



# Flagler County Tourist Development Council Agenda

January 18, 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) December 21, 2016
- 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) December Marketing Report
- 5) **FUND 110 Regional Drive Market Grant Applications (formerly Quality of Life):** Review and recommendation to the Board of County Commissioners for the following grants:
  - a) \$1,250-Palm Coast Arts Foundation-10<sup>th</sup> Annual Picnic and Pops, May 7, 2017
  - b) \$1,250-Southern Promotions & Events-Palm Coast Seafood Festival, March 11-12, 2017
  - c) \$1,250-Flagler Broadcasting-Hot 'N' Spicy, February 18, 2017
- 6) **FUND 110 Overnight Stay Special Events Grant Applications:** Review and recommendation to the Board of County Commissioners for the following grants:
  - a) \$2,000 Flagler Broadcasting – Rock 'n' Ribfest at the Flagler County Fairgrounds, April 8-9, 2017
- 7) **Tourism Development Office Update**
- 8) **Community Outreach:** A thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.
- 9) **Board Member Commentaries**
- 10) **Adjournment**

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

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

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in this meeting should contact the number listed above at least 48 hours prior to the meeting.

**FLAGLER COUNTY  
TOURIST DEVELOPMENT COUNCIL  
Flagler County Government Services Building  
Board Chambers – First Floor  
December 21, 2016  
10:00 A.M.  
Minutes**

MEETING CALLED TO ORDER BY CHAIRMAN NATE MCLAUGHLIN AT 10:02 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, Mayor Milissa Holland, Tom Grimes, Michelle Brown, Ryan Crabb, Stephen Baker, Kurt Allen, Pamela Walker

2. Adoption of Minutes from November 2016 Meeting

**Grimes/Allen. Motion** to adopt the November 2016 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review

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

**Crabb/Provencher. Motion** to Accept Financial Reports. Motion Carries.

4. Accept Marketing Reports For Review

- a) November 2016

**Walker/Allen. Motion** to Accept Marketing Reports. Motion Carries.

5. FUND 111 Beach Restoration:

- a) \$164,671 – Fund 111 Beach Restoration – Post-Hurricane Matthew Recovery Master Plan

Craig Coffey, County Administrator gave a [Presentation](#) demonstrating the extent of the damage to Flagler County Coastline post Hurricane Matthew and outlined short term resolutions and long term solutions. Also discussed financial impact to Flagler County and some thoughts on acquiring additional funds through various federal government agencies. Focus on:

- 1. Avoid negative perceptions of community
- 2. Restoration of dunes and beaches
- 3. Protecting land
- 4. Beach access and dune walkovers
- 5. Debris on the beach
- 6. Road issues
- 7. Restoration of the Pier
- 8. Access to County Parks
- 9. Business Sustainment

**Holland** asked about funds spent on past work of Army Corps of Engineers and how/if that study will fit in with the Counties new needs for dunes or sea walls. Also inquired about the idea of changing the percentages of TDC revenue to increase Fund 111 Beach Restoration.

**Coffey** shared two ideas broached with the County Commission on December 19 that the percentage can be adjusted or get the last “penny” available, by statute, for the bed tax which would generate approximately \$500,000 annually. Will be brought to County Commission again after 5<sup>th</sup> Commissioner is named and seated on the Board. Requires a super majority vote to add the fifth “penny”.

Board discussion regarding the implementation and use of bed tax revenue for Beach Restoration (Fund 111), Promotional (Fund 110), Capital Projects (Fund 109)

**Walker** suggested doing a public campaign to ensure residents understand that the increase is paid by visitors and not by them.

**Holland/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$164,671 for the Flagler County Post-Hurricane Matthew Recovery Assistance-Part 1 funding request. Carries unanimously.

6. Tourist Development Office Update:

Dunn read into public record the following updates:

- Spartan Race date change from November 2016 to December 10-11, 2016
- Trans-America Interbike event has been canceled
- Florida Cycling Tour date TBD (previously canceled to Hurricane Hermine)
- PDA Fall Classic canceled due to Hurricane Matthew
- Beverly Beach, Two Beach Walkovers Project for \$32,000 (Fund 109) discussion for how this will move forward in light of the hurricanes is currently taking place
- Anticipated completion date of the Marineland Marina Phase II Project is being discussed to determine a new timeline in light of the damages from Hurricane Matthew
- Florida Flag Football State Championships June 23-25, 2017

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

7. Community Outreach:

**Rick Belhumeur**, Commissioner Flagler Beach, expressed disappointment in the decisions being made toward beach restoration. **Chair McLaughlin** reassured that all options are stilling being discussed and going forward.

8. Board Member Commentaries:

**Brown** asked about the possibility of adding “Flagler County” to TDC funded events in the future.

9. Adjournment:

**Allen/Walker. Motion to adjourn meeting at 11:06am**

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

[TDC December 21, 2016 Meeting](#)

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.

**Flagler County Board of County Commissioners**  
**Analysis of Monthly Tourist Development Tax Collections**  
**Fiscal Year 2010-11 Through 2016-17**

Prepared By:  
 Tourist Development Office

Month	Fiscal Year 2011-12			Fiscal Year 2012-13			Fiscal Year 2013-14			Fiscal Year 2014-15			Fiscal Year 2015-16			Fiscal Year 2016-17		
	Amount	Annual Change Percentage		Amount	Annual Change Percentage		Amount	Annual Change Percentage		Amount	Annual Change Percentage		Amount	Annual Change Percentage		Amount	Annual Change Percentage	
October	\$72,490	\$27,377	60.68%	\$75,602	\$3,112	4.29%	\$87,503	\$11,900	15.74%	\$91,481	\$3,979	4.65%	\$112,012	\$20,531	22.44%	\$116,454	\$3,442	3.07%
November	\$80,313	\$29,231	57.22%	\$75,705	(\$4,608)	-5.74%	\$92,058	\$16,353	21.60%	\$108,167	\$16,109	17.50%	\$116,810	\$8,443	7.81%	\$106,853	(\$10,757)	-9.22%
December	\$73,076	\$30,319	70.91%	\$72,826	(\$250)	-0.34%	\$80,927	\$8,101	11.12%	\$87,147	\$6,220	7.69%	\$96,693	\$9,546	10.95%	\$0		
January	\$69,713	\$15,502	28.60%	\$70,091	\$378	0.54%	\$82,743	\$12,652	18.05%	\$115,326	\$32,583	39.38%	\$127,361	\$12,035	10.44%	\$0		
February	\$82,448	\$20,173	32.39%	\$103,054	\$20,605	24.99%	\$108,639	\$5,586	5.42%	\$118,732	\$10,092	9.29%	\$128,169	\$9,437	7.95%	\$0		
March	\$145,946	\$21,904	17.66%	\$129,850	(\$16,096)	-11.03%	\$158,536	\$28,686	22.09%	\$191,669	\$33,133	20.90%	\$192,682	\$1,012	0.53%	\$0		
April	\$205,861	\$38,653	23.12%	\$236,514	\$30,653	14.89%	\$234,908	(\$1,606)	-0.68%	\$268,542	\$33,634	14.32%	\$291,418	\$22,876	8.52%	\$0		
May	\$168,483	\$21,720	14.80%	\$149,402	(\$19,081)	-11.33%	\$196,862	\$47,460	31.77%	\$198,906	\$2,044	1.04%	\$174,206	(\$24,700)	-12.42%	\$0		
June	\$118,228	\$12,296	11.61%	\$127,865	\$9,638	8.15%	\$149,053	\$21,187	16.57%	\$161,328	\$12,275	8.24%	\$152,112	(\$9,216)	-5.71%	\$0		
July	\$190,555	\$32,608	20.64%	\$206,746	\$16,190	8.50%	\$229,923	\$23,177	11.21%	\$236,387	\$6,464	2.81%	\$235,957	(\$430)	-0.18%	\$0		
August	\$230,128	\$16,599	7.77%	\$247,548	\$17,420	7.57%	\$269,928	\$22,380	9.04%	\$287,683	\$17,755	6.58%	\$307,481	\$19,798	6.88%	\$0		
September	\$131,753	\$26,062	24.66%	\$157,032	\$25,279	19.19%	\$168,293	\$11,266	7.17%	\$166,922	(\$1,376)	-0.82%	\$154,408	(\$12,514)	-7.50%	\$0		
Totals	\$1,568,993	\$292,443	22.91%	\$1,652,235	\$83,241	5.31%	\$1,859,378	\$207,143	12.54%	\$2,032,291	\$172,914	9.30%	\$2,089,110	\$56,819	2.8%	\$221,308	(\$7,315)	-3.2%

ACCOUNT BALANCE LIST

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

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

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

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

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

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
110-0000-101.10-00	Checking			
110-0000-101.60-01	Cash Checking		153,228.73	153,228.73
110-0000-101.60-02	MMIA Account			
110-0000-101.60-03	Investments Acct (PFM)		1,362,608.85	1,362,608.85
110-0000-101.60-04	Certificates of Deposit			
110-0000-101.60-05	Treasury Bills Account			
110-0000-115.00-00	Accounts Receivable			
110-0000-115.05-01	Due from Employee/ Adv			
110-0000-131.00-00	Due From Other Funds			
110-0000-133.00-00	Due From Other Govt Units		102,295.56	102,295.56
110-0000-135.00-00	Interest Receivable			
110-0000-151.10-00	Certificates of Deposit			
110-0000-151.11-00	US Treasury Bills			
110-0000-151.12-00	Investment Portfolio			
110-0000-151.20-00	MMIA			
110-0000-171.00-00	Estimated Revenue			
110-0000-172.00-00	Revenue Summary		844.68	844.68
110-0000-202.00-00	Accounts Payable			
110-0000-202.02-00	P Card			
110-0000-203.01-00	PAYABLES			
110-0000-207.00-00	Due to Other Funds			
110-0000-207.10-00	Due to Other Funds			
110-0000-208.00-00	Due to Other Govt Units			
110-0000-208.01-00	Due to Const Officers			
110-0000-216.10-00	Salaries Payable			
110-0000-241.00-00	Appropriations			
110-0000-242.00-00	Expenditure Summary		50,177.85-	50,177.85-
110-0000-243.00-00	Encumbrances		127,844.00-	127,844.00-
110-0000-245.00-00	Reserve for Encumbrances		127,844.00	127,844.00
110-0000-249.00-00	PY Rsv for Encumbrances			
110-0000-270.01-00	Designated for future use			
110-0000-271.00-00	Fund Balance			
110-0000-271.20-00	Actual Fund Balance			
110-0000-272.00-00	Retained Earnings		1,669,155.67	1,669,155.67
110-0000-312.10-00	Tourist Development	1,325,000.00		1,325,000.00
110-0000-361.10-00	Interest-MMIA & Investmnts	2,000.00	1,036.63	963.37
110-0000-361.30-00	FAIR VALUE OF INVESTMENTS		1,881.31-	1,881.31
110-0000-366.01-00	Contributions in Aid			
110-0000-369.90-00	Miscellaneous			
110-0000-398.00-00	5% STATUTORY REV REDUCTN	66,350.00-		66,350.00-
110-0000-399.00-00	Cash Carry Forward	1,757,194.00		1,757,194.00
110-4700-559.10-12	Regular Salaries	262,219.00	15,995.06	246,223.94
110-4700-559.10-13	Other Salaries & Wages			
110-4700-559.10-14	Overtime		4,989.84	4,989.84-
110-4700-559.10-21	FICA	19,448.00	1,603.29	17,844.71
110-4700-559.10-22	Retirement Expense	15,844.00	1,573.76	14,270.24
110-4700-559.10-23	Life & Health Insurance	52,500.00	3,500.00	49,000.00
110-4700-559.10-24	Workers Comp Expense	584.00	44.88	539.12
110-4700-559.10-25	Unemployment Comp Expense			
110-4700-559.10-26	OTHER POST EMP BENEFITS			
110-4700-559.31-10	Professional Services	10,000.00	63.23-	10,063.23
110-4700-559.34-10	Other Contracted Services	157,500.00		157,500.00
110-4700-559.34-20	Governmental Services			

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

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
110-4700-559.40-10	Travel Expenses	31,081.00		31,081.00
110-4700-559.41-10	Communications Recurring	10,000.00		10,000.00
110-4700-559.42-01	POSTAGE	17,000.00		17,000.00
110-4700-559.43-10	Utilities Expense	1,250.00		1,250.00
110-4700-559.44-10	Rentals & Leases	36,000.00		36,000.00
110-4700-559.45-10	General Liability Ins			
110-4700-559.45-20	Vehicle Insurance	250.00		250.00
110-4700-559.45-30	Property/Casualty Ins			
110-4700-559.46-10	Bldging/Equipmt Repairs			
110-4700-559.46-20	Vehicle Repair	250.00		250.00
110-4700-559.46-30	Maintenance Agreements	15,000.00		15,000.00
110-4700-559.46-40	Small Tools & Equipmt	250.00		250.00
110-4700-559.47-10	Printing & Binding	46,100.00		46,100.00
110-4700-559.48-10	Promotional Activities	41,197.00		41,197.00
110-4700-559.48-11	Promotional-FC Chamber	3,700.00		3,700.00
110-4700-559.48-12	Promotional-AACHO			
110-4700-559.48-13	Promotional-Utd Carbn Ctl			
110-4700-559.48-14	Promotnl-FL Frst Cst Golf			
110-4700-559.48-15	Promotional-F.C. Art Lgqe			
110-4700-559.48-16	Promotional- Miles Media			
110-4700-559.48-17	Promotional-FL Auditorium			
110-4700-559.48-18	Promotional-F.B. Chamber	20,000.00		20,000.00
110-4700-559.48-19	Rotary Club - Flagler Bch			
110-4700-559.48-21	Flagler Symphonic Society			
110-4700-559.48-22	Friends of Washington Oak			
110-4700-559.48-23	Flagler Cty Corvette Club			
110-4700-559.48-24	F.C Creekside Festival			
110-4700-559.48-25	Interspace Airport Ads			
110-4700-559.48-26	Bunnell Chamber of Commer			
110-4700-559.48-27	Ginn Championship			
110-4700-559.48-28	NEFJA			
110-4700-559.48-29	PC/Flagler Foundation Art			
110-4700-559.48-30	Flagler Archaeology Club			
110-4700-559.48-31	Florida Agricultural Muse			
110-4700-559.48-32	Flagler Habitat for Human			
110-4700-559.48-33	FPC Home Builders Assoc			
110-4700-559.48-34	AMER FOREIGN ACADEM RSRCH			
110-4700-559.48-35	GINN FOUNDATION			
110-4700-559.48-36	HISPANIC AMERICAN CLUB			
110-4700-559.48-37	FLAGLER PREMIER SOCCER CL			
110-4700-559.48-38	CONTINUING EDUC CO INC			
110-4700-559.48-39	PALM COAST ARTS FOUNDATIO			
110-4700-559.48-40	Heritage Crossroads			
110-4700-559.48-41	PC Chamber of Commerce			
110-4700-559.48-42	PC TENNIS CENTER			
110-4700-559.48-43	FRIENDS OF A1A BYWAY			
110-4700-559.48-44	CITY OF PALM COAST	15,000.00		15,000.00
110-4700-559.48-45	PROMOTIONAL-SPECIAL EVENT	287,250.00		287,250.00
110-4700-559.48-46	OVERNIGHT EVENT	112,500.00		112,500.00
110-4700-559.48-47	QUALITY OF LIFE EVENT	26,000.00		26,000.00
110-4700-559.48-48	CITY OF FLAGLER BEACH			
110-4700-559.49-10	Other Current Chrgs/Oblig			
110-4700-559.49-15	Advertising	490,000.00	16,842.25	473,157.75

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

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
110-4700-559.49-18	BANK ANALYSIS FEES	600.00		600.00
110-4700-559.51-10	Office Supplies	4,731.00		4,731.00
110-4700-559.51-11	Office Equipmt	1,000.00		1,000.00
110-4700-559.52-10	Gas, Oil & Lubricants	850.00		850.00
110-4700-559.52-12	Other Operating Expenses	500.00		500.00
110-4700-559.52-20	Clothing & Wearing Apparl	500.00		500.00
110-4700-559.52-30	Data Processing Software			
110-4700-559.54-10	Publications/Memberships	19,725.00	4,842.00	14,883.00
110-4700-559.54-20	Conference/Seminar Regist			
110-4700-559.55-01	TRAINING/EDUCATIONAL COST	4,650.00		4,650.00
110-4700-559.55-03	CONFERENCE/SEMINAR REGIST	25,350.00	850.00	24,500.00
110-4700-559.64-10	Equipment	3,803.00		3,803.00
110-4911-598.99-21	Pooled Cash Clearing Acct			
110-5000-587.98-11	Designated for Future Use	1,285,212.00		1,285,212.00
TOTALS:		6,035,688.00	3,287,288.81	9,224,310.47

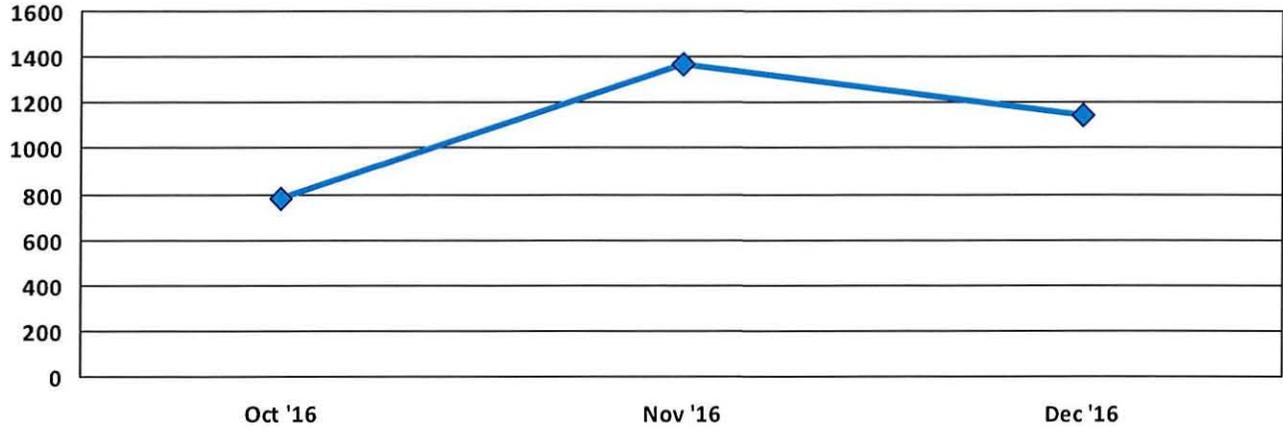
ACCOUNT BALANCE LIST

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

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

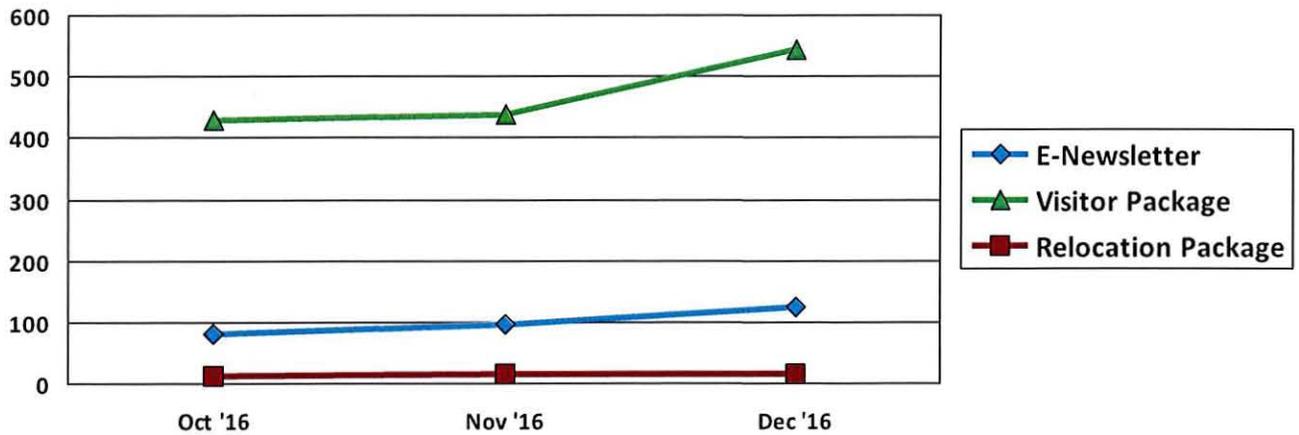
Marketing Activity	Month	YTD
Total Activity	1146	3292
Leads	45	379
Conversions	1101	2913

YTD Total Marketing Activity



Conversion Requests	Month	YTD
Visitor Package	543	1411
An E-newsletter	125	303
Relocation Package	17	43

Conversion Requests



## Tourism Monthly Marketing December, 2016

Top Leads	Month	YTD
Miles	45	
Miles		379

Leads by Source	Month	YTD
<b>Print</b>		
Miles	45	379

Visitor Center Walk Ins	Month	YTD
Chamber of Commerce	13	54
Flagler Beach Historical Museum	307	835
Holden House	92	205
Jacksonville Airport	79	251

Social Media	This Month	Grand Total
Facebook Likes	227	10011
Instagram Followers	37	450
Pinterest Followers	2	465
Twitter Followers	25	3416

YouTube	Month	YTD
Total Views	1217	3374

International Conversions	Month	YTD
Canada	14	20
United Kingdom		1

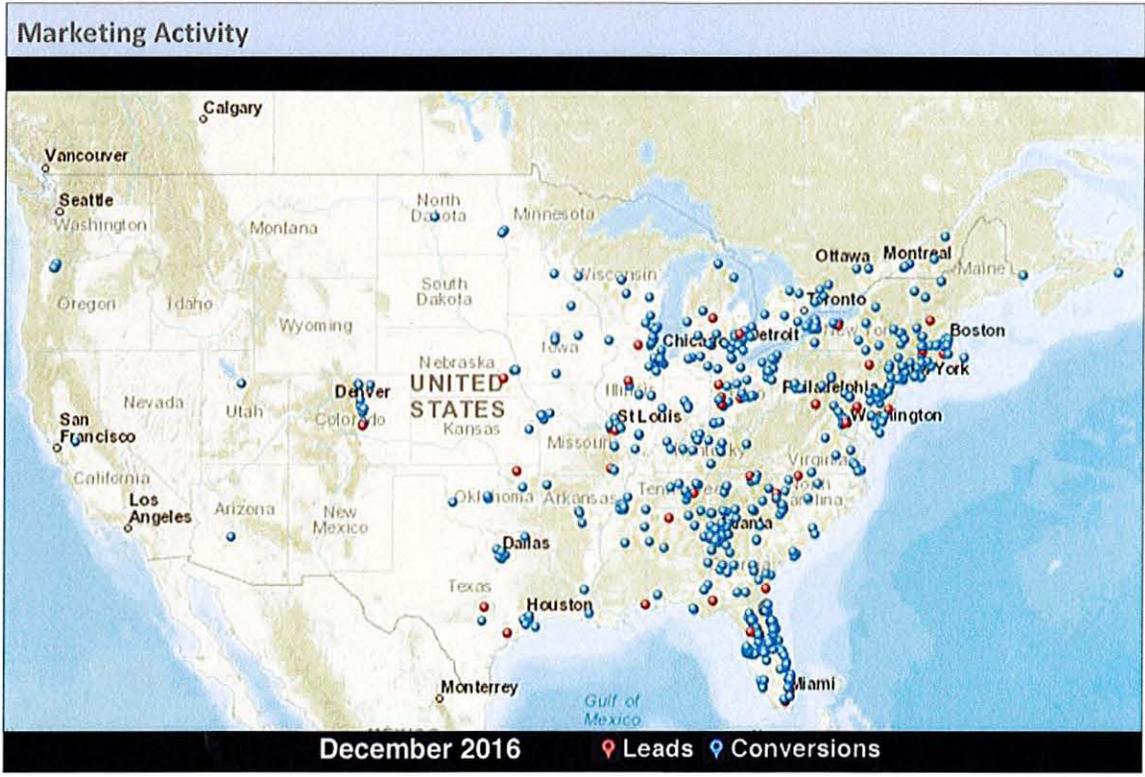
Top Conversions	Month	YTD
Solodev Retargeting (lp)	179	
Solodev Retargeting (lp)		432

Conversions by Source	Month	YTD
<b>Direct Contact</b>		
Radio	2	2
Magazine	2	8
Newspaper	1	4

Landing Page	Month	YTD
Solodev Retargeting (lp)	179	432
Solodev Adwords Pet Friendly (lp)	127	395
Solodev Adwords Quiet Beach (lp)	29	31
Solodev Adwords Camping (lp)	23	91
AJC 2016 Open for Business (lp)	15	15
TripAdvisor 2016 (lp)	5	8
Pandora 2015 (lp)	3	8
Madden Visit Florida 2016 (lp)	3	9
vendor_FTL (lp)		2
TripAdvisor Pet 2015 (lp)		2
Propel_End of Summer (lp)		7



Top Visitor Interests	Month	YTD	Visitor Interests	Month	YTD
Dining Guide	150		Dining Guide	150	371
Dining Guide		371	Beach	103	248
			Arts and Culture	100	257
			Events & Festivals	98	234
			Nature & Trails Guide (Biking & Hiking)	73	195
			Outdoor Activities	70	188
			Marine Life & Conservation	70	145
			Pet Friendly (Waggin' Tail Itinerary)	67	175
			Swimming with Dolphins (Marineland Dolphin Adventure)	53	131
			Family Fun	50	122
			Camping	50	151
			Paddling Guide	50	125
			Birding	30	69
			Wedding Guide	21	46
			Golf	16	48



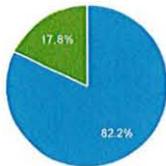
## Amy's Dashboard

Dec 1, 2016 - Dec 31, 2016

All Users  
100.00% Sessions

### Visits by Visitor Type

New Visitor Returning Visitor



### Pageviews

51,677  
% of Total: 100.00% (51,677)



### Pageviews by Page Title

Page Title	Pageviews
Palm Coast and the Flagler Beaches   Palm Coast and The Flag	4,184
4 Reasons to Visit Palm Coast and the Flagler Beaches in 201	3,428
New Year's Eve Celebration!   Palm Coast and The Flagler Beaches	2,569
Events   Palm Coast and The Flagler Beaches	1,923
Free Visitor's Guide and "Dog-Cation" Itinerary   Palm Coast and The Flagler Beaches	1,754
Florida Beach Destination Wedding Sites   Palm Coast and The Flagler Beaches	1,729
Campgrounds and RV Parks   Palm Coast and The Flagler Beaches	1,597
Webcams and Weather   Palm Coast and The Flagler Beaches	1,302
Palm Coast and the Flagler Beaches are Open for Business!	1,154
Visitors Guide   Palm Coast and The Flagler Beaches	1,122

### Visits

26,501  
% of Total: 100.00% (26,501)



### Unique Visitors

23,019  
% of Total: 100.00% (23,019)



### Visits by City

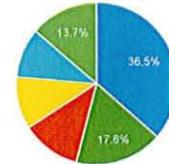
City	Sessions
Palm Coast	4,095
Orlando	2,041
Atlanta	577
(not set)	533
Miami	528
New York	431
Jacksonville	297
Washington	275
Chicago	258
Ashburn	233

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

Country	Sessions	Avg. Session Duration
United States	24,447	00:01:18
Canada	1,633	00:01:12
United Kingdom	89	00:01:19
Germany	26	00:01:40
India	21	00:01:47
France	11	00:00:20
Ireland	11	00:00:07
Netherlands	11	00:01:44
United Arab Emirates	10	00:00:06
Philippines	10	00:00:35

### Visits by Traffic Type

organic paid direct  
CA4 referral Other



### Goal Completions and Goal Conversion Rate

Source	Goal Completions	Goal Conversion Rate
google	13,257	99.99%
Interfuse	3,347	99.76%
(direct)	3,138	99.90%
Propel_Social	1,115	100.00%
AJC	860	100.00%
southernliving.com	610	100.00%
yahoo	562	100.00%
bing	482	100.00%
m.facebook.com	397	100.00%
ontarget	380	100.00%

### Visits by Social Network

Social Network	Sessions
Facebook	635
Pinterest	41
Twitter	21
TripAdvisor	3
LinkedIn	1

## Visits by Keyword

Keyword	Sessions
(not provided)	9,299
+beach +wedding venue	588
(automatic matching)	481
vacation rentals pet friendly florida	469
beach destination wedding florida	405
vacation rentals in florida pet friendly	399
rv camping in florida	312
+dog +friendly +florida +beach	186
florida seasonal rentals pet friendly	176
swim with dolphins florida	169

## Total Unique Searches by Search T...

Search Term	Total Unique Searches
new years eve	4
Search	3
camping	2
farmers market	2
fireworks	2
fishing	2
pet friendly	2
shopping	2
2016 santa claus	1
25 rymesen In palm coast fl 32164	1



**FLAGLER COUNTY**  
**NOVEMBER 2016 Total Golf Tourism**

	2016	2015	% Change
Rooms	748	715	5%
Rounds	1,760	1,683	5%
	2016 YTD	2015 YTD	% Change
Rooms	7,983	8,246	-3%
Rounds	18,780	19,404	-3%

\*\* HAMMOCK BEACH OCEAN COURSE CLOSED SINCE OCTOBER 9TH DUE TO HURRICANE MATTHEW

**Precipitation**

2016	2015	Change
.24	1.26	-1.02

**Temperature (Average High)**

2016	2015	Change
75	78	(3)°

**Website Traffic**

2016	2015	% Change
3,684	3,040	21.18%
2016 YTD	2015 YTD	
50,421	38,195	32.01%

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

Impressions	Value
13,033,000	\$209,170.00

**Top Five Markets - Web Visitation for Month**

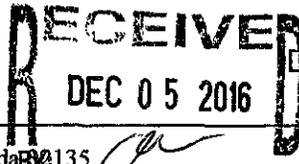
States	Countries
Alabama	Russia
Arizona	Germany
California	Italy
Connecticut	Austria
Florida	Andorra

**ADDITIONAL PERFORMANCE METRICS AVAILABLE ON REQUEST**



# Flagler County Tourist Development Council

## Fund 110 Promotional Activities Request for Regional Market Special Event Funding



Date: 12/5/2016

Organization: Palm Coast Arts Foundation Inc.

Mailing Address: PO Box 351766, Palm Coast Florida 32135

Contact Person: Joseph A Ganci Phone: 386 446 2288

Email Address: ganciarts@cfl.tt.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: 10th Annual Picnic and Pops Concert

Event Dates: MAY 7, 2017 MAY 7, 2017 Med

Amount Requested: \$1,250.00 Budget for Event\*: \$45,000.00

\* Event budget must be submitted with this application.

The Flagler County Tourist Development Council logo with the web address [www.VisitFlagler.com](http://www.VisitFlagler.com) must appear prominently in all advertising and publicity (both written or electronic) for the special event. 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 Popularity of the Jacksonville Symphony Orchestra, the program provided, and the growing demand for attendance over 3 counties, The event is promoted outside of Palm Coast and the county through various media opportunities and the lasat year's event was a record breaking event. Being on our new site in Town Center provides for additional growth in attendance.

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

The event will be marketed through newspaper ads, distributed fliers, radio advertising, magazine ads, Internet, Social media, various event calendars including the Chamber Calendar of events. A distribution team of volunteers are organized to provide fliers to businesses, strategic locations extending outside the city,

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

As in the past we will seek special opportunities with local hotels and the Chamber to provide special packages that include other events and over night stay incentive.

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

In subsequent years it will be self-funded through growing ticket sales, sponsors and grants.

**Soundness of Proposed Event**

Clearly identify the event's objectives.

The objective is to broaden the access to the arts for residents and visitors, enhance the quality of life through artistic presentations and to raise funds for the Palm Coast Arts Foundation and help achieve our objective to build the Center for the Arts complex for the community

What is the timetable for implementation of the event?

The event planning started in June of 2016 and continues until April 2017

What additional funding sources will be utilized?

Sponsors, grants, ticket proceeds contributions(in kind and actual)

How do you intend to accomplish your slated objectives?

We have a proven track record of success utilizing a dedicated experienced team assigned to specific tasks by an experienced team leader and status meetings held up to the event, including a post review of the event for suggested improvement.

**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.

The event brings to Flagler county an opportunity of visitors to the county , a concert by the Jacksonville Symphony not available to visitors or residents. It also enhances the appeal to visit.

**What added value can the event create to a visitors stay?**

It can enhance the desire to spend more time in the county instead of just going to other attractions outside the county.

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

Local food and beverage businesses will be providing food and drink for the Picnic aspects of the event, as well as other misc. items to facilitate the picnic s by the attendees, tales chairs, signs, and decorations purchased or rented for the event

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

All local hotels, trailer parks, eateries, and other businesses will benefit from additional sales and local governments will get additional tax revenue.

**Advertising Requirements**

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

**What is your strategy for marketing and advertising?**

The Flagler County logo will appear on all advertising collateral and media and we have a welcoming table that will contain various collateral, including any provided by the TDC

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? \$68,000.00

**List Past TDC funding:**

Year	Event	Requested Amt	Award Amt	Spent Amt
2015	9th Annual Picnic and Pops	\$1,500.00	\$1,500.00	\$1,500.00

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

Palm Coast Holdings, City of Palm Coast, Ajax Corp, Parkside Reality, Lindsey Florence. Tom Corum, Sam Perkovich, Observer and others to be determined.

**Event History**

How many years has this event taken place? 9

**Authorized Agent Acknowledgements and Signature**

---

Authorized Agent:

Name: Joseph A Ganci  
Title: President EX-Officio/ Executive Board Trustee

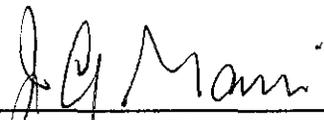
I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

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

12/5/2016  
Date

Received by Tourism Development Office By:

  
TDC Authorized Signature

12/5/16  
Date





Department of the Treasury  
Internal Revenue Service

P.O. Box 2508, Room 4010  
Cincinnati OH 45201

In reply refer to: 407755242  
Dec. 31, 2009 LTR 4168C 0  
80-0101548 000000 00

0007835

BODC: TE

PALM COAST ARTS FOUNDATION INC  
% GLENN E GRUBE SEC  
PO BOX 351766  
PALM COAST FL 32135-1766

032344

Employer Identification Number: 80-0101548  
Person to Contact: Mr. R. Molloy  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Dec. 12, 2009, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in November 2005.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

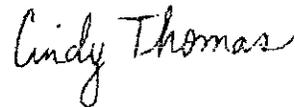
Beginning with the organization's sixth taxable year and all succeeding years, it must meet one of the public support tests under section 170(b)(1)(A)(vi) or section 509(a)(2) as reported on Schedule A of the Form 990. If your organization does not meet the public support test for two consecutive years, it is required to file Form 990-PF, Return of Private Foundation, for the second tax year that the organization failed to meet the support test and will be reclassified as a private foundation.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

4077552422  
Dec. 31, 2009 LTR 4168C 0  
80-0101548 000000 00  
00078360

PALM COAST ARTS FOUNDATION INC  
% GLENN E GRUBE SEC  
PO BOX 351766  
PALM COAST FL 32135-1766

Sincerely yours,



Cindy Thomas  
Manager, EO Determinations



# Fund 110 Regional Drive Market Special Event Grant – *Logo Requirements*

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



I, JOSEPH A. GANCI, 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 loss of requested TDC funds.

  
Signature

11/7/2016  
Date

  
Witness Signature

12/7/16  
Date



## FLAGLER COUNTY PURCHASING DEPARTMENT VENDOR INFORMATION FORM

Name of Individual or Business Name:

Southern Promotions & Events, Inc

Parent Company Name (if different than above):

Taxpayer Identification Number (TIN): 47-2646171

Vendor is:

(  ) Corporation

(  ) Partnership

(  ) Sole Proprietorship

(  ) Other \_\_\_\_\_ (Explain)

**Permanent Residence/Corporate Office Address:**

Address 13 Sandpiper Ct

City Palm Coast

State FL

Zip Code 32137

Phone 386-405-9189

Fax

E-mail southernpromoevents@gmail.com

**Payment Address (if different from above):**

Address

City

State

Zip Code

Phone

Fax

E-mail

**Purchase Order Address (if different from above):**

Address

City

State

Zip Code

Phone

Fax

E-mail



# Flagler County Tourist Development Council

## Fund 110 Promotional Activities Request for Regional Market Special Event Funding



Date: 12/20/16

Organization: Southern Promotions & Events, Inc.

Mailing Address: 13 Sandpiper Ct. Palm Coast, FL 32137

Contact Person: Dave Kolodzik Phone: 386-405-9189

Email Address: Southernpromoevents@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: Palm Coast Seafood Festival

Event Dates: March 11 & 12, 2017

Amount Requested: \$1,250.00 Budget for Event\*: \$34,000.00

*\* Event budget must be submitted with this application.*

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

As this event has a track record and continues to grow, local business will be more inclined to assist in the 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 is projected that for the 2017 event we should have over 8,000 attendees based on previous events at this venue.

---

What is the timetable for implementation of the event?

We have already published the website for this event and started social media. A few sponsors and several vendors have already come on board. The radio and newspaper advertising will start approx 30 days before the event.

---

What additional funding sources will be utilized?

We have the income from the Sponsors, vendors and food vendors. Beyond that Southern Promotions will be providing the start-up money. The event will charge a \$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?

Visitors to the area - from out of state - associate Florida with seafood. By providing this event with seafood, pirates and music - 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?

Again, what was just stated above.

**Advertising Requirements**

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

What is your strategy for marketing and advertising?

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**

How much gross income is intended to be collected from this event? \$60,000.00

List Past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
------	-------	---------------	-----------	-----------

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 regarding sponsorships.

**Event History**

How many years has this event taken place? 1

**Authorized Agent Acknowledgements and Signature**

---

Authorized Agent:

Name: David E. Kolodzik

Title: President

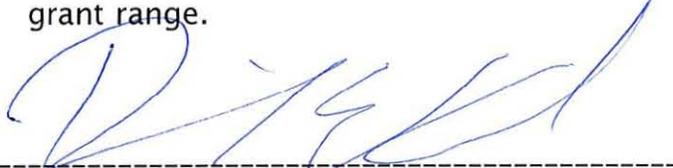
I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

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.

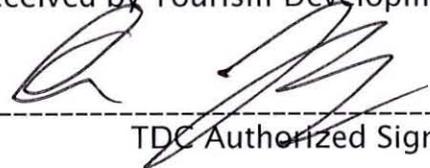


Authorized Agent Signature

12-20-16

Date

Received by Tourism Development Office By:



TDC Authorized Signature

12-20-16

Date

# Palm Coast Seafood Festival

City of Palm Coast:		\$ 3,233.50
Special Event Permit:	\$ 105.00	
Zoning Review (Alcohol license)	\$ 40.00	
Road Closure	\$ 250.00	
Traffic Message Boards	\$ 60.00	
Event Directional Signage	\$ 100.00	
Recycling Bins	\$ 392.00	
Temporary Fencing	\$ 511.50	
Portable Light Stands	\$ 150.00	
PW Labor Charges	\$ 260.00	
Event Sign	\$ 175.00	
Water Connection	\$ 565.00	
Electrical Service	\$ 50.00	
MERV unit	\$ 375.00	
Building Inspection	\$ 200.00	
Flagler County Sheriff's office		\$ 7,100.00
Event Insurance		\$ 2,200.00
Advertising		\$ 7,700.00
Flagler Broadcasting (Radio)	\$ 3,000.00	
Palm Coast Observer (Newspaper)	\$ 2,000.00	
Website	\$ 1,200.00	
Social Media Marketing (Facebook Boost)	\$ 1,000.00	
Poster & Flyers	\$ 500.00	
Entertainment		\$ 3,600.00
Bill 'Sauce Boss' Wharton	\$ 2,400.00	
Scott 'Beach Bum Pirate' Ramsey	\$ 400.00	
Robbie Litt	\$ 200.00	
William Porter	\$ 300.00	
OTHER	\$ 300.00	
Sound - Eclipse Studios		\$ 1,600.00
Event Payroll		\$ 2,000.00
Stage Rental		\$ 2,500.00
Tables, Tents, Chairs		\$ 2,500.00
Port-a-potties		\$ 600.00
Ice		\$ 250.00
Misc.		\$ 500.00

**TOTAL: \$33,783.50**



# Flagler County Tourist Development Council

## Final Status Report

Date: \_\_\_\_\_

Organization: Southern Promotions & Events, Inc.

Event Name: Palm Coast Seafood Festival

Mailing Address: 13 Sandpiper Ct. Palm Coast, FL 32137

Contact Person: Dave Kolodzik Phone: 386-405-9189

Email Address: \_\_\_\_\_ Fax: \_\_\_\_\_

Is this a first time event?  No  Yes

If not, now many times has this event taken place?

What attractions or activities did guests participate in other than your event?

Did any problems occur during this event?  No  Yes - If yes, please describe below:

What is the total expense of the event?

Have all the invoices associated with this event been paid?  No  Yes

List all vendors that have been paid:

List outstanding invoices:



# Flagler County Tourist Development Council

## Reimbursement Request Form

Date: \_\_\_\_\_

Organization: Southern Promotions & Events, Inc.

Event Name: Palm Coast Seafood Festival

Mailing Address: 13 Sandpiper Ct. Palm Coast, FL 32137

Contact Person: Dave Kolodzik Phone: 386-405-9189

Email Address: \_\_\_\_\_ Fax: \_\_\_\_\_

Reimbursement request must be for qualified items related to the approved grant event. Each expense must include a paid invoice, cancelled check and a tear sheet, printed sample, or other backup information to substantiate payment. Failure to submit request correctly will delay payment. Reimbursement must be submitted within 60 days following event.

Vendor	Expense Description	Invoice Amount	Reimbursement Amount
Total Amount To Be Reimbursed			

The information above is true and correct based upon our records. The funds requested are for reimbursement from the awarded grant by the Tourist Development Council and are actual expenses related to the event.

-----  
Authorized Agent Signature

-----  
Date

**FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL**

1769 East Moody Boulevard

Bunnell, FL 32110

386-206-0957

---

**FUND 110 SPECIAL EVENTS – REGIONAL DRIVE MARKET GRANT PRE-MEETING CHECKLIST**

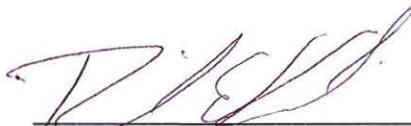
A Mandatory Consultation must be scheduled with Tourism Development prior to submittal. Please contact **Craig Lenniger** at (386) 313-4228 or by email: [clenniger@visitflagler.com](mailto:clenniger@visitflagler.com)

**Pre-Meeting Checklist**

- CL 1. Review of Final Status Report
- CL 2. Review of Reimbursement Form
- CL 3. Review of Invoices and Copies of Cancelled Checks to show paid (checks must match invoices)
- CC 4. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
- CL 5. W-9 ~~SEAGRAM~~ 12/21/16
- CL 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.

CL 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.

  
\_\_\_\_\_  
Flagler County TDC Representative

  
\_\_\_\_\_  
Event Planner

12-20-16  
\_\_\_\_\_  
Date

12/20/16  
\_\_\_\_\_  
Date

# Fund 110 Regional Drive Market Special Event Grant – *Logo Requirements*

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



I, DAVE KENNEDY, 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 loss of requested TDC funds.

DAVE KENNEDY  
Signature

12/20/16  
Date

[Signature]  
Witness Signature

12/20/16  
Date

## Request for Taxpayer Identification Number and Certification

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

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Southern Promotions &amp; Events, Inc.</b>		
	2 Business name/disregarded entity name, if different from above		
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> 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) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
	5 Address (number, street, and apt. or suite no.) <b>13 Sandpiper Ct.</b>		Requester's name and address (optional)
	6 City, state, and ZIP code <b>Palm Coast, FL 32137</b>		
	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 number to enter.

Social security number									
or									
Employer identification number									
4	7	-	2	6	4	6	1	7	1

**Part II Certification**

Under penalties of perjury, I certify that:

- 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
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

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

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶ <u>3/16/16</u>
------------------	----------------------------	-----------------------

**General Instructions**

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

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (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 1099-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 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued).
- Certify that you are not subject to backup withholding, or
- 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
- 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.

# Sponsorship Levels

## **Presenting Sponsor: \$5000<sup>00</sup>**

- Only one top sponsorship position -

The Event would be renamed for this sponsor:

**Palm Coast Seafood Festival**

presented by \_\_\_\_\_

What better advertising? Thousands of participants over the weekend would be seeing your company's name front & center.

Also, all advertising leading up to the event (internet, print, radio, social media, signs banners) would feature your company's name!

As the 'Presenting Sponsor', you will also have the PR photo op of presenting a check to our benefiting charity - Hope Works.

Plus..... a 10x20 vendor position at the entrance to the festival and 100 free admission tickets to give out to employees or customers!

## **Gold Sponsor: \$2500<sup>00</sup>**

- Only 2 positions at this level -

Your company's name / logo will be displayed prominently on all print advertising as well as internet, radio, social media signs and banners for the event. Also, a 10x20 vendor position near the event entrance as well as 50 free admission tickets to give out to employees or customers. You will have the PR photo op of presenting a check to our benefiting charity

## **Silver Sponsor: \$1000<sup>00</sup>**

Your company's name / logo will be displayed on all print advertising as well as internet, social media and banners for the event. Also, a 10x10 vendor position near the event entrance as well as 50 free admission tickets to give out to employees or customers.

## **Bronze Sponsor: \$500<sup>00</sup>**

Your company's name / logo will be displayed on all print advertising as well as internet, social media and banners for the event. Also, 25 free admission tickets to give out to employees or customers.

*Sponsorships can be cash, in-kind or a combination.*  
Email Dave at [SouthernPromoEvents@gmail.com](mailto:SouthernPromoEvents@gmail.com)  
for more information or call (386) 405-9189

# Palm Coast Seafood Festival

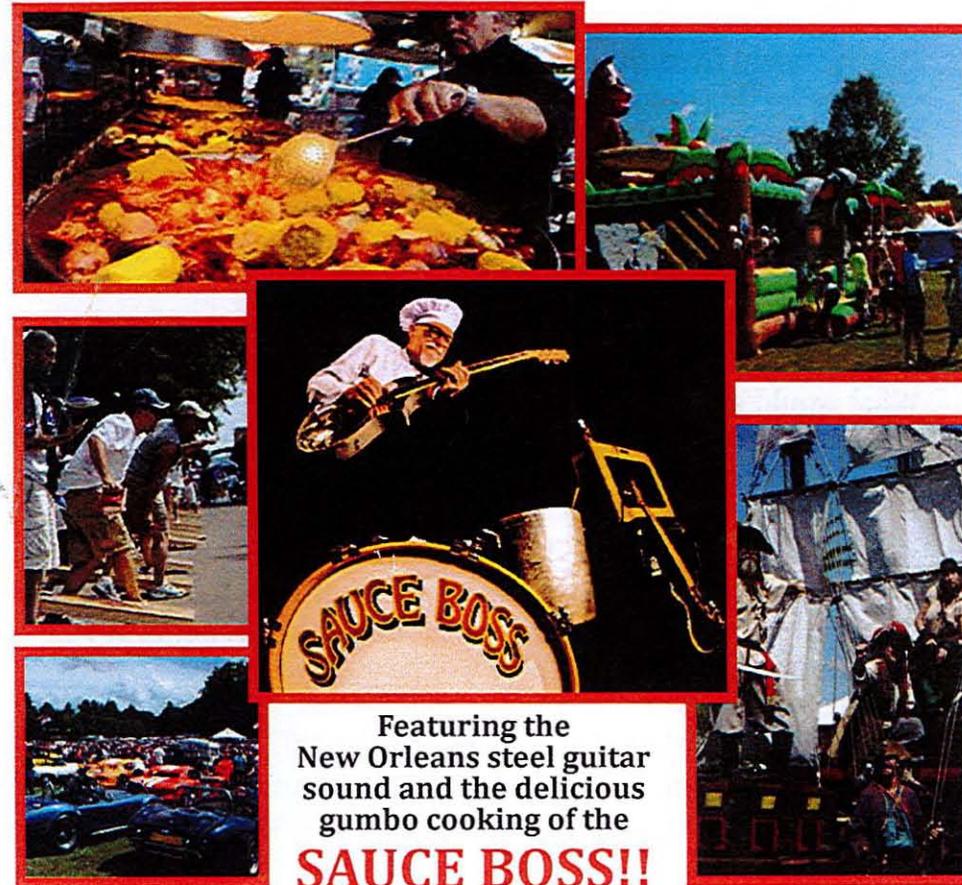


## March 11 & 12, 2017

Palm Coast Town Center

[www.pcseafoodfest.com](http://www.pcseafoodfest.com)

**-Sponsorship Information-**



Featuring the  
New Orleans steel guitar  
sound and the delicious  
gumbo cooking of the  
**SAUCE BOSS!!**

# PALM COAST SEAFOOD FESTIVAL 2017

## *It's Back! Bigger & Better!*

*Palm Coast use to have an annual Seafood Festival several years ago. It was very popular and well attended by thousands of people every year. Now it's back and even better than ever!*

### SEAFOOD

From shrimp to fish! From oysters to lobster! We'll even have hamburgers, hotdogs, bar-b-que and some scrumptious dessert thrown in! Local restaurants as well as food trucks from throughout Florida will be highlighting their finest food. Lots of choices for everyone's pallet!



### MUSIC

Musical talent from the local area & across the South East will be on the stage for this event! Everything from Southern Rock and Country to Jazz. The featured entertainer will be Bill "Sauce Boss" Wharton.



Bill brings his own New Orleans style steel guitar sound along with his famous gumbo recipe that he makes on stage while performing. The crowd even gets to sample it after the show!

### BEER TENT

What would seafood and music be without beer as well. Budweiser products (Bud, Bud Light, AmberBock) along with local Craft beers. We'll also will have Coca-Cola products available!!

### VENDORS

There will be dozens of vendors set up all around the lake in Town Center. Everything from original art to jewelry. Bring your charge card and good taste - there will be plenty to choose from!!

### CORN HOLE COMPETITION

Corn Hole competitors from all over Florida and South Georgia will be converging on the Seafood Festival to compete for cash and prizes. Among the prizes will be a 3 day, 2 night Bahamas cruise.

### CLASSIC CAR SHOW

Car lovers from the entire area will come to see the classic cars and trucks that will be on display. Attendees with the opportunity to sample automotive history - from some of the earliest automobiles to classic street rods and even newer cars



### KIDS FUN ZONE



There will be a HUGE fun zone to make the kids happy! Bounce Houses, slides and obstacle courses. Parents can choose to pay per activity or get a wrist band that's good for the whole day. We'll also have face painting and lots of other fun things to do for the little ones.

### PIRATE VILLAGE

AHOY MATE'S the pirates have arrived! There will be a pirate village set up with a pirate ship, stocks and several of the sea going scallywags for your fun - and photos. Great for both kids and the kid at heart!

### FAMILY FUN RUN

Saturday morning will kick off the weekend with a Family Fun Run before the gates open. Adults and kids are welcome to participate.

A portion of the proceeds of this event will be donated to Hope Works, a registered Florida non-profit organization. Hope Works raises money to help feed Florida's Homeless population. Among local homeless groups that are supported by Hope Works is the St. Francis House in St. Augustine and Volusia/Flagler County Coalition for The Homeless in Daytona Beach.





# Flagler County Tourist Development Council

## Fund 110 Promotional Activities Request for Regional Market Special Event Funding

RECEIVED  
DEC 28 2016  
DEC 28 2016  
Date: Feb 18 2017

Organization: Flagler Broadcasting LLC

Mailing Address: 2405 E Moody Blvd #402 Bunnell, FL 32110

Contact Person: Mary Adams Phone: 386-437-1992

Email Address: maryadams@flagerbroadcasting.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: Hot 'N' Spicy

Event Dates: February 18, 2017

Amount Requested: \$1,250.00 Budget for Event\*: \$10,000.00

*\* Event budget must be submitted with this application.*

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

This event provides visitors an opportunity to watch live music, livestock and parrot performances and experience spicy food featuring locally grown peppers and spices in a family-friendly environment at the historic Florida Agricultural Museum.

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

Billboards, signs, magazines, discount booklets, newspapers, posters, flyers, radio promotions, weather mentions, show host mentions, social media

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

We will suggest to visitors other fun things to do in Flagler County.

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

Efforts will be combined with the Florida Agricultural Museum.

---

### **Soundness of Proposed Event**

Clearly identify the event's objectives.

To bring more visitors to the Florida Agricultural Museum, market Flagler County radio stations, to provide an event fit for all ages, for locals and visitors.

---

What is the timetable for implementation of the event?

Preparations began November 2016 and event implementation is February 2017.

---

What additional funding sources will be utilized?

Donations, sponsorships, exhibitors, food and beer sales

---

How do you intend to accomplish your slated objectives?

Through marketing, PR, partnerships with Flagler County, Florida Agricultural Museum, Flagler County Parks and Recreation, and the Tourism Development Council.

---

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

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

### **Quality and Uniqueness of the Proposed Event**

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

See one-sheeter attached



What added value can the event create to a visitors stay?

This event will provide opportunities for guests to experience excitement, entertainment, and educational opportunities in an outdoor environment.

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

Visitors will stay longer in Flagler County after being exposed to the variety of attractions at this event, thus stimulating the Flagler County economy.

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

See answer above

**Advertising Requirements**

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

What is your strategy for marketing and advertising?

Through methods listed in question two, all marketing strategies will be implemented prior to the event with an intense focus during the two weeks prior to the event.

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

**Funding**

How much gross income is intended to be collected from this event? \$1,500.00

List Past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
2016	Freedom Fest	\$2,500.00	\$2,500.00	
2016	Country Fest	\$2,500.00	\$2,500.00	
2016	Rock 'n' Rib Fest	\$5,000.00	\$5,000.00	\$5,000.00

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

Sponsors pending

**Event History**

How many years has this event taken place? 6

**Authorized Agent Acknowledgements and Signature**

---

Authorized Agent:

Name: Mary Adams  
Title: Event Coordinator

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

12-28-14

Date

Received by Tourism Development Office By:



TDC Authorized Signature

12-28-14

Date



**Stability and Management Capacity – for use with Hot n Spicy 2017**

- Flagler Broadcasting has demonstrated capabilities to develop resources, effectively plan, organize and implement the proposed event. For 8 years Flagler Broadcasting has produced and promoted many successful events. These events are always:
  - An enjoyable experience for visitors so they want to return
  - Family oriented
  - Safe, friendly environments
  - Produced through over the top regional marketing
  
- See page 10 – prior events – for documentation that Flagler Broadcasting has a successful history of service in and to Flagler County
  
- See page 10 – prior events – for evidence of the ability of Flagler Broadcasting to administer public grants and to prepare and deliver the necessary reports to the TDC.

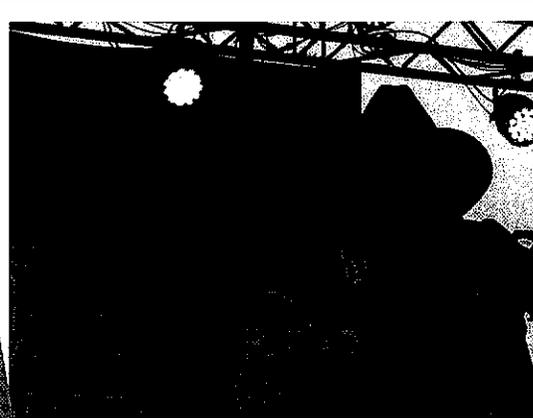
7th Annual  
Feb. 18th  
11am - 4pm

FLORIDA  
AGRICULTURAL  
MUSEUM

# Hot 'n Spicy



"The Florida Agricultural Museum has drawn thousands of people from St. Augustine - Daytona Beach to taste the hottest of the hot and coldest of craft beers."



...the ... ..  
... ..  
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105.5 fm  
& 92.7 fm  
We play everything!

Palm Coast AND THE  
FLAGLER BEACHES  
www.visitflagler.com

KIX  
COUNTRY  
98.7 fm

Anticipated Budget for Hot 'n' Spicy 2017

Expenses

Bands/Entertainment	2300
Parrot Show	600
Pig Show	500
Insurance	2000
Rentals	1000
Advertising/Marketing	2500
Sound	500
Port-o-potties	300
Trash Pick-up	300
Total Expenses	10,000

## Request for Taxpayer Identification Number and Certification

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

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) <b>Flagler Broadcasting, LLC</b>		
	Business name/disregarded entity name, if different from above <b>WNZF, Beach 92.7, Easy Oldies 100.9, KIX Country 98.7, Beach 105.5</b>		
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input checked="" type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) <b>P</b> <input type="checkbox"/> Other (see instructions) ▶		Exemptions (see instructions):  Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____
	Address (number, street, and apt. or suite no.) <b>2405 E. Moody Blvd., # 402</b> City, state, and ZIP code <b>Bunnell, FL 32110</b> List account number(s) here (optional)	Requester's name and address (optional)	

<b>Part I Taxpayer Identification Number (TIN)</b>																																						
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 <i>How to get a TIN</i> on page 3.  Note, if the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="9" style="text-align: center;">Social security number</td> </tr> <tr> <td style="width: 20px; height: 20px;"></td> </tr> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="9" style="text-align: center;">Employer identification number</td> </tr> <tr> <td style="width: 20px; height: 20px;">2</td> <td style="width: 20px; height: 20px;">6</td> <td style="width: 20px; height: 20px;">-</td> <td style="width: 20px; height: 20px;">0</td> <td style="width: 20px; height: 20px;">1</td> <td style="width: 20px; height: 20px;">8</td> <td style="width: 20px; height: 20px;">0</td> <td style="width: 20px; height: 20px;">3</td> <td style="width: 20px; height: 20px;">4</td> <td style="width: 20px; height: 20px;">5</td> </tr> </table>	Social security number																		Employer identification number									2	6	-	0	1	8	0	3	4	5
Social security number																																						
Employer identification number																																						
2	6	-	0	1	8	0	3	4	5																													

<b>Part II Certification</b>	
Under penalties of perjury, I certify that:	
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and 3. I am a U.S. citizen or other U.S. person (defined below), and 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.	
<b>Certification instructions.</b> You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.	
Sign Here	Signature of U.S. person ▶ Date ▶ <b>1/15/15</b>

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.  
**Future developments.** The IRS has created a page on [irs.gov](http://irs.gov) for information about Form W-9, at [www.irs.gov/wo9](http://www.irs.gov/wo9). Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

#### Purpose of Form

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

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

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

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

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

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- 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 under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.



FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL

1769 East Moody Boulevard

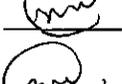
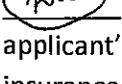
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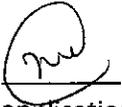
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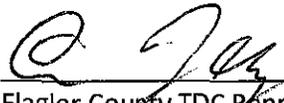
FUND 110 SPECIAL EVENTS – REGIONAL DRIVE MARKET GRANT PRE-MEETING CHECKLIST

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

Pre-Meeting Checklist

-  1. Review of Final Status Report
-  2. Review of Reimbursement Form
-  3. Review of Invoices and Copies of Cancelled Checks to show paid (checks must match invoices)
-  4. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
-  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.

  
Flagler County TDC Representative

  
Event Planner

12-30-16  
Date

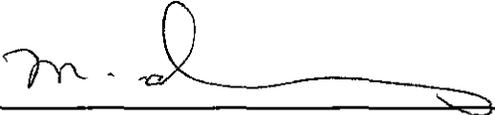
12-30-16  
Date

# Fund 110 Regional Drive Market Special Event Grant – *Logo Requirements*

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



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 loss of requested TDC funds.

  
Signature

12-28-16  
Date

  
Witness Signature

12-28-16  
Date

# Flagler County Tourist Development Council

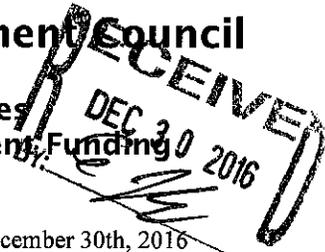


Tourism Grant Guidelines  
and  
Application for Regional Drive Market  
Special Events



Flagler County Tourist Development Council

Fund 110 Promotional Activities
Request for Overnight Stay Special Event Funding



Date: December 30th, 2016

Organization: Flagler Broadcasting, LLC
Mailing Address: 2405 E Moody Blvd, Bunnell FL 32136
Contact Person: Mary Adams Phone: 386-437-1992
Email Address: maryadams@flaglerbroadcasting.com Fax: 386-437-8728
Registered as a non-profit corporation: [X] No [ ] Yes

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 at the Flagler County Fair
Event Dates: April 8th and 9th 2017
Amount Requested: \$2,000.00 Budget for Event\*: \$25,000.00

\* 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.

In Volusia, Putnam and St. Johns counties, direct advertising funds will be used for: billboards, magazines, newspapers, radio promos and social media

Please provide detailed information on your event.

This two day event is paired with the Flagler County Fair to bring thousands of visitors to the area with live music, food, drinks, fun things to do and will be a family friendly event.

**Who is your target audience?**

Anyone who enjoys live music, food, fun and a great atmosphere

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

Visitors will stay overnight in Flagler county and will go shopping, dine out, visit local beaches, parks, and historic sites.

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  No

If yes, list locations with the number of rooms blocked at each location, i.e. Hampton Inn (40 rooms):

Microtel, 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)

Attend local play, concert or dance performance

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

**Funding**

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

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

Sponsorships, donations, food and beer sales, and exhibitors

How much gross income is intended to be collected from this event? \$30,000.00

List Past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
2016	Freedom Fest	\$2,500.00	\$2,500.00	Pending
2016	Kix Country Fest	\$2,500.00	\$2,500.00	Pending
2016	Rock 'n' Ribfest	\$5,000.00	\$5,000.00	\$5,000.00

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

sponsors pending

**Event History**

How many years has this event taken place? 1

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

Date(s)	Location	Total Attendance	Out of Town Guests	Verifiable Room Nights	Total Expenditures
Apr 8-10 '16	Flagler County Fairgrounds	8,500	2,200	78	40,279

**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 an opportunity for visitors to attend both the county fair and experience live music and all local business vendors.

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

Billboards, signs, magazines, discount booklets, newspapers, posters, flyers, radio promotions, weather mentions, show host mentions and social media

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

We will suggest to visitors other fun things to do in Flagler county

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

\* Combined efforts with the Flagler County fairgrounds and local sponsors.

## **Soundness of Proposed Event**

Clearly identify the event's objectives.

To bring more visitors to the Flagler County Fairgrounds, to market Flagler county radio stations, to provide an event for all ages for locals and visitors

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What is the timetable for implementation of the event?

Planning for event began December 2016 and event implementation will be in April 2017

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How do you intend to accomplish your slated objectives?

Through marketing, PR, partnerships with Flagler County, the Flagler County Fairgrounds, Flagler County Parks and Rec and the Tourism Development Council

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

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

## **Quality and Uniqueness of the Proposed Event**

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

\* See attached one-sheets



**Authorized Agent Acknowledgements and Signature**

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Authorized Agent:

Name: Mary Adams  
Title: Event Coordinator

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.

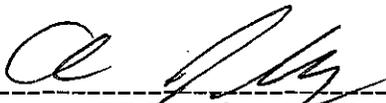


Authorized Agent Signature

12-30-14

Date

Received by Tourism Development Office By:



TDC Authorized Signature

12-30-14

Date





Anticipated Budget for 2017	
Bands/Entertainment	\$10,000.00
Permits/Licenses	\$500.00
Insurance	\$2000.00
Rentals	\$5,500.00
Advertising/Marketing	\$6,000.00
Misc.	\$1,000.00
<b>Total</b>	<b>\$25,000.00</b>

**Stability and Management Capacity – for use with Rock ‘n’ Ribfest 2017**

- Flagler Broadcasting has demonstrated capabilities to develop resources, effectively plan, organize and implement the proposed event. For 8 years Flagler Broadcasting has produced and promoted many successful events. These events are always:
  - An enjoyable experience for visitors so they want to return
  - Family oriented
  - Safe, friendly environments
  - Produced through over the top regional marketing
  
- See page 10 – prior events – for documentation that Flagler Broadcasting has a successful history of service in and to Flagler County
  
- See page 10 – prior events – for evidence of the ability of Flagler Broadcasting to administer public grants and to prepare and deliver the necessary reports to the TDC.