



# Flagler County Tourist Development Council Agenda

October 17, 2018 • 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**

This meeting will stream live on Spectrum channel 492 and Flagler County YouTube.com

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

a) September 19, 2018

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) August Marketing Report

5) **TDT Self Collection Update:** Suzanne Johnston, Flagler County Tax Collector

6) **FUND 110 Regional Drive Market Grant Applications:** Review and recommendation to the Board of County Commissioners for the following requests:

a) \$1,250.00 – Triumph Endurance Events – Starlight 5k Holiday Bridge Run, Dec. 22, 2018

b) \$1,250.00 – City of Palm Coast – Feet to Feast, Nov. 28, 2018

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.

# FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Cooley, Eric		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourist Development Council	
MAILING ADDRESS PO Box 70		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Flagler Beach	COUNTY Flagler	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED September 19, 2018		NAME OF POLITICAL SUBDIVISION: Flagler County	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

## WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

## INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

\* \* \* \* \*

### ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

\* \* \* \* \*

### APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

**IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:**

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

**APPOINTED OFFICERS (continued)**

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

**IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:**

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

**DISCLOSURE OF LOCAL OFFICER'S INTEREST**

I, Eric Cooley, hereby disclose that on September 19, 20 18 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, \_\_\_\_\_ ;
- inured to the special gain or loss of my relative, \_\_\_\_\_ ;
- inured to the special gain or loss of City of Flagler Beach, by whom I am retained; or
- inured to the special gain or loss of \_\_\_\_\_, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I am a City of Flagler Beach Commissioner, Flagler Beach, in Flagler County, Florida. Item 5a) on the TDC September 19, 2018 agenda allocates funds to the City of Flagler Beach for Capital Improvements.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

9/19/18  
Date Filed

  
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

# FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Crabb, Ryan		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourist Development Council	
MAILING ADDRESS 150 Flagler Plaza Dr.		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Palm Coast	COUNTY Flagler	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED September 19, 2018		NAME OF POLITICAL SUBDIVISION:	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

## WHO MUST FILE FORM 8B

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Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

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For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

### ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

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**APPOINTED OFFICERS (continued)**

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**DISCLOSURE OF LOCAL OFFICER'S INTEREST**

I, Ryan Crabb, hereby disclose that on September 19, 20 18 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, \_\_\_\_\_ ;
- inured to the special gain or loss of my relative, \_\_\_\_\_ ;
- inured to the special gain or loss of Hampton Inn & Suites, Palm Coast, FL, by whom I am retained; or
- inured to the special gain or loss of \_\_\_\_\_, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I am the General Manager of the Hampton Inn & Suites, Palm Coast, in Flagler County, Florida. Item 6b) on the TDC September 19, 2018 agenda allocates funds to Triple Crown Sports for the Pumpkin Shootout to be held October 19-21, 2018 and will be utilizing the Hampton Inn & Suites as a host hotel.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

9/19/18  
Date Filed

Ryan Crabb  
Signature

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6C

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**Flagler County Board of County Commissioners  
Analysis of Monthly Tourist Development Tax Collections  
Fiscal Year 2012-13 Through 2017-18**

Prepared By:  
Tourist Development Office

Month	Fiscal Year		Annual Change		Fiscal Year		Annual Change		Fiscal Year		Annual Change		Fiscal Year		Annual Change	
	2012-13	2013-14	Amount	Percentage	2014-15	Amount	Percentage	2015-16	Amount	Percentage	2016-17	Amount	Percentage	2017-18	Amount	Percentage
October	\$75,602	\$87,503	\$11,900	15.74%	\$91,481	\$3,979	4.55%	\$112,012	\$20,531	22.44%	\$115,454	\$3,442	3.07%	\$150,697	\$35,243	30.53%
November	\$75,705	\$92,058	\$16,353	21.60%	\$108,167	\$16,109	17.50%	\$116,610	\$8,443	7.81%	\$105,853	(\$10,757)	-9.22%	\$154,717	\$48,864	46.16%
December	\$72,826	\$80,927	\$8,101	11.12%	\$87,147	\$6,220	7.69%	\$96,693	\$9,546	10.95%	\$114,531	\$17,838	18.45%	\$145,755	\$31,224	27.26%
January	\$70,091	\$82,743	\$12,652	18.05%	\$115,326	\$32,583	39.38%	\$127,361	\$12,035	10.44%	\$130,259	\$2,898	2.28%	\$170,307	\$40,047	30.74%
February	\$103,054	\$108,639	\$5,586	5.42%	\$118,732	\$10,092	9.29%	\$128,169	\$9,437	7.95%	\$114,283	(\$13,886)	-10.83%	\$183,044	\$68,761	60.17%
March	\$129,850	\$158,536	\$28,686	22.09%	\$191,669	\$33,133	20.90%	\$192,682	\$1,012	0.53%	\$186,424	(\$6,257)	-3.25%	\$239,636	\$53,212	28.54%
April	\$236,514	\$234,908	(\$1,606)	-0.68%	\$268,542	\$33,634	14.32%	\$291,418	\$22,876	8.52%	\$246,632	(\$44,786)	-15.37%	\$351,198	\$104,566	42.40%
May	\$149,402	\$196,862	\$47,460	31.77%	\$198,906	\$2,044	1.04%	\$174,206	(\$24,700)	-12.42%	\$206,809	\$32,603	18.71%	\$260,424	\$53,615	25.92%
June	\$127,865	\$149,053	\$21,187	16.57%	\$161,328	\$12,275	8.24%	\$152,112	(\$9,216)	-5.71%	\$159,132	\$7,019	4.61%	\$211,692	\$52,561	33.03%
July	\$206,746	\$229,923	\$23,177	11.21%	\$236,387	\$6,464	2.81%	\$235,957	(\$430)	-0.18%	\$287,555	\$51,598	21.87%	\$324,888	\$37,334	12.98%
August	\$247,548	\$269,928	\$22,380	9.04%	\$287,683	\$17,755	6.58%	\$307,481	\$19,798	6.88%	\$360,109	\$52,627	17.12%	\$349,993	(\$10,116)	-2.81%
September	\$157,032	\$166,298	\$9,266	7.17%	\$166,922	(\$1,376)	-0.82%	\$154,408	(\$12,514)	-7.50%	\$186,926	\$32,518	21.06%	\$228,318	\$41,392	22.14%
<b>Totals</b>	<b>\$1,652,235</b>	<b>\$1,859,378</b>	<b>\$207,143</b>	<b>12.54%</b>	<b>\$2,032,291</b>	<b>\$172,914</b>	<b>9.3%</b>	<b>\$2,089,110</b>	<b>\$56,819</b>	<b>2.8%</b>	<b>\$2,213,967</b>	<b>\$124,857</b>	<b>6.0%</b>	<b>\$2,770,669</b>	<b>\$556,702</b>	<b>25.1%</b>



ACCOUNT BALANCE LIST

2019 FROM ACCOUNT: 109-0000-300.00-00 THRU ACCOUNT: 109-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
109-0000-312.10-00	Tourist Development	360,000.00		360,000.00
109-0000-361.10-00	Interest-MMIA & Investmnts	15,000.00		15,000.00
109-0000-361.30-00	FAIR VALUE OF INVESTMENTS			
109-0000-398.00-00	5% STATUTORY REV REDUCTN			
109-0000-399.00-00	Cash Carry Forward	2,085,264.00		2,085,264.00
109-4600-581.91-10	Interfund Transfer			
109-4700-573.81-05	AID TO OTHER GOVTS	300,000.00		300,000.00
109-4700-573.82-46	Historical Museum-Flag Bc			
109-4700-573.82-53	OTHER ENTITIES			
109-4700-575.31-10	Professional Services	4,000.00		4,000.00
109-4700-575.34-10	Other Contracted Services			
109-4700-575.34-16	Comm Fees - Tax Collector			
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	150,000.00		150,000.00
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	350,000.00		350,000.00
109-4700-575.82-52	FLAGLER PLAYHOUSE			
109-4700-575.82-54	TOWN OF MARINELAND			
109-4700-575.82-55	FRIENDS OF WASHINGTON OAK			
109-4700-575.82-56	FLAGLER AUDTORIUM			
109-4911-598.99-21	Pooled Cash Clearing Acct			
109-5000-587.98-11	Designated for Future Use			
109-6000-537.63-10	Improvmts other than bldg	427,615.00		427,615.00
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	1,228,149.00		1,228,149.00
109-6000-573.63-77	ENGINEERING STAFF TIME			
109-6000-573.64-10	Equipment			
109-6010-572.62-10	Buildings			
109-6040-537.31-10	Professional Services			
109-6040-537.34-10	Other Contracted Services			
TOTALS:		4,920,528.00		4,920,528.00

2019 FROM ACCOUNT: 110-0000-300.00-00 THRU ACCOUNT: 110-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
110-0000-312.10-00	Tourist Development	1,620,000.00		1,620,000.00
110-0000-331.50-06	HURRICANE MATTHEW			
110-0000-334.50-06	HURRICANE MATTHEW			
110-0000-361.10-00	Interest-MMIA & Investmnts	8,000.00		8,000.00
110-0000-361.30-00	FAIR VALUE OF INVESTMENTS			
110-0000-366.01-00	Contributions in Aid			
110-0000-369.30-00	Refund-Prior Year Expense			
110-0000-369.90-00	Miscellaneous			
110-0000-398.00-00	5% STATUTORY REV REDUCTN			
110-0000-399.00-00	Cash Carry Forward	791,146.00		791,146.00
110-4700-559.10-12	Regular Salaries	274,077.00		274,077.00
110-4700-559.10-13	Other Salaries & Wages			
110-4700-559.10-14	Overtime			
110-4700-559.10-21	FICA	20,967.00		20,967.00
110-4700-559.10-22	Retirement Expense	37,611.00		37,611.00
110-4700-559.10-23	Life & Health Insurance	52,500.00	4,375.00	48,125.00
110-4700-559.10-24	Workers Comp Expense	521.00		521.00
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		10,000.00
110-4700-559.34-10	Other Contracted Services	273,125.00		273,125.00
110-4700-559.34-16	Comm Fees - Tax Collector			
110-4700-559.34-20	Governmental Services			
110-4700-559.40-10	Travel Expenses	30,000.00		30,000.00
110-4700-559.41-10	Communications Recurring	10,000.00		10,000.00
110-4700-559.42-01	POSTAGE	40,000.00		40,000.00
110-4700-559.43-10	Utilities Expense	3,000.00		3,000.00
110-4700-559.44-10	Rentals & Leases	37,872.00		37,872.00
110-4700-559.45-10	General Liability Ins	600.00		600.00
110-4700-559.45-20	Vehicle Insurance	750.00		750.00
110-4700-559.45-30	Property/Casualty Ins			
110-4700-559.46-10	Bldging/Equipmt Repairs	500.00		500.00
110-4700-559.46-20	Vehicle Repair	900.00		900.00
110-4700-559.46-30	Maintenance Agreements	18,000.00		18,000.00
110-4700-559.46-40	Small Tools & Equipmt	1,500.00		1,500.00
110-4700-559.47-10	Printing & Binding	45,000.00		45,000.00
110-4700-559.48-10	Promotional Activities	10,000.00		10,000.00
110-4700-559.48-11	Promotional-FC Chamber	4,200.00		4,200.00
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			
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			

2019 FROM ACCOUNT: 110-0000-300.00-00 THRU ACCOUNT: 110-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
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	140,000.00		140,000.00
110-4700-559.48-46	OVERNIGHT EVENT	100,000.00		100,000.00
110-4700-559.48-47	REG DR MRKT/QLTY LIFE EVT	20,000.00		20,000.00
110-4700-559.48-48	CITY OF FLAGLER BEACH	20,000.00		20,000.00
110-4700-559.49-10	Other Current Chrgs/Oblig	4,000.00		4,000.00
110-4700-559.49-15	Advertising	500,000.00	30,000.00	470,000.00
110-4700-559.49-18	BANK ANALYSIS FEES	2,000.00		2,000.00
110-4700-559.51-10	Office Supplies	3,500.00		3,500.00
110-4700-559.51-11	Office Equipt	7,000.00		7,000.00
110-4700-559.52-10	Gas, Oil & Lubricants	3,000.00		3,000.00
110-4700-559.52-12	Other Operating Expenses	5,500.00		5,500.00
110-4700-559.52-20	Clothing & Wearing Apparl			
110-4700-559.52-30	Data Processing Software	17,700.00		17,700.00
110-4700-559.54-10	Publications/Memberships	20,000.00		20,000.00
110-4700-559.55-01	TRAINING/EDUCATIONAL COST	5,150.00		5,150.00
110-4700-559.55-03	CONFERENCE/SEMINAR REGIST	25,000.00		25,000.00
110-4700-559.64-10	Equipment			
110-4911-598.99-21	Pooled Cash Clearing Acct			
110-5000-587.98-11	Designated for Future Use	660,173.00		660,173.00
TOTALS:		4,838,292.00	34,375.00	4,803,917.00

2019 FROM ACCOUNT: 111-0000-300.00-00 THRU ACCOUNT: 111-9999-999.99-99

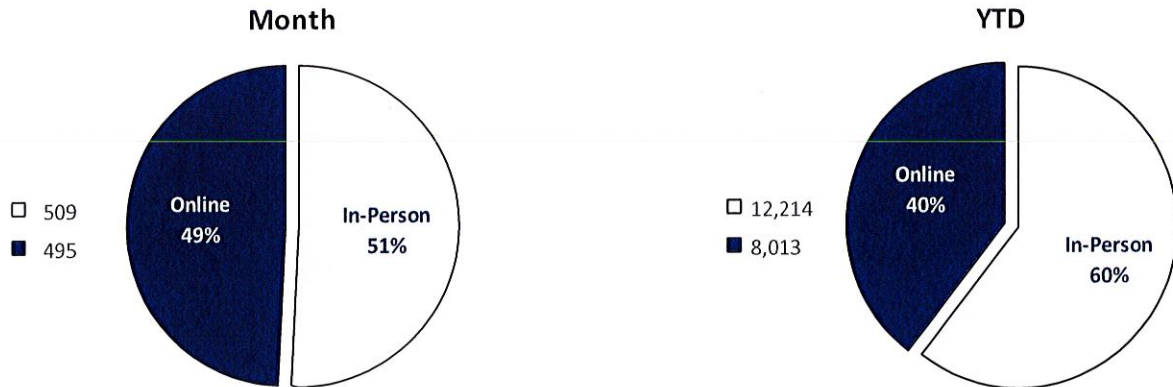
ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
111-0000-312.10-00	Tourist Development	720,000.00		720,000.00
111-0000-331.50-06	HURRICANE MATTHEW	1,041,879.00		1,041,879.00
111-0000-332.01-01	BUDGET ONLY			
111-0000-334.39-01	Beach Restoration Project			
111-0000-334.39-03	DESIGN 2.6ML SR A1A SHORE			
111-0000-334.39-11	FDEP-FC HURR MATT RECOVER	5,399,840.00		5,399,840.00
111-0000-334.50-06	HURRICANE MATTHEW			
111-0000-334.50-07	HURRICANE IRMA			
111-0000-361.10-00	Interest-MMIA & Investmts	15,000.00		15,000.00
111-0000-361.30-00	FAIR VALUE OF INVESTMENTS			
111-0000-369.30-00	Refund-Prior Year Expense			
111-0000-384.01-00	Loan Proceeds			
111-0000-384.02-04	TDT REV BOND,SERIES 2017			
111-0000-398.00-00	5% STATUTORY REV REDUCTN			
111-0000-399.00-00	Cash Carry Forward	2,391,664.00		2,391,664.00
111-4700-537.31-10	Professional Services	9,200.00		9,200.00
111-4700-537.34-10	Other Contracted Services			
111-4700-537.34-16	Comm Fees - Tax Collector			
111-4700-537.49-18	BANK ANALYSIS FEES	300.00		300.00
111-4700-537.71-10	Principal on Bonds/Notes	1,200,000.00		1,200,000.00
111-4700-537.72-10	Interest on Notes & Bonds	141,871.00		141,871.00
111-4700-537.73-20	Bond Issuance Costs			
111-4700-537.81-05	AID TO OTHER GOVTS			
111-4700-537.82-53	OTHER ENTITIES			
111-4911-598.99-21	Pooled Cash Clearing Acct			
111-5000-587.98-11	Designated for Future Use			
111-6010-572.34-20	Governmental Services			
111-6010-572.62-10	Buildings			
111-6040-537.34-20	Governmental Services	168,294.00		168,294.00
111-6040-537.40-10	Travel Expenses	2,398.00		2,398.00
111-6040-537.44-10	Rentals & Leases			
111-6040-537.46-31	NORTH DUNE RESTORATION	471,110.00		471,110.00
111-6040-537.52-10	Gas, Oil & Lubricants	97,844.00		97,844.00
111-6040-537.82-53	OTHER ENTITIES	1,566,765.00		1,566,765.00
111-8406-537.34-10	Other Contracted Services			
111-8410-537.34-20	Governmental Services	765,582.00		765,582.00
111-8410-537.40-10	Travel Expenses	12,081.00		12,081.00
111-8410-537.46-31	NORTH DUNE RESTORATION	2,583,342.00		2,583,342.00
111-8410-537.52-10	Gas, Oil & Lubricants			
111-8410-537.81-05	AID TO OTHER GOVTS	237,018.00		237,018.00
111-8410-537.82-53	OTHER ENTITIES	2,312,578.00		2,312,578.00
111-8999-587.98-15	ANTICIPATED GRANT EXPS			
TOTALS:		19,136,766.00		19,136,766.00

## August 2018 Marketing Report

### Marketing Activity

Visitor Center Traffic	Month	YTD	Advertising Conversions	Month	YTD
Chamber of Commerce	20	269	E-Newsletters	144	1,613
FB Historical Musuem	335	4,181	International	13	612
Holden House	59	880	Leads	0	1,800
JAX Airport	95	888	Relocation Packages	29	414
Flagler Auditorium	0	5,985	Visitor Packages	309	3,574
PC Historical Society	0	11	<b>Totals</b>	<b>495</b>	<b>8,013</b>
<b>Totals</b>	<b>509</b>	<b>12,214</b>			

### Total Marketing Activity



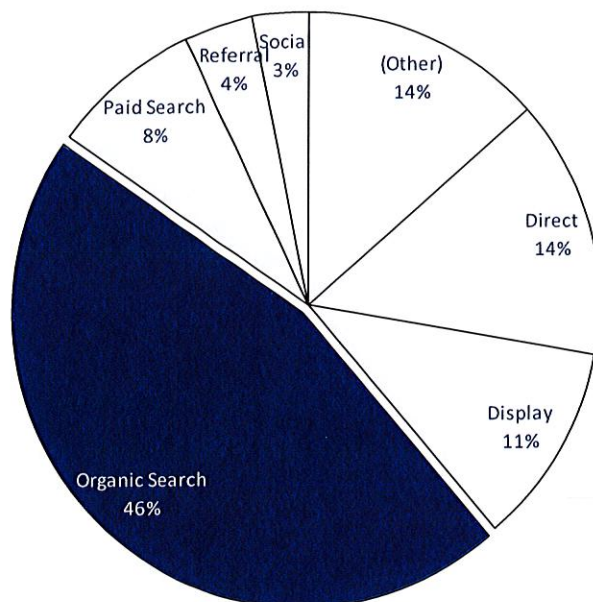
### Relocation Packages Top States

- Florida
- New York
- New Jersey
- Pennsylvania
- Maine

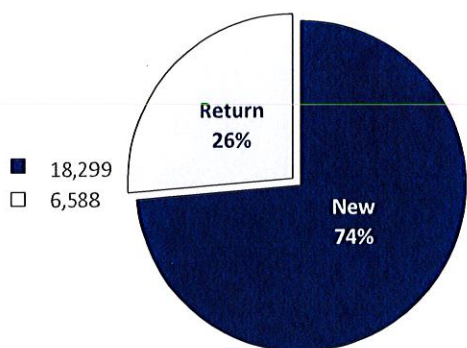
## Website Activity

### Website Traffic Origination

(Other)	2,755
Direct	2,867
Display	2,249
Organic Search	9,340
Paid Search	1,703
Referral	747
Social	640
<b>Totals</b>	<b>20,301</b>



### Visitors



### Most Popular Page

Webcams & Weather

### Book Direct

Searches 408  
Referrals 133

### Top Cities

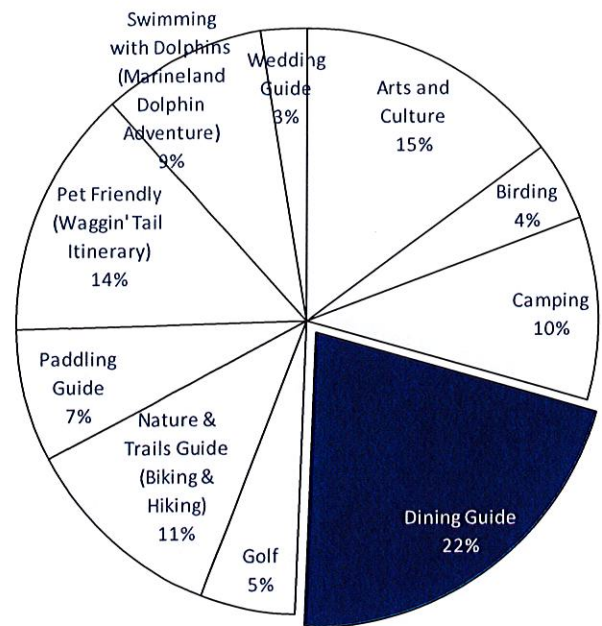
Orlando  
Atlanta  
Jacksonville

### Top States

Florida  
Georgia  
New York

## Interests

Top Interests	Month	YTD
Dining Guide	191	2,234
Arts and Culture	136	1,681
Pet Friendly (Waggin' Tail Itinerary)	126	1,350
Nature & Trails Guide (Biking & Hiking)	103	1,389
Camping	91	1,079
Swimming with Dolphins (Marineland Dolphin Adventure)	81	1,036
Paddling Guide	66	882
Golf	46	515
Birding	39	602
Wedding Guide	23	442



## Monthly Content and Email

### Monthly Content

Restaurants

Family-Friendly Sea-to-Table Restaurants

### Email

August Newsletter

The August newsletter received 22.9% unique open rate and 5.06% unique CTR. These results are above the previous email in July which received 22.72% unique open rate and 3.3% unique CTR.

## Social Media

Facebook



305

Instagram



156

Twitter



18

YouTube Views



1,048

# Florida's Golf First Coast of

## FLAGLER COUNTY GOLF TOURISM AUGUST 2018

MONTHLY	2018	2017	% CHANGE
ROOMS	729	639	14%
ROUNDS	1,716	1,503	14%

YTD	2018	2017	% CHANGE
ROOMS	6,112	6,095	0%
ROUNDS	14,382	14,342	0%

PRECIPITATION (in)		
2018	2017	CHANGE
1.45	1.71	-0.26

AVERAGE TEMPERATURE		
2018	2017	CHANGE
88	85	2°

WEBSITE TRAFFIC			
	2018	2017	% Change
MONTHLY	2,887	6,358	-55%
YTD	51,561	34,827	48%

EARNED MEDIA (In Kind)	
YTD VALUE	YTD IMPRESSIONS
\$1,070,243	24,335,546

TOP FIVE MARKETS (Web Visitation for Month)	
STATES	COUNTRIES
Florida	United States
Georgia	Canada
New York	United Kingdom
Massachusetts	France
Alabama	Australia

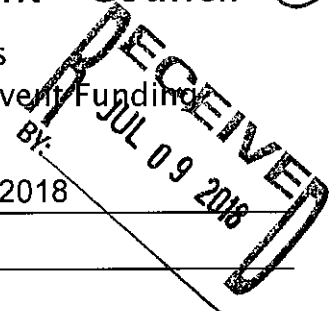
ADDITIONAL PERFORMANCE METRICS AVAILABLE ON REQUEST





Flagler County Tourist Development Council ①

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



Date: 7/2/2018

Organization: Triumph Endurance Events  
Mailing Address: 905 S Central Ave, Flagler Beach, FL 32136  
Contact Person: Carrie Meng Phone: 352-514-1283  
Email Address: carrie@triumphraces.com 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: Starlight 5k Holiday Bridge Run  
Event Dates: 12/22/2018  
Amount Requested: \$1,250 Budget for Event\*: \$12,385

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

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

Commitment to the Expansion of Tourism in Flagler County

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

See attached sheet

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

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

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

---

Soundness of Proposed Event

Clearly identify the event's objectives.

---

What is the timetable for implementation of the event?

---

What additional funding sources will be utilized?

---

How do you intend to accomplish your slated objectives?

---

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?

---

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

---

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

---

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?

---

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

Funding

How much gross income is intended to be collected from this event? \$15,250

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.)

Race registration fees, sponsors TBD, event funded from Triumph Endurance Events

---

Event History How many years has this event taken place? 6

Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Carrie Meng  
Title: Owner/Director

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

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

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

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

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

*Carrie Meng*  
Authorized Agent Signature

7/2/2018  
Date

Received by Tourism Development Office By:

\_\_\_\_\_  
TDC Authorized Signature

\_\_\_\_\_  
Date

## Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel, motel, resort, RV, vacation rentals and/or campground rentals? The event is on a Saturday night and includes an after party. Participants will be encouraged to stay overnight. The event itself will be the first and only bridge run in Flagler County. It is also the only holiday themed run in the area. These qualities alone will be enticing to out of towners.

How will the event be marketed to the fullest extent possible in an effective and efficient manner? We will employ local marketing efforts through flyers and posters and regional marketing efforts via digital ads mostly through social media and email blasts.

How will you demonstrate a willingness to work with the tourism industry? We are happy to meet all requirements from the TDC and also anything above the requirements that will benefit the TDC and Flagler County.

Fund 110 Promotional Activities - 2018-2019 Request for Regional Drive Market Special Event Funding Initial Here: CM

Please provide evidence as to how the event will be self-funded in subsequent years. The event is currently self-funded through race registration fees and sponsorships. At any point one or both of these declines it will be funded from company funds.

### Soundness of Proposed Event

Clearly identify the event's objectives. To create a unique, memorable event that benefits the participants, volunteers, charity partner and the community. We want this event to be embraced by the community and see as a benefit to everyone involved.

What is the timetable for implementation of the event? Registration will open as soon as we receive our DOT permit. Marketing efforts will then begin.

What additional funding sources will be utilized? Race registration fees & sponsorships.

How do you intend to accomplish your slated objectives? Organize a well-run event, teaming up with the local PD, City and any local business interested in being involved.

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.

Fund 110 Promotional Activities – 2018-2019 Request for Regional Drive Market Special Event Funding Initial Here: CM

What added value can the event create to a visitors stay? Running over the Flagler Bridge! Holiday themed run with a block party after party for runners and families. This will be the first of it's kind in Flagler Beach. The finish line will finish just one block from the beach and the run will take place at night. All very unique and an enhancement to visiting Flagler County.

What incremental economic activity is stimulated through the quality of the visitor experience? The higher quality the event the more likely they will return. They will also more likely stay longer, visit restaurants, hotels,shops, etc.

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

#### 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? 5+ paid ads on facebook and Instagram, numerous email blast to our database, flyers in runner bags of other races, race listed on relevant online calendars, posters throughout Flagler County.

**Income**

# of participants	500
Registration Income	\$ 13,750.00
Sponsorship Income	\$ 1,500.00
Total income	\$ 15,250.00
<b>Expenses</b>	
Shirts	\$ 4,000.00
Bibs	\$ 250.00
Awards	\$ 210.00
Toilets	\$ 150.00
Police	\$ 800.00
Medics	\$ 75.00
Permits & road closures	\$ 1,500.00
Volunteers	\$ 500.00
Finisher medals	\$ 1,500.00
Insurance	\$ 400.00
Dumpster	\$ -
Supplies	\$ 100.00
Runner food and bev	\$ 300.00
Race day staff	\$500
Advertising/Marketing	\$500
Timing	\$ 1,500.00
Misc	\$ 100.00
<b>Total expenses</b>	<b>\$ 12,385.00</b>
<b>Profit/Loss</b>	<b>\$ 2,865.00</b>



**FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL**

1769 East Moody Boulevard

Bunnell, FL 32110

386-313-4013

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

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

**Pre-Meeting Checklist**

- ✓ 1. Review of Grant Application
- ✓ 2. Review of Reimbursement Form and Final Status Report
- ✓ 3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
- ✓ 4. W-9
- ✓ 5. 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.

CM 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.

[Signature]  
Palm Coast & The Flagler Beaches

Career Meyer  
Event Planner

7/9/18  
Date

7/9/18  
Date



# Fund 110 Grant – Logo Requirements

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



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

Carrie Meng  
Signature

7/9/18  
Date

[Signature]  
Palm Coast & The Flagler Beaches

7/9/18  
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>Triumph Endurance Events</b>	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <input checked="" 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) ▶ _____ <b>Note.</b> 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) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
5 Address (number, street, and apt. or suite no.) <b>905 S Central Ave</b>	Requester's name and address (optional)
6 City, state, and ZIP code <b>Flagler Beach, FL 32136</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.

<b>Social security number</b>									
<b>or</b>									
<b>Employer identification number</b>									
4	6		0	6	0	1	7	2	6

## Part II Certification

Under penalties of perjury, I certify that:

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

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

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶	7/9/18
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## 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:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.



Flagler County Tourist Development Council (2)

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

Date: 6/27/18



Organization: City of Palm Coast

Mailing Address: 160 Lake Avenue Palm Coast, FL 32164

Contact Person: Lauren Johnston

Phone: 386-986-2341

Email Address: ljohnston@palmcoastgov.com

Fax:

Registered as a non-profit corporation: [ ] No [x] 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: Feet To Feast

Event Dates: 11-28-18

Amount Requested: \$1,250 Budget for Event\*: \$9,574

\* Event budget must be submitted with this application.

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

Commitment to the Expansion of Tourism in Flagler County

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

Holiday race that people can participate in while visiting family.

How will the event be marketed to the fullest extent possible in an effective and efficient manner? Social Media, Newspaper, TV, City Website, Radio AD, Post Cards

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

Adhering to the guidelines set forth in this application and provide marketing materials to all outlets willing to display our information free.

Please provide evidence as to how the event will be self-funded in subsequent years. Previous years show a increase registration. An updated concept allows us to expand our brand with new avenues of marketing to project growth.

---

### Soundness of Proposed Event

Clearly identify the event's objectives.

Community outreach event that promotes Health and wellness

---

What is the timetable for implementation of the event?

Next 5 Months

---

What additional funding sources will be utilized?

Sponsorship from Florida Hospital Flager, Race Registration

---

How do you intend to accomplish your slated objectives?

Increase in marketing, promotions, sponsorship, and family entertainment

---

### 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?

Affordable family fun providing entertainment and new traditions for the community and visitors promoting health and wellness during Thanksgiving

---

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

Residents visitors who are in the race will shop at several specialty retailers in the area promoting healthy lifestyle by trails & waterways.

---

What incremental economic activity is stimulated by encouraging visitors to extend their stay? It encourages the residents visitor to extend their stay to visit beaches, trails, waterways and shopping which are displayed by the race route.

---

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?  
Social Media, Newspaper, TV, City Website, Radio AD, Post Cards

---

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? 8500

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.)

---

Event History How many years has this event taken place? 8

Authorized Agent Acknowledgements and Signature

Authorized Agent:

Name: Lauren Johnston  
Title: Recreation Specialist

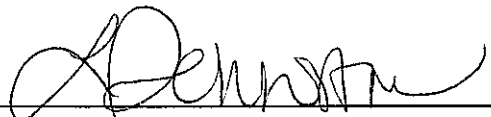
I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein.

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

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

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

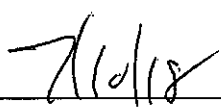
I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

  
\_\_\_\_\_  
Authorized Agent Signature

6/27/18  
\_\_\_\_\_  
Date

Received by Tourism Development Office By:

  
\_\_\_\_\_  
TDC Authorized Signature


  
\_\_\_\_\_  
Date

# Fund 110 Grant – Logo Requirements

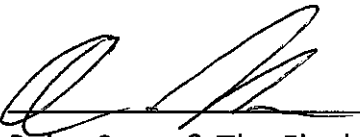
The Flagler County Tourist Development Council Logo and the Web Address (as shown below) must appear prominently in all advertising and publicity (both written and/or electronic) for the special event.



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

  
Signature

7/10/18  
Date

  
Palm Coast & The Flagler Beaches

7/10/18  
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>City of Palm Coast</b>		
	2 Business name/disregarded entity name, if different from above		
	3 Check appropriate box for federal tax classification; check only <b>one</b> 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) ▶ _____ <b>Note.</b> 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 checked="" 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) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
	5 Address (number, street, and apt. or suite no.) <b>160 Lake Avenue</b>		Requester's name and address (optional)
	6 City, state, and ZIP code <b>Palm Coast, FL 32164</b>		
	7 List account number(s) here (optional)		
	8 Municipality <b>Municipality</b>		

**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.

<b>Social security number</b>									
<b>or</b>									
<b>Employer identification number</b>									
5	9	-	3	6	1	4	2	9	4

**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
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<b>Sign Here</b>	Signature of U.S. person ▶ <i>Andrew M. Davis</i>	Date ▶ <b>10/29/15</b>
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- 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)
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  - 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.





**FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL**

1769 East Moody Boulevard

Bunnell, FL 32110

386-313-4013

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

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

**Pre-Meeting Checklist**

- 1. Review of Grant Application
- 2. Review of Reimbursement Form and Final Status Report
- 3. Review of Advertising Requirements & Resources (new logo must be on ALL advertising)
- 4. W-9
- 5. 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.

  *[Signature]*    
Palm Coast & The Flagler Beaches

  *[Signature]*    
Event Planner

  *7/10/18*    
Date

  *7/10/18*    
Date

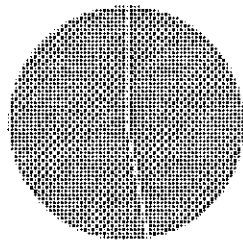
# Event Budget for Feet to Feast

## Profit - Loss Summary

	Estimated	Actual
TOTAL INCOME	\$8,505.00	\$0.00
TOTAL EXPENSES	\$9,574.00	\$0.00
TOTAL PROFIT	-\$1,069.00	\$0.00

### ESTIMATED

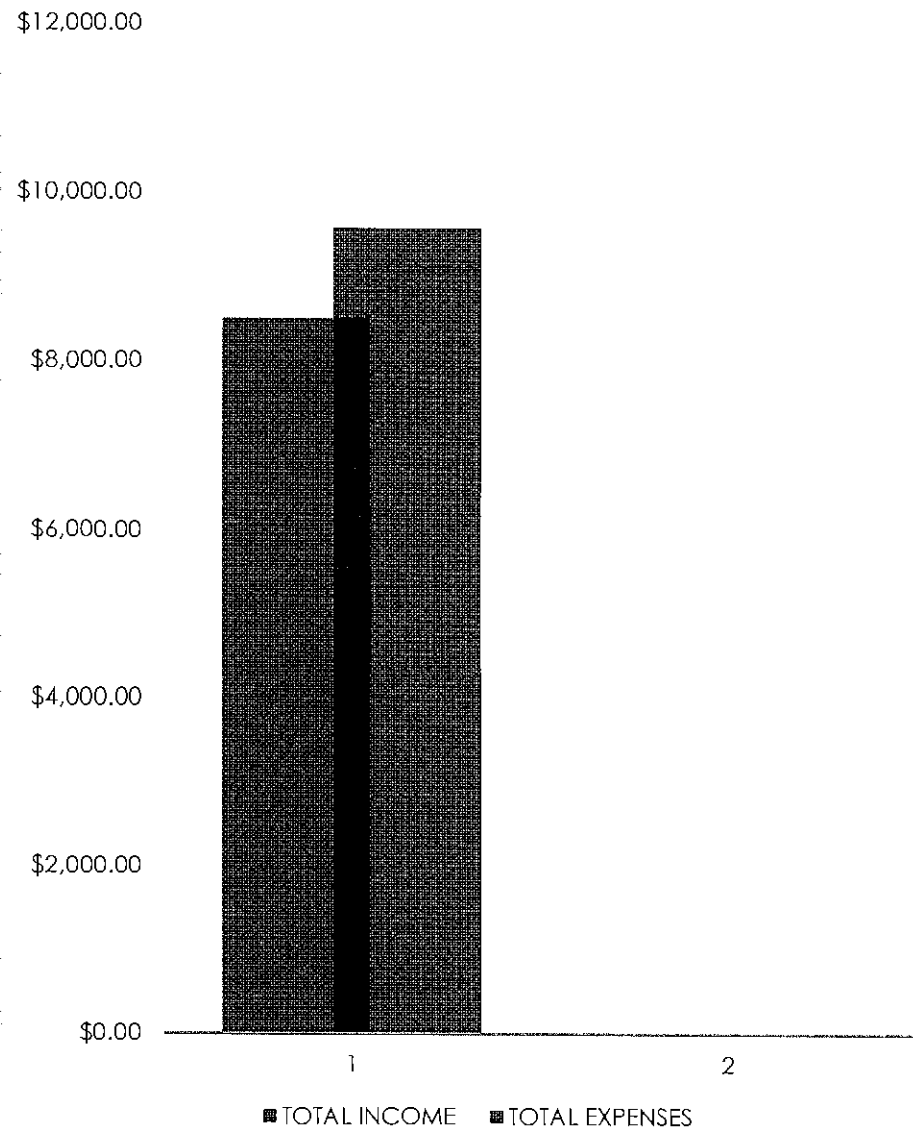
■ TOTAL INCOME ■ TOTAL EXPENSES



### ACTUAL

■ TOTAL INCOME ■ TOTAL EXPENSES

### TOTAL PROFIT



# Event Budget for Feet to Feast

## Expenses

### TOTAL EXPENSES

Estimated	Actual
\$9,574.00	\$0.00

Site	Estimated	Actual
UOF - Daytona State Coll	\$200.00	
Timing Company	\$2,150.00	
<b>Total</b>	<b>\$2,350.00</b>	<b>\$0.00</b>

Refreshments	Estimated	Actual
Post Race Refreshments	\$249.00	
<b>Total</b>	<b>\$249.00</b>	<b>\$0.00</b>

Decorations	Estimated	Actual
Entertainment(Vern)	\$350.00	
<b>Total</b>	<b>\$350.00</b>	<b>\$0.00</b>

Program	Estimated	Actual
Shirts	\$4,500.00	
Placement Medals	\$675.00	
Finisher Medals	\$1,000.00	
<b>Total</b>	<b>\$6,175.00</b>	<b>\$0.00</b>

Advertising	Estimated	Actual
General	\$250.00	
<b>Total</b>	<b>\$250.00</b>	<b>\$0.00</b>

Prizes	Estimated	Actual
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

Miscellaneous	Estimated	Actual
Supplies	\$200.00	
<b>Total</b>	<b>\$200.00</b>	<b>\$0.00</b>

# Event Budget for Feet to Feast

## Income

### TOTAL INCOME

Estimated	Actual
\$8,505.00	\$0.00

## Admissions

Estimated	Actual		Estimated	Actual
	175	Early Reg. @	\$25.00	\$4,375.00
	78	Regular Reg. @	\$35.00	\$2,730.00
	10	Late Reg @	\$40.00	\$400.00
<b>Total</b>				<b>\$7,505.00</b>

## Ads in program

Estimated	Actual		Estimated	Actual
		Covers @		\$0.00
		Half-pages @		\$0.00
		Quarter-pages @		\$0.00
<b>Total</b>				<b>\$0.00</b>

## Sponsorship

Estimated	Actual		Estimated	Actual	Column 1
	1	Large booths @	1000	\$1,000.00	Florida Hospital Flagler
	1	Med. booths @	1250		Pending TDC Grant
		Small booths @		\$0.00	\$0.00
<b>Total</b>				<b>\$1,000.00</b>	<b>\$0.00</b>

## Sale of items

Estimated	Actual		Estimated	Actual
		Items @		\$0.00
		Items @		\$0.00
		Items @		\$0.00
		Items @		\$0.00
<b>Total</b>				<b>\$0.00</b>