

**FLAGLER COUNTY
TOURIST DEVELOPMENT
COUNCIL**

REGULAR MEETING PACKET

MARCH 18, 2015

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
March 18, 2015
10:00 A.M.**

AGENDA

PLEDGE TO THE FLAG AND MOMENT OF SILENCE

1. ATTENDANCE
2. Adoption of Minutes from the February 18, 2015 meeting.
3. Accept Revised Financial Status Reports for Review.
4. Accept Flagler County Chamber Monthly Reports for Review:
 - Marketing Activity Report (February 2015)
 - Google Analytics Reports (February 2015)
 - Florida’s First Coast of Golf Report (January 2015)

FUND 110 QUALITY OF LIFE SPECIAL EVENTS

5. Review and recommendation to the Board of County Commissioners to grant \$1,500 to the Friends of Washington Oaks from Fund 110 Quality of Life Special Events for the Earth Day Celebration event being held April 25, 2015.

Lucy Crowley
President, Friends of Washington Oaks Gardens State Park

FUND 110 DISCRETIONARY EVENT FUNDING

6. Review and recommendation to the Board of County Commissioners to allocate funds from the Discretionary Event Funding budget to the following projects:
 - a) Allocate \$2,500 for Flagler College Soccer Invitational to be held April 10 - 12, 2015.
 - b) Allocate \$7,500 for Florida Youth Soccer Association State Cup Round 2 to be held April 17 – 19, 2015.
 - c) Allocate \$4,000 for Florida Horseshoe State Championships to be held April 22 – 25, 2015.
 - d) Allocate \$7,500 for Florida Youth Soccer Association State Cup Round 16 to be held May 1 – 3, 2015.
 - e) Allocate \$15,000 United States of Lifesaving Association Southeast Regionals to be held July 15 – 17, 2015.

7. Update as to current activities of Chamber representatives

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 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.

AGENDA ITEM #2
FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS
TDC MINUTES

FEBRUARY 18, 2015 DRAFT MINUTES

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
February 18, 2015
10:00 A.M.
Minutes**

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

Chairman McLaughlin led the pledge to the flag and a brief moment of silence.

1. Attendance

PRESENT: Chairman Nate McLaughlin, Councilman Bill McGuire, Mayor Linda Provencher, Pamela Walker, Thor Holm, Tom Grimes, Kurt Allen, Ryan Crabb

ABSENT: Rich Stanfield

2. Adoption of Minutes from the January 21, 2015 meeting.

McGuire/Holm. Motion to Adopt the January 21, 2015 Minutes carries unanimously.

3. Accept Financial Status Reports for Review.

McGuire/Allen. Motion to Accept Financial Status Reports carries unanimously.

4. Accept Flagler County Chamber Monthly Reports for Review:

- Marketing Activity Report (January 2015)
- Google Analytics Reports (January 2015)
- Florida's First Coast of Golf Report (December 2014)

McGuire/Walker. Motion to Accept Flagler County Chamber Monthly Reports carries unanimously.

5. Review and recommendation to the Board of County Commissioners to grant \$1,500 to the Flagler County Board of County Commissioners Parks and Recreation Department from Fund 110 Quality of Life Special Events for the Flagler County Native American Festival event being held February 28th – March 1st, 2015.

Brief presentation by Frank Barbuti, Flagler County Parks and Recreation Manager.

Holm/Walker. Motion to recommend to the Board of County Commissioners approval to grant \$1,500 to the Flagler County Board of County Commissioners Parks and Recreation Department from Fund 110 Quality of Life Special Events for the Flagler County Native American Festival event being held February 28th – March 1st, 2015 carries unanimously.

6. Update as to current activities of Chamber representatives.

Matt Dunn, Vice President of Tourism Development, reported statistics, logistics, and possible upcoming events and opportunities.

Mentioned that this was Thor Holm's last meeting. Timothy Digby was voted to Council at the FCBCC February 16, 2015 meeting.

A request was made by the Council to receive updates and follow-up reports regarding Special and Discretionary Events.

Amy Lukasik, Director of Tourism Marketing, gave presentation for [new marketing plan](#).

Discussion began regarding promoting the Palm Coast and the Flagler Beaches brand locally, resulting in a request for the Chamber Staff to bring forward ideas of local branding to the Council.

7. Community Outreach

None.

8. Board Member Commentaries

Thor Holm mentioned Hammock Beach Big 10 Match Play event being held February 14-16, 2015.

Councilman McGuire would like to have a certificate of appreciation presented to Mr. Holm at the next meeting. Council requested any past members that did not receive one should receive a certificate, as well.

Chairman McLaughlin welcomed Lorie Bailey-Brown, new Financial Services Director and Staff Liaison.

9. Adjournment.

McGuire/Grimes. Motion to adjourn at 10:47am carries unanimously.

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

<http://www.flaglercounty.org/index.aspx?NID=675>

If a person decides to appeal any decision made by the Tourist Development Council with respect to any matter considered at the meeting, a record of the proceedings may be needed and, for such purposes, the person may need to ensure that a verbatim record is made, which record includes the testimony and evidence upon which the appeal is to be based.




Palm Coast
AND THE *Coast*
FLAGLER BEACHES

Beverly Beach • Bunnell • Flagler Beach
The Hammock • Marineland

WHERE WE'VE BEEN

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Palm Coast and the Flagler Beaches

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Palm Coast
AND THE
FLAGLER BEACHES

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Beverly Beach • Bunnell • Flagler Beach • The Hammock • Marineland



Escape to the quiet side of Florida

Located between busy Daytona Beach and historic St. Augustine, Flagler Beach still remains unmissable by high rates and typical chain hotels and restaurants. Palm Coast and the Flagler Beaches is a beach lover's delight with 19 miles of pristine, unannexed beaches, some of which are pet-friendly.

- Six beautiful campgrounds
- Recently nominated by Budget Travel as one of America's "Coolest Small Towns"
- Bike or hike through the largest connected conserved trail systems in Florida over 100 miles
- Five trails listed on the Great Florida Birding & Wildlife Trail
- Kayak through one of the most productive ecosystems on the planet with Kipp's Eelgrass Eco Tours
- 604 historic Flagler Beach Post Office for taking

For more information call 800.670.2640

Beverly Beach Campground RV Resort • Eelgrass Plantation RV Resort • Bull Creek Campground • Flagler by the Sea Campground • Granddaddy's Memorial State Park • Thunder Knoll Campground

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FLAGLER BEACHES

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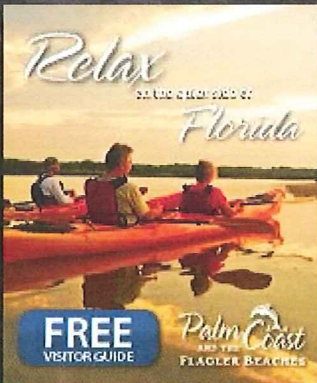
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FREE
VISITOR GUIDE

Palm Coast
AND THE
FLAGLER BEACHES

Palm Coast
AND THE
FLAGLER BEACHES

FREE
VISITOR GUIDE



A sunset over a beach with waves and grass in the foreground. The sky is filled with warm, golden light, and the sun is low on the horizon, creating a soft glow over the water and the silhouettes of the grass in the foreground.

REASONS FOR NEW CREATIVE

- Common industry practice to refresh and update creative every 2-3 years
- We have learned a lot since rebranding in 2012 and now we are ready to take that information to the next level
- This will play out with new creative, website, landing pages, E-newsletter, video and social platforms



GOAL-OPPORTUNITY-APPROACH

- We set out to explore unique positioning taglines for Palm Coast and the Flagler Beaches.
- Flagler County is an all encompassing destination.

A photograph of a sunset over the ocean. The sky is filled with warm, golden light from the setting sun, with some clouds catching the light. The ocean is visible in the middle ground, with waves breaking. In the foreground, there are dark silhouettes of grass and a large, spiky plant on the right side.

WHAT KIND OF DESTINATION ARE WE

RELAXING

With the stress and pressure of traveling, it's common to hear people say they need a vacation after their vacation.



WE ARE ORIGINAL

Palm Coast and the Flagler Beaches is a truly unique place. Nominated as one of the "America's Coolest Small Towns," there's plenty of character and activity to soak up during a long vacation, a day trip on the town, a business meeting or a large sports event.

A sunset over the ocean with waves breaking and grass in the foreground. The sky is filled with warm, golden light, and the water reflects the colors of the setting sun. The foreground is dark, with silhouettes of grass and a palm frond on the right side.

WHAT MAKES US UNIQUE

LOCALS

The people make the place. Taking a vacation at Palm Coast and the Flagler Beaches gives you every reason to enjoy the open beach, welcoming atmosphere and local soul that can't be found anywhere else. We have a world of experiences all in one place.

A photograph of a sunset over the ocean. The sky is filled with warm, golden light, and the sun is low on the horizon, creating a shimmering reflection on the water. Waves are breaking in the distance, and the foreground is dominated by dark, silhouetted grasses and a large, spiky plant on the right side.

CHOSEN STRATEGY & TAG LINE

LOCAL SOUL

FIND YOUR LOCAL SOUL.

FOUR CATEGORIES

Leisure

- Chris Casper-Flagler Fish Company
- Carla Cline- FlaglerSurf.com
- Carol Fisher- BeachHouse Beanery
- Chris Herrera- Captain's BBQ & Fishing Tour Guide

Sports/Facility

- Haley Watson-Professional Surfer

EcoTourism

- Chris Kelly- Ripple Effect Eco Tours
- Tony Libretti- Bicycle Doctor

Luxury

- Toni Treworgy-Island Cottage Oceanfront Inn and Spa
- J.J. Graham-Salvo Art Project

LEISURE



**I POUR MY
Soul**
INTO A COFFEE SHOP
THAT'S IN THE BUSINESS
OF
**BRINGING PEOPLE
TOGETHER**







Meet Carol Fisher.
Fresh roasted coffee beans and crisp ocean air is best enjoyed in good company. So look no further than Carol and her BeachHouse Reamery for the boldest flavors in Palm Coast and the Flagler Beaches' community. The same soulful community that brings a big laid-back vibe to every beach, shop and new friend you'll meet. Because a place this unique is worth being discovered.

FIND YOUR LOCAL SOUL

**Palm Coast
AND THE
FLAGLER BEACHES**
PalmCoastandtheFlaglerBeaches.com



**CHRIS CASPER
FOUNDER OF FLAGLER
FISH COMPANY**

**Palm Coast
AND THE
FLAGLER BEACHES**

FIND YOUR LOCAL SOUL >

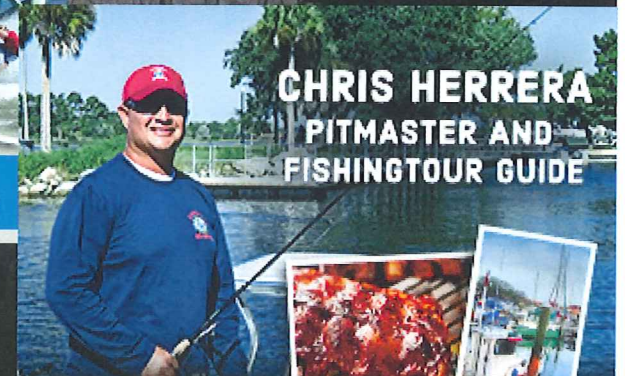


**CARLA CLINE
BLOGGER AT
FLAGLERSURF.COM**






**Palm Coast
AND THE
FLAGLER BEACHES**

FIND YOUR LOCAL SOUL >



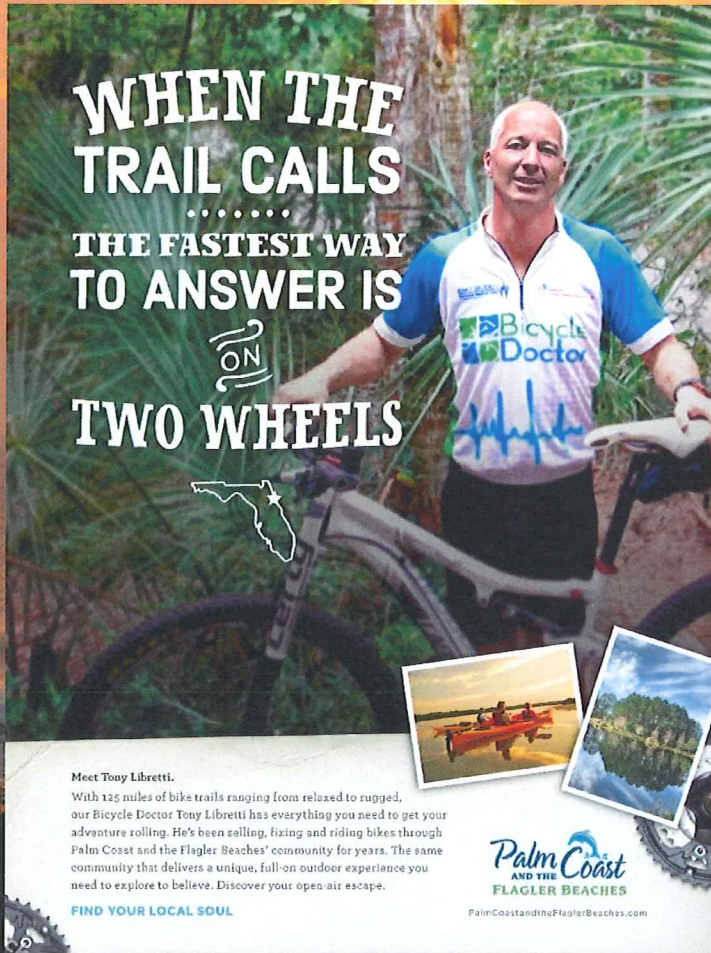
**CHRIS HERRERA
PITMASTER AND
FISHING TOUR GUIDE**

**Palm Coast
AND THE
FLAGLER BEACHES**

FIND YOUR LOCAL SOUL >

ECOTOURISM

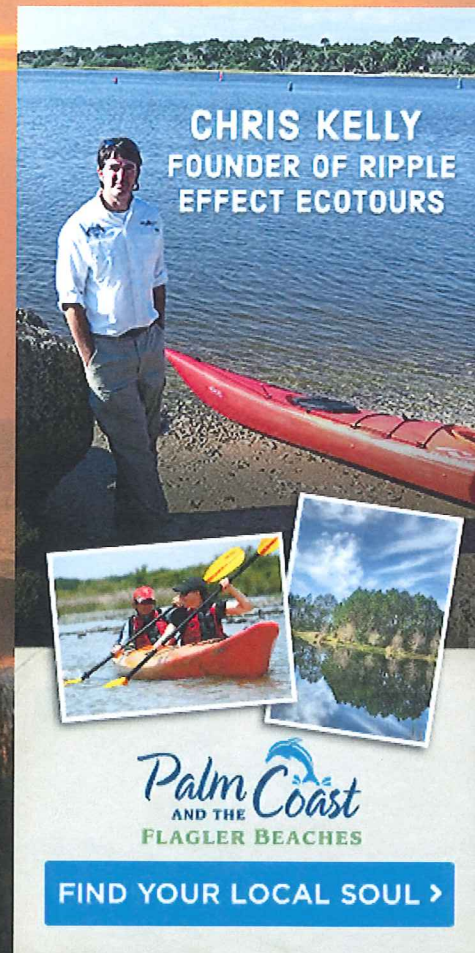


WHEN THE TRAIL CALLS
.....
THE FASTEST WAY TO ANSWER IS
ON
TWO WHEELS

Meet Tony Libretti.
With 125 miles of bike trails ranging from relaxed to rugged, our Bicycle Doctor Tony Libretti has everything you need to get your adventure rolling. He's been selling, fixing and riding bikes through Palm Coast and the Flagler Beaches' community for years. The same community that delivers a unique, full-on outdoor experience you need to explore to believe. Discover your open-air escape.

FIND YOUR LOCAL SOUL

Palm Coast AND THE FLAGLER BEACHES
PalmCoastandtheFlaglerBeaches.com

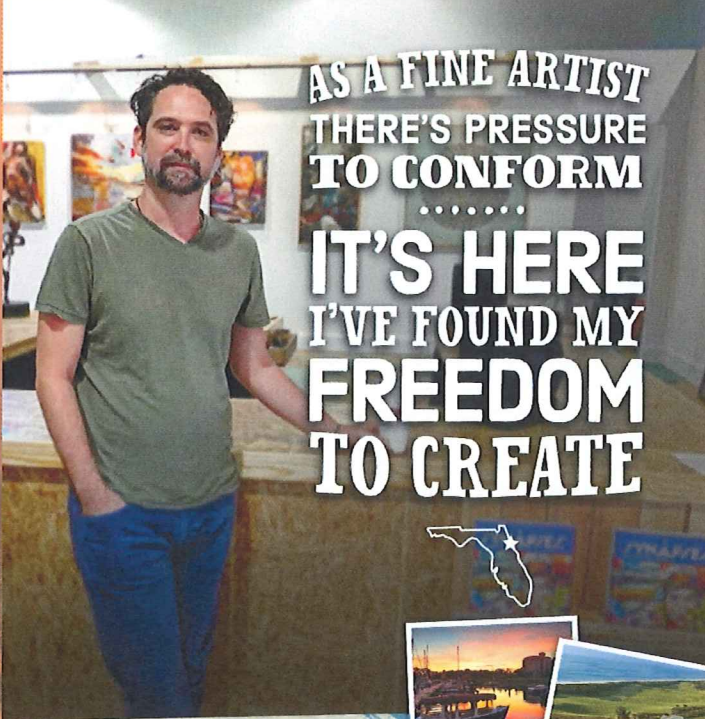


CHRIS KELLY
FOUNDER OF RIPPLE
EFFECT ECOTOURS



Palm Coast AND THE FLAGLER BEACHES

FIND YOUR LOCAL SOUL >

LUXURY



**AS A FINE ARTIST
THERE'S PRESSURE
TO CONFORM
.....
IT'S HERE
I'VE FOUND MY
FREEDOM
TO CREATE**



Meet J.J. Graham.
One look at the talent inside Salvo Art Project's walls, and you'll see how impactful J.J.'s freedom to create really is. He's been at the forefront of building art and culture within Palm Coast and the Flagler Beaches' soulful community for years. The same community that enjoys the finer things, from fresh seafood and beachside leisure to perfectly groomed golf courses. So discover the luxuries of a welcoming beach town.

**Palm Coast
AND THE
FLAGLER BEACHES**

PalmCoastandtheFlaglerBeaches.com

FIND YOUR LOCAL SOUL



**MILES OF
CINNAMON SAND
BETWEEN YOUR TOES
MAKES YOU WONDER:
.....
ARE YOU LOST IF
YOU'RE HAPPY
WHERE YOU STAND?**



Meet Toni Treworgy.
With over 19 miles of pristine beaches, Toni will be the first to tell you you've never lost in Palm Coast and the Flagler Beaches — you've simply found peace. Her local boutique, the Island Cottage Oceanfront Inn and Spa, has been bringing the community closer to bright blue tides and moonlit walks for years. The same community that enjoys the finer things, from fresh seafood to perfectly groomed golf courses. So discover the luxuries of a welcoming beach town.

**Palm Coast
AND THE
FLAGLER BEACHES**

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FIND YOUR LOCAL SOUL



**J.J. GRAHAM: FOUNDER
OF SALVO ART PROJECT**

FIND YOUR LOCAL SOUL >

**Palm Coast
AND THE
FLAGLER BEACHES**

SPORTS/FACILITY



**I COMPETE : BUT HERE
AS A PRO : I SURF
ALL OVER THE WORLD : WITH SOUL**



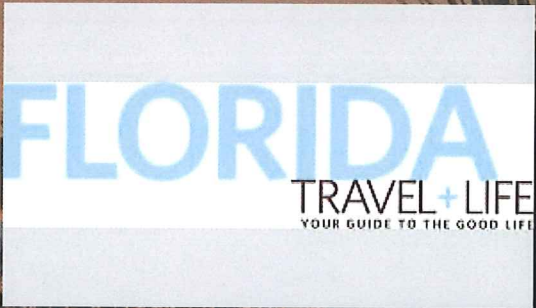
Meet Haley Watson.

Born and raised in our beach town, she makes riding the tide look natural. And it's not just surfing that's making a splash in Palm Coast and the Flagler Beaches. We're home to amenities that take any sporting or corporate event to the next level. Because coordinating a fun occasion should be, well, fun. So make your next event easier than ever. Because here, everything comes together.

PLAN NOT TO PLAN

**Palm Coast
AND THE
FLAGLER BEACHES**

PalmCoastandtheFlaglerBeaches.com



AGENDA ITEM #3
FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS
TDC FINANCIAL REPORTS

UPCOMING EVENT DATES

MONTHLY TAX COLLECTIONS

- ANALYSIS OF COLLECTIONS

FUND 110 MARKETING & BUDGET CAMPAIGN

- FINANCIAL SUMMARY REPORT
- ENCUMBRANCES & FUND AVAILABILITY REPORTS

FUND 109 CAPITAL IMPROVEMENT

- OPEN GRANT REPORT
- GRANT STATUS REPORT

FUND 111 BEACH RESTORATION

NO OPEN GRANTS

UPCOMING EVENT DATES

110 - Overnight Stay

03 27-29 2015

Rockin' the Runways - Wings II

03 30-04 03 2015, 04 06-10 2015

2015 Primary Care Conference

04 12 2015

Cycle Flagler 2015

06 13-15 2015

2015 Father's Day Invitational

110 - Quality of Life

04 11 or 18 2015

Cheer at the Pier!

04 19 2015

Picnic and Pops

04 24 & 26 2015, 07 04 2015

2015 3 Concert Series

07 3 - 4 2015

Fabulous Fourth of July Festival

110 - Event Funding

03 26-30 2015

Horseshoe Pitchers Pro Tour

Horseshoe Pros Tour

04 2015

FL Society of Assoc Executives

FL Society of Assoc Executives

06 01-07 2015

EVP Tour

EVP Pro Beach Volleyball Tour

06 05-07 2015

National Pastime Athletics

2015 Palm Coast Summer LAX

09 2015

FL Outdoor Writers Assoc

FL Outdoor Writers Assoc

**Flagler County Board of County Commissioners
Analysis of Monthly Tourist Development Tax Collections
Fiscal Year 2010-11 Through 2014-15
(to Date)**

TO ITEM 3

Prepared By: Financial Services Department

Month	Fiscal Year 2010-11		Change		Fiscal Year 2011-12		Change		Fiscal Year 2012-13		Change		Fiscal Year 2013-14		Change		Fiscal Year 2014-15		Change	
	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage		
October	\$45,113	\$ 3,303	7.90%	\$72,490	\$ 27,377	60.68%	\$75,602	\$3,112	4.29%	\$87,503	\$11,900	15.74%	\$91,481	\$3,979	4.55%					
November	51,081	9,878	23.97%	\$80,313	\$ 29,231	57.22%	\$75,705	(\$4,608)	-5.74%	\$92,058	\$16,353	21.60%	\$108,167	\$16,109	17.50%					
December	42,756	(2,871)	-6.29%	\$73,076	\$ 30,319	70.91%	\$72,826	(\$250)	-0.34%	\$80,927	\$8,101	11.12%	\$87,147	\$6,220	7.69%					
January	54,211	13,310	32.54%	\$69,713	\$ 15,502	28.60%	\$70,091	\$378	0.54%	\$82,743	\$12,652	18.05%	\$115,326	\$32,583	39.38%					
February	62,275	15,208	32.31%	\$82,448	\$ 20,173	32.39%	\$103,054	\$20,605	24.99%	\$108,639	\$5,586	5.42%								
March	124,043	37,355	43.09%	\$145,946	\$ 21,904	17.66%	\$129,850	(\$16,096)	-11.03%	\$158,536	\$28,686	22.09%								
April	167,208	65,241	63.98%	\$205,861	\$ 38,653	23.12%	\$236,514	\$30,653	14.89%	\$234,908	(\$1,606)	-0.68%								
May	146,762	62,051	73.25%	\$168,483	\$ 21,720	14.80%	\$149,402	(\$19,081)	-11.33%	\$196,862	\$47,460	31.77%								
June	105,932	38,738	57.65%	\$118,228	\$ 12,296	11.61%	\$127,865	\$9,638	8.15%	\$149,053	\$21,187	16.57%								
July	157,948	42,433	36.73%	\$190,555	\$ 32,608	20.64%	\$206,746	\$16,190	8.50%	\$229,923	\$23,177	11.21%								
August	213,529	62,907	41.76%	\$230,128	\$ 16,599	7.77%	\$247,548	\$17,420	7.57%	\$269,928	\$22,380	9.04%								
September	105,691	26,140	32.86%	\$131,753	\$ 26,062	24.66%	\$157,032	\$25,279	19.19%	\$168,298	\$11,266	7.17%								
Totals	\$1,276,550	\$ 373,693	41.39%	\$1,568,993	\$292,443	23%	\$1,652,235	\$83,241	5%	\$1,859,378	\$207,143	13%	\$402,121	\$58,891	17%					

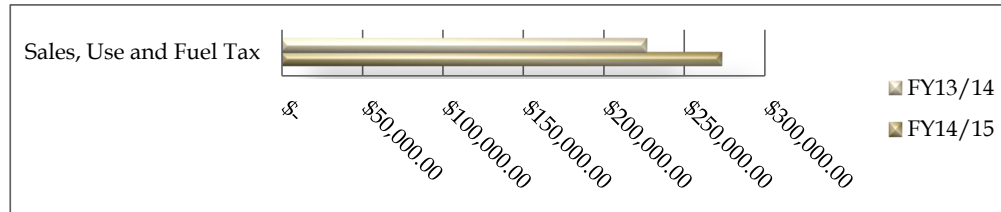
The tourist development tax rate increased from 3% to 4% effective December 1, 2010.

FY 14/15 FUND 110 FINANCIAL SUMMARY REPORT
Thru February 28, 2015

TO ITEM 3

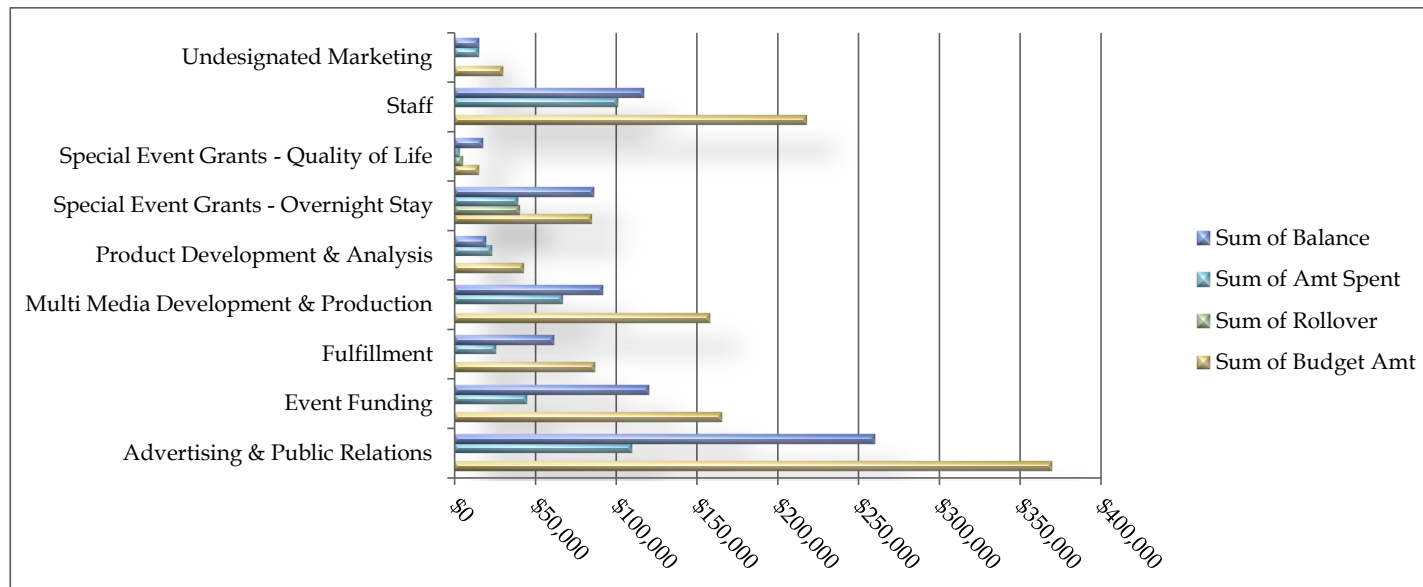
REVENUE

	FY2013-14	FY2014-15
October thru January	\$ 227,149.92	\$ 273,764.13



CHAMBER BUDGET

	Sum of Budget Amt	Sum of Rollover	Sum of Amt Spent	Sum of Balance
Advertising & Public Relations	\$369,892		\$109,756	\$260,136.25
Event Funding	\$165,000	\$0	\$44,551	\$120,448.57
Fulfillment	\$86,750		\$25,138	\$61,612.06
Multi Media Development & Production	\$157,900		\$66,447	\$91,452.75
Product Development & Analysis	\$42,675		\$23,322	\$19,353.16
Special Event Grants - Overnight Stay	\$85,000	\$40,351	\$39,515	\$85,836.23
Special Event Grants - Quality of Life	\$15,000	\$5,092	\$2,905	\$17,186.18
Staff	\$217,783		\$100,797	\$116,985.94
Undesignated Marketing	\$30,000		\$14,868	\$15,131.98
Grand Total	\$1,170,000	\$45,443	\$427,300	\$788,143.12



Overnight Stay Encumbrances & Fund Availability

FCBCC

Fiscal Year	FY14/15		
	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
110 - Overnight Stay			
2014 Marineland Military Support			
2014 Dec 4 - 7 or 11 - 14	\$2,500.00	\$2,169.61	\$330.39
2014 PDA Fall Classic			
2014 Oct 10 - 12	\$7,500.00	\$7,500.00	\$0.00
2014 PDA NPL Showcase			
2014 Dec 31 - 2015 Jan 2	\$10,000.00		\$10,000.00
2014 Pumpkin Shootout			
2014 Oct 18-19	\$7,500.00	\$7,500.00	\$0.00
2014 Veteran's Day Invite			
2014 Nov 8 - 9	\$7,500.00	\$7,500.00	\$0.00
2014-2015 Season			
2014 Sep - 2015 Jun	\$10,000.00		\$10,000.00
2015 Father's Day Invitational			
06 13-15 2015	\$10,000.00		\$10,000.00
2015 JU Lacrosse Preview			
01 10-11 2015	\$7,500.00		\$7,500.00
2015 Primary Care Conference			
03 30-04 03 2015, 04 06-10 2015	\$10,000.00		\$10,000.00
FY14-15 8th Maya at Playa			
2014 Sep 25 - 28	\$10,000.00	\$10,000.00	\$0.00
FY14-15 Corvettes at the Beach			
2014 Oct 11	\$5,000.00	\$4,845.50	\$154.50
2015 USTA Pro Circuit Tournament			
01 22-02 01 2015	\$10,000.00		\$10,000.00
Cycle Flagler 2015			
04 12 2015	\$2,500.00		\$2,500.00
Rockin' the Runways - Wings II			
03 27-29 2015	\$10,000.00		\$10,000.00
Birds of a Feather Festival			
02 06-08 2015	\$5,000.00		\$5,000.00
Grand Total	\$115,000.00	\$39,515.11	\$75,484.89

Budget	\$85,000.00
Current Rollover Amount to FY14/15*	\$40,351.34
Amount Available FY14/15	\$125,351.34
Amount Encumbered FY14/15	\$115,000.00
Available Balance for FY14/15	\$10,351.34

Quality of Life Encumbrances & Fund Availability

FCBCC

Fiscal Year	FY14/15		
	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
110 - Quality of Life			
2015 3 Concert Series			
04 24 & 26 2015, 07 04 2015	\$1,500.00		\$1,500.00
2015 Print Brochures and Maps			
2014 Dec	\$1,500.00	\$1,405.41	\$94.59
FY14-15 Oceans 50 Relay Race			
2014 Nov 8	\$1,500.00	\$1,500.00	\$0.00
Race of the Runways 5k/10k/dash			
02 14 2015	\$1,500.00		\$1,500.00
Picnic and Pops			
04 19 2015	\$1,500.00		\$1,500.00
Flagler Film Festival			
01 09-11 2015	\$1,500.00		\$1,500.00
Christmas in Bunnell			
12 19 2014	\$1,500.00		\$1,500.00
Flagler Singles/FL State Club Team Tournament			
01 30-31 2015	\$1,500.00	\$0.00	\$1,500.00
Fabulous Fourth of July Festival			
07 3 - 4 2015	\$1,500.00		\$1,500.00
Cheer at the Pier!			
04 11 or 18 2015	\$1,500.00		\$1,500.00
Grand Total	\$15,000.00	\$2,905.41	\$12,094.59

Budget	\$15,000.00
Current Rollover Amount to FY14/15*	\$5,091.59
Amount Available FY14/15	\$20,091.59
Amount Encumbered FY14/15	\$15,000.00
Available Balance for FY14/15	\$5,091.59

Discretionary Event Encumbrances & Fund Availability

FCBCC

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
2015 Palm Coast Summer LAX 06 05-07 2015			
National Pastime Athletics	\$2,500.00		\$2,500.00
ESPN Bassmaster 12 30 2014 - 01 04 2015			
Carhartt Bassmaster College Series	\$25,000.00	\$20,971.00	\$4,029.00
EVP Pro Beach Volleyball Tour 06 01-07 2015			
EVP Tour	\$25,000.00	\$7,500.00	\$17,500.00
FL Flag Football League 02 05-08 2015			
Florida Flag Football	\$7,500.00		\$7,500.00
FL Outdoor Writers Assoc 09 2015			
FL Outdoor Writers Assoc	\$9,500.00		\$9,500.00
FL Society of Assoc Executives 04 2015			
FL Society of Assoc Executives	\$7,500.00		\$7,500.00
Horseshoe Pros Tour 03 26-30 2015			
Horseshoe Pitchers Pro Tour	\$6,000.00	\$1,451.34	\$4,548.66
Palm Coast Beach Bash 01 22-02 01 2015			
National Pastime Athletics	\$2,500.00		\$2,500.00
South Regional Championship 02 27-03 01 2015			
US Quidditch Assoc	\$7,500.00		\$7,500.00
State Championship & Hall of Fame Banquet 06 27-28 2015			
Florida Flag Football	\$5,000.00		\$5,000.00
Super Regional 01 21-25 2015			
Crappie USA	\$16,500.00	\$14,629.09	\$1,870.91
Women's National Championship 12 05-07 2014			
American Collegiate Rugby Assoc	\$7,500.00		\$7,500.00
Grand Total	\$122,000.00	\$44,551.43	\$77,448.57

Budget	\$165,000.00
Current Rollover Amount to FY14/15	\$0.00
Amount Available FY14/15	\$165,000.00
Amount Encumbered FY14/15	\$122,000.00
Available Balance for FY14/15	\$43,000.00

TO ITEM 3

Fund 109 Open Grant Financial

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
FY06/07			
Flagler Parks and Rec			
PPP-Local Match for museum exhibit	\$28,370.00		\$28,370.00
FY11/12			
Flagler Co BOCC			
Princess Place Preserve Rehab Feb 2012 - 2014	\$150,000.00		\$150,000.00
FY12/13			
Friends of Washington Oaks			
Events Field Stage	\$5,000.00		\$5,000.00
FY13/14			
Flagler Auditorium			
Upgrade Phase 1 Aug 1 2014 - Dec 1 2014	\$150,000.00		\$150,000.00
Flagler Beach Historical Museum			
FY14/15 Operational Support Oct 1 2014 - Sep 30 2015	\$5,000.00	\$850.13	\$4,149.87
Flagler Co Historical Society			
FY14/15 Operational Support Jul 2014 - Jul 2015	\$2,830.00	\$1,126.49	\$1,703.51
PC Historical Society			
FY14/15 Operational Support May 28 2014 - May 28 2015	\$4,245.00		\$4,245.00
Town of Beverly Beach			
Walkover Renovation Mar 1 - Apr 1 2014 Extension granted	\$15,000.00		\$15,000.00
Town of Marineland			
Marina Phase 2 Jun - Oct 2015	\$150,000.00		\$150,000.00
Grand Total	\$510,445.00	\$1,976.62	\$508,468.38

Fund 109 Open Grant Status

FY06/07

Flagler Parks and Rec

PPP-Local Match for museum exhibit

Prior to Fund 109 Policy Changes - this is in process. 1/21/2015 - RFP had no responses last year. Item for BOCC approval to find firm & negotiate is pending.

FY11/12

Flagler Co BOCC

Princess Place Preserve Rehab

Feb 2012 - 2014

1/21/15: Architectural Drawings are 100% complete (Ken Smith Architect). We advertised and awarded for the Construction (It was awarded to DiMare Construction out of St. Augustine).

They have recently signed the contract and secured their performance bond. We are in the process of scheduling a pre-construction meeting with both firms (Ken Smith & DiMare).

FY12/13

Friends of Washington Oaks

Events Field Stage

1/21/15 - Staff requested status update. 1/23 - Staff request forwarded to current Pres - new officers and staff since approval of grant.

3/11/15 - Staff requested written correspondence from current Pres stating there would be no reimbursement sought so the grant may be closed.

FY13/14

Flagler Auditorium

Upgrade Phase 1

Aug 1 2014 - Dec 1 2014

11/19/14 - Brief presentation by Lisa McDevitt. Project three quarters complete. Walker/Holm. Motion to approve project extension on the previously awarded Fund 109 grant for the Flagler Auditorium Upgrade Phase 1 Project carries unanimously

Flagler Beach Historical Museum

FY14/15 Operational Support

Oct 1 2014 - Sep 30 2015

Annual operational support

Flagler Co Historical Society

FY14/15 Operational Support

Jul 2014 - Jul 2015

Annual operational support

PC Historical Society

FY14/15 Operational Support

May 28 2014 - May 28 2015

Annual operational support

Town of Beverly Beach

Walkover Renovation

Mar 1 - Apr 1 2014 Extension granted

6/13/14: PLEASE NOTE - UNABLE TO BEGIN PROJECT. WILL NEED TO WAIT UNTIL TURTLE SEASON IS OVER. WILL COME BEFORE TDC TO ASK FOR AN EXTENSION. 8/20/14: Mayor Jim Ardell, Town of Beverly Beach, explained that the Walkover Renovation and Reconstruction project has been delayed due to turtle nesting season. Plans are to begin project after October 31, 2014 and complete by end of November 2014. 1/21/15 - Status Update @ meeting - Mayor Jim Ardell, Town of Beverly Beach, explained the issues that have prevented the project from being completed on time. New procedures and contracts are in process. Building should commence any day now with project completion expected in a month and a half. Chairman McLaughlin requested a final update with pictures be provided for the Council.

Town of Marineland

Marina Phase 2

Jun - Oct 2015

1/21/15: 3 of the 4 grants that we applied for have announced and so far we have around \$600,000 for Phase II construction for the Town of Marineland Marina. The Boaters Infrastructure Grant (BIG) will not announce until March or April and is the source of the remaining \$400,000 that we very much need to complete Phase II. Our target to begin construction is in May, 2015 with completion by October. We plan on a grand opening celebration in November coupled with the 75th anniversary of the Town of Marineland

TO AGENDA

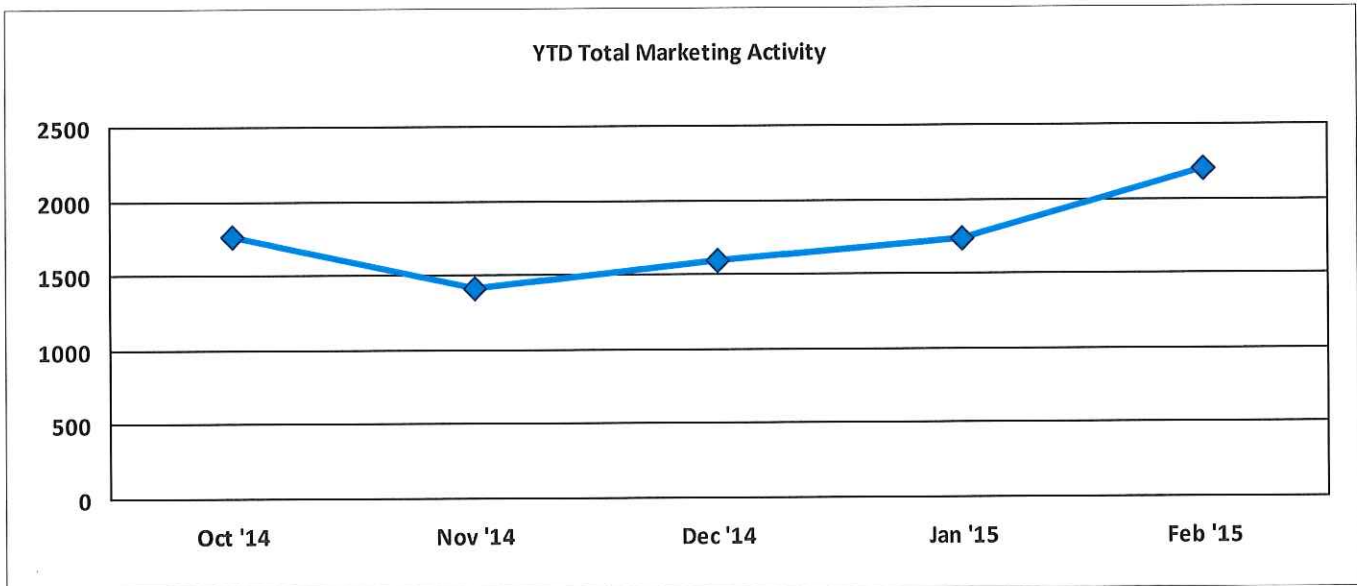
AGENDA ITEM #4
FLAGLER COUNTY CHAMBER
MONTHLY REPORTS

MARKETING ACTIVITY REPORT

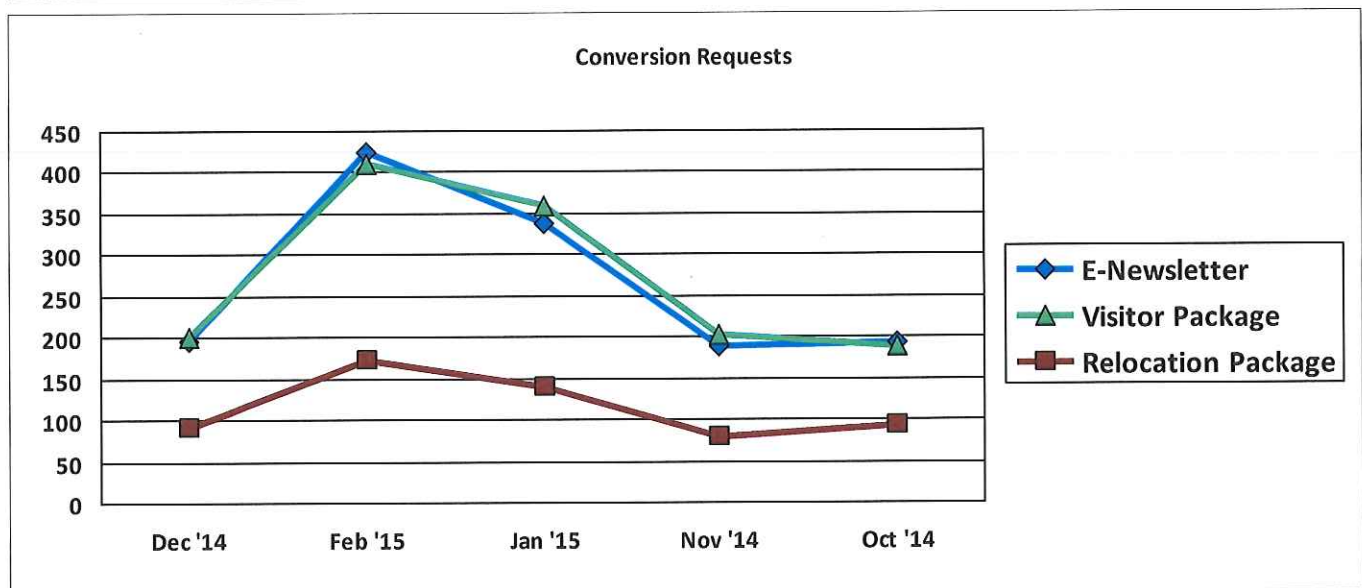
GOOGLE ANALYTICS REPORTS

FLORIDA'S FIRST COAST OF GOLF REPORT

Marketing Activity	Month	YTD
Total Activity	2198	8700
Leads	394	1424
Conversions	1804	7276



Conversion Requests	Month	YTD
An E-newsletter	233	723
Visitor Package	217	714
Relocation Package	72	236



Tourism Monthly Marketing February, 2015

Top Leads	Month	YTD
Miles Media	319	
Miles Media		942

Leads by Source	Month	YTD
Miles	72	72
Print	Month	YTD
Miles Media	319	942
AAA	3	400
Woodall's		7
Good Sam		3

Visitor Center Walk Ins	Month	YTD
Chamber of Commerce	14	90
Flagler Beach Historical Museum	950	3873
Holden House	52	314
Jacksonville Airport	85	335

Social Media	This Month	Grand Total
Facebook Likes	42	3598
Twitter Followers	26	2875

YouTube	Month	YTD
Total Views	1276	9235

Top Conversions	Month	YTD
Solodev Adwords Pet Friendly (lp)	176	
Solodev Adwor		761

Conversions by Source	Month	YTD
Direct Contact	Month	YTD
Magazine	4	10
Pet Friendly	4	4
Newspaper	1	3
Radio		1
Friends/Family		17
Facebook/Twitter/Other Social Media		11
E-news		6
Previous Visitor		6
Chamber		8
Travel Expo at the Villages – Jan 2013		1
Website		137

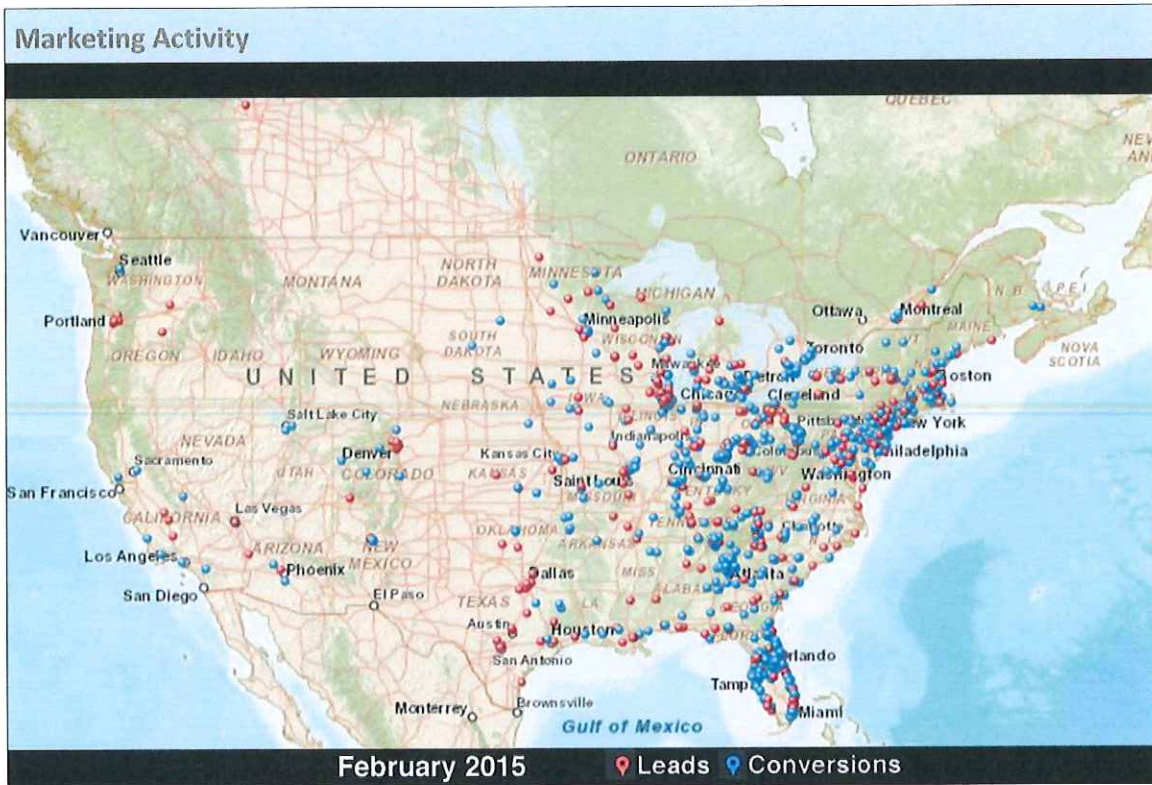
Landing Page	Month	YTD
Solodev Adwords Pet Friendly (lp)	176	761
Trip Advisor Banner (lp)	146	268
Visit Florida Pet Friendly 2015 (lp)	65	271
Solodev Retargeting (lp)	25	131
paddling.net 2015 (lp)	21	235
Kayaking Adwords	10	31
AJC Pet Friendly 2015 (lp)	9	27
Orlando Sentinel 2015 (lp)	5	5
BrightHouse (lp)	5	14
Flagler360	1	3
The Bark 2015 (lp)	1	24
Pet Friendly TripAdvisor		3
Halifax Media - 2015 Bike Week (lp)		1
FTL_ews (lp)		35

Newspaper or Magazine	Month	YTD
Florida Travel & Life		4
Floridians Insiders Guide		1
DREAMSCAPES		2
Audubon		1
Horizon Travel		1
Orlando Sentinel		5
AAA		12
Other Newspaper or Magazine		10
People Magazine		2
SEE Visitors Guide		3
Sports Magazine		1
VISIT FLORIDA		11
Other Advertising		12

Radio, TV or Internet	Month	YTD
WNZF		3
Other Radio or TV		5
TripAdvisor		12
WESH		3

Tourism Monthly Marketing February, 2015

Top Visitor Interests	Month	YTD	Visitor Interests	Month	YTD
Beach	159		Beach	159	481
Beach		481	Parks & Preserves	124	352
			Hiking, Biking, Trails	99	301
			Fishing	82	212
			Arts and Culture	79	254
			Paddling	53	162
			Birding	45	126
			Sports Event	42	131
			Visit Friends/Family	39	136
			Camping	39	134
			Golf	33	113
			Weddings	7	21



STAFF ACTIVITY REPORT – FEBRUARY 2015

2/1/2015 USTA @ Palm Coast Tennis Center (MD)

2/2/2015 BOCC Meeting (MD)

2/2/2015 Gerald F. – Sunbelt Senior Golf Tour (MD)

2/2/2015 Hammock Beach Proposal – BOCC meeting (MD, AL)

2/2-27/15 Fantastic Flagler Content (AL)

2/3/2015 Tourism Insider presentation/breakfast (AL)

2/3/2015 TDC Budget Meeting w/ County Administration (MD)

2/3/2015 The Voice article (MD)

2/4/2015 USTA Conference Call (MD)

2/4/2015 Rich Stanfield – TDC (MD)

2/4/2015 Review of Vacation Rental Ordinance (MD)

2/4/2015 Meeting w/ Chamber staff – Quickbooks changes (MD)

2/4/2015 Event Management equipment purchases quotes (MD)

2/4/2015 Outdoor Kiosk Call (AL)

2/4/2015 Website Enhancements Call (AL)

2/4/2015 Post Grant Flagler Film Fest (DC)

2/5/2015 Chamber Bags for First Friday (DC)

2/5/2015 Conference Call Tom West/Events (MD, DC)

2/5/2015 USLA Event Meeting (MD, DC)

2/5/2015 Jazz Association conference call (MD)

2/6/2015 New County Finance staff meeting (MD)

2/7/2015 Flag Football Event ITSC (DC)

2/10/2015 Call with Interfuse Media (AL)

2/10/2015 Post Grant FCHPC (DC, MD)

2/10/2015 Sales/Worked on Conferences and Conventions (DC)

2/10/2015 Chamber budget update meeting (MD)

2/10/2015 Economic Development Dept update meeting (MD)

2/10/2015 Meeting with David Ayres – Wings Over Flagler (MD)

2/11/2015 Lodging Request Meeting (MD, DC)
2/11/2015 EVP Tour Meeting w/ HBR (MD)
2/12/2015 Chamber Business Issues Mtg. (AL, MD)
2/12/2015 Grant Meeting Flag Football (DC, MD)
2/12/2015 Meeting w/ Jeff Meyer – A1A Motel (MD)
2/12/2015 Employee Review Reports (MD)
2/13/2015 Employee Performance Appraisal (AL, MD)
2/13/2015 Employee Performance Appraisal (DC, MD)
2/13/2015 Event Funding Memos (MD)
2/15/2015 Big Ten Match Play (MD)
2/16/2015 BOCC Meeting (MD)
2/17/2015 Employee Performance Appraisal (DN, MD)
2/17/2015 Employee Reviews Meeting (MD, RD)
2/17/2015 TDC Meeting Review (MD)
2/17/2015 Self Development/Sales Field Hockey/Rugby (DC)
2/18/2015 Invoicing Meeting w/ Chamber Staff (MD)
2/18/2015 TDC Board Meeting (MD, AL, DC, DN)
2/18/2015 Storage FF Pick Up (DC)
2/18/2015 EVP Tour Planning (MD)
2/18/2015 Conference Call with Connect Sports (MD)
2/19/2015 DMAI Flagler Horseshoes (MD, DC)
2/19/2015 Meet w/ Carla Cline (AL)
2/19/2015 Chamber Board Meeting (AL, MD)
2/19/2015 Meet w/News Journal (AL)
2/19/2015 vacation Rental Ordinance Meeting – BOCC (MD)
2/20/2015 Meeting w/ Solodev (AL, MD)
2/20/2015 US Quidditch conference call (MD)
2/20/2015 Flagler Beach Commission Call (MD)
2/23/2015 Employee performance review (DN)
2/23/2015 Stephen Rodriguez – Florida Sports Foundation Call (MD)

2/23/2015	Post Grant USTA (DC)
2/23/2015	Annual Employee Review (MD, RD)
2/23/2015	DMAI, USLA (MD, DC)
2/24/2015	Database Management (MD, AL, DC, DN))
2/24/2015	Call/Sales Bill - Geekfest (DC)
2/24/2015	Call w/Interfuse (AL)
2/24/2015	Call w/ Solodev (AL)
2/24/2015	Mtg w/ Florida's First Coast of Golf (MD)
2/25/2015	USLA Budget (MD)
2/25/2015	Meeting w/ County Fleet Mgmt (MD)
2/25/2015	Reebok Spartan Race conf call (MD)
2/25/2015	Call w/ LRC (AL)
2/26/2015	Expense Reports (DN, DC, Al, MD)
2/26/2015	Thrive article (MD)
2/26/2015	Matt Johnson Connect Sports (MD)
2/27/2015	PDA Soccer/City of PC Meeting (MD)
2/27/2015	Quidditch pre-event meeting (MD, DC)
2/27/2015	Quidditch equipment delivery (DC)
2/28/2015	Quidditch (MD, DC)

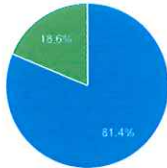
Amy's Dashboard

Feb 1, 2015 - Feb 28, 2015

All Sessions
100.00%

Visits by Visitor Type

New Visitor Returning Visitor



Visits

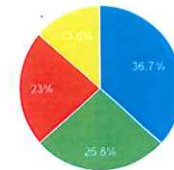
22,006
% of Total: 100.00% (22,006)

Unique Visitors

18,768
% of Total: 100.00% (18,768)

Visits by Traffic Type

organic referral direct
paid



Pageviews

50,294
% of Total: 100.00% (50,294)

Pageviews by Page Title

Page Title	Pageviews
The Best Dog Friendly Florida Beach Palm Coast and The Flagler Beaches	7,559
Palm Coast and the Flagler Beaches Palm Coast and The Flagler Beaches	4,620
Things To Do Palm Coast and The Flagler Beaches	2,232
Webcams and Weather Palm Coast and The Flagler Beaches	1,888
Campgrounds & RV Parks	1,649
Hotels, Motels & Resorts	1,452
Top 10 Things To Do Palm Coast and The Flagler Beaches	1,413
Ready to Escape? Palm Coast and The Flagler Beaches	1,107
Visitors Guide Palm Coast and The Flagler Beaches	1,058
Photo Gallery Palm Coast and The Flagler Beaches	922

Visits by City

City	Sessions
Palm Coast	2,560
Atlanta	902
Orlando	590
Jacksonville	362
Bay Lake	321
New York	310
Panama City Beach	248
Daytona Beach	214
Miami	203
Ormond Beach	201

Goal Completions and Goal Conversion Rate

Source	Goal Completions	Goal Conversion Rate
google	9,828	100.00%
(direct)	5,056	100.00%
imasdk.googleapis.com	1,324	100.00%
yahoo	585	100.00%
c.brightcove.com	488	100.00%
ajc.com	448	100.00%
tripadvisor.com	425	100.00%
bing	417	100.00%
visitflorida.com	296	100.00%
orlandoonline.com	236	100.00%

Visits and Avg. Visit Duration by Country/Territory

Country	Sessions	Avg. Session Duration
United States	20,592	00:01:44
Canada	561	00:02:21
United Kingdom	265	00:00:32
Brazil	65	00:00:23
China	58	00:00:04
Germany	54	00:01:32
India	36	00:00:50
France	20	00:00:11
Sweden	18	00:01:47
Netherlands	17	00:00:13

Visits by Social Network

Social Network	Sessions
TripAdvisor	443
Facebook	134
Twitter	10
Pinterest	2
reddit	2
Weebly	1

Visits by Keyword

Keyword	Sessions
(not provided)	6,713
swim with dolphins florida	214
dogs friendly beaches	200
pet friendly beach	159
dog friendly beach	148
pet friendly beaches	142
swim with dolphins in florida	132
pet friendly florida	130
beach rentals pet friendly	116
swimming with dolphins in florida	115

Total Unique Searches by Search ...

Search Term	Total Unique Searches
Search	10
beaches	2
campgrounds	2
dolphins	2
grants	2
rv parks	2
weddings	2
143 Lantana Ave, Flagler beach	1
16th rd	1
276 beachway drive	1



Flagler County January 2015

Total Golf Tourism

	2015	2014	% Change
Rooms	668	496	35%
Rounds	1,571	1,168	35%
2015 YTD			
Rooms	668	496	35%
Rounds	1,571	1,168	35%

Precipitation

2015	2014	Change
.08	.18	-0.1

Temperature (Average High)

2015	2014	Change
64	60	4°

Website Traffic

2015	2014	% Change
4,940	7,697	-35.82%
2015 YTD		
15,461	21,950	-29.56%

YTD Promotional Media Exposure (In Kind)

Impressions	Value
20,984,257	\$1,705,072.00

Top Five Markets - Web Visitation for Month

States	Countries
Florida	United States
Maryland	United Kingdom
New York	Brazil
Illinois	Germany
Ontario	India

AGENDA ITEM #5
FUND 110 QUALITY OF LIFE SPECIAL EVENTS
APPLICATIONS FOR REVIEW

1. [FRIENDS OF WASHINGTON OAKS - EARTH DAY](#)

Organization Grant History

Agency	Friends of Washington
Fund	Oaks
	110 - Quality of Life

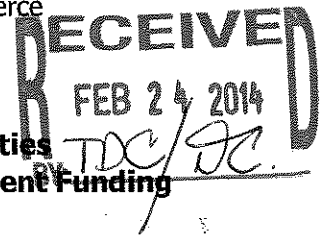
	Sum of Award Amount	Sum of Reimbursement Amount
FY11/12		
Holiday in the Gardens		
Total attendance was 981. Many guests reported shopping, visiting the beach, dining out, and visiting other attractions in Flagler County.	\$2,000.00	\$1,500.00
Earth Day Celebration		
1,609 people in attendance. Beach, outdoor recreation, dining out, and shopping were other activities.	\$2,000.00	\$2,000.00
FY12/13		
Holiday in the Gardens		
Total attendance was 1071. Many guests reported shopping, visiting the beach, dining out, and visiting other attractions in Flagler County.	\$2,000.00	\$2,000.00
Earth Day Celebration 2013		
1,024 total participants with other activities of going to the beach, shopping, and dining out.	\$2,000.00	\$2,000.00
FY13/14		
Earth Day Celebration 2014		
24 people surveyed during event. Beach was number one activity followed by shopping, outdoor recreation, and dining out. Approximately 139 # of nights stayed.	\$1,500.00	\$1,500.00



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

Flagler County Chamber of Commerce
20 Airport Road, Suite B
Palm Coast, FL 32164



Fund 110 Promotional Activities
Request for Quality of Life Special Event Funding

Organization Information

Organization Name Friends of Washington Oaks Gardens State Park, Inc

Contact Person Lucy Crowley

Email Address jerlu37@gmail.com

Mailing Address 6400 N. Oceanshore Blvd, Palm Coast, FL 32137

Phone (386) 446-6783 Fax (386) 446-6781

Registered as a non-profit corporation? Yes No

Event Description

The maximum award an organization can receive for a "Quality of Life" Special Event Grant Application is \$1,500.

Special Event Grant Funds awarded pursuant to this section shall represent no more than 33% of the total cost of the event, as documented in the final event report.

Event Name Earth Day Celebration

Event Dates April 25th, 2015

What is the total budget amount for the Event? \$ See attachment A

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

Commitment to the Expansion of Tourism in Flagler County

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

Florida state parks have a loyal following throughout the state, and our Earth Day celebration is known to attract visitors who travel for such events. Washington Oaks is able to provide a unique state park experience through our Earth Day event, as well as offer the perfect location for a beach weekend getaway. This annual event also attracts out of county vendors and environmental organizations who wish to promote their businesses.

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

Advertising will be placed in several local newspapers including the News Journal and St. Augustine record, posters will be placed around the community, a post card will be delivered to hotels, restaurants, schools, and visitor centers. Email notifications will be sent to media sources and individuals on our database reaching over 2500 people. A 30 second radio ad will also be purchased on local stations. Line Items:
 Radio ad: \$300
 News Journal print: \$250
 postcard printing: \$200

***Please provide a line item marketing campaign.**

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

We will include the Flagler County Tourism Development Council logo on all advertisements and will recognize the TDC as a contributor to the event where appropriate. The TDC will be asked to set up a booth at Earth Day to promote tourism.

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

This event can be self-funded as our Friends membership grows. Our friends membership is best able to increase through park events and promotions, however this is much easier to accomplish with increased fundraising efforts. The TDC grant allows the friends to advertise for the park and themselves through additional, broad-reaching publicity for events like Earth Day. The TDC grant also gives the Friends the opportunity to hire entertainment which typically bring their own following to such events, thereby increasing exposure of the park and Friends.

Soundness of Proposed Event

Clearly identify the event's objectives.

The objective of our annual Earth Day celebration is to promote and educate visitors regarding environmental awareness, and to provide a platform through which local businesses and organizations may share their environmental goals with the community. An additional objective is simply to provide visitors with a unique, outdoor experience which highlights the natural and cultural significance of our hammock community.

What is the timetable for implementation of the event?

The event will take place from 10:00am-4:00pm on Saturday, April 25th. 2015 marks our 26th Earth Day celebration at Washington Oaks.

What additional funding sources will be utilized?

The Friends of Washington Oaks, Inc. will supplement all additional costs associated with the event. The Friend's will also solicit donations from local businesses and within their own membership to help cover event costs.

How do you intend to accomplish your slated objectives?

We intend to accomplish our objectives by inviting up to 30 environmental organizations to highlight some of the good work being conducted in our community and beyond. We will also have environmental arts and crafts vendors, a children's section designed to promote earth friendly activities, a schedule of environmental workshops/guided walks offered throughout the day, plant sales, live music, food, and chance drawings designed to promote both the spirit of Earth Day and local businesses.

Stability and Management Capacity - The Completed application must include:

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

Quality and Uniqueness of the Proposed Event:

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

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

Our Earth Day event this year will showcase hourly, themed workshops designed to educate visitors on what they can do in their own lives and homes to promote a lifestyle which is compatible with nature. We will also be offering guided walks through our magnificent park to bridge the gap between learning about nature and our place in it, and experiencing it. Family-friendly, affordable, outdoor festivities which offer experiences for adults and children makes our Earth Day celebration one which brings visitors back year after year.

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

Visitors attending Earth Day will be exposed to numerous local businesses through booths and workshops. Through our chance drawing activities we will promote local restaurants, recreational activities, other local state parks, hotels and shops.

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

The Friends of Washington Oaks, Inc. is working with local businesses to encourage weekends stays in the area. For example, Marineland Dolphin Adventure will donate discount passes to their facility on Sunday April 26th to be handed out during Earth Day. We will continue to work on adding more partners to encourage overnight stays in the area.

Advertising Requirements

Ten (10%) of the funds awarded to quality of life special event grant recipients shall be used for advertising and promotion.

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

What is your strategy for marketing and advertising?

Marketing and advertising this year will focus heavily on families as our Earth Day children's section will be expanded. Local schools will be targeted through postcard distribution, while radio and print advertising will reach communities outside our county borders.

TDC Collateral will be distributed to the organization by a tourism representative of the Flagler County Chamber of Commerce for distribution for the event.

Funding

How much gross income is intended to be collected from this event? _____

List past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
2014	Earth Day Celebration	\$1500.00	\$1500.00	\$1500.00
2013	Earth Day Celebration	\$2,000.00	\$2,000.00	\$2,000.00
2012	Holiday in the Gardens	\$2,000.00	\$2,000.00	\$2,000.00

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

Individuals and businesses in the community, the Friends of Washington Oaks, Event sales through plant purchases, concessions, and chance drawing,

Event History

How many years has this event taken place? 2015 marks the 26th Earth Day celebration at Washington Oaks.

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for Funds from the Flagler County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourism Grant Guidelines.

Lucy G. Crowley Feb. 22, 2015
Authorized Agent Signature **Date**
Print Name: Lucy G. Crowley
Title: President of Friends of Washington Oaks

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for quality of life special event grants. Additionally, I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

Lucy G. Crowley Feb. 22, 2015
Authorized Agent Signature **Date**
Print Name: Lucy G. Crowley
Title: President,
Friends of Washington Oaks

EARTHDAY BUDGET 2014 Profit and Loss
 Friends of Washington Oaks Gardens State Park, Inc.

INCOME	Proposed 2015	2014	2013
Donations	1700	1,700.00	2,575.00
Fees Entrance	0	2,435.00	2,878.00
Fees Vendors	315	315.00	845.00
Sales Chance Drawing	529	529.00	1,174.00
Silent Auction	385	385.00	
Sales Bake Sale	376	376.00	569.00
Sales Merchandise	623	623.56	642.00
Art in the Park Postcards	25	23.00	
Sales Plants	736	736.00	466.00
Tourist Development Council	1500	1,500.00	2,000.00
TOTAL	6532	8,622.56	11,149.00

EXPENSES	Proposed 2015		
Advertising & Publicity	750	830.00	1,500.00
WOGSP Entrance \$2 per person	0	1,138.00	1,435.00
Food Demonstrators	104	104.00	200.00
Kid's Activities	657	657.04	757.00
PA System	0	0.00	0.00
Door Prize	0	0.00	0.00
Photo Contest	230	230.08	113.00
Porta Potties	120	120.00	174.00
Earth Day Misc.	73	72.56	0.00
RSVP	100	100.00	100.00
Sales Chance Drawing	50	60.00	147.43
Sales Bake Sale	0		153.00
Sales Merchandise	310	311.78	321.00
Sales Plants	368	368.00	0.00
TOTAL	2762	3,991.46	4,900.43

DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
ATLANTA GA 39901

DATE OF THIS NOTICE: 12-21-1998
NUMBER OF THIS NOTICE: CP 575 F
EMPLOYER IDENTIFICATION NUMBER: 59-3546523
FORM: SS-4
0716827572 0

FRIENDS OF WASHINGTON OAKS STATE
% EUGENIA C NOEL
6400 N OCEANSHORE BLVD
PALM COAST FL 32137

FOR ASSISTANCE CALL US AT:
354-1760 LOCAL JACKSONVILLE
1-800-829-1040 OTHER FL

OR WRITE TO THE ADDRESS
SHOWN AT THE TOP LEFT.

IF YOU WRITE, ATTACH THE
STUB OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER (EIN)

Thank you for your Form SS-4, Application for Employer Identification Number (EIN). We assigned you EIN 59-3546523. This EIN will identify your business account, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

Use your complete name and EIN shown above on all federal tax forms, payments, and related correspondence. If you use any variation in your name or EIN, it may cause a delay in processing, incorrect information in your account, or cause you to be assigned more than one EIN.

If you want to receive a ruling or a determination letter recognizing your organization as tax exempt, you should file Form 1023/1024, Application for Recognition of Exemption, with your IRS Key District office. Publication 557, Tax Exempt Status for Your Organization, is available at most IRS offices and has details on how you can apply.

Please use the label IRS provided when filing tax documents. If that isn't possible, you should use your EIN and complete name and address as shown below to identify your account and to avoid delays in processing.

FRIENDS OF WASHINGTON OAKS STATE
GARDENS INC
% EUGENIA C NOEL
6400 N OCEANSHORE BLVD
PALM COAST FL 32137

If this information isn't correct, please correct it using page 2 of this notice. Return it to us at the address shown so we can correct your account.

Thank you for your cooperation.

Application for Employer Identification Number

(For use by employers, corporations, partnerships, trusts, estates, churches, government agencies, certain individuals, and others. See instructions.)

EIN _____
 OMB No. 1545-0003

▶ Keep a copy for your records.

Please type or print clearly.

1 Name of applicant (legal name) (see instructions)
Friends of Washington Oaks State Gardens, Inc.

2 Trade name of business (if different from name on line 1)
N/A

3 Executor, trustee, "care of" name
Eugenia C. Noel

4a Mailing address (street address) (room, apt., or suite no.)
6400 N. Oceanshore Blvd.

5a Business address (if different from address on lines 4a and 4b)
Same

4b City, state, and ZIP code
Palm Coast, FL 32137

5b City, state, and ZIP code
Same

6 County and state where principal business is located
Flagler

7 Name of principal officer, general partner, grantor, owner, or trustee—SSN or ITIN may be required (see instructions) ▶ 510 28 4420
Eugenia C. Noel

8a Type of entity (Check only one box.) (see instructions)
 Caution: If applicant is a limited liability company, see the instructions for line 8a.

Sole proprietor (SSN) _____

Partnership Personal service corp.

REMIC National Guard Other corporation (specify) ▶ _____

State/local government Farmers' cooperative Trust

Church or church-controlled organization Federal government/military

Other nonprofit organization (specify) ▶ Citizen Support Organization (enter GEN if applicable) _____

Other (specify) ▶ _____

8b If a corporation, name the state or foreign country (if applicable) where incorporated

State	Foreign country
<u>Florida</u>	<u>N/A</u>

9 Reason for applying (Check only one box.) (see instructions)

Started new business (specify type) ▶ Citizen Support Organization for State Park

Banking purpose (specify purpose) ▶ _____

Changed type of organization (specify new type) ▶ _____

Purchased going business

Hired employees (Check the box and see line 12.) Created a trust (specify type) ▶ _____

Created a pension plan (specify type) ▶ _____

Other (specify) ▶ _____

10 Date business started or acquired (month, day, year) (see instructions)
October 5, 1998

11 Closing month of accounting year (see instructions)
June 30

12 First date wages or annuities were paid or will be paid (month, day, year). Note: If applicant is a withholding agent, enter date income will first be paid to nonresident alien. (month, day, year) ▶ N/A

13 Highest number of employees expected in the next 12 months. Note: If the applicant does not expect to have any employees during the period, enter -0-. (see instructions) ▶

Nonagricultural	Agricultural	Household
<u>0</u>	<u>0</u>	<u>0</u>

14 Principal activity (see instructions) ▶ Public education and support for State Park

15 Is the principal business activity manufacturing? Yes No
 If "Yes," principal product and raw material used ▶ _____

16 To whom are most of the products or services sold? Please check one box. Business (wholesale) N/A
 Public (retail) Other (specify) ▶ _____

17a Has the applicant ever applied for an employer identification number for this or any other business? Yes No
 Note: If "Yes," please complete lines 17b and 17c.

17b If you checked "Yes" on line 17a, give applicant's legal name and trade name shown on prior application, if different from line 1 or 2 above.
 Legal name ▶ _____ Trade name ▶ _____

17c Approximate date when and city and state where the application was filed. Enter previous employer identification number if known.
 Approximate date when filed (mo., day, year) | City and state where filed | Previous EIN

Under penalties of perjury, I declare that I have examined this application, and to the best of my knowledge and belief, it is true, correct, and complete.

Name and title (Please type or print clearly.) ▶ Eugenia Noel, President

Business telephone number (include area code)
904/446-6780

Fax telephone number (include area code)
904/446-6781

Signature ▶ Eugenia C. Noel Date ▶ 12-9-98

Note: Do not write below this line. For official use only.

Please leave blank ▶	Geo.	Ind.	Class	Size	Reason for applying

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

FUND 110 SPECIAL EVENTS – QUALITY OF LIFE GRANT PRE -MEETING CHECKLIST

A *Mandatory Consultation* must be scheduled with Palm Coast & the Flagler Beaches prior to submittal deadline. Please contact **Matthew Dunn/VP Tourism Development** at (386) 437-0106 or by email: matt@flaglerchamber.org

Pre-Meeting Checklist

- 1. Review of Grant Application
- 2. Visitor Questionnaire
- 3. Economic Impact Summary Report
- 4. I understand the significance of Surveys and that they must be completed. (explained) ★
- 5. Final Survey Report
- 6. Final Status Report
- 7. Reimbursement Request Form
- 8. Budget Attached
- 9. Review of Advertising Requirements & Resources (New Logo Form)
- 10. W-9 ~~Will Email to me~~ *ON Umbrella w/ STATE PARKS. (Will email to me)*
- 11. The Flagler County Commission and the Flagler County Tourist Development Council must be named as additional insured's 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.

Llc I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered. Failure to produce any of the above items will result in a forfeiture of funds.

Doreen Chase
 Flagler County Chamber

Lucy A. Crowley
 Event Planner

2/24/15
 Date

2/24/2015
 Date

★ Post Meeting Date / Time: May 28, 2015 - @ 9:30 AM

AGENDA ITEM #6

FUND 110 DISCRETIONARY EVENTS

FOR REVIEW

DISCRETIONARY EVENT FUNDING AGENDA

DISCRETIONARY EVENT FUNDING PROJECT DETAILS

- a) FLAGLER COLLEGE SOCCER INVITATIONAL
- b) FL YOUTH SOCCER ASSOCIATION STATE CUP ROUND 2
- c) FL HORSESHOE STATE CHAMPIONSHIPS
- d) FL YOUTH SOCCER ASSOCIATION STATE CUP ROUND 16
- e) US LIFESAVING ASSOCIATION SOUTHEAST REGIONALS



**Tourist Development Council
March 18, 2015
Government Services Building
Bunnell, FL – 10:00 am**

**EVENT FUNDING
CONSENT AGENDA**

Flagler College Soccer Invitational	4/10-12/15	\$2,500
Florida Youth Soccer Association State Cup Round 2	4/17-19/15	\$7,500
Florida Horseshoe State Championships	4/22-25/15	\$4,000
Florida Youth Soccer Association State Cup Round of 16	5/1-3/15	\$7,500
United States Lifesaving Association Southeast Regionals	7/15-17/15	\$15,000
<hr/>		
TOTAL		\$36,500

TO ITEM 6



**Tourist Development Council
March 18, 2015
Government Services Building
Bunnell, FL – 10:00 am**

**EVENT FUNDING
PROJECT DETAILS**

Flagler College Soccer Invitational

- Event dates: 4/10-12/15
- Event Site: Indian Trails Sports Complex
- Peach Belt Conference sanctioned tournament
- Teams Attending: University of Kentucky, University of Western Kentucky, University of Tennessee, University of Alabama, Flagler College, Florida Atlantic University, Dalton State College, Georgia Gwinnett College
- Direct Visitor Spending: \$68,379
- Economic Impact: \$112,997
- Budget Request: \$2,500

Florida Youth Soccer Association State Cup Round 2

- Event dates: 4/17-19/15
- Event Site: Indian Trails Sports Complex
- Total number of players is roughly 1,152
- 64 teams total
- DMAI calculation only accounts for 50% of room nights
- Direct Visitor Spending: \$663,772
- Economic Impact: \$1,105,152
- Budget Request: \$7,500

Florida Horseshoes State Championships & Banquet

- Event dates: 4/22-25/15
- Event site: Flagler County Horseshoe Pitching Club/Old Dixie
- Cocktail Reception Friday evening
- Reception & Banquet will occur at Hilton Garden Inn Saturday evening
- Roughly 135 pitchers, plus family members
- Separate tournament on Friday prior to start of State Championships will bring pitchers in earlier
- Rooms will be reserved as early as Tuesday
- Direct Visitor Spending: \$83,517
- Economic Impact: \$137,595
- Budget Request: \$4,000

Florida Youth Soccer Association State Cup Round of 16

- Event dates: 5/1-3/15
- Event Site: Indian Trails Sports Complex
- Over 1,100 youth athletes
- 64 teams will qualify, covering several age groups and both genders
- DMAI calculation only cover 50% of room nights created
- Direct Visitor Spending: \$623,364
- Economic Impact: \$1,039,309
- Budget Request: \$7,500

United States Lifesaving Association

- Event dates: 7/15-17/15
- Event site: Flagler Beach Pier
- Over 250 Lifeguards
- Qualifier for USLA National Championships
- Several Flagler Beach businesses will host receptions and award ceremonies
- Unique in that event takes place during week days
- Direct Visitor Spending: \$315,626
- Economic Impact: \$520,849
- Budget Request \$15,000

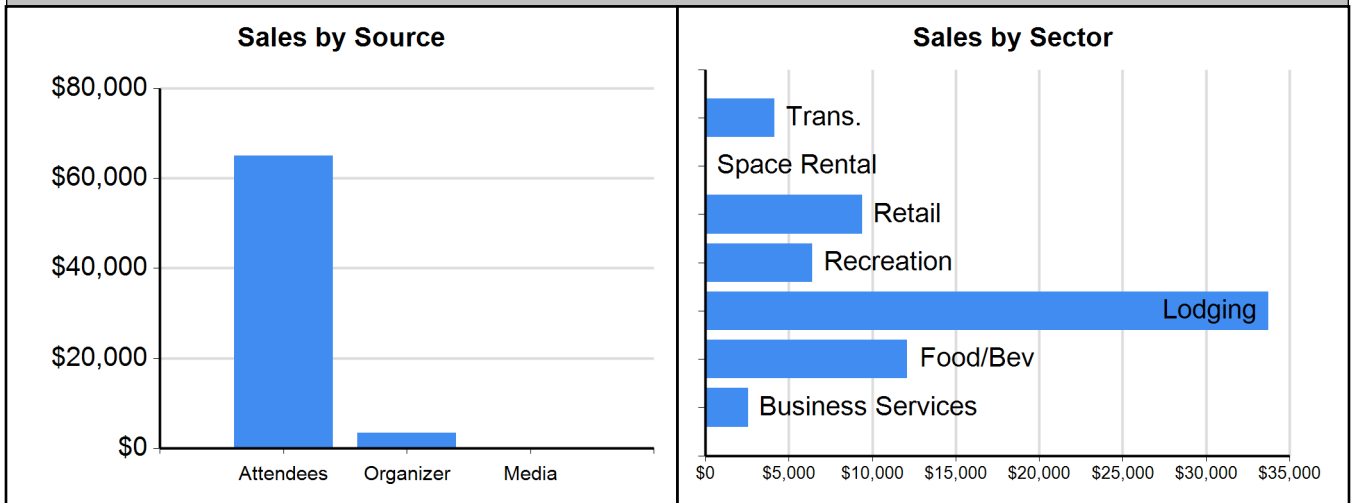
TO ITEM 6

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Flagler College Soccer Invitational	Business Sales (Direct):	\$68,379
Organization:	Flagler College / PDA Soccer	Business Sales (Total):	\$112,997
Event Type:	Sports: College	Jobs Supported (Direct):	36
Start Date:	4/10/2015	Jobs Supported (Total):	48
End Date:	4/12/2015	Local Taxes (Total):	\$4,915
Overnight Attendees:	173	Net Direct Local Tax ROI:	\$1,357
Day Attendees:	19	Estimated Room Demand:	217

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$33,751	\$0	\$0	\$33,751
Transportation	\$4,139	\$4	\$8	\$4,151
Food & Beverage	\$11,254	\$851	\$0	\$12,105
Retail	\$9,408	\$0	\$0	\$9,408
Recreation	\$6,400	\$0	\$0	\$6,400
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$2,555	\$9	\$2,564
TOTAL	\$64,952	\$3,411	\$17	\$68,379

Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Flagler College Soccer Invitational 2015

Organization: Flagler College / PDA Soccer

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$68,379	\$44,618	\$112,997
Personal Income	\$19,092	\$11,060	\$30,152
Jobs Supported			
Persons	36	12	48
Annual FTEs	1	0	1
Taxes and Assessments			
<u>Federal Total</u>	<u>\$5,753</u>	<u>\$3,594</u>	<u>\$9,347</u>
<u>State Total</u>	<u>\$4,414</u>	<u>\$1,115</u>	<u>\$5,530</u>
sales	\$3,730	\$669	\$4,400
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$684	\$446	\$1,130
<u>Local Total</u>	<u>\$3,857</u>	<u>\$1,058</u>	<u>\$4,915</u>
sales	\$622	\$112	\$733
income	\$0	\$0	\$0
bed	\$1,350	-	\$1,350
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$1,543	\$723	\$2,266
restaurant	\$0	\$0	\$0
other	\$342	\$223	\$565

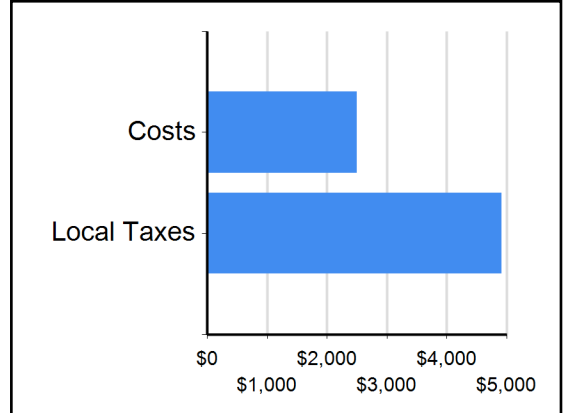
Event Return on Investment (ROI)

Direct

Direct Local Tax Receipts	\$3,857
Local Costs	\$2,500
Direct ROI	\$1,357
Net Present Value	\$1,357
Direct ROI (%)	54%

Total

Total Local Tax Receipts	\$4,915
Total ROI	\$2,415
Net Present Value	\$2,415
Total ROI (%)	97%



Estimated Room Demand Metrics

Room Nights (total)	217
Room Pickup (block only)	0
Peak Rooms	108
Total Visitor Days	362

Flagler College Soccer Invitational
April 10-12, 2015
Flagler College / PDA Soccer
Palm Coast and the Flagler Beaches

PRELIMINARY BUDGET

INCOME	BUDGETED
TDC Event Funding	\$ 2,500.00
Total Income	\$ 2,500.00
EXPENSE	
Officials/Referees	\$ 800.00
EMTs	\$ 1,200.00
Parking Staff	\$ 500.00
Total Expense	\$ 2,500.00
TOTAL	\$ -

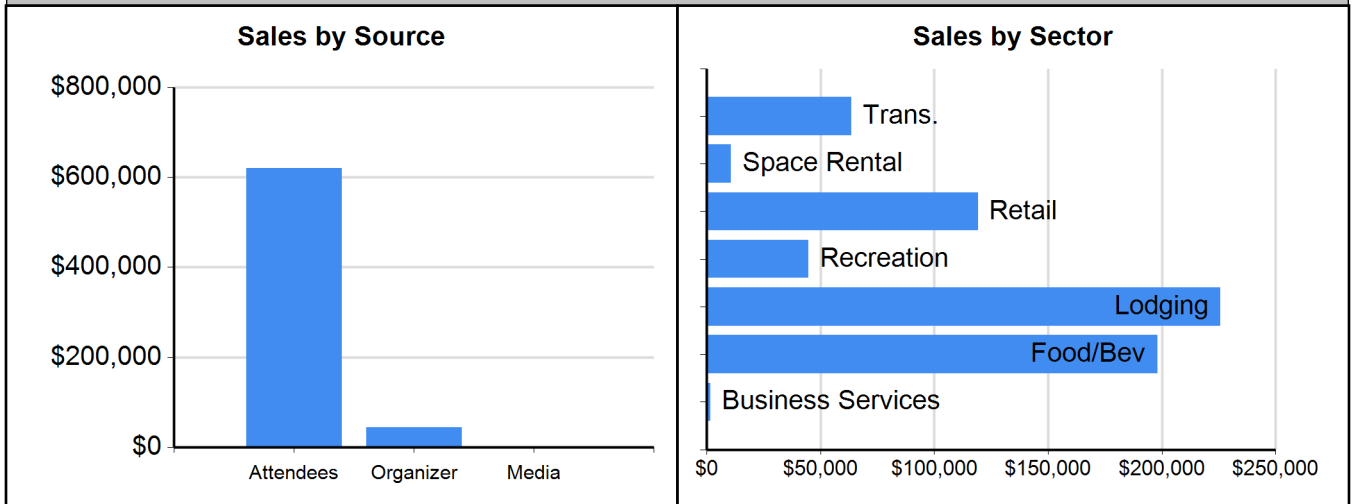
TO ITEM 6

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Florida Youth Soccer Association State Cup Round 2	Business Sales (Direct):	\$663,772
Organization:	PDA Soccer	Business Sales (Total):	\$1,105,152
Event Type:	Sports: Youth Amateur	Jobs Supported (Direct):	375
Start Date:	4/17/2015	Jobs Supported (Total):	486
End Date:	4/19/2015	Local Taxes (Total):	\$43,773
Overnight Attendees:	1613	Net Direct Local Tax ROI:	\$25,774
Day Attendees:	1613	Estimated Room Demand:	1,454

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$225,856	\$0	\$0	\$225,856
Transportation	\$62,493	\$994	\$93	\$63,579
Food & Beverage	\$166,863	\$31,290	\$0	\$198,153
Retail	\$119,315	\$0	\$0	\$119,315
Recreation	\$44,589	\$0	\$0	\$44,589
Space Rental	\$0	\$10,597	\$0	\$10,597
Business Services	\$0	\$1,631	\$52	\$1,683
TOTAL	\$619,115	\$44,511	\$145	\$663,772

Event Impact Details

Destination: Palm Coast and The Flagler Beaches

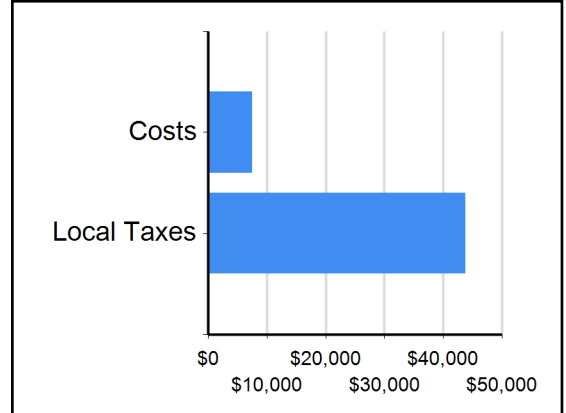
Event Name: Florida Youth Soccer Association State Cup Round 2 2015

Organization: PDA Soccer

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$663,772	\$441,380	\$1,105,152
Personal Income	\$193,192	\$114,691	\$307,883
Jobs Supported			
Persons	375	111	486
Annual FTEs	8	2	10
Taxes and Assessments			
<u>Federal Total</u>	<u>\$56,739</u>	<u>\$36,159</u>	<u>\$92,898</u>
<u>State Total</u>	<u>\$42,293</u>	<u>\$11,035</u>	<u>\$53,328</u>
sales	\$35,655	\$6,621	\$42,276
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,638	\$4,414	\$11,052
<u>Local Total</u>	<u>\$33,274</u>	<u>\$10,499</u>	<u>\$43,773</u>
sales	\$5,943	\$1,103	\$7,046
income	\$0	\$0	\$0
bed	\$9,034	-	\$9,034
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$14,978	\$7,189	\$22,167
restaurant	\$0	\$0	\$0
other	\$3,319	\$2,207	\$5,526

Event Return on Investment (ROI)

Direct	
Direct Local Tax Receipts	\$33,274
Local Costs	\$7,500
Direct ROI	\$25,774
Net Present Value	\$25,774
Direct ROI (%)	344%
Total	
Total Local Tax Receipts	\$43,773
Total ROI	\$36,273
Net Present Value	\$36,273
Total ROI (%)	484%



Estimated Room Demand Metrics

Room Nights (total)	1,454
Room Pickup (block only)	0
Peak Rooms	597
Total Visitor Days	5,136

Flagler College Soccer Invitational
April 17-19, 2015
FYSA State Cup Round 2
Palm Coast and the Flagler Beaches

PRELIMINARY BUDGET

INCOME	BUDGETED
TDC Event Funding	\$ 7,500.00
Total Income	\$ 7,500.00
EXPENSE	
Officials/Referees	\$ 2,500.00
Portolets	\$ 400.00
Hospitality Room Rental	\$ 800.00
EMTs	\$ 2,000.00
Parking Staff	\$ 1,500.00
Volunteer Incentives	\$ 300.00
Total Expense	\$ 7,500.00
TOTAL	\$ -

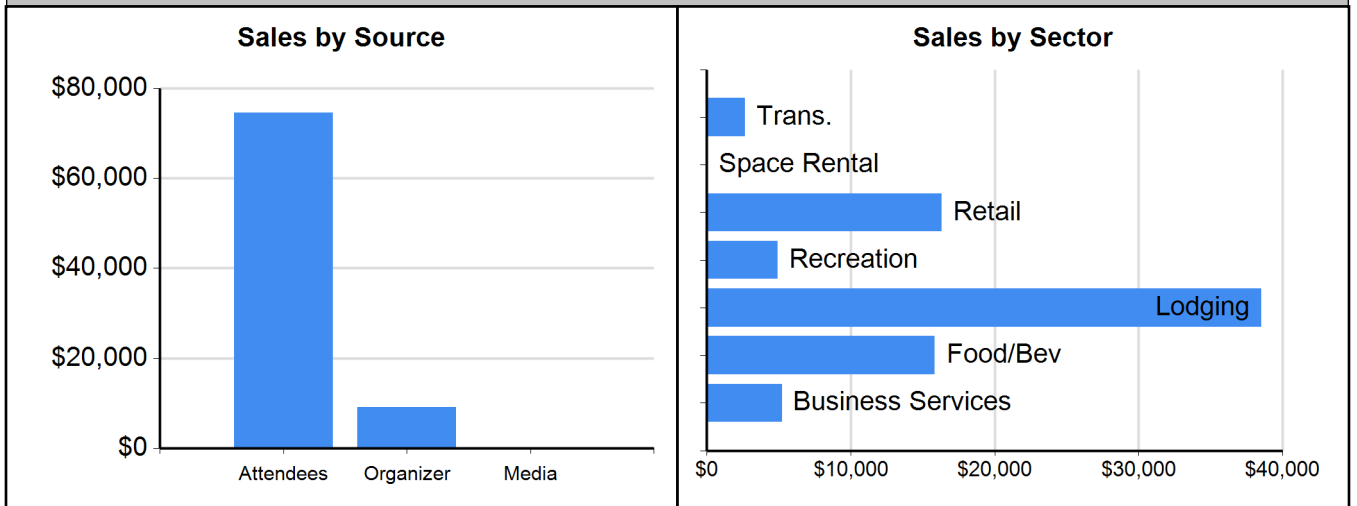
TO ITEM 6

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Florida Horseshoes State Championships	Business Sales (Direct):	\$83,517
Organization:	Florida State Horseshoes Association	Business Sales (Total):	\$137,595
Event Type:	Sports: Adult Amateur	Jobs Supported (Direct):	28
Start Date:	4/22/2015	Jobs Supported (Total):	36
End Date:	4/25/2015	Local Taxes (Total):	\$5,844
Overnight Attendees:	135	Net Direct Local Tax ROI:	\$564
Day Attendees:	25	Estimated Room Demand:	248

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$38,546	\$0	\$0	\$38,546
Transportation	\$2,514	\$136	\$8	\$2,658
Food & Beverage	\$12,112	\$3,707	\$0	\$15,819
Retail	\$16,334	\$0	\$0	\$16,334
Recreation	\$4,940	\$0	\$0	\$4,940
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$5,216	\$5	\$5,220
TOTAL	\$74,446	\$9,058	\$13	\$83,517

Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Florida Horseshoes State Championships 2015

Organization: Florida State Horseshoes Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$83,517	\$54,078	\$137,595
Personal Income	\$23,057	\$13,121	\$36,178
Jobs Supported			
Persons	28	9	36
Annual FTEs	1	0	1
Taxes and Assessments			
<u>Federal Total</u>	<u>\$6,996</u>	<u>\$4,324</u>	<u>\$11,320</u>
<u>State Total</u>	<u>\$5,153</u>	<u>\$1,352</u>	<u>\$6,505</u>
sales	\$4,318	\$811	\$5,129
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$835	\$541	\$1,376
<u>Local Total</u>	<u>\$4,564</u>	<u>\$1,281</u>	<u>\$5,844</u>
sales	\$720	\$135	\$855
income	\$0	\$0	\$0
bed	\$1,542	-	\$1,542
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$1,885	\$875	\$2,760
restaurant	\$0	\$0	\$0
other	\$418	\$270	\$688

Event Return on Investment (ROI)

Direct		
Direct Local Tax Receipts	\$4,564	
Local Costs	\$4,000	
Direct ROI	\$564	
Net Present Value	\$564	
Direct ROI (%)	14%	
Total		
Total Local Tax Receipts	\$5,844	
Total ROI	\$1,844	
Net Present Value	\$1,844	
Total ROI (%)	46%	

Estimated Room Demand Metrics

Room Nights (total)	248
Room Pickup (block only)	0
Peak Rooms	84
Total Visitor Days	414

Florida Horseshoes State Championships

April 22-25, 2015

Flagler County Horseshoe Pitchers Club/Old Dixie

Palm Coast and the Flagler Beaches

PRELIMINARY BUDGET

INCOME	BUDGETED
TDC Event Funding	\$ 4,000.00
Total Income	\$ 4,000.00
EXPENSE	
Equipment	\$ 1,500.00
Score Keepers	\$ 750.00
Volunteers	\$ 1,250.00
Awards	\$ 500.00
Total Expense	\$ 4,000.00
TOTAL	\$ -

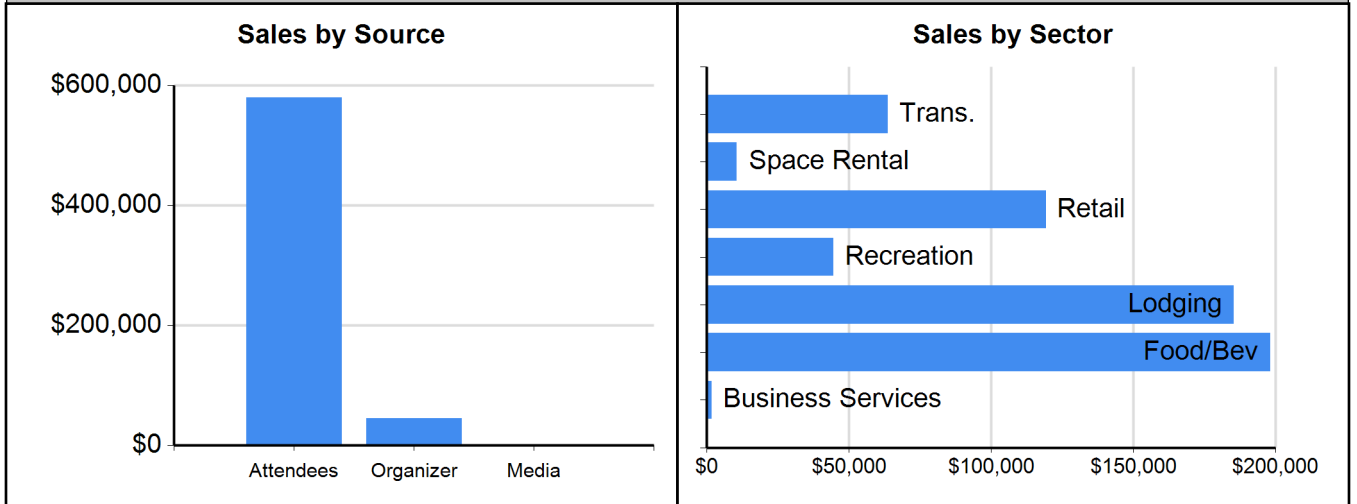
TO ITEM 6

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Florida Youth Soccer Association State Cup Round of 16	Business Sales (Direct):	\$623,364
Organization:	PDA Soccer	Business Sales (Total):	\$1,039,309
Event Type:	Sports: Youth Amateur	Jobs Supported (Direct):	353
Start Date:	5/1/2015	Jobs Supported (Total):	456
End Date:	5/3/2015	Local Taxes (Total):	\$40,059
Overnight Attendees:	1613	Net Direct Local Tax ROI:	\$22,660
Day Attendees:	1613	Estimated Room Demand:	1,454

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$185,448	\$0	\$0	\$185,448
Transportation	\$62,493	\$994	\$93	\$63,579
Food & Beverage	\$166,863	\$31,290	\$0	\$198,153
Retail	\$119,315	\$0	\$0	\$119,315
Recreation	\$44,589	\$0	\$0	\$44,589
Space Rental	\$0	\$10,597	\$0	\$10,597
Business Services	\$0	\$1,631	\$52	\$1,683
TOTAL	\$578,708	\$44,511	\$145	\$623,364

Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Florida Youth Soccer Association State Cup Round of 16 2015

Organization: PDA Soccer

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$623,364	\$415,945	\$1,039,309
Personal Income	\$181,965	\$107,843	\$289,808
Jobs Supported			
Persons	353	102	456
Annual FTEs	7	2	9
Taxes and Assessments			
<u>Federal Total</u>	<u>\$53,346</u>	<u>\$34,048</u>	<u>\$87,394</u>
<u>State Total</u>	<u>\$39,586</u>	<u>\$10,399</u>	<u>\$49,984</u>
sales	\$33,352	\$6,239	\$39,591
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,234	\$4,159	\$10,393
<u>Local Total</u>	<u>\$30,160</u>	<u>\$9,900</u>	<u>\$40,059</u>
sales	\$5,559	\$1,040	\$6,599
income	\$0	\$0	\$0
bed	\$7,418	-	\$7,418
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$14,066	\$6,780	\$20,846
restaurant	\$0	\$0	\$0
other	\$3,117	\$2,080	\$5,197

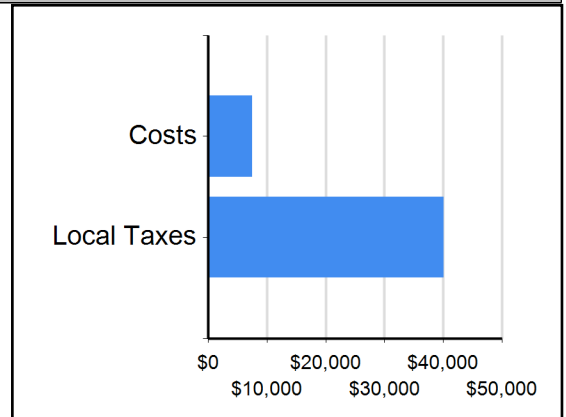
Event Return on Investment (ROI)

Direct

Direct Local Tax Receipts	\$30,160
Local Costs	\$7,500
Direct ROI	\$22,660
Net Present Value	\$22,660
Direct ROI (%)	302%

Total

Total Local Tax Receipts	\$40,059
Total ROI	\$32,559
Net Present Value	\$32,559
Total ROI (%)	434%



Estimated Room Demand Metrics

Room Nights (total)	1,454
Room Pickup (block only)	0
Peak Rooms	597
Total Visitor Days	5,136

Flagler College Soccer Invitational
May 1-3, 2015
FYSA State Cup Round of 16
Palm Coast and the Flagler Beaches

PRELIMINARY BUDGET

INCOME	BUDGETED
TDC Event Funding	\$ 7,500.00
Total Income	\$ 7,500.00
EXPENSE	
Officials/Referees	\$ 2,500.00
Portolets	\$ 400.00
Hospitality Room Rental	\$ 800.00
EMTs	\$ 2,000.00
Parking Staff	\$ 1,500.00
Volunteer Incentives	\$ 300.00
Total Expense	\$ 7,500.00
TOTAL	\$ -

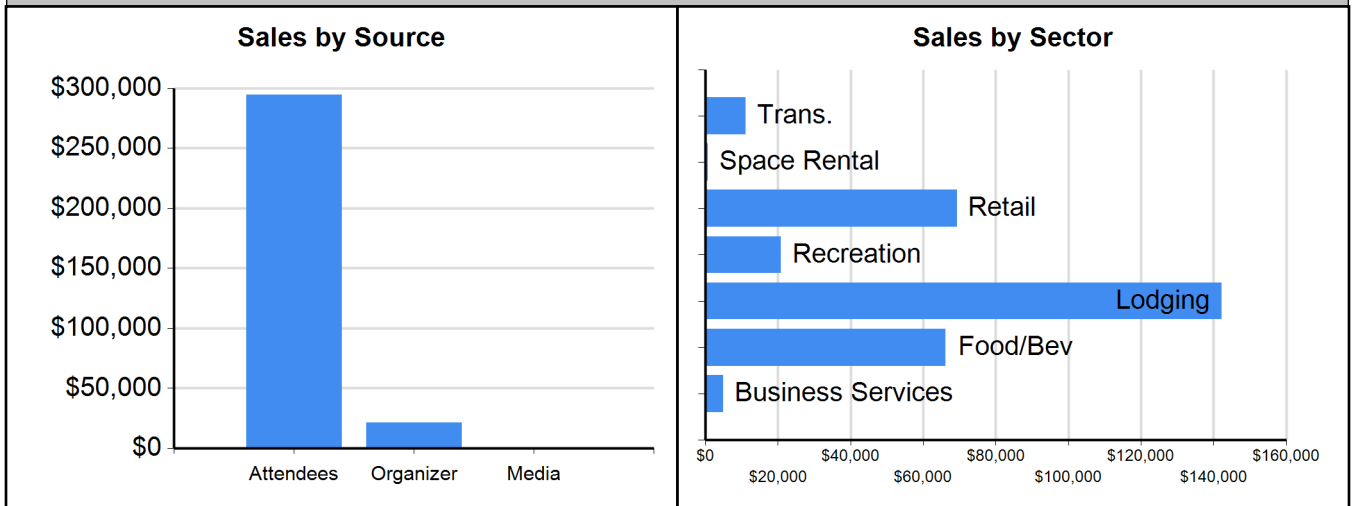
TO ITEM 6

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Southeast Regionals	Business Sales (Direct):	\$315,626
Organization:	United States Lifesaving Association	Business Sales (Total):	\$520,849
Event Type:	Sports: Adult Amateur	Jobs Supported (Direct):	106
Start Date:	7/15/2015	Jobs Supported (Total):	139
End Date:	7/18/2015	Local Taxes (Total):	\$22,081
Overnight Attendees:	581	Net Direct Local Tax ROI:	\$2,217
Day Attendees:	44	Estimated Room Demand:	899

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$142,322	\$0	\$0	\$142,322
Transportation	\$10,543	\$529	\$34	\$11,106
Food & Beverage	\$51,092	\$15,183	\$0	\$66,275
Retail	\$69,358	\$0	\$0	\$69,358
Recreation	\$20,859	\$0	\$0	\$20,859
Space Rental	\$0	\$750	\$0	\$750
Business Services	\$0	\$4,937	\$19	\$4,956
TOTAL	\$294,174	\$21,399	\$53	\$315,626

Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Southeast Regionals 2015

Organization: United States Lifesaving Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$315,626	\$205,223	\$520,849
Personal Income	\$86,326	\$49,966	\$136,292
Jobs Supported			
Persons	106	33	139
Annual FTEs	4	1	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$26,348</u>	<u>\$16,429</u>	<u>\$42,778</u>
<u>State Total</u>	<u>\$20,100</u>	<u>\$5,131</u>	<u>\$25,230</u>
sales	\$16,944	\$3,078	\$20,022
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$3,156	\$2,052	\$5,208
<u>Local Total</u>	<u>\$17,217</u>	<u>\$4,864</u>	<u>\$22,081</u>
sales	\$2,824	\$513	\$3,337
income	\$0	\$0	\$0
bed	\$5,693	-	\$5,693
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$7,122	\$3,325	\$10,447
restaurant	\$0	\$0	\$0
other	\$1,578	\$1,026	\$2,604

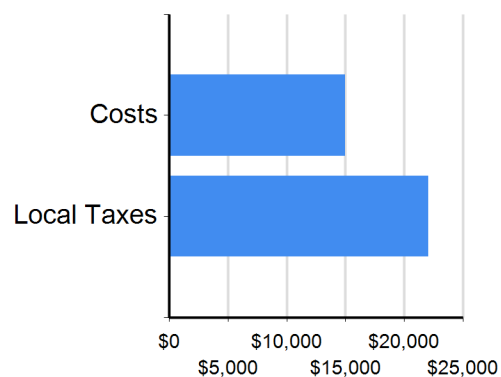
Event Return on Investment (ROI)

Direct

Direct Local Tax Receipts	\$17,217
Local Costs	\$15,000
Direct ROI	\$2,217
Net Present Value	\$2,217
Direct ROI (%)	15%

Total

Total Local Tax Receipts	\$22,081
Total ROI	\$7,081
Net Present Value	\$7,081
Total ROI (%)	47%



Estimated Room Demand Metrics

Room Nights (total)	899
Room Pickup (block only)	0
Peak Rooms	306
Total Visitor Days	1,738

United States Lifesaving Association
Southeast Regional Championships
July 16-17, 2015
Palm Coast and the Flagler Beaches

PRELIMINARY BUDGET

INCOME

	BUDGETED	ACTUAL
TDC Event Funding	\$ 15,000.00	
Total Income	\$ 15,000.00	

EXPENSE

Welcome Reception	\$ 1,250.00	
Awards Ceremony	\$ 1,250.00	
Welcome Reception/Awards Décor	\$ 250.00	
Overnight Security	\$ 750.00	
Internet Access	\$ 1,250.00	
Ice	\$ 1,000.00	
Bleachers	\$ 1,250.00	
Marine Safety	\$ -	
Sport Specific Equipment	\$ 1,500.00	
Signage (Banners & Directional)	\$ 1,300.00	
Volunteer t-shirts	\$ 450.00	
Lighting Tree	\$ 1,000.00	
Photo/Video	\$ 1,850.00	
USLA Site Visit	\$ 500.00	
Goodie Bags	\$ -	
Lowe's - Event materials	\$ 200.00	
Staff Travel	\$ 200.00	
Contingency	\$ 1,000.00	
Total Expense	\$ 15,000.00	
TOTAL	\$ -	

TO ITEM 6

TO AGENDA