<td></td>
</tr>
<tr>
<td>65950 · Permits &amp; Fees</td>
<td></td>
</tr>
<tr>
<td><strong>Total 65000 · Business</strong></td>
<td>$ -</td>
</tr>
<tr>
<td>66000 · Program &amp; Event</td>
<td></td>
</tr>
<tr>
<td>66100 · Food, Beverage &amp; Venue</td>
<td>$ 4,500.00</td>
</tr>
<tr>
<td>66200 · Gifts &amp; Awards</td>
<td>$ -</td>
</tr>
<tr>
<td>66400 · Supplies</td>
<td>$ 2,000.00</td>
</tr>
<tr>
<td>66500 · Entertainment</td>
<td>$ 6,000.00</td>
</tr>
<tr>
<td><strong>Total 66000 · Program &amp; Event</strong></td>
<td>$ 12,500.00</td>
</tr>
<tr>
<td><strong>Total Expense</strong></td>
<td><strong>$ 21,825.00</strong></td>
</tr>
<tr>
<td><strong>Net Ordinary Income</strong></td>
<td><strong>$ 16,140.00</strong></td>
</tr>
<tr>
<td><strong>Bonus</strong></td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td><strong>$ 16,140.00</strong></td>
</tr>
</tbody>
</table>
Organization: Rotary Club of Flagler Beach  
Mailing Address: P.O. Box 2005 Flagler Beach, Florida 32138  
Contact Person: Bob Snyder  
Email Address: robertsnyderjr@gmail.com  
Phone: 407-721-8742  
Fax:  
Registered as a non-profit corporation: No  
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: Cycle Flagler-2018  
Event Dates: May 6, 2018  
Amount Requested: $2,500  
Budget for Event*: $6,000  
* 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.

We will continue to use Cycling Across America.com, a web-based cycling information site. This is a marketing resource that is well known to cycling enthusiasts and athletes.

Please provide detailed information on your event.

See Attached.
Cycle Flagler 2018

Response to ‘Detailed information on the event’: Cycle Flagler will occur on May 6, 2018. 400+ cyclists will begin their ride at the Flagler County Airport at 8:00am and conclude around mid-afternoon. They will travel a well-marked route for either a 25, 40, 62 or 100 mile ride. There will be 6 comfort stops along the way where they can rest, obtain food and water. The day will begin with a healthy continental breakfast followed by a barbecue lunch at the end of their ride at the Airport. This event requires much planning beforehand and coordination the day of Cycle Flagler. Every Rotarian in our club participates as volunteers in some capacity throughout the day. This is our largest annual fundraiser and very important to our Rotary mission of Service Above Self in making a difference in our Flagler County community.
Who is your target audience?
Cyclists at all levels.

How will Flagler County benefit from your event?
The participants will visit Flagler and many will stay overnight. In 2017, 57 folks lodged overnight in our community. Additionally, our post survey summary showed that numerous visitors enjoyed shopping, eating at area restaurants, going to local attractions, enjoying the beach and amenities that make Flagler Beach and the County a special place to visit.

How many verifiable hotel stays do you project this event will bring to Flagler County? 60

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):

Because the event is not till 5/8/18, this has not been established yet. However, based on prior years we anticipate overnights at the Hampton, Hilton Garden, Topaz, Motel and campgrounds.

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)

County Airport

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?

No other grants have been anticipated. Sponsorships, in kind contributions and Rotary Club savings will offset other event expenses.

How much gross income is intended to be collected from this event? $16,000
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>'17</td>
<td>Cycle Flagler</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$5,750</td>
</tr>
<tr>
<td>'16</td>
<td>Cycle Flagler</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$10,621</td>
</tr>
<tr>
<td>'15</td>
<td>Cycle Flagler</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$10,456</td>
</tr>
</tbody>
</table>

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

Many Sponsors in 2017 that included Halifax Health, Florida Hospital, Airport, Rue and Zifra, Gerling Travel, Curley Tall Design, Palmer Studios, Suntrust Bank, Robert Cuff, PA, Landmark Properties, Intercoastal Bank Alliance Financial and more.

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>4/30/17</td>
<td>Airport</td>
<td>250</td>
<td>145</td>
<td>57</td>
<td>$5,750</td>
</tr>
<tr>
<td>5/1/16</td>
<td>Airport</td>
<td>440</td>
<td>330</td>
<td>37</td>
<td>$10,621</td>
</tr>
<tr>
<td>5/6/15</td>
<td>Airport</td>
<td>360</td>
<td>264</td>
<td>25</td>
<td>$10,456</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?

We expect 400+ riders in 2019. Due to a competing cycle event on the same day in '17, the participants were less than previously. The date selected for 2018 shows no conflicts. This is year 14. Our event results in cyclists, their friends and family visiting restaurants, hotels, campgrounds, the beach, shops, grocery stores, liquor stores, convenience stores, etc. This helps to uplift the economy and introduce outsiders to the amazements and beauty that Flagler County has to offer.

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

We will market through the Rotary website, cycle and bike websites, social media, newspapers, radio and Cycling Across America.

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

We will work with area hotels, campgrounds and set aside blocks of rooms for the event and weekend. Our registration includes a survey about where visitors are staying and what they experience in Flagler County. The post event report will provide a good summary of the impact by our event.

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

This event provides more revenue than expense. We can self fund based on sponsorships and registration fees. However, we are a 501 C3 entity. We exist to fund raise and Cycle Flagler is our largest event. The proceeds are used for our charitable giving and Project Share, which helps feed 250+ families, monthly.
Soundness of Proposed Event

Clearly identify the event’s objectives.
The objective is to provide a safe, fun, well supported cycling experience throughout our County. The proceeds will flow right back into the community to benefit the most vulnerable.

What is the timetable for implementation of the event?
Event planning will begin in January, 2018 and continue thru the spring, with the event happening on May 6, 2018.

How do you intend to accomplish your slated objectives?
The Rotary Club will establish a steering committee organized to address every feature and element of the event. We partner with the Flagler County Airport, local bike shops, Cycling Across America and our sponsors to coordinate the event. This is our largest annual event that requires the support and participation of every Rotarian in our Club.

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: Bob Sneyder
Name: Member, Rotary Club of Flagler Beach

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
Cycle Flagler-2018

Revenues

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorships</td>
<td>$6,500</td>
</tr>
<tr>
<td>Registration fees</td>
<td>$7,000</td>
</tr>
<tr>
<td>TDC</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Total $16,000

Expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>$1,500</td>
</tr>
<tr>
<td>T shirts</td>
<td>$2,500</td>
</tr>
<tr>
<td>Food</td>
<td>$600</td>
</tr>
<tr>
<td>Port a Potties</td>
<td>$1,000</td>
</tr>
<tr>
<td>Misc</td>
<td>$400</td>
</tr>
</tbody>
</table>

Total $6,000

Net Income $10,000
FUND 110 SPECIAL EVENTS – OVERNIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant's general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

6/17/17

6/30/17

Date

Date

Post Meeting Date / Time: TBA
The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast and the Flagler Beaches
www.visitflagler.com

I, Robert Snyder, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

Date

Palm Coast & The Flagler Beaches

Date
Organization: Flagler Broadcasting, LLC
Mailing Address: 2405 E Moody Blvd
Contact Person: Mary Adams
Email Address: maryadams@flaglerbroadcasting.com
Phone: 386-437-1992 Ex 206
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: Rock 'N Ribfest
Event Dates: April 6th - 7th, 2018
Amount Requested: $2,000 Budget for Event*: $35,000
* 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.

Billboards and magazine spaces will be purchased to advertised this event in Volusia, Putnam and St. Johns counties.

Please provide detailed information on your event.

We have partnered with the Flagler County Fair to provide entertainment with the fair that visitors may not be able to experience otherwise.
Who is your target audience?
This event is great for visitors and families to enjoy an array of live music, foods and fair rides!

How will Flagler County benefit from your event?
While visitors are at our event, we will suggest they visit the many jewels of Flagler County: beaches, parks, shopping and restaurant.

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

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):

15 - Microtel

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?

Sponsors, donations and corporate funding

How much gross income is intended to be collected from this event? $25,000
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>2017</td>
<td>Rock 'N' Ribfest</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>2017</td>
<td>Hot 'N' Spicy</td>
<td>$1,250</td>
<td>$1,250</td>
<td>$1,250</td>
</tr>
<tr>
<td>2016</td>
<td>Freedom Fest</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

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

Flagler Broadcasting, Beach 92.7, Kool 100.9, KIX 98.7, WNZF, Flagler Executive Airport and others as they are added.

Event History

How many years has this event taken place? 2

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>Attendance</th>
<th>Total</th>
<th>Out of Town</th>
<th>Verifiable</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Flagler County Fairgrounds</td>
<td>25,000</td>
<td>650</td>
<td>67</td>
<td>$50,000</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>Flagler County Fairgrounds</td>
<td>20,000</td>
<td>350</td>
<td>62</td>
<td>$35,000</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>Flagler County Fairgrounds</td>
<td>20,000</td>
<td>300</td>
<td>55</td>
<td>$35,000</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?

This event provides a unique opportunity to see airplanes, trucks, and vendors they may not see anywhere else. This encourages those to stay in our county generating overnight stays.

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

Billboards, magazines, social media (IG & Facebook), flyers and radio commercials and airtimes

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

We will promote the County Tourism office through links on our website as well as handing promotional materials the PCFB Offices provide to us

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

We are working through sponsorships from local and national affiliated companies as well as working with the radio stations to drive attendance up creating more financial opportunities for the event.
Soundness of Proposed Event

Clearly identify the event's objectives.
To provide the attendees a unique experience they may not otherwise experience the without this event. To entertain the attendees with live music and unique food choices.

What is the timetable for implementation of the event?
May we started to implement the events with this show as well as secure vendors and sponsors. We will continue to work on the event until we meet our sponsorship and attendance goals.

How do you intend to accomplish your slated objectives?
We have dedicated staff who will work effortlessly to achieve our goals.

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: **Mary Adams**

Name: ________________________________

Title: Director of Community Service

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**

6-30-17

**Date**

Received by Tourism Development Office By:

**TDC Authorized Signature**

6-30-17

**Date**
### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Beer</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Donations</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Vendors</td>
<td>$10,500.00</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$30,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$54,500.00</strong></td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>$30,000.00</td>
</tr>
<tr>
<td>Fireworks</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Permits</td>
<td>$500.00</td>
</tr>
<tr>
<td>Insurance</td>
<td>$1,350.00</td>
</tr>
<tr>
<td>Rentals</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>Advertising</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Misc</td>
<td>$1,150.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$50,000.00</strong></td>
</tr>
</tbody>
</table>
FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL
1769 East Moody Boulevard
Bunnell, FL 32110
386-313-4013

FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date: 6-30-17

Date: 6-30-17

Post Meeting Date / Time: TBA
The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast and the Flagler Beaches
www.visitflagler.com

I, [signature], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

Date: 6-30-17

[Signature]
Palm Coast & The Flagler Beaches

Date: 6-30-17
Fund 110 Promotional Activities
Request for Overnight Stay Special Event Funding

Date: 6/29/2017

Organization: Flagler Broadcasting, LLC
Mailing Address: 2405 E Moody Blvd
Contact Person: Mary Adams
Email Address: maryadams@flaglerbroadcasting.com
Phone: 386-437-1992 Ex 206
Fax:
Registered as a non-profit corporation: No

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

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 4th-5th, 2017
Amount Requested: $2,500

Budget for Event*: $45,000

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.

Billboards and magazine spaces will be purchased to advertised this event in Volusia, Putnam and St. Johns counties.

Please provide detailed information on your event.

We have partnered with the Flagler Executive Airport to provide monster truck and air shows that visitors may not be able to experience otherwise.
Who is your target audience?
This event is great for visitors and families to enjoy an array of exciting truck and airplane shows and live music!

How will Flagler County benefit from your event?
While visitors are at our event, we will suggest they visit the many jewels of Flagler County: beaches, parks, shopping and restaurant.

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

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):
10 - Microtel

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?

Sponsors, donations and corporate funding

How much gross income is intended to be collected from this event? $35,000
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>2017</td>
<td>Rock 'N' Ribfest</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>2017</td>
<td>Hot 'N' Spicy</td>
<td>$1,250</td>
<td>$1,250</td>
<td>$1,250</td>
</tr>
<tr>
<td>2016</td>
<td>Freedom Fest</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

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

Flagler Broadcasting, Beach 92.7, Kool 100.9, KIX 98.7, WNZF, Flagler Executive Airport and others as they are added.

Event History

How many years has this event taken place? 2

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>Attendance</th>
<th>Out of Town</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Flagler Executive Airport</td>
<td>$18,000</td>
<td>650</td>
<td>60</td>
<td>$50,000</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?

This event provides a unique opportunity to see airplanes, trucks, and vendors they may not see anywhere else. This encourages those to stay in our county generating overnight stays.

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

Billboards, magazines, social media (IG & Facebook), flyers and radio commercials and airtimes.

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

We will promote the County Tourism office through links on our website as well as handing promotional materials the PCFB Offices provide to us.

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

We are working through sponsorships from local and national affiliated companies as well as working with the radio stations to drive attendance up creating more financial opportunities for the event.
Soundness of Proposed Event

Clearly identify the event's objectives.
To provide the attendees a unique experience they may not otherwise experience the without this event. To entertain the attendees with live music and unique food choices.

What is the timetable for implementation of the event?
May we started to implement the events with this show as well as secure vendors and sponsors. We will continue to work on the event until we meet our sponsorship and attendance goals.

How do you intend to accomplish your slated objectives?
We have dedicated staff who will work effortlessly to achieve our goals.

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: **Mary Adams**

Name: 
Title: Director of Community Service

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: 6-30-17

Received by Tourism Development Office By:

TDC Authorized Signature

Date: 6-30-17
<table>
<thead>
<tr>
<th>Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Beer</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Donations</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Vendors</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$28,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$45,000.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Fireworks</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Permits</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</td>
<td>$12,000.00</td>
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<tr>
<td>Misc</td>
<td>$500.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$43,000.00</strong></td>
</tr>
</tbody>
</table>
FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: cllniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date: 6-30-17

Date: 6-30-17

Post Meeting Date / Time: [To Be Added]
Fund 110 Grant – Logo Requirements

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

Palm Coast
AND THE
FLAGLER BEACHES
www.visitflagler.com

I, [Name], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

[Signature]

Date: 06-30-17

Palm Coast & The Flagler Beaches

[Signature]

Date: 06-30-17
Flagler Broadcasting, LLC
2405 E Moody Blvd
Mary Adams
maryadams@flaglerbroadcasting.com
386-437-1926 Ex 206

No

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, 2017
Amount Requested: $2,500

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.

Billboards and magazine spaces will be purchased to advertise this event in Volusia, Putnam and St. Johns counties.

Please provide detailed information on your event.

This year we have partnered with Boggin' Bunnell to combine mud-truck shows with our variety of country and classic rock live music.
Who is your target audience?
The entire Flagler County community! This event is great for visitors and families to slow down and enjoy great music and entertainment.

How will Flagler County benefit from your event?
While visitors are at our event, we will suggest they visit the many jewels of Flagler County: parks, beaches, shopping and restaurants.

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

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):
10 rooms - Microtel

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?
Sponsors, donations and corporate funding

How much gross income is intended to be collected from this event? $35,000
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>2017</td>
<td>Rock 'N' Ribfest</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>2017</td>
<td>Hot 'N' Spicy</td>
<td>$1,250</td>
<td>$1,250</td>
<td>$1,250</td>
</tr>
<tr>
<td>2016</td>
<td>Freedom Fest</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

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

Flagler Broadcasting, Beach 92.7, Kool 100.9, KIX 98.7, WNZF, Boggin Bunnell, and others as they are added

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 Guests</th>
<th>Verifiable Room Nights</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Flagler County Fairgrounds</td>
<td>15000</td>
<td>250</td>
<td>55</td>
<td>$68,000</td>
</tr>
<tr>
<td>2015</td>
<td>Flagler County Fairgrounds</td>
<td>12000</td>
<td>200</td>
<td>58</td>
<td>$47,000</td>
</tr>
<tr>
<td>2014</td>
<td>Flagler County Fairgrounds</td>
<td>10000</td>
<td>200</td>
<td>61</td>
<td>$45,000</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?

This event is during bike week October, there will be many attractions we will encourage visitors to see the other events in Flagler County.

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

Billboards, magazines, social media (IG & Facebook), flyers and radio commercials and airtime

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

We will promote the County Tourism office through links on our website as well as handing out promotional materials the PCFB Offices provide to us

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

We are working through sponsorships from local and nationally affiliated companies as well as working with the local radio stations to drive attendance up creating more financial opportunities for the event.
Soundness of Proposed Event

Clearly identify the event's objectives. To provide attendees a unique experience they may not otherwise experience without this event. To entertain the attendees with live music and unique food choices.

What is the timetable for implementation of the event?
May we started to implement the events with this show as well as secure vendors and sponsors. We will continue to work on the event until we meet our sponsorship and attendance goals.

How do you intend to accomplish your slated objectives?
We have a dedicated staff who will work effortlessly to achieve our goals.

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.
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>Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>$ 4,000.00</td>
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<tr>
<td>Beer</td>
<td>$ 5,000.00</td>
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<tr>
<td>Donations</td>
<td>$ 4,000.00</td>
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<td>Vendors</td>
<td>$ 15,000.00</td>
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<tr>
<td>Sponsorship</td>
<td>$ 37,000.00</td>
</tr>
<tr>
<td><strong>Total</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>Entertainment</td>
<td>$ 35,000.00</td>
</tr>
<tr>
<td>Fireworks</td>
<td>$ 5,000.00</td>
</tr>
<tr>
<td>Permits</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</td>
<td>$ 7,500.00</td>
</tr>
<tr>
<td>Misc</td>
<td>$ 2,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 60,500.00</strong></td>
</tr>
</tbody>
</table>
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast and the Flagler Beaches](www.visitflagler.com)

I, **Mary Adams**, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

**Signature**

**Date**

Palm Coast & The Flagler Beaches

**Date**
FUND 110 SPECIAL EVENTS – OVERNIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

6-10-17

6-30-17

Date

Post Meeting Date / Time: 

TBA
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

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: October 14-15, 2017
Amount Requested: $10,000

Budget for Event*: $42,500

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 will use the funds primarily for our employees (event staff and officials) and marketing.

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 per team. Mostly from out of town, they 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? 475

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):

TBA

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)

Participants usually spend most of their down town at the beach or one of the other attractions in the area.

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?

Tournament entry fees, vendor fees and some small sponsorships

How much gross income is intended to be collected from this event? $42,500
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></td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<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>
</tbody>
</table>

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

Most of our funding will come from team registrations

Event History

How many years has this event taken place? 15

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>Expenditures Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Indian Trails</td>
<td>4500</td>
<td>3000</td>
<td>465</td>
<td>$42,250</td>
</tr>
<tr>
<td>2015</td>
<td>Indian Tails</td>
<td>4200</td>
<td>2850</td>
<td>450</td>
<td>$40,150</td>
</tr>
<tr>
<td>2014</td>
<td>Indian Trails</td>
<td>4250</td>
<td>2900</td>
<td>445</td>
<td>$39,550</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?

This is a two day event, so most of the teams will arrive on the Friday before the event, eating at the local restaurants and will stay until Sunday, so a minimum of 2 night stays while some of the teams/families will stay longer and make this their family vacation.

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. We also will be happy to distribute any materials the TDC would like for us to hand out.

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?
It is a year round effort, we work to promote this event at all of our events.

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: Joe West
Title: Owner

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

Date

6/24/17

Received by Tourism Development Office By:

TDC Authorized Signature

Date

6/24/17
<table>
<thead>
<tr>
<th><strong>Pumpkin</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
</tr>
<tr>
<td>General</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
</tr>
<tr>
<td>Operational Cost</td>
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<tr>
<td></td>
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<tr>
<td></td>
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<tr>
<td>Other expenses</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
</tr>
</tbody>
</table>
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast Logo](www.visitflagler.com)

I, **Tom West**, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature

6/3/17 Date

Palm Coast & The Flagler Beaches

6/4/17 Date
FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
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6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

[Signature]

Event Planner

[Signature]

Date: 6/21/10

Date: 6/21/10

Post Meeting Date / Time: TM
Fund 110 Promotional Activities  
Request for Overnight Stay Special Event Funding

Organization: Ethos Sports Management
Mailing Address: 33 Paradise Valley Dr, Ponte Vedra, FL 32081
Contact Person: Tom West
Phone: 386-931-8503
Email Address: twest32@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: January 13-14, 2017
Amount Requested: $10000
Budget for Event*: $33,500

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 will use the funds primarily for our employees (event staff and officials) and marketing.

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 per team. Mostly from out of town, they 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):
TBA

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)

Participants usually spend most of their downtown at the beach or one of the other attractions in the area.

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, vendor fees and some small sponsorships

How much gross income is intended to be collected from this event? $33,500
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></td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<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>
</tbody>
</table>

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

Most of our funding will come from team registrations.

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>Indian Trails</td>
<td>5400</td>
<td>3900</td>
<td>505</td>
<td>$32,150</td>
</tr>
<tr>
<td>2015</td>
<td>Indian Trails</td>
<td>5100</td>
<td>3650</td>
<td>515</td>
<td>$31,500</td>
</tr>
<tr>
<td>2014</td>
<td>Indian Trails</td>
<td>4850</td>
<td>3300</td>
<td>475</td>
<td>$29,575</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?

This is a two day event, so most of the teams will arrive on the Friday before the event, eating at the local restaurants and will stay until Sunday, so a minimum of 2 night stays while some of the teams/families will stay longer and make this their family vacation.

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. We also will be happy to distribute any materials the TDC would like for us to hand out.

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?
It is a year-round effort, we work to promote this event at all of our events.

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: ___________ Owner ______

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>MLK budget</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General</td>
<td>Team Registration</td>
<td>33,500</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td></td>
<td>33,500</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operational Cost</td>
<td>Balls</td>
<td>1,500</td>
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<tr>
<td></td>
<td>Officials</td>
<td>18,000</td>
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<td></td>
<td>On-site Staffing</td>
<td>6,000</td>
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<td></td>
<td>Field Signs</td>
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<td></td>
<td>Portable Bathrooms</td>
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<td>Other expenses</td>
<td>Staff Food and Water</td>
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</tr>
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<td></td>
<td>Transportation (trailer)</td>
<td>750</td>
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<tr>
<td></td>
<td>Website Fee</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td></td>
<td>32,150</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td></td>
<td>1,350</td>
</tr>
</tbody>
</table>
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast and the Flagler Beaches Logo](www.visitflagler.com)

I, [Name], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

 Signature  

 Date  

 Palm Coast & The Flagler Beaches  

 Date
FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clENNiger@VisitFlagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

[Signatures]

Palm Coast & The Flagler Beaches

Event Planner

Date: 6/17/17

Post Meeting Date / Time: TBA
Organization: Team Florida Lacrosse
Mailing Address: 33 Paradise Valley Dr, Ponte Vedra, FL 32081
Contact Person: Tom West
Email Address: twest32@gmail.com
Phone: 386-931-8503
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 Classic
Event Dates: June 17-18, 2018
Amount Requested: $8000
Budget for Event*: $44,000

* 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.

We will use the funds primarily for our employees (event staff and officials) and marketing.

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 per team. Mostly from out of town, they 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? 475

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

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):

TBA

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)

Participants usually spend most of their downtown at the beach or one of the other attractions in the area.

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?

Tournament entry fees, vendor fees and some small sponsorships

How much gross income is intended to be collected from this event? $44,000
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></td>
<td>$8,000</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
<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>
</tbody>
</table>

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

Most of our funding will come from team registrations.

---

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</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Indian Trails</td>
<td>5100</td>
<td>3600</td>
<td>$43,250</td>
</tr>
<tr>
<td>2015</td>
<td>Indian Trails</td>
<td>5000</td>
<td>3500</td>
<td>$41,000</td>
</tr>
<tr>
<td>2014</td>
<td>Indian Trails</td>
<td>5050</td>
<td>3500</td>
<td>$41,000</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?

This is a two day event, so most of the teams will arrive on the Friday before the event, eating at the local restaurants and will stay until Sunday, so a minimum of 2 night stays while some of the teams/families will stay longer and make this their family vacation.

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. We also will be happy to distribute any materials the TDC would like for us to hand out.

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?
It is a year round effort, we work to promote this event at all of our events.

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

Date

Received by Tourism Development Office By:

TDC Authorized Signature

Date
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fathers Day</strong></td>
<td><strong>Revenue</strong></td>
<td></td>
</tr>
<tr>
<td>General</td>
<td>Team Registration</td>
<td>44,000</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td></td>
<td>44,000</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operational Cost</td>
<td>Balls</td>
<td>1,500</td>
</tr>
<tr>
<td></td>
<td>Officials</td>
<td>30,000</td>
</tr>
<tr>
<td></td>
<td>On-site Staffing</td>
<td>6,500</td>
</tr>
<tr>
<td></td>
<td>Field Signs</td>
<td>2,000</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><strong>TOTAL EXPENSES</strong></td>
<td></td>
<td>43,250</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td></td>
<td>750</td>
</tr>
</tbody>
</table>
Fund 110 Grant – *Logo Requirements*

The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

![Palm Coast and the Flagler Beaches](www.visitflagler.com)

I, [Name], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Signature: [Signature]
Date: 6/22/17

Palm Coast & The Flagler Beaches
Date: 6/22/17
FUND 110 SPECIAL EVENTS – OVER NIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

Pre-Meeting Checklist

1. Review of Grant Application
2. Review of Economic Impact Survey
3. Lodging List
4. Lodging Opportunity Form
5. Review of Visitor Questionnaire
6. Review of Economic Impact Summary Report
7. Review of Final Survey and Final Status Report
8. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
9. Set Post Meeting
10. W-9
11. The Flagler County Board of County Commissioners must be named as additional insured on the applicant’s general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than $1 million for general liability, $1 million commercial general liability, each occurrence, and $1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

[Signature]
Palm Coast & The Flagler Beaches

[Signature]
Event Planner

6/3/17
Date

6/3/17
Date

Post Meeting Date / Time: Thu
Organization: Team Florida Lacrosse
Mailing Address: 33 Paradise Valley Dr, Ponte Vedra, FL 32081
Contact Person: Tom West
Email Address: twest32@gmail.com
Phone: 386-931-8503
Fax:
Registered as a non-profit corporation: No
Registered (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 Classic
Event Dates: November 11-12, 2017
Amount Requested: $10000 Budget for Event*: $49,500

* 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 will use the funds primarily for our employees (event staff and officials) and marketing.

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 per team. Mostly from out of town, they 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.

535

How many verifiable hotel stays do you project this event will bring to Flagler County? 535

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):
TBA

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)

Participants usually spend most of their downtown at the beach or one of the other attractions in the area.

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?

Tournament entry fees, vendor fees and some small sponsorships

How much gross income is intended to be collected from this event? $49,500
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<th>Requested Amt</th>
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<th>Spent Amt</th>
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<tbody>
<tr>
<td>2016</td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<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>
</tbody>
</table>

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

Most of our funding will come from team registrations

---

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>Indian Trails</td>
<td>6000</td>
<td>4200</td>
<td>535</td>
<td>$48,250</td>
</tr>
<tr>
<td>2015</td>
<td>Indian Trails</td>
<td>6100</td>
<td>4000</td>
<td>535</td>
<td>$51,500</td>
</tr>
<tr>
<td>2014</td>
<td>Indian Trails</td>
<td>5750</td>
<td>3900</td>
<td>500</td>
<td>$46,000</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?

This is a two day event, so most of the teams will arrive on the Friday before the event, eating at the local restaurants and will stay until Sunday, so a minimum of 2 night stays while some of the teams/families will stay longer and make this their family vacation.

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. We also will be happy to distribute any materials the TDC would like for us to hand out.

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

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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?
It is a year round effort, we work to promote this event at all of our events.

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.

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- 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.

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Authorized Agent Signature  

Date  

Received by Tourism Development Office By:

TDC Authorized Signature  

Date
| **Veterans Day** |  |
| Revenue |  |
| General | Team Registration | 49,500 |
| |  |
| **TOTAL REVENUE** | 49,500 |
| Expenses |  |
| Operational Cost | Balls | 2,000 |
| | Officials | 29,000 |
| | On-site Staffing | 10,000 |
| | Field Signs | 2,500 |
| | Portable Bathrooms | 2,000 |
| Other expenses | Staff Food and Water | 2,000 |
| | Transportation (trailer) | 750 |
| |  |
| **TOTAL EXPENSES** | 48,250 |
| Net Income | 1,250 |
The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.

I, [Name], understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

[Signature]

6-30-17
Date

[Signature]

Palm Coast & The Flagler Beaches

[Signature]

6-30-17
Date
FUND 110 SPECIAL EVENTS – OVERNIGHT GRANT PRE-MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Tourism Development at least 60 days prior to submittal. Please contact Craig Lenniger/Sales & Grant Manager at (386) 313-4228 or by email: clenniger@visitflagler.com

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I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered.

Palm Coast & The Flagler Beaches

Event Planner

Date

Date

Post Meeting Date / Time: 7AM
Tourist Development Council
July 19, 2017
Government Services Building
Bunnell, FL – 10:00 am

EVENT FUNDING
PROJECT DETAILS

Paddle Florida

- Event dates: 11/2-6/2017 (Tentative)
- Event site: River To Sea Preserve
- Paddle Florida “Immersive Educational Experience”
- Roughly 60 ppl
- TDT collection from campsites
- Tours by Marineland Dolphin Adventure, Sea Turtle Hospital, lectures by UF Whitney Labs Professors, whale conservation and more
- Three paddling excursions…one south (Washington Oaks/Bings Landing), one west (Princess Place) and one north (Matanzas Inlet)
- Paddle Florida will include event details into it’s e-blasts, e-newsletters, mailings, etc… from July 2017 until event date in Nov. 2017
- Assistance will come from Flagler County, Ripple Effects, Marineland, Whitney Labs and several local restaurants fulfilling the groups catering needs
- Possibility for an additional second event on a larger scale
- Request will also be made with the group for water safety during the Coquina Cup and USLA SE Regional Championships
- DMAI Event Calculator don’t accurately reflect event economic impact, however the report is required by policy
- Direct Visitor Spending: $32,411
- Economic Impact: $42,379
- Budget Request: $3,870
PADDLE FLORIDA  
Nov. 2-6, 2017  
River To Sea Preserve  
Palm Coast and the Flagler Beaches

PRELIMINARY BUDGET

<table>
<thead>
<tr>
<th>INCOME</th>
<th>BUDGETED</th>
</tr>
</thead>
<tbody>
<tr>
<td>TDC Event Funding</td>
<td>$ 3,870.00</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$ 3,870.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitney Lab Auditorium</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>Speaker Fee</td>
<td>$ 250.00</td>
</tr>
<tr>
<td>Volunteer Organization Donation</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>Security</td>
<td>$ 420.00</td>
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<tr>
<td>Tour Guides</td>
<td>$ 1,000.00</td>
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<tr>
<td>Volunteer &amp; Staff Meals</td>
<td>$ 250.00</td>
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<tr>
<td>Welcome Reception</td>
<td>$ 250.00</td>
</tr>
<tr>
<td>Goodie Bags</td>
<td>$ 200.00</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td>$ 3,870.00</td>
</tr>
</tbody>
</table>

**TOTAL**                                    | $ -       |
# Event Impact Summary

**Destination: Palm Coast and The Flagler Beaches**

## Event Parameters

<table>
<thead>
<tr>
<th>Event Name:</th>
<th>Paddle Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization:</td>
<td>Paddle Florida</td>
</tr>
<tr>
<td>Event Type:</td>
<td>Adult Amateur</td>
</tr>
<tr>
<td>Start Date:</td>
<td>11/2/2017</td>
</tr>
<tr>
<td>End Date:</td>
<td>11/6/2017</td>
</tr>
<tr>
<td>Overnight Attendees:</td>
<td>60</td>
</tr>
<tr>
<td>Day Attendees:</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Sales (Direct): $32,411</td>
</tr>
<tr>
<td>Business Sales (Total): $42,379</td>
</tr>
<tr>
<td>Jobs Supported (Direct): 12</td>
</tr>
<tr>
<td>Jobs Supported (Total): 12</td>
</tr>
<tr>
<td>Local Taxes (Total): $771</td>
</tr>
<tr>
<td>Net Direct Tax ROI: ($3,216)</td>
</tr>
<tr>
<td>Estimated Room Demand: 182</td>
</tr>
</tbody>
</table>

## Direct Business Sales

<table>
<thead>
<tr>
<th>Industry</th>
<th>Attendees</th>
<th>Organizer</th>
<th>Media/Sponsors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$2,725</td>
<td>$0</td>
<td>$0</td>
<td>$2,725</td>
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<tr>
<td>Transportation</td>
<td>$853</td>
<td>$72</td>
<td>$5</td>
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<tr>
<td>Food &amp; Beverage</td>
<td>$6,321</td>
<td>$6,300</td>
<td>$0</td>
<td>$12,621</td>
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<td>Retail</td>
<td>$8,032</td>
<td>$0</td>
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<tr>
<td>Recreation</td>
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<td>$0</td>
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<tr>
<td>Space Rental</td>
<td>$0</td>
<td>$3,150</td>
<td>$0</td>
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<tr>
<td>Business Services</td>
<td>$0</td>
<td>$1,433</td>
<td>$3</td>
<td>$1,436</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$21,449</strong></td>
<td><strong>$10,955</strong></td>
<td><strong>$8</strong></td>
<td><strong>$32,411</strong></td>
</tr>
</tbody>
</table>

## Sales by Source

![Sales by Source Chart](image)

## Sales by Sector

![Sales by Sector Chart](image)
### Economic Impact Details

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Indirect/Induced</th>
<th>Total</th>
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<tbody>
<tr>
<td>Business Sales</td>
<td>$32,411</td>
<td>$9,968</td>
<td>$42,379</td>
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<tr>
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<td>Persons</td>
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<tr>
<td>Taxes and Assessments</td>
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<tr>
<td>Federal Total</td>
<td>$2,796</td>
<td>$795</td>
<td>$3,591</td>
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<tr>
<td>State Total</td>
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<td>$0</td>
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<tr>
<td>other</td>
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<td>$167</td>
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<tr>
<td>Local Total (excl. property)</td>
<td>$654</td>
<td>$117</td>
<td>$771</td>
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<td>restaurant</td>
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</tr>
<tr>
<td>other</td>
<td>$299</td>
<td>$92</td>
<td>$391</td>
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</tbody>
</table>

### Event Return on Investment (ROI)

|                      |        |                  |        |
| Direct local tax ROI (net property taxes) |          |                  |        |
| Direct Tax Receipts  |        | $654             |        |
| DMO Hosting Costs    |        | $3,870           |        |
| Direct ROI           |        | ($3,216)         |        |
| Net Present Value    |        | ($3,216)         |        |
| Direct ROI (%)       |        | -83%             |        |

**Total local tax ROI (net property taxes)**

|                      |        |                  |        |
| Total Local Tax Receipts |        | $771             |        |
| Total ROI              |        | ($3,099)         |        |
| Net Present Value      |        | ($3,099)         |        |
| Total ROI (%)          |        | -80%             |        |

### Estimated Room Demand Metrics

|                      |        |
| Room Nights (total)  | 182    |
| Room Pickup (block only) | 0    |
| Peak Rooms           | 60     |
| Total Visitor Days   | 182    |