

BOARD OF COUNTY COMMISSIONERS

GULF COUNTY, FLORIDA

<u>AGENDA</u>	<u>MARCH 24, 2015</u>	<u>TIME / PAGE NO.</u>
1. Meeting Called to Order		9:00 a.m.
2. Consent Agenda		1-37
3. County Staff Business		
4. Board Business		
5. Jason Peters, DOT – Gulf Coast Parkway		
6. Katrina Saunders, WMC – Introduce New Provider		
7. Robbin Trindell, FL FWCC – Retro-fit Breakdown		
8. Public Discussion		

**F.S. 286.0105:**

**If a person decides to appeal any decision made by the board, agency or commission, with respect to any matter considered at such meeting or hearing, he will need a record of the proceedings, and that, for such purpose, he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.**

# CONSENT AGENDA

March 24, 2015

1. Agreement – FL Department of Transportation (Signing & Pavement Marking \* Cowries Street \* Luke Ford Road \* Bailey Road \* FPID #43351935201) . . . . . 1-11
2. Change Order – T.D.C. Website \* Bid #1213-09 (#4 \* Outpost Design \* Increase of \$1,600.00) . . . . . 12-13
3. Request for Funds – Gulf County Sheriff's Office (Reggie Dabbs School Presentation \* \$1,500.00) . . . . . 14
4. T.D.C. – Sponsorship & Special Funding (Application Packet \* FY 2015-16). 15-37

**Don Butler**

**From:** Chad Aaron Rohde, P.E. <CRohde@cescivil.com>  
**Sent:** Tuesday, March 17, 2015 4:04 PM  
**To:** Don Butler  
**Cc:** Kimberly Glass, P.E.; 'Lynn Lanier'; 'Joe'  
**Subject:** RE: FDOT Maintenance Agreement Follow-up Inquiry  
**Attachments:** Maintenance Agreement - 433519-3 - Gulf County - 2014-12-18.pdf; 433519-3-Gulf-County.pdf

Don:

Attached please find a set of abbreviated design plans showing only those intersections within the jurisdiction of Gulf County, that will be subject to safety improvements. The safety improvements planned are limited to signing and pavement marking enhancements and were developed by the Florida Department of Transportation (FDOT) as part of Florida's Statewide Safety Intersection Implementation Plan (a federally-funded program whose current focus is reducing crashes at stop-controlled intersections). As a pre-requisite to construction funding, two copies of the attached signed maintenance agreement are requested by the FDOT. The purpose of the maintenance agreement is to provide written concurrence that Gulf County will maintain the elements being constructed for the intersections listed.

Please print and complete TWO (2) original hard copies of the attached maintenance agreement and mail to my attention at the address below. When received, we will send the agreements to the FDOT for their signature; then we'll send one copy back to you for your records. Please complete the appropriate sections on pages 3 and 4 of the agreement.

If you have any questions or need additional information, please feel free to contact me.

Thank you,

**Chad Rohde, P.E., PTOE**  
 Project Manager  
**Comprehensive Engineering Services, Inc.**  
 201 South Orange Avenue, Suite 1300  
 Orlando, Florida 32801  
 Phone: 407-423-1600 x 209

**From:** Don Butler [mailto:dbutler@gulfcountry-fl.gov]  
**Sent:** Tuesday, March 17, 2015 3:31 PM  
**To:** Chad Aaron Rohde, P.E.; 'Joe'  
**Cc:** Kimberly Glass, P.E.; 'Lynn Lanier'  
**Subject:** RE: FDOT Maintenance Agreement Follow-up Inquiry

Chad

Please send me the details and I will move forward with the agreement.  
 Thanks

FILED FOR RECORD  
 REBECCA L. NORRIS  
 CLERK OF CIRCUIT COURT  
 GULF COUNTY, FLORIDA  
 15 MAR 18 AM 11:14

CONSENT *DB*  
 DATE 3/24/15 1

FPID #: 43351935201  
COUNTY: Gulf  
FAP #: 8886 523 A

STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION  
OFF SYSTEM PROJECT MAINTENANCE AGREEMENT

This Agreement is between the State of Florida Department of Transportation, "DEPARTMENT," and Gulf County, a political subdivision of the State of Florida "COUNTY."

1. Federal funding is available for the costs of signing, pavement marking and other minor related improvements on Cowries Street at SR 30 (US 98), CR 381 (Luke Ford Road) at SR 71, and Bailey Road at SR 71 pursuant to Title 23, United States Code; and

2. The DEPARTMENT is preparing to undertake a project within the COUNTY identified and known to the parties by Financial Project I.D. 433519-3-52-01, with the following respective FDOT Roadway Section Numbers and Intersection Mile Posts:

FDOT Roadway Section No.	Intersection Mile Post
51010000	11.318
51020000	18.986
51020000	18.065

3. Cowries Street, CR 381 (Luke Ford Road) and Bailey Road are located in Gulf County, Florida, roads not on the State Highway System; and

**NOW THEREFORE**, in consideration of the mutual benefits to be derived by the terms of this Agreement, the parties hereby agree as follows:

4. The recitals in paragraphs 1-3 above are true and correct and are made a part of this Agreement.

5. The COUNTY acknowledges that the DEPARTMENT will be utilizing federal funds on the PROJECT and as a result thereof the COUNTY agrees to maintain the PROJECT in perpetuity according to DEPARTMENT standards. The COUNTY further recognizes and acknowledges that if the DEPARTMENT will be utilizing federal funds on the PROJECT, the National Environmental Policy Act ("NEPA") process will need to be completed and the DEPARTMENT reserves the right to adjust the plans and or design of the PROJECT to meet the needs of the permits. The COUNTY agrees to fully cooperate in the provision of any and all studies and or data that may be necessary for the NEPA process and for all other permit matters.

6. The COUNTY acknowledges and agrees that the right of way, and the improvements located within the right of way, are and will remain under the ownership of the COUNTY and that the DEPARTMENT will not have any ownership interest in the right of way, or improvements located thereon. Notwithstanding the requirements hereof, maintenance during construction shall be the responsibility of the DEPARTMENT and its contractor.

7. Upon completion of the PROJECT, the DEPARTMENT shall issue a Notice of Final Acceptance to the contractor with a copy of said notice being provided to the COUNTY. Upon issuance of the Notice of Final Acceptance, the COUNTY shall be immediately responsible for the perpetual maintenance of the PROJECT. The DEPARTMENT shall also have the right to assign interim maintenance responsibility to the COUNTY for specified portions of the PROJECT before the issuance of the Notice of Final Acceptance. Said

FPID #: 43351935201  
COUNTY: Gulf  
FAP #: 8886 523 A

assignment of maintenance responsibility shall be sent by the DEPARTMENT to the COUNTY in writing with sufficient description to place the COUNTY on notice of the interim maintenance responsibility. Notwithstanding the issuance of the Notice of Final Acceptance, the DEPARTMENT shall have the right to assure completion of any punch list by the contractor. Additionally, the COUNTY understands and agrees that the DEPARTMENT shall transfer all permits to the COUNTY as the operational maintenance entity and the COUNTY agrees to accept said transfer and to become fully responsible to comply with all operational and maintenance conditions of the permits.

8. This Agreement shall become effective as of the date both parties hereto have executed the Agreement and shall continue in full force and effect until the PROJECT is completed by the DEPARTMENT and the improvements have been turned over to the COUNTY by the DEPARTMENT by formal notice from the DEPARTMENT. The DEPARTMENT reserves the right to unilaterally cancel its performance hereunder if it determines that it is in the best interest of the public to do so. This discretion shall include, but shall not be limited to budgetary and bid cost considerations.

9. Pursuant to Section 287.058, Florida Statutes, the DEPARTMENT may unilaterally cancel this Agreement for refusal by the COUNTY to allow public access to all documents, papers, letters or other material subject to the provisions of Chapter 119, Florida Statutes and made or received by the COUNTY in conjunction with this Agreement except for the obligation of the COUNTY to maintain the PROJECT and said Agreement shall be perpetual as to that obligation.

10. It is understood that the DEPARTMENT's participation in said PROJECT is subject to Legislative approval of the DEPARTMENT's appropriation request in the work program year that the PROJECT is scheduled.

11. The DEPARTMENT's performance and obligations to pay under this Agreement is contingent upon an annual appropriation by the Legislature. If the DEPARTMENT's funding for this PROJECT is in multiple years, funds approved from the DEPARTMENT'S Comptroller must be received every year prior to costs being incurred.

12. In the event this Agreement is in excess of \$25,000.00 and has a term for a period of more than one year, the provisions of Section 339.135(6)(a), Florida Statutes are hereby incorporated:

"The Department, during any fiscal year, shall not expend money, incur any liability, or enter into any contract which, by its terms, involves the expenditure of money in excess of the amounts budgeted as available for expenditure during such fiscal year. Any contract, verbal or written, made in violation of this subsection is null and void, and no money may be paid on such contract. The department shall require a statement from the comptroller of the Department that funds are available prior to entering into any such contract or other binding commitment of funds. Nothing herein contained shall prevent the making of contracts for periods exceeding 1 year but any contract so made shall be executory only for the value of the services to be rendered or agreed to be paid in succeeding fiscal years, and this paragraph shall be incorporated verbatim in all

FPID #: 43351935201  
COUNTY: Gulf  
FAP #: 8886 523 A

contracts of the Department which are for an amount in excess of \$25,000.00 and which have a term for a period of more than 1 year.”

13. This Agreement shall be governed by the laws of the State of Florida. Any provision hereof found to be unlawful or unenforceable shall be severable and shall not affect the validity of the remaining portions hereof.

14. COUNTY shall:

a) Utilize the U.S. Department of Homeland Security’s E-Verify system to verify the employment eligibility of all new employees hired by the COUNTY during the term of the contract; and

b) Expressly require any subcontractors performing work or providing services pursuant to the state contract to likewise utilize the U.S. Department of Homeland Security’s E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the contract term.

15. All notices required pursuant to the terms hereof may be sent by first class United States Mail, facsimile transmission, hand delivery or express mail and shall be deemed to have been received by the end of five business days from the proper sending thereof unless proof of prior actual receipt is provided. Each party hereto shall have the continuing obligation to notify each other of the appropriate persons for notices to be sent to pursuant to the terms of this agreement. Unless otherwise notified in writing, notices shall be sent to the following:

COUNTY:

Representative: \_\_\_\_\_  
Title / Department: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DEPARTMENT:

District Traffic Operations Engineer  
Florida Department of Transportation  
Post Office Box 607  
Chipley, FL 32428

FPID #: 43351935201  
COUNTY: Gulf  
FAP #: 8886 523 A

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the dates exhibited by the signatures below.

**STATE OF FLORIDA  
DEPARTMENT OF TRANSPORTATION**

**GULF COUNTY, a political  
subdivision of the State of Florida**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Printed: James T. Barfield, P.E.

Printed: \_\_\_\_\_

Title: District Secretary

Title: \_\_\_\_\_

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

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

Attest: \_\_\_\_\_

Attest: \_\_\_\_\_

Legal Review:

Legal Review:

\_\_\_\_\_  
Office of the General Counsel

\_\_\_\_\_

STATE OF FLORIDA  
DEPARTMENT OF TRANSPORTATION

COMPONENTS OF CONTRACT PLANS SET  
SIGNING AND PAVEMENT MARKING PLANS

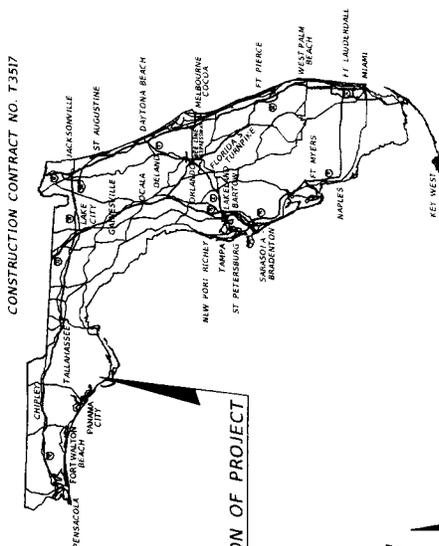
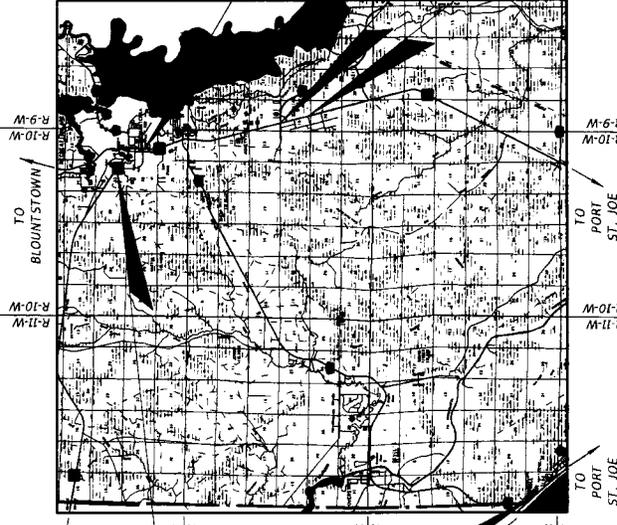
CONTRACT PLANS

FINANCIAL PROJECT ID 433519-3-52-01  
(FEDERAL FUNDS)  
GULF COUNTY

- INDEX OF SIGNING AND PAVEMENT MARKING PLANS
- | SHEET NO. | SHEET DESCRIPTION                 |
|-----------|-----------------------------------|
| 1         | KEY SHEET                         |
| 2         | SIGNATURE SHEET                   |
| 3         | TABULATION OF QUANTITIES          |
| 4-8       | SIGNING AND PAVEMENT MARKING PLAN |
| 9         | OUTSIDE SIGN WORKSHEET            |

DISTRICT 3 PUSH-BUTTON INTERSECTION  
SAFETY IMPROVEMENTS

SIGNING AND PAVEMENT MARKING PLANS



SIGNING AND PAVEMENT MARKING SHOP DRAWINGS TO BE SUBMITTED TO:  
ARTHUR L. SHIPLEY, P.E.  
COMPREHENSIVE ENGINEERING SERVICES, INC.  
201 S. ORANGE AVENUE, SUITE 1300  
ORLANDO, FL 32801  
Phone: (407) 423-9614  
Fax: (407) 423-9614  
e-mail: ashingley@cescivil.com

PLANS PREPARED BY:  
COMPREHENSIVE ENGINEERING SERVICES, INC.  
201 S. ORANGE AVENUE, SUITE 1300  
ORLANDO, FL 32801  
Phone: (407) 423-9614  
Fax: (407) 423-9614  
CERTIFICATE OF AUTHORIZATION NO. 7862  
VENDOR NO. 059347222001  
CONTRACT NO. C-9976

GOVERNING STANDARDS AND SPECIFICATIONS:  
Florida Department of Transportation, 2014 Design Standards and revised Index Drawings as appended herein, and 2014 Standard Specifications for Road and Bridge Construction, as amended by Contract Documents.  
For Design Standards click on the "Design Standards" link at the following web site:  
<http://www.dot.state.fl.us/rddesign/>  
For the Standard Specifications for Road and Bridge Construction click on the "Specifications" link at the following web site:  
<http://www.dot.state.fl.us/specifications/office/>

NOTE: THE SCALE OF THESE PLANS MAY HAVE CHANGED DUE TO REPRODUCTION.

LENGTH OF PROJECT	
LINEAR FEET	MILES
ROADWAY	N/A
BRIDGES	N/A
NET LENGTH OF PROJECT	N/A
EXCEPTIONS	N/A
GROSS LENGTH OF PROJECT	N/A

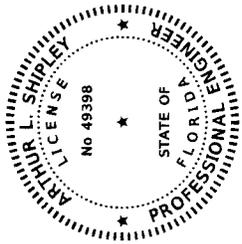
KEY SHEET REVISIONS	
DATE	DESCRIPTION

SIGNING AND PAVEMENT MARKING PLANS  
ENGINEER OF RECORD: ARTHUR L. SHIPLEY, P.E.

P.E. NO.: 49398

FISCAL YEAR	SHEET NO.
14	1

FDOT PROJECT MANAGER: ROBERT F. HENRY, JR. PUSH-BUTTON INTERSECTION SAFETY IMPROVEMENTS



Comprehensive Engineering Services, Inc.  
 201 S Orange Ave, Suite 1300  
 Orlando, FL 32801-3442  
 Certificate of Authorization: 7862

THE ABOVE NAME PROFESSIONAL ENGINEER SHALL  
 BE RESPONSIBLE FOR THE FOLLOWING SHEETS IN  
 ACCORDANCE WITH RULE 61G15-23.003, F.A.C.

**SIGNING AND PAVEMENT MARKING PLANS**

SHEET NO.	SHEET DESCRIPTION
1	KEY SHEET
2	SIGNATURE SHEET
3	TABULATION OF QUANTITIES
4 - 8	SIGNING AND PAVEMENT MARKING PLAN
9	GUIDE SIGN WORKSHEET

REVISIONS	
DATE	DESCRIPTION

Comprehensive Engineering Services, Inc.  
 201 S Orange Ave, Suite 1300  
 Orlando, FL 32801-3442  
 Certificate of Authorization: 7862

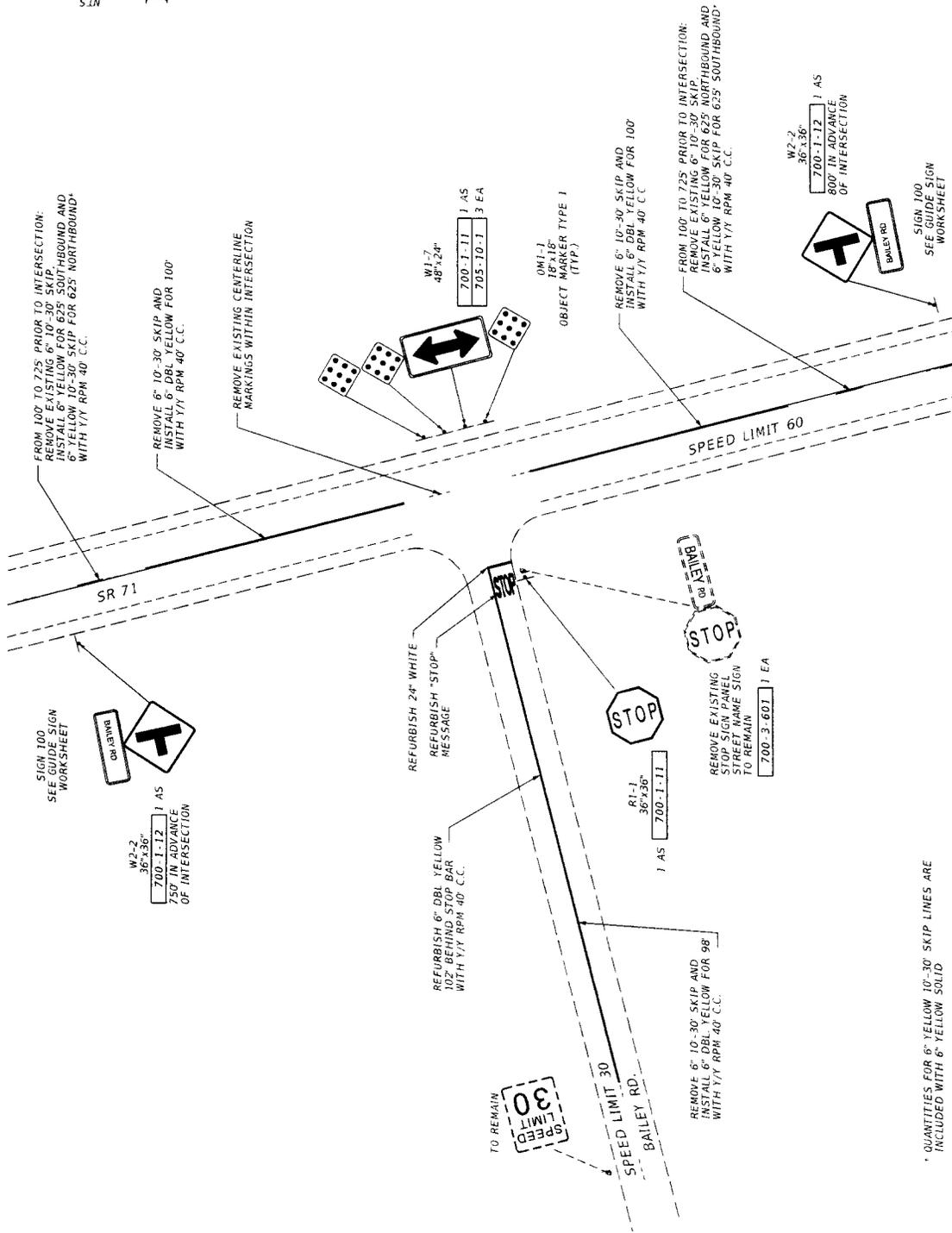
STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION	
ROAD NO.	COUNTY
N/A	GULF
FINANCIAL PROJECT ID 433519-3-52-01	

**SIGNATURE SHEET**

SHEET NO.
2







\* QUANTITIES FOR 6" YELLOW 10'-30' SKIP LINES ARE INCLUDED WITH 6" YELLOW SOLID

SR 71 AT BAILEY RD. (1351750)

REVISIONS	DATE	DESCRIPTION

STATE OF FLORIDA	
DEPARTMENT OF TRANSPORTATION	
ROAD NO.	FINANCIAL PROJECT ID
SR 71	433519-3-52-01
COUNTY	GULF

Comprehensive Engineering Services, Inc.	
201 S Orange Ave, Suite 1300	
Orlando, FL 32801-3442	
Certificate of Authorization: 7862	
Arthur L. Shipley, P.E., License No. 48998	

DATE	DESCRIPTION

**SIGNING AND PAVEMENT MARKING PLAN**

SHEET NO. 7



**CONTRACT CHANGE ORDER**

ORDER NO. 4	<b>12</b>
DATE	03/17/15
STATE	FLORIDA
COUNTY	GULF

CONTRACT FOR TDC WEBSITE

OWNER GULF COUNTY BOARD OF COUNTY COMMISSIONERS

To OUTPOST DESIGN Bid #1213-19 (Contractor)

You are hereby requested to comply with the following changes from the contract plans and specifications:

Description of Changes (Supplemental Plans and Specifications Attached)	DECREASE in Contract Price	INCREASE in Contract Price
Increase contract price for Film Commission Page, Leave No Trace Page, Seagrass Education Page		\$ 1,600.00
TOTAL		
NET CHANGE IN CONTRACT PRICE	\$ .00	\$ 1,600 .00

**JUSTIFICATION:**

**Additional design for Film Commission, Leave No Trace and Seagrass Education Pages on the Gulf County TDC website.**

The amount of the Contract will be (Increased/Decreased) by the Sum of \$ 1,600.00.

The Contract Total including this and previous Change Orders will be: not to exceed sixty-seven thousand six hundred and 00/100 Dollars (\$ 67,600.00) for website design, implementation and hosting.

The Contract Period provided for Completion will be changed to 09/30/15, with ongoing hosting costs monthly.

This Document will become a supplement to the contract and all provisions will apply hereto.

Requested Ward McDaniel, Chairman (Owner- County) \_\_\_\_\_ (Date)

Accepted Outpost Design, Project Manager (Contractor) \_\_\_\_\_ (Date)

FILED FOR RECORD  
 REBECCA L MORRIS  
 CLERK OF CIRCUIT COURT  
 GULF COUNTY, FLORIDA  
 15 MAR 18 AM 11:16

**12**  
 CONSENT  
 DATE 3/24/15 u



March 16, 2015

### VisitGulf.com Additional Pages

**Description:**

Outpost Design to create three new pages on VisitGulf.com.

Pages Include:

- Film Commission Page
- Leave No Trace Page
- Sea grass education page

Pages will be based on existing website templates.

Page content will be text based in nature and may include the following additional elements:

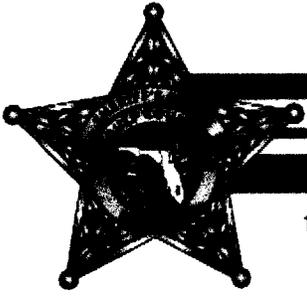
- PDF File Downloads: maximum of 15 per page
- A single photo gallery per page (maximum of 10 images)
- An embedded YouTube or Vimeo video: maximum of 2 per page
- Contact form based on the existing Contact Us form fields and functionality for the Film Commission page.

**Assumptions**

The TDC will provide all necessary content in digital form.

**Development Budget**

Page Development	16@100	\$1,600
	<b>Total</b>	<b>\$1,600</b>



# Gulf County Sheriff's Office

## Sheriff Mike Harrison

1000 Cecil G. Costin Sr. Blvd. • Port St. Joe, Florida 32456 • www.gulfsheriff.com  
850-227-1115 • 850-639-5717 • Fax 850-227-2097

FILED FOR RECORD  
REBECCA L. NORRIS  
CLERK OF CIRCUIT COURT  
GULF COUNTY, FLORIDA

15 MAR -5 AM 10:40

March 5, 2015

Becky Norris  
Gulf County Clerk of the Court  
1000 Cecil G. Costin, Sr. Blvd.  
Port St. Joe, FL 32456

Dear Becky:

Attached please find a copy of payment and invoice for The Youth Alliance for the Reggie Dabbs School Presentation. This a presentation by Reggie Dabbs to the schools in the county on Heroes and Mentors. When addressing a school assembly, Reggie talks to the kids in a humorous style about choices each of them has when faced with drugs, alcohol, suicide, etc. Reggie gets in kids' faces and tells them that he never smoked a cigarette, never did drugs, never drank alcohol, because he chose not to. He assures them that they can make the same kinds of choices. We are requesting a refund for these expenses from the Gulf County Crime Prevention Funds as listed below.

**Make check Payable to:**

Gulf County Sheriff's Office

Cost of Presentation to Gulf Co. Sheriffs office(invoice attached) Amount \$1,500.00

Thank you,

Mike Harrison  
Sheriff

CONSENT  
DATE 3/24/15 LL  
14

Sufficient funds available 3/11/2015 JCA



FILED FOR RECORD  
REBECCA L. NORRIS  
CLERK OF CIRCUIT COURT  
GULF COUNTY, FLORIDA  
15 MAR 18 AM 11:15

**MEMORANDUM**

**TO: BOARD OF COUNTY COMMISSIONERS**  
**FROM: JENNIFER JENKINS, EXECUTIVE DIRECTOR**  
**DATE: MARCH 17, 2015**  
**TOPIC: SPONSORSHIP & SPECIAL FUNDING PACKET 2015-16**

-----  
By this memorandum, I am requesting that the Board approve the attached Sponsorship & Special Funding Packet. It has been approved by the GCTDC Council, and we will begin advertising for applications upon your approval.



**GULF COUNTY TOURIST DEVELOPMENT COUNCIL**

**2015 -2016 SPONSORSHIP & SPECIAL FUNDING PACKAGE**

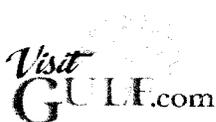
**PART I: APPLICATION**

**APPLICATIONS WILL BE ACCEPTED THROUGH**

**WEDNESDAY, APRIL 15, 2015 UNTIL 4:00 PM ET**

**LATE AND/OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED**

**(Package revised 3/11/15)**



## GULF COUNTY TOURIST DEVELOPMENT COUNCIL SPONSORSHIP & SPECIAL FUNDING APPLICATION INSTRUCTIONS

### MISSION

The Gulf County Tourist Development Council (GCTDC) offers a Sponsorship & Special Funding program to eligible organizations to market and promote Gulf County events that directly benefit local tourism by increasing lodging, occupancy and tourism tax collection in Cape San Blas, Indian Pass, Port St. Joe, Wewahitchka, and St. Joe Beach during the time period of the event or promotion.

### SPONSORSHIP AND SPECIAL FUNDING PROCESS

Annually, and prior to the new fiscal year budget process, the GCTDC will accept applications. Staff will review the applications and submit all complete, qualified applications to the GCTDC's Marketing Committee for review. Evaluation and approval will be recommended to the GCTDC, and ultimately submitted to the Gulf County Board of Commissioners (GCBOCC) for final approval.

### GUIDELINES

- Tourism grant funds must be used to promote and advertise tourism in the State of Florida, regionally, nationally and internationally
- Event and/or festival must take place within Gulf County, Florida
- Events are required to submit documentation of packaging with lodging partners and ticket sales through those packages
- Applicants must match the amount requested on a dollar-for-dollar basis, showing revenue specifically contributed for the project (50% of this match may be in-kind contributions, accompanied by a list of fair and reasonable market value)
- Advertising and promotion must take place in markets more than 60 miles outside of Gulf County to attract visitors who may stay at least one night in local lodging. Social Media advertising is accepted however audience selection must be documented.
- A complete detailed project budget must be submitted that includes all projected expenses and projected revenues
- A detailed marketing plan must be submitted that includes all projected expenses
- Multiple events by the same sponsor require separate and distinct applications with separate summaries and budgets
- No funds will be forwarded in anticipation of the receipt of an invoice
- Application will not be accepted if handwritten
- Applicants should be aware that the Gulf County TDC staff might also survey lodging partners and event attendees to confirm the data collected by the event organizers
- Organizations receiving funds must ensure the event is always listed as a Gulf County event and not referred to as being located in "The Forgotten Coast" on all press releases, printed materials, websites, digital media, social media and any place the event is advertised
- Applications failing to meet submission deadline will not be considered



Awards will be determined and recipients will be notified by mail by July 1, 2015. Denied applicants will also be notified by mail, including comments to incorporate into future applications. The GCTDC reserves the right to request additional information, one – on – one meetings with applicant and/or to reject any application that does not meet the program requirements.

### **ELIGIBILITY**

Funding is available for major events hosted in Gulf County that attract large numbers of vendors, participants and overnight visitors from outside the County. Examples include festivals (art, food, film), sporting events (softball, baseball, basketball, soccer), concerts, fishing tournaments, and eco-tourism/environmental activities. Only events held after Labor Day and before Memorial Day will be considered for funding.

Not-For-Profit Organizations under section 501 of the Internal Revenue Code (a copy of the IRS determination letter provided by the applicant confirms federal tax-exempt status) and For-Profit Organizations are eligible for funding. Organizations must have significant County ties and be established primarily to produce cultural programs, festivals, or special events. Organizations must show proven success in utilizing private sector community and financial support, and be able to direct volunteers as well as paid staff to carry out the objectives of the organization. Special exceptions may be made for successful event organizations from outside Gulf County who seek to bring new events and/or festivals to the County to increase tourism.

### **EVENT CATEGORIES**

The Sponsorship & Special Funding program is designed to promote events and/or festivals that increase bed tax revenues in Gulf County. Events that may qualify for funding include:

**Signature Events** – Large, annual, multi-day events or festivals that affect tourism by garnering room nights from 65% of attendees.

**Sporting Events** – Multi-day sporting events that directly affect tourism by garnering room nights from 65% of attendees.

**Brand Awareness Events** – Multi-day promotional events that align with the Gulf County brand, create awareness and publicity for the County, and directly affect tourism by garnering room nights. **A total amount of \$10,000 will be allocated for Brand Awareness Events in 2015 – 2016 and it will be awarded based on scoring.**

**Local Seasonal Events** – Seasonally appropriate events or festivals that enhance the visitor experience during the Fall, Winter or Spring seasons and garner room nights. **A total amount of \$5,000 will be allocated for Local Seasonal Events in 2015 – 2016 and it will be awarded based on scoring.**



### **EVALUATION (Signature, Sporting & Brand Awareness Events)**

Applications for funding will be evaluated by the GCTDC Marketing Committee who will make award recommendations to the GCTDC Advisory Council and ultimately to the Gulf County BOCC.

Applications for Signature Events, Sporting Events, and Brand Awareness Events will be evaluated across five (5) categories listed below:

#### **I. COMMITMENT TO BRAND AWARENESS, ACQUIRING LOYAL VISITORS & INCREASING TOURISM FROM SEPTEMBER - MAY**

- Serves to attract out-of-county overnight visitors generating increased bed-tax revenue
- Offers multi-day or multi-venue activities
- Will be marketed to the fullest extent possible in an effective and efficient manner aligning with the GCTDC's marketing program and brand messaging
- Demonstrates a willingness of the organizers to work with the GCTDC and the local tourism industry
- Shows a clear commitment to develop other funding sources in subsequent years

#### **II. OUT-OF-COUNTY MARKETING (60 Miles Outside of Gulf County)**

- The proposed out-of-county advertising is well thought out and detailed to show the broad awareness of the event in out-of-market media
- Packaging of lodging, attractions and shopping through local accommodations, shops and restaurants must be detailed and evidenced within the application
- The applicant must include a detailed marketing plan

#### **III. SOUNDNESS OF PROPOSED PROJECT/ STABILITY AND MANAGEMENT CAPACITY**

- The extent to which the project has clearly identified objectives, assigned responsibilities and accountability, realistic timetable for implementation and additional funding sources available that will be utilized to accomplish its stated objectives
- A proven record or demonstrated capacities of the organization to develop resources, effectively plan, organize and implement the proposed project. History of report submission and cooperation with previous agreements will also be taken into consideration.
- The organization has a successful history of service in and to Gulf County or can demonstrate their success in producing similar events for long-term clients/destinations.
- The organization has the ability to prepare and deliver the necessary progress reports to the Gulf County TDC in the correct time frame.
- Ability to be a self-sustained, annual event within 5 years of original funding

#### **IV. OVERNIGHT GUEST ATTENDANCE**

- Demonstrates the ability to successfully market the event to overnight travelers and can successfully quantify the event has an impact on overnight lodging through ticket sales and/or partnering with lodging partners



- Must prove attendees are overnight guests through documentation from lodging partners. Disqualification may occur if an event fails to prove sufficient overnight lodging.
- A first time event will be evaluated on overnight attendance based on the application
- A reoccurring event will be evaluated on previous years overnight attendance and size of the event to impact occupancy

#### **V. QUALITY AND UNIQUENESS OF PROPOSED PROJECT**

Extent to which the activity provides a program for Gulf County visitors and its residents, which is of significant merit and that, without such assistance, would not take place in the County.

#### **EVALUATION (Local Seasonal Events)**

Applications for funding will be evaluated by the GCTDC Marketing Committee who will make award recommendations to the GCTDC Advisory Council and ultimately to the Gulf County BOCC.

Applications for Local Seasonal Events will be evaluated based on:

- Ability to enhance a visitor's experience while vacationing in Gulf County
- Ability to create awareness of Gulf County and the Gulf County brand
- Ability to impact overnight stays and bed-tax revenue
- Ability to work with the GCTDC and other local tourism business/partners to align marketing efforts to fully maximize exposure in markets outside of a 60-mile radius of Gulf County, Florida
- Ability to be a self-sustained, annual event within 5 years of original funding

#### **COLLABORATION**

All organizations seeking funding from the GCTDC must demonstrate the desire and professional skills necessary to work directly with the GCTDC team and local tourism industry partners. As the main marketing team for Gulf County Florida, the GCTDC is committed to working together to implement broad-based messaging, awareness and communications to attract visitors to Gulf County during and for the events.

The GCTDC will also develop and manage a targeted paid, owned, earned and shared media plan that includes brand messaging as well as promotional messaging anchored around events. Development of a monthly events eNewsletter will be used to directly ensure the GCTDC's subscriber based is well informed of all Gulf County Events that directly impact overnight lodging.

Organizations may also be asked by the GCTDC to partner with other Gulf County tourism partners to develop packages and promotions. Such packages would be designed to offer a comprehensive experience that may lengthen a visitor's stay in Gulf County. The GCTDC will also use additional opportunities through paid, owned, earned and shared media to promote the events in regional markets.



### **APPLICATION SUBMISSION**

Applications are available beginning March 25, 2015 at the Gulf County Welcome Center, 150 Captain Fred's Place, Port St. Joe, Florida 32456 or online at [www.visitgulf.com/partners](http://www.visitgulf.com/partners).

**Applications will be accepted at the GCTDC offices in the Gulf County Welcome Center between the hours of 9:00 a.m. and 4:00 p.m., ET until April 15, 2015. Applications will not be accepted if handwritten. One original copy and nine (9) copies must be provided. Faxed or emailed applications will not be accepted. Should an entity have multiple sponsorship or special funding requests, a separate application must be submitted for each.**

### **FUNDING LIMITS**

Organizations that are applying for Signature or Sporting events may request up to \$10,000.00 for their event and must be able to demonstrate investment of dollar for dollar match in their application. Any specific event may receive a maximum of five years' funding, each year at a reduced rate. The goal for this program is by the fifth year, organizations will be self-sustaining. New or larger events may request additional funds. If more is requested, fully explain the need.

### **AUTHORIZED USE OF GCTDC GRANT FUNDS**

GCTDC grant funds may be used exclusively for advertising and promotional expenses in out-of-market media in conjunction with an event or promotion to (1) bring visitors to Gulf County and (2) increase participation. Tourism grant funds must be used to promote and advertise tourism in the State of Florida, nationally and internationally as detailed in Florida State Statutes 125.0104 section 5(A) 2.

### **PROHIBITED USES OF GCTDC GRANT FUNDS**

1. Prize money, scholarships, awards, plaques or certificates
2. Travel expenses
3. Cash payouts
4. Projects restricted to private or exclusive participation
5. Legal, medical, engineering, accounting, auditing or other consulting services
6. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the event or promotion
7. Real property or capital improvements, new construction, renovation or restoration of facilities
8. Tangible personal property, including but not limited to: office furnishings or equipment, permanent collections or individual pieces of art
9. Interest or reduction of deficits and loans
10. Expenses incurred or obligated prior to or after the event or promotion period
11. Payments for goods or services purchased for other events or promotions
12. Alcohol



### MANDATORY

1. The application shall include the following:
  - a. One copy of the Charter, Articles of Incorporation
  - b. Copy of the IRS letter of nonprofit or for-profit status
  - c. List of current Officers and Board members, including brief biographies
  - d. A copy of the attached affidavit, GCTDC Sponsorship and Special Funding Criteria and Application Process, signed by the organization's Chief Executive Officer
2. All funds are provided on a reimbursement basis and the following reimbursement documents are to be submitted within 45 days following the event or promotion:
  - a. Follow-up report detailing the outcome of the event
  - b. Original invoices with copies of paid receipts (and back-up documentation) to be reimbursed
  - c. Copies of the cancelled checks (front and back) from banking institution
  - d. Copies of all advertising proofs: tear sheets for magazines and newspapers, spot reports for television or radio advertising, performance reports and design layout for interactive advertising
  - e. Samples/copies of any promotional items purchased (rack cards, banners, posters, t-shirts, etc.)
  - f. Completed W-9.
  - g. Reimbursement requirements may be evaluated by the Executive Director following a request for review of exceptional circumstances for a special event within the County that is deemed to be *limited budget event* (the total event budget does not exceed \$3,000 and the event representative submits request for limited advance funding of up to \$1,500). Following receipt of such a request the TDC Executive Director and or the County Administrator shall have the ability and authority to review and determine if a minimal and partial advance funding (not to exceed \$1,500) of the event's preapproved and invoiced costs shall be issued by the Clerk to the Commissioners from the TDC Sponsorship and Special Event Budget Fund.

### PROMOTIONAL CONSIDERATION

All grantees shall display the GCTDC's official logo and text in all print advertising. **All materials must be printed with the logo and be pre-approved by the GCTDC in writing prior to production, or those items will not be reimbursed.** GCTDC's current logo can be found online at [visitgulf.com/partners](http://visitgulf.com/partners). **The accompanying text is Gulf County Tourist Development Council, and can be placed underneath the logo.**

### REVISIONS TO PLANS POST AWARD

1. Any revisions to the plan presented during the application cycle must be presented and approved in writing by the GCTDC prior to the promotion or event.
2. Unapproved revisions may disqualify the organization from funding.



**GULF COUNTY TOURIST DEVELOPMENT COUNCIL  
SPONSORSHIP & SPECIAL FUNDING REQUIREMENTS FOR REIMBURSEMENT**

**REIMBURSEMENTS**

Request for reimbursement shall be provided in accordance with the attached Reimbursement Checklist. All items on the checklist shall be completed and confirmed by signature.

For those applicants who are applying for large events, purchasing event insurance is strongly recommended. Should an event be cancelled due to an act of God (hurricane, inclement weather, etc.) the GCTDC may only reimburse the applicant up to 75% of the awarded amount as approved by the GCTDC Advisory Council. Should an event be cancelled due to man-made circumstances, reimbursements will be determined by the GCTDC Advisory Council.

1. Display the above Gulf County Tourist Development Council (GCTDC) logo (large size) and have your materials pre-approved by the GCTDC team before printing.
2. Submit two (2) copies of the reimbursement packet to the GCTDC no later than 45 days after the event.
3. The event or promotion must be paid in full. The reimbursement packet must include copies of paid invoices, cancelled checks, itemized credit card receipts/ statements and a completed W-9 form.
4. Packets must include copies of tear sheets for printed ads, spot reports for radio/television ads, performance reports and design layout for interactive ads, and samples/photos of any promotional items purchased (cups, banners, posters, shirts, cozies, etc.)
5. Include an invoice from the organization requesting reimbursement, and a detailed report of the event or promotion, including: the name of the event or promotion, when and where it was held, the amount of GCTDC funding awarded, a breakdown of the costs of the event or promotion, an estimate of the number of attendees (specify out-of-town attendees, both within a 60-mile radius and beyond a 60-mile radius), proof of required percentage of attendees that booked lodging, and the name and address to whom the check should be mailed.

**Reimbursement requests must be received no later than 45 days after the event. All requests after that time may be rendered unredeemable contingent on funding. Upon GCTDC review, if additional supporting documentation is requested, it must be received no later than 15 days after the dated request.**



**GULF COUNTY TOURIST DEVELOPMENT COUNCIL  
IDEAS & SOURCES FOR PROMOTIONAL ADVERTISING**

Reminder: 50 percent of all paid media funds must be spent 60 miles outside of Gulf County.

1. Print Advertising (Posters, postcards, banners, t-shirts, rack cards, billboards, etc.)
  - **Ramseys' Printing** (850) 227-7468
  - **Coast 2 Coast Printing** (850) 229-2222
  - **Kerigan Marketing Associates** (850) 648-4560
  
2. Newspapers/Magazines
  - **The Star** (850) 227-7851
  - **The Times** (Apalachicola & Carrabelle) (850) 653-8868
  - **Panama City News Herald** (850) 747-5000
  - **Forgotten Coastline** (850) 653-8668
  - **Must See Magazine** (850) 227-6986
  
3. Television
  - **Channel 7** (850) 233-1977
  - **Channel 13** (850) 769-2313
  - **St. Joe News Network** (850) 648-5816
  
4. Radio
  - **Oyster Radio** (850) 229-1005
  - **Clear Channel** (678) 309-0085
  - **Cumulus Broadcasting** (404) 949-0700
  - **Magic Broadcasting** (334) 792-0047
  
5. Interactive/Social Media
  - **Google**
  - **Facebook**
  - **Twitter**
  - **Pinterest**
  - **Instagram**
  
6. Create a **Twitter** feed, **Facebook** page or Facebook Event for the event. Social media outlets are free and a great way to advertise.
  
7. Other advertising opportunities: Chamber of Commerce, church bulletin boards, local businesses, banks, etc.



GULF COUNTY TOURIST DEVELOPMENT COUNCIL  
SPONSORSHIP & SPECIAL FUNDING APPLICATION

**This application MUST BE completed in its entirety for funding consideration – NO EXCEPTIONS!**

**BUSINESS/ORGANIZATION SUBMITTING APPLICATION:**

Business/Organization Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City/ST/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Contact Email: \_\_\_\_\_ Fax: \_\_\_\_\_  
Organization Web Address: \_\_\_\_\_

**EVENT INFORMATION:**

Event Name: \_\_\_\_\_  
Event Date Start: \_\_\_\_\_ Event End Date: \_\_\_\_\_

**All projects must begin and be completed between October 1, 2015- September 30, 2016.**

Event Location (include all locations event will occur): \_\_\_\_\_

Has location been reserved? Yes \_\_\_ No \_\_\_ If not, when will it be confirmed? \_\_\_\_\_

Event Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amount of Funding Requested: \$ \_\_\_\_\_

Have you received Sponsorship or Special Funding from the GCTDC? \_\_\_\_\_

If yes, what was the amount and when was it received? \_\_\_\_\_

How many times have you received funding from the GCTDC for this event? \_\_\_\_\_

1) Explain the resources/support you have in place to ensure that this event will successfully attract visitors to Gulf County.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**ADVERTISING/MARKETING EXPENSES REQUESTED FOR FUNDING:**

Brief description of marketing/advertising expenses	Quantities	@ Unit Costs	=Total Cost
<b>TOTAL:</b>			

2) Describe how the proposed advertising and marketing investments will increase awareness of Gulf County as a tourist destination. Please provide at least one example:

---

---

---

---

---

---

---

---

---

---

---

---

3) Describe how the proposed advertising and marketing investments will generate tourist traffic (specifically one or more overnight stays) to Gulf County. Please provide at least one example:

---

---

---

---

---

---

---

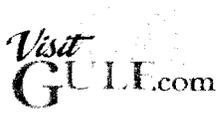
---

---

---

---

---



4) Describe the audience that this event will attract – i.e. families, couples, seniors – and what markets they will be coming from.

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

5) Describe the distribution plan for promotional items and collateral: If mass media is being considered, please outline media plans for out-of-market advertising.

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

**PROJECTED ECONOMIC IMPACTS TO GULF COUNTY:**

Please contact the local area’s lodging and non-lodging partners to check availability and special rates and list below:

Lodging Partners

Non-Lodging Partners

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

6) How does your event increase lodging in Gulf County? How do you obtain follow-up information about lodging booked for your event from your lodging partners or event attendees? Example: On a registration form, ask about lodging.

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_



**EVENT MANAGEMENT EXPERIENCE:**

If applicant has no prior event management experience, please complete the information about this event in the first row and proceed to the next section. Limited or lack of prior event management experience will NOT disqualify the applicant for funding consideration. However, extensive event management experience may weigh in the applicant’s favor.

Events created by applicant	Location of event city/state	Year created	Most recent year held	Size of event (i.e. number of participants)

- 6) Approximately how many out-of-town visitors will come to this event? \_\_\_\_\_
- 7) What percentage will be from beyond a 60-mile radius? \_\_\_\_\_
- 8) Approximately, how many lodging rooms will be booked for this event? \_\_\_\_\_
- 9) On average, how many nights will visitors attending the event stay in town? \_\_\_\_\_

\*The complete detailed project budget must include all expenses and revenues. On a separate piece of paper provide longevity of the organization and composition of your governing board.

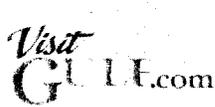
\*Application affidavit must be signed by the organization’s Chief Executive Officer and submitted with application to:

**Gulf County Tourist Development Council  
150 Captain Fred’s Place, Port St. Joe, Florida 32456**



**Applications will be accepted until: 4:00 p.m., ET on April 15, 2015**

Upon completing this application in its entirety, please read the following affidavit and sign accordingly.



**GULF COUNTY TOURIST DEVELOPMENT COUNCIL  
SPONSORSHIP & SPECIAL FUNDING CRITERIA  
AND APPLICATION PROCESS AFFIDAVIT**

**I have read and fully understand the Gulf County Tourist Development Council's (GCTDC's) Sponsorship and Special Funding Program's criteria and application process. I am submitting this application on behalf of my organization's promotion or event and am aware that this application will be reviewed and scored by the GCTDC Marketing Committee. Upon completion of review, funding awards will be presented to the GCTDC and GCBOCC for approval. I understand that the Council and Board members reserve the right to reject any application that does not meet the program requirements.**

**I have completed this application completely and accurately to the best of my ability. I understand that all information submitted will be used to determine funding eligibility and I have not misrepresented anything for financial gain. I understand that this application will become part of public record.**

\_\_\_\_\_  
**Signature of Applicant**

\_\_\_\_\_  
**Date of Application**

\_\_\_\_\_  
**Printed Name of Applicant**



GULF COUNTY TOURIST DEVELOPMENT COUNCIL  
SPONSORSHIP & SPECIAL FUNDING APPLICATION REVIEW FORM

*For official TDC use only*

Name of Event: \_\_\_\_\_ Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Amount Requested:\$ \_\_\_\_\_

Prior Award: 2014-\$ \_\_\_\_\_ 2013-\$ \_\_\_\_\_ 2012-\$ \_\_\_\_\_ 2011-\$ \_\_\_\_\_

*Rated on a scale from 1—10*

**Signature Events** – Large, annual, multi-day events or festivals that affect tourism by garnering room nights from 65% of attendees.

**Sporting Events** – Multi-day sporting events that directly affect tourism by garnering room nights from 65% of attendees.

**Brand Awareness Events** – Multi-day promotional events that align with the Gulf County brand, create awareness and publicity for the County, and directly affect tourism by garnering room nights. **A total amount of \$10,000 will be allocated for Brand Awareness Events in 2015 – 2016 and it will be awarded based on scoring.**

**Local Seasonal Events** – Seasonally appropriate events or festivals that enhance the visitor experience during the Fall, Winter or Spring seasons and garner room nights. **A total amount of \$5,000 will be allocated for Local Seasonal Events in 2015 – 2016 and it will be awarded based on scoring.**

**Signature, Sporting & Brand Awareness Events:**

Content of application, rated on a scale from 1 (low) - 10 (high)

\_\_\_ Commitment to brand awareness, acquiring loyal visitors & increasing tourism from September - May

\_\_\_ Out-of-County marketing (60 miles outside of Gulf County)

\_\_\_ Soundness of proposed project/stability and management capacity

\_\_\_ Overnight guest attendance

\_\_\_ Quality and uniqueness of proposed project

\_\_\_ **Total Points/Maximum (50)**



**Local Seasonal Events:** Content of application, rated on a scale from 1 (low) - 10 (high)

- \_\_\_ Ability to enhance a visitor's experience while vacationing in Gulf County
- \_\_\_ Ability to create awareness of Gulf County and the Gulf County brand
- \_\_\_ Ability to impact overnight stays and bed-tax revenue
- \_\_\_ Ability to work with the GCTDC and other local tourism businesses/partners to align marketing efforts to fully maximize exposure in markets outside of a 60 mile radius of Gulf County, Florida
- \_\_\_ Ability to be a self-sustained, annual event within 5 years of original funding

\_\_\_ **Total Points/Maximum (50)**

Type of Event: \_\_\_\_\_

Application review date: \_\_\_\_\_

GCTDC award date: \_\_\_\_\_

Award amount:\$ \_\_\_\_\_

GCBOCC award date: \_\_\_\_\_

\_\_\_\_\_  
GCTDC authorized staff

\_\_\_\_\_  
GCTDC Chairman



**GULF COUNTY TOURIST DEVELOPMENT COUNCIL  
SPONSORSHIP & SPECIAL FUNDING APPLICATION REVIEW CHECKLIST**

**Part I: To be completed by GCTDC Staff**

- Application received prior to deadline
- Correct number of copies included: (1) original and (9) copies
- Event meets GCTDC criteria:  
*To increase tourism in Gulf County, with emphasis on increasing overnight stays in lodging facilities in Cape San Blas, Indian Pass, Port St. Joe, Wewahitchka, WindMark Beach, and St. Joe Beach.*
- Requested funds are earmarked for an authorized purpose:  
*GCTDC funds should be used exclusively for advertising and promotional expenses in out-of-market media in conjunction with a promotion or event to (1) bring visitors to Gulf County and (2) increase participation in the event. Funding will not be used for the following:*
  1. Prize money, scholarships, awards, plaques or certificates
  2. Travel expenses
  3. Cash payouts
  4. Projects restricted to private or exclusive participation
  5. Legal, medical, engineering, accounting, auditing or other consulting services
  6. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the event
  7. Real property or capital improvements, new construction, renovation or restoration of facilities
  8. Tangible personal property, including but not limited to office furnishings or equipment, permanent collections or individual pieces of art
  9. Interest or reduction of deficits and loans
  10. Expenses incurred or obligated prior to or after the event period
  11. Payments for goods or services purchased for other events
  12. Alcohol
- IRS letter of nonprofit or for-profit status
- Date of event is within fiscal year beginning October 1, 2014, ending September 30, 2015
- Charter or Articles of Incorporation
- List of current officers and board members, including brief biographies
- GCTDC Sponsorship & Special Funding Criteria and Application Process affidavit signed by CEO
- Prior award(s) granted (circle one) (1) (2) (3)
- Amount requested: \$ \_\_\_\_\_



SIGNATURE, SPORTING & BRAND AWARENESS EVENTS EVALUATION

Part II: To be completed by the GCTDC Executive Director/Business Manager and each member of the GCTDC Marketing Committee

Name of Event: \_\_\_\_\_ Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Prior Award: 2014-\$ \_\_\_\_\_ 2013-\$ \_\_\_\_\_ 2012-\$ \_\_\_\_\_ 2011-\$ \_\_\_\_\_

Signature Events – Large, annual, multi-day events or festivals that affect tourism by garnering room nights from 65% of attendees.

Sporting Events – Multi-day sporting events that directly affect tourism by garnering room nights from 65% of attendees.

Brand Awareness Events – Multi-day promotional events that align with the Gulf County brand, create awareness and publicity for the County, and directly affect tourism by garnering room nights.

Signature, Sporting & Brand Awareness Events:

Content of application, rated on a scale from 1 (low) - 10 (high)

\_\_\_ Commitment to brand awareness, acquiring loyal visitors & increasing tourism from September - May

\_\_\_ Out-of-County marketing (60 miles outside of Gulf County)

\_\_\_ Soundness of proposed project/stability and management capacity

\_\_\_ Overnight guest attendance

\_\_\_ Quality and uniqueness of proposed project

\_\_\_ Total Points/Maximum (50)

Additional comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Initials of reviewer: \_\_\_\_\_

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



LOCAL SEASONAL EVENTS EVALUATION

Part II: To be completed by the GCTDC Executive Director/Business Manager and each member of the GCTDC Marketing Committee

Name of Event: \_\_\_\_\_ Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Prior Award: 2014-\$ \_\_\_\_\_ 2013-\$ \_\_\_\_\_ 2012-\$ \_\_\_\_\_ 2011-\$ \_\_\_\_\_

Local Seasonal Events – Seasonally appropriate events or festivals that enhance the visitor experience during the Fall, Winter or Spring seasons and garner room nights.

- Local Seasonal Events:** Content of application, rated on a scale from 1 (low) - 10 (high)
  - \_\_\_ Ability to enhance a visitor’s experience while vacationing in Gulf County
  - \_\_\_ Ability to create awareness of Gulf County and the Gulf County brand
  - \_\_\_ Ability to impact overnight stays and bed-tax revenue
  - \_\_\_ Ability to work with the GCTDC and other local tourism businesses/partners to align marketing efforts to fully maximize exposure in markets outside of a 60 mile radius of Gulf County, Florida
  - \_\_\_ Ability to be a self-sustained, annual event within 5 years of original funding
  - \_\_\_ **Total Points/Maximum (50)**

Additional comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Initials of reviewer: \_\_\_\_\_

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



**Part III: To be completed by GCTDC Staff**

Award/denial notification mailed \_\_\_\_\_(date)

**Part IV: Request for Funding**

- Follow-up report complete
  - a. Detailed follow-up report of the promotion or event
  - b. Detailed accounting of expenditures
  - c. Statistical analysis of visitor attendance, spending and overnight lodging as a direct result of the event
  - d. Method utilized to benchmark tourism and overnight lodging
  - e. Three areas of success and three areas of challenge, including potential solutions
- Original bills and invoices complete
- Copies of cancelled checks, front and back
- Copies of all promotional and event materials, with GCTDC logo included: posters, banners, shirts, coozies, bookmarks, etc.
- Copies of all advertising proofs: tear sheets for newspapers and magazines, spot reports for television and radio, performance reports and design layout for interactive
- W-9 complete
- Date Request for Funding approved and delivered to County: \_\_\_\_\_
- Exceptional Limited Budget Event

\_\_\_\_\_  
Event Representative

\_\_\_\_\_  
GCTDC Executive Director



**GULF COUNTY TOURIST DEVELOPMENT COUNCIL  
SPONSORSHIP & SPECIAL FUNDING PACKAGE  
PART II: REIMBURSEMENT**

**Reimbursement requests must be received no later than 45 days after the event. All requests after that time may be rendered unredeemable contingent on funding. Upon GCTDC review, if additional supporting documentation is requested, it must be received no later than 15 days after the dated request.**

*Attach this completed checklist to your request for reimbursement  
2 copies of the reimbursement packet.*

**Cover Letter**

- Organization name and address
- Event title, location, and date(s)
- Documented number of out-of-town attendees
- Documented number of lodging rooms booked for this event
- Number of nights visitors stayed in Gulf County for this event

**Backup Documentation**

- Copies of all marketing/advertising materials (tear sheets, spot reports, performance reports and design layout, etc.)
- Copies of all promotional items, with GCTDC logo (banners, posters, rack cards, shirts, cozies, etc.)
- Copies of registration form for each participant if used (e.g. walk/run registration)
- Original invoices for all vendors and businesses who advertised/ marketed the event or provided promotional items
- Spreadsheet listing invoices in order, including total amount
- Copies of cancelled checks (front and back)
- Completed W-9

**Follow-up Report Complete**

- Detailed follow-up report
- Detailed budget reconciliation
- Method utilized to benchmark tourism and overnight lodging
- Statistical report of tourist attendance
- Statistical report of overnight lodging, including names of rental accommodation(s) utilized
- List three ways in which the event was a success
- List three areas of challenge, including potential solutions
- Describe how successfully the goals were met

**Signed Affidavit**

- Signed and turned in with packet



**SIGNED AFFIDAVIT:**

*I have checked every box and provided all documentation as outlined above that the GCTDC, Chief Administrator, and Clerk of the Court require to approve reimbursement for this event.*

\_\_\_\_\_  
Printed name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Phone

\_\_\_\_\_  
GCTDC Reviewer

\_\_\_\_\_  
Date