

FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL

REGULAR MEETING PACKET

APRIL 15, 2015

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
APRIL 15, 2015
10:00 A.M.**

AGENDA

PLEDGE TO THE FLAG AND MOMENT OF SILENCE

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

FUND 110 OVERNIGHT STAY SPECIAL EVENTS

5. Review and recommendation to the Board of County Commissioners to grant \$7,500 to the Flagler County Corvette Club from Fund 110 Overnight Stay Special Events for the CORVETTES at the BEACH event being held October 9th-10th-11th, 2015.

Jerry Britt, President, Paul Kachura, Car Show Chairperson
Flagler County Corvette Club

6. Review and recommendation to the Board of County Commissioners to grant \$2,500 to the Flagler Film Festival from Fund 110 Overnight Stay Special Events for the Flagler Film Festival event being held January 15-17, 2016.

Kathryn Berry
Flagler Film Festival

FUND 110 DISCRETIONARY EVENT FUNDING

7. Review and recommendation to the Board of County Commissioners to allocate funds from the Discretionary Event Funding budget to the following projects:
 - a) Allocate \$3,500 for Florida Lacrosse All-Star Game Summer Showcase & Youth Academy to be held May 8-10, 2015.
 - b) Allocate \$1,250 for Team Florida College Skills Camp to be held September 4-6, 2015.

8. Update as to current activities of Chamber representatives

9. 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.

10. Board Member Commentaries

11. 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.

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
March 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.

Chairman McLaughlin recognized Thor Holm's service on the Council. Matt Dunn, Vice President of Tourism, presented Thor Holm with a certificate of appreciation for his time on the Council. Thor Holm expressed his appreciation for his time on the Council.

1. Attendance

PRESENT: Chairman Nate McLaughlin, Councilman Bill McGuire, Mayor Linda Provencher, Pamela Walker, Tim Digby, Tom Grimes, Kurt Allen, Ryan Crabb, Rich Stanfield

ABSENT: None

2. Adoption of Minutes from the February 18, 2015 meeting.

McGuire/Allen. Motion to Adopt the February 18, 2015 Minutes carries unanimously.

3. Accept Financial Status Reports for Review.

McGuire/Walker. 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)

Kurt Allen inquired about the Golf Report's significant decrease in website visits annually. Matt Dunn responded that he had noticed and would have answer at next month's meeting.

McGuire/Stamfield. 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 Friends of Washington Oaks from Fund 110 Quality of Life Special Events for the Earth Day Celebration event being held April 25, 2015.

Brief presentation by Lucy Crowley, President, Friends of Washington Oaks Garden State Park.

Tom Grimes questioned entertainment not included in budget. Ms. Crowley explained that normally entertainment is donated, but this year they will have outside entertainment that will be included in the budget.

Councilman McGuire was concerned about advertisement time as the event is less than a month away. Ms. Crowley explained that the advertisements have been planned, this is the 26th year for this event.

Kurt Allen inquired about the expected attendance this year. Ms. Crowley expects 900+ as last year.

Walker/McGuire. Motion to recommend to the Board of County Commissioners approval 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 carries unanimously.

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.

Discussion ensued regarding the reason why TDC is paying for this event, if there is a return on investment, if there was a grant from another county, and how the reported numbers are produced resulting in the following explanation:

Event needed another location this year. The local PDA is hosting and required to provide necessities for the event. There is no knowledge of any other grants awarded for this event. Room night total expected is 217 per report included with packet. Research, event history, and team number requirements are examples of what is involved in calculating room night totals expected. Conservative with totals as there may be hotel bed limitations where rooms may be available, but room types may not.

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.

Councilman McGuire asked if there were any comparable facility in the area. Matt Dunn believes the closest one is Inverness, Citrus County. **Chairman McLaughlin** requested feedback on events for possible expansion.

Kurt Allen questioned why the funding request did not come earlier if event was known about long before now.

It was explained that there have been administrative challenges and changes in staff along with trying to fulfill prior commitments that have caused the lateness of the funding request.

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.

Ryan Crabb inquired about the event structure and how many states are included in Southeast Regionals. Matt Dunn explained they are team and individual competitions with five states making up the Southeast Region.

McGuire/Walker. Motion to recommend to the Board of County Commissioners approval of the allocation requests for Event Funding projects 6a, 6b, 6c, 6d, and 6e carries unanimously.

7. Update as to current activities of Chamber representatives.

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

Kurt Allen inquired about feedback for the approved events. Would like report showing how money was spent and the tourism impact on County. Matt Dunn is currently working on this report.

8. Community Outreach

Joanie McCullough sees an opportunity for bringing the sport of rowing to Flagler County.

Chairman McLaughlin suggested she and Matt Dunn discuss.

9. Board Member Commentaries

Mayor Provencher mentioned Flagler Beach's 90th Birthday Celebration on April 11th along with the Cheer at the Pier! event.

Pamela Walker suggested hospitality training for local businesses.

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

10. Adjournment.

McGuire/Allen. Motion to adjourn at 11:05am carries unanimously.

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

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

[Back to Agenda](#)

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.

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

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110 - Overnight Stay

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

04 25 2015

Earth Day Celebration

110 - Event Funding

04 17-19 2015

PDA Soccer

FL Youth Soccer Assoc State Cup Rnd 2

04 2015

FL Society of Assoc Executives

FL Society of Assoc Executives

04 22-25 2015

FL State Horseshoes Association

FHSA State Championships

05 01-03 2015

PDA Soccer

FL Youth Soccer Assoc State Cup Rnd 16

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

CONTENTS PAGE

Prepared By: Financial Services Department

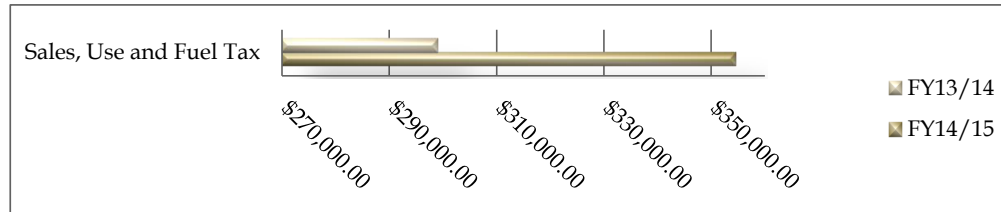
Month	Fiscal Year	Change		Fiscal Year	Change		Fiscal Year	Change		Fiscal Year	Change		Fiscal Year	Change	
	2010-11	Amount	Percentage	2011-12	Amount	Percentage	2012-13	Amount	Percentage	2013-14	Amount	Percentage	2014-15	Amount	Percentage
October	\$45,113	\$ 3,303	7.90%	\$72,490	\$ 27,377	60.68%	\$75,602	\$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%	\$118,732	\$10,092	9.29%
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%	\$520,853	\$68,983	15%

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

FY 14/15 FUND 110 FINANCIAL SUMMARY REPORT Thru March 31, 2015

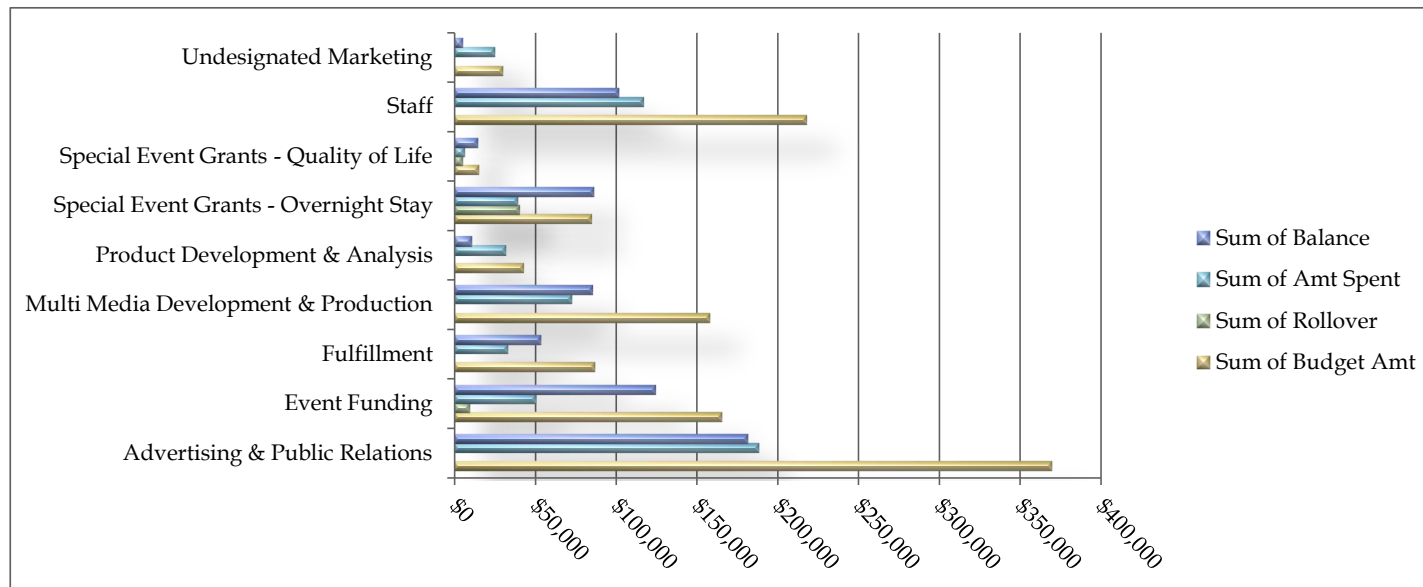
REVENUE

	FY2013-14	FY2014-15
OCTOBER THRU FEBRUARY	\$ 299,047.47	\$ 354,596.72



CHAMBER BUDGET

	Sum of Budget Amt	Sum of Rollover	Sum of Amt Spent	Sum of Balance
Advertising & Public Relations	\$369,892		\$188,388	\$181,504.02
Event Funding	\$165,000	\$9,684	\$50,268	\$124,416.20
Fulfillment	\$86,750		\$33,099	\$53,651.39
Multi Media Development & Production	\$157,900		\$72,304	\$85,596.06
Product Development & Analysis	\$42,675		\$32,065	\$10,610.18
Special Event Grants - Overnight Stay	\$85,000	\$40,351	\$39,515	\$85,836.23
Special Event Grants - Quality of Life	\$15,000	\$5,092	\$5,905	\$14,186.18
Staff	\$217,783		\$116,468	\$101,314.39
Undesignated Marketing	\$30,000		\$24,868	\$5,131.98
Grand Total	\$1,170,000	\$55,127	\$562,880	\$662,246.63



Overnight Stay Encumbrances & Fund Availability

FCBCC

Fiscal Year		FY14/15		
		Sum of Award Amount	Sum of Reimbursement	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
Earth Day Celebration				
04 25 2015		\$1,500.00		\$1,500.00
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	\$0.00
* 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	\$1,500.00	\$0.00
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		\$16,500.00	\$5,905.41	\$10,594.59

Budget	\$15,000.00
Current Rollover Amount to FY14/15*	\$3,591.59
Amount Available FY14/15	\$18,591.59
Amount Encumbered FY14/15	\$16,500.00
Available Balance for FY14/15	<u>\$2,091.59</u>

Discretionary Event Encumbrances & Fund Availability

FCBCC

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
01 21-25 2015			
* Super Regional			
Crappie USA			
Event Complete - under budget	\$16,500.00	\$14,629.09	\$1,870.91
01 22-02 01 2015			
* Palm Coast Beach Bash			
National Pastime Athletics			
Event Cancelled - lack of registration	\$2,500.00	\$0.00	\$2,500.00
02 05-08 2015			
FL Flag Football League			
Florida Flag Football			
(blank)	\$7,500.00		\$7,500.00
02 27-03 01 2015			
South Regional Championship			
US Quidditch Assoc			
(blank)	\$7,500.00		\$7,500.00
03 26-30 2015			
* Horseshoe Pros Tour			
Horseshoe Pitchers Pro Tour			
(blank)	\$6,000.00	\$5,951.34	\$48.66
04 10-12 2015			
Flagler College Soccer Invitational			
PDA Soccer			
(blank)	\$2,500.00		\$2,500.00
04 17-19 2015			
FL Youth Soccer Assoc State Cup Rnd 2			
PDA Soccer			
(blank)	\$7,500.00		\$7,500.00
04 2015			
FL Society of Assoc Executives			
FL Society of Assoc Executives			
(blank)	\$7,500.00		\$7,500.00
04 22-25 2015			
FHSA State Championships			
FL State Horseshoes Association			
(blank)	\$4,000.00		\$4,000.00
05 01-03 2015			
FL Youth Soccer Assoc State Cup Rnd 16			
PDA Soccer			
(blank)	\$7,500.00		\$7,500.00
06 01-07 2015			
EVP Pro Beach Volleyball Tour			
EVP Tour			
(blank)	\$25,000.00	\$7,500.00	\$17,500.00
06 05-07 2015			
* 2015 Palm Coast Summer LAX			
National Pastime Athletics			
Event Cancelled - competing lacrosse event	\$2,500.00	\$0.00	\$2,500.00
06 27-28 2015			
State Championship & Hall of Fame Banquet			
Florida Flag Football			
(blank)	\$5,000.00		\$5,000.00
07 15-17 2015			
SE Regionals			
US Lifesaving Association			
(blank)	\$15,000.00		\$15,000.00
09 2015			
FL Outdoor Writers Assoc			
FL Outdoor Writers Assoc			
(blank)	\$9,500.00		\$9,500.00

12 05-07 2014			
Women's National Championship			
American Collegiate Rugby Assoc			
(blank)	\$7,500.00		\$7,500.00
12 30 2014 - 01 04 2015			
* ESPN Bassmaster			
Carhartt Bassmaster College Series			
Event Complete - under budget	\$25,000.00	\$21,728.52	\$3,271.48
Grand Total	\$158,500.00	\$49,808.95	\$108,691.05

Budget	\$165,000.00
Current Rollover Amount to FY14/15*	\$10,142.39
Amount Available FY14/15	\$175,142.39
Amount Encumbered FY14/15	\$158,500.00
Available Balance for FY14/15	\$16,642.39

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	\$1,387.00	\$3,613.00
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	\$2,513.49	\$507,931.51

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

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). 4/9/15: Status update requested.

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. 3/16/15: Reimbursement request received and in process for \$5000. 4/1/15: reimbursement sent to Clerk's Office for check processing.

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

Fund 111 Grant Financial - No Open Grants At This Time

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
Army Corp of Engineers			
FY03/04			
Feasibility Study of FC Shore Protection			
06-Jul-04			
12-Jul-04	\$665,000.00	\$642,000.00	\$0.00
FY11/12			
Feasibility Study Continued			
06-Jul-04			
12-Jul-04	\$578,500.00	\$578,500.00	\$0.00
City of Flagler Beach			
FY12/13			
Comprehensive shoreline analysis			
17-Oct-12			
05-Nov-12	\$50,000.00	\$50,000.00	\$0.00
Grand Total	\$1,293,500.00	\$1,270,500.00	\$0.00

AGENDA ITEM #4
FLAGLER COUNTY CHAMBER
MONTHLY REPORTS

MARKETING ACTIVITY REPORT

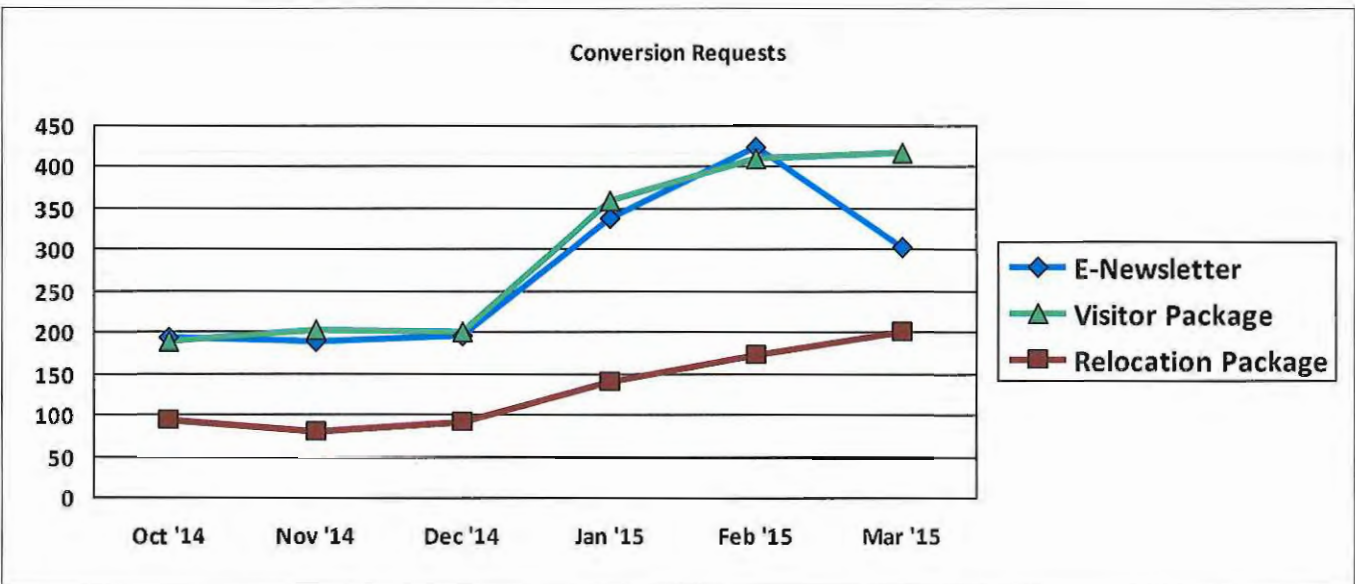
GOOGLE ANALYTICS REPORTS

FLORIDA'S FIRST COAST OF GOLF REPORT

Marketing Activity	Month	YTD
Total Activity	3106	11806
Leads	70	1494
Conversions	3036	10312



Conversion Requests	Month	YTD
Visitor Package	256	970
An E-newsletter	178	901
Relocation Package	85	321



Tourism Monthly Marketing March, 2015

Top Leads	Month	YTD
Miles Media	58	
Miles Media		1072

Leads by Source	Month	YTD
Print		
Miles Media	58	1072
Southern Living	12	12
Woodall's		7
Good Sam		3
AAA		400

Visitor Center Walk Ins	Month	YTD
Chamber of Commerce	19	109
Flagler Beach Historical Museum	2021	5894
Holden House	80	394
Jacksonville Airport	112	447

Social Media	This Month	Grand Total
Facebook Likes	49	3647
Twitter Followers	27	2902

YouTube	Month	YTD
Total Views	1228	10463

Top Conversions	Month	YTD
Solodev Adwords Pet Friendly (lp)	234	
Solodev Adwor		995

Conversions by Source	Month	YTD
Direct Contact		
Pet Friendly	67	71
Newspaper	8	11
Magazine	3	13
TV	1	1
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		
Solodev Adwords Pet Friendly (lp)	234	995
Trip Advisor Banner (lp)	172	440
Visit Florida Pet Friendly 2015 (lp)	66	337
paddling.net 2015 (lp)	21	256
Solodev Retargeting (lp)	17	148
AJC Pet Friendly 2015 (lp)	10	37
BrightHouse (lp)	6	20
Orlando Sentinel 2015 (lp)	4	9
The Bark 2015 (lp)	3	27
Kayaking Adwords	2	33
Halifax Media - 2015 Bike Week (lp)		1
Pet Friendly TripAdvisor		3
Flagler360		3
FTL_eneus (lp)		35
Newspaper or Magazine		
Florida Travel & Life		4
Floridians Insiders Guide		1
Other Newspaper or Magazine		10
DREAMSCAPES		2
Audubon		1
Horizon Travel		1
Orlando Sentinel		5
AAA		12
Other Advertising		12
People Magazine		2
SEE Visitors Guide		3
Sports Magazine		1
VISIT FLORIDA		11
Radio, TV or Internet		
WNZF		3
TripAdvisor		12
WESH		3
Other Radio or TV		5

Top Visitor Interests	Month	YTD
Beach	191	
Beach		672

Visitor Interests	Month	YTD
Beach	191	672
Parks & Preserves	128	480
Hiking, Biking, Trails	114	415
Arts and Culture	95	349
Fishing	74	286
Paddling	68	230
Sports Event	49	180
Birding	46	172
Golf	36	149
Camping	32	166
Weddings	6	27
Visit Friends/Family		136



STAFF ACTIVITY REPORT – MARCH 2015

03/01/2015	Quidditch Regional (MD, DC, AL, DN)
03/02/2015	BOCC Meeting (MD)
03/02/2015	Pre-Grant Meeting FC Corvette Club (DC)
03/02/2015	Lodging Requests USLA (DC)
03/02/2015	Chamber Staff Mtg. (MD, AL, DC, DN)
03/02-31/15	Visitor Section for Fantastic Flagler (AL)
03/02/2015	Met w/ BrightHouse Media (AL)
03/02/2015	Event Numbers Request (DC)
03/02/2015	DMAI Post-Event Reports (MD, DC)
03/03/2015	Lodging Requests Cycle Flagler (DC)
03/03/2015	Fantastic Flagler Content Mtg. (AL)
03/03/2015	Arts & Culture Meeting (MD, DC)
03/03/2015	Travel to Tallahassee (MD)
03/04/2015	House Subcommittee testimony (MD)
03/04/2015	Event Owner Spreadsheet (DC)
03/05/2015	Gave speech at Lions Club (AL)
03/05/2015	Sales/RFP (2) Quidditch Quidcon & National Cup (DC)
03/05/2015	Meeting w/ Hammock Beach Resort (MD)
03/06/2015	DMAI Reports for TDC Meeting (MD)
03/06/2015	USLA Planning Meeting (MD, DC)
03/06/2015	FL Sports Foundation Annual Mtg. travel plans (MD)
03/09/2015	Event Numbers Request (DC)
03/09/2015	Meeting w/ Landmark Properties/Old Tennis Center (MD)
03/09/2015	SunBelt Senior Golf Tour (MD)
03/09/2015	Rockin' the Runways planning meeting (MD)
03/10/2015	Call w/ Interfuse for Content & Social (AL)
03/10/2015	Self /Business Development/Sales email follow ups (DC)
03/10-12/2015	Tourism Day in Tallahassee (MD, AL)

03/11/2015 Florida Sports Foundation Mtg. (AL, MD)
03/12/2015 Visit Florida Mtg. (AL, MD)
03/13/2015 Conference call w/ Six Speed (MD)
03/13/2015 EOAC Presentation Prep (MD)
03/13/2015 Event contract email to County Finance (MD)
03/13/2015 Landmark Properties conference call (MD)
03/13/2015 TDC/County Finance Update Mtg. (MD)
03/13/2015 Reebok Spartan Race conference call (MD)
03/13/2015 TDC Member calls (MD)
03/16/2015 Collateral HBR Education Day (DC)
03/16/2015 AJGA Conference call (MD)
03/16/2015 Pre TDC Mtg. with Chair McLaughlin (MD)
03/16/2015 Chamber Staff Mtg. (MD, AL, DC, DN)
03/16/2015 Fantastic Flagler Design Mtg. (AL)
03/16/2015 Met w/Chad Boda (MD, AL)
03/17/2015 Flagler Auditorium Marquee unveiling (MD, AL, DC, DN)
03/17/2015 Mtg. w/ Kim Carney (MD)
03/17/2015 Sales RFP Submittal Sun Conference (DC)
03/17/2015 Flagler Auditorium Marquee Ceremony (MD, AL, DC, D N)
03/18/2015 TDC Board Meeting (MD, AL, DC, DN)
03/18/2015 Event Funding Meeting (MD, DC, DN)
03/18/2015 TDC Meeting (MD, AL, DC, DN)
03/18/2015 Travel Gainesville (DC)
03/19/2015 EOAC Presentation (MD)
03/19/2015 Chamber Board Meeting (MD)
03/19/2015 FCCC Business After Hours Operation Thank You (MD, AL, DC, DN)
03/19/2015 SGMP Education Day Gainesville (DC)
03/20/2015 USLA agenda draft (MD)
03/20/2015 Call w/ Garden & Gun
03/20/2015 USLA Planning Committee Mtg. (DC, MD)

03/20/2015 Team FL Lax Mtg. (MD)
03/20/2015 Conference call w/ EVP Tour (MD)
03/23/2015 Post-Grant Meeting USTA (DC, MD)
03/23/2015 DMAI Post-Event Reports (MD, DC)
03/23/2015 NASC Board Conference call (MD)
03/24/2015 Collateral materials for Wings Over Flagler (MD)
03/24/2015 Florida Sports Commission Conference call (MD)
03/24/2015 SGMP Follow up meeting (MD, DC)
03/24/2015 Call w/Interfuse for Content & Social (AL)
03/24/2015 Guest on Toby Tobin Radio Show (AL)
03/24/2015 Met w/ Frank Gromling (AL, MD)
03/25/2015 Rowing Mtg. (MD)
03/25/2015 Villages Travel Expo (DC)
03/26/2015 USLA athlete flyers prep (MD)
03/26/2015 Think Flagler First Luncheon (MD)
03/26/2015 USLA/Emergency Services Mtg. (MD)
03/26/2015 Facilities Guide edits (MD)
03/26/2015 Storage Tent Horseshoe Pro Tour (DC)
03/26/2015 Business Development/Sales Dragon Boat, Pickle ball (DC)
03/26/2015 Post-Grant Birds of Feather (DC)
03/27/2015 Citizens academy Presentation (MD)
03/27/2015 Training with Nancy Fisher-Government Meeting Planning (DC, MD)
03/28/2015 Horseshoe Pro Tour Event (MD, DC)
03/28/2015 Wings Over Flagler/Rockin' the Runway Event (MD, DC, DN)
03/28/2015 Flager Surf Series (MD)
03/29/2015 Primary Care Conference Visitor Information (DN)
03/30/2015 Business Development/Sales Emails (DC)
03/30/2015 CnL Travel Marketing (MD)
03/30/2015 Facilities Guide edits (MD)
03/30/2015 FY 15-16 Budget first draft (MD)

03/30/2015	Finalize USLA Site Visit plans (MD)
03/30/2015	Cap. Project items list and pricing (MD)
03/31/2015	Florida First Coast of Golf Mtg. (MD)
03/31/2015	Cap Project item list/pricing Mtg. w/ County Admin & Finance (MD)
03/31/2015	Fund 110 Balances (MD)

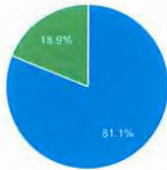
Amy's Dashboard

Mar 1, 2015 - Mar 31, 2015

All Sessions
100.00%

Visits by Visitor Type

New Visitor Returning Visitor



Visits

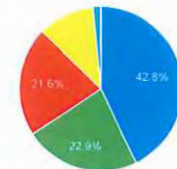
27,895
% of Total: 100.00% (27,895)

Unique Visitors

23,667
% of Total: 100.00% (23,667)

Visits by Traffic Type

organic referral direct
paid Email Other



Pageviews

66,053
% of Total: 100.00% (66,053)

Pageviews by Page Title

Page Title	Pageviews
The Best Dog Friendly Florida Beach Palm Coast and The Flagler Beaches	8,563
Palm Coast and the Flagler Beaches Palm Coast and The Flagler Beaches	6,032
Things To Do Palm Coast and The Flagler Beaches	2,999
Campgrounds & RV Parks	2,356
Webcams and Weather Palm Coast and The Flagler Beaches	2,259
Hotels, Motels & Resorts	1,992
Dining and Nightlife Palm Coast and The Flagler Beaches	1,889
Top 10 Things To Do Palm Coast and The Flagler Beaches	1,580
Ready to Escape? Palm Coast and The Flagler Beaches	1,365
Visitors Guide Palm Coast and The Flagler Beaches	1,331

Visits by City

City	Sessions
Palm Coast	3,599
Atlanta	1,062
Orlando	1,052
Miami	550
Jacksonville	463
Bay Lake	463
New York	363
Panama City Beach	338
(not set)	324
Daytona Beach	269

Goal Completions and Goal Conversion Rate

Source	Goal Completions	Goal Conversion Rate
google	13,362	100.00%
(direct)	6,018	100.00%
imasdk.googleapis.com	974	100.00%
yahoo	807	100.00%
bing	611	100.00%
tripadvisor.com	598	100.00%
ajc.com	500	100.00%
Interfuse	429	100.00%
c.brightcove.com	358	100.00%
orlandoseintinel.com	301	100.00%

Visits and Avg. Visit Duration by Country/Territory

Country	Sessions	Avg. Session Duration
United States	26,419	00:01:46
Canada	613	00:02:00
United Kingdom	180	00:00:59
Germany	86	00:01:03
Brazil	53	00:00:40
India	33	00:01:57
France	27	00:00:47
Turkey	25	00:00:01
China	20	00:00:00
Italy	20	00:00:00

Visits by Keyword

Keyword	Sessions
(not provided)	10,216
dog friendly beaches	486
pet friendly hotels florida	399
pet friendly florida rentals	375
pet friendly florida vacation rentals	306
swim with dolphins florida	155
pet friendly beaches in florida	92
palm coast florida	90
flagler beach florida	75
swimming with dolphins in florida	75

Visits by Social Network

Social Network	Sessions
TripAdvisor	619
Facebook	218
Twitter	17
LinkedIn	6
deviantART	2
Pinterest	2
reddit	2
Weebly	2
Topix	1

Total Unique Searches by Search ...

Search Term	Total Unique Searches
Search	9
golf	4
st augustine	4
dog	3
map	3
camping	2
flagler beach	2
Food Truck	2
horseback riding	2
pet friendly	2



Flagler County February 2015

Total Golf Tourism

	2015	2014	% Change
Rooms	620	672	-8%
Rounds	1,459	1,581	-8%
2015 YTD			
Rooms	1,288	1,168	10%
Rounds	3,030	2,749	10%

Precipitation

2015	2014	Change
.07	.12	-0.05

Temperature (Average High)

2015	2014	Change
62	68	(-)6°

Website Traffic

*2015	2014	* % Change
75,383	7,009	975.52%
2015 YTD		
119,777	14,706	714.48%

*Monthly % change calculated by adding totals from FFCCG Co-Op Landing Pages on a separate tracking account which generated **70,629** visits.

YTD Promotional Media Exposure (In Kind)

Impressions	Value
27,850,093	\$1,993,472.00

Top Five Markets - Web Visitation for Month

States	Countries
Maryland	United States
Florida	Canada
New York	United Kingdom
Illinois	India
Michigan	Germany

FUND 110 OVERNIGHT STAY SPECIAL EVENTS
APPLICATIONS FOR REVIEW

AGENDA ITEM #5 [CORVETTES at the BEACH](#)

AGENDA ITEM #6 [FLAGLER FILM FESTIVAL](#)

Organization Grant History

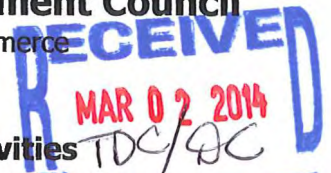
Agency	Flagler Co Corvette	
Fund	(Multiple Items)	
	Sum of Award Amount	Sum of Reimbursement Amount
FY12/13		
FY13-14 Corvettes at the Beach		
900 attendees, 180 cars, 62+ room nights generated.		
2013 Oct 12 - 13	\$5,000.00	\$5,000.00
FY14/15		
FY14-15 Corvettes at the Beach		
1300 attendees, 181 cars, 104+ room nights. Other activities included FB Farmers Mkt, FB Museum, FB Pier.		
2014 Oct 11	\$5,000.00	\$4,845.50



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

Flagler County Chamber of Commerce
20 Airport Rd
Palm Coast, FL 32164



Fund 110 Promotional Activities

Request for Overnight Stay Special Event Funding

Organization Information

Organization Name Flagler County Corvette Club

Contact Person Jerry Britt (President) Paul Kachura (Car Show Chairperson)

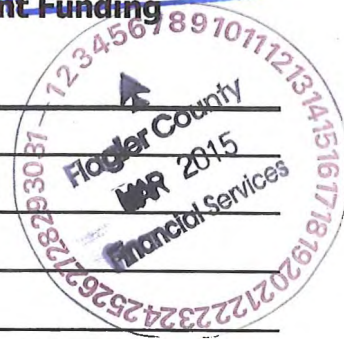
Email Address pkvette@yahoo.com

Mailing Address 36 Folson Ln, Palm Coast, FL 32137

Phone 631-334-9098

Fax _____

Registered as a non-profit corporation? Yes No (Attach proof)



Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

- 225 or more room nights = Maximum Annual Award Amount: \$10,000
- 125 to 224 room nights = Maximum Annual Award Amount: \$7,500
- 75 to 124 room nights = Maximum Annual Award Amount: \$5,000
- 25 to 74 room nights = Maximum Annual Award Amount: \$2,500

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name CORVETTES at the BEACH

Event Dates October 9th-10th-11th 2015

Amount Requested \$ 7,500

What is the total budget amount for the Event? \$ 17,500

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

The Flagler County Tourist Development Council logo with the Web Address (www.PalmCoastandtheFlaglerBeaches.com) and the current tourism tag line "Relax on the Quiet Side of Florida. . . Call 800-788-0613 or Visit www.PalmCoastandtheFlaglerBeaches.com" must appear prominently in all advertising and publicity (both written or electronic) for the special event.

Intended use of "out of county" direct advertising funds if applicable. Magazine advertisements, direct flier marketing mailers, electronic e-mail marketing fliers, T-shirts, and trophies to market the event for Flagler County

Please provide detailed information on your event. "CORVETTES at the BEACH" is a judged car show the draws participants from all over Florida, and the Southeast, and Corvette anthusiasts visiting Florida from all over the United States. The show also draws spectators from throughout northern and central Florida who enjoy attending car shows.

Who is your target audience? Corvette owners and car show enthusiasts

How will Flagler County benefit from your event? The car show draws nearly 200 Corvettes and 1500 people. The attendees stay in local hotels, shop, eat, and visit local attractions during their stay. We also give goody bags to each participant that includes advertisements and discount coupons provided by local businesses.

How many verifiable hotel stays do you project this event will bring to Flagler County? 130 plus

Have blocks of rooms been reserved at a lodging facility? Yes No

If yes, list locations with the number of rooms blocked at each location, i.e. Hilton Hotel (36 rooms):

Hilton Garden Inn of Palm Coast - 75 rooms, Hampton Inn and Suites of Palm Coast - 20 rooms

Best Western of Palm Coast - 10 rooms, Fairfield Inn and Suites of Palm Coast - 10 rooms

Are local attractions being included in the itinerary for this event, such as:

Attend a local play, concert, or dance performance

Visit a local museum

Visit a local nature based activity (i.e. Scenic A1A, Washington Oaks)

Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)

Other (please list) Flagler Beach Museum(open for the event), The Flagler Pier, Veterans Park, and Gamble Rogers St Park.

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

Funding

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

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council? Show entry fees, pre-show party fees, funds collected from local businesses for advertising, and funds budgeted from the clubs treasury.

How much gross income is intended to be collected from this event? \$17,500

List past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
2006	Flagler County Corvette Show	\$2,000.00	\$2,000.00	\$2,000.00
2013	CORVETTES at the BEACH	\$5,000.00	\$5,000.00	\$5,000.00
2014	CORVETTES at the BEACH	\$5,000.00	\$4,845.50	\$4,845.50

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.) The club sells advertising space on our web-site, and on the goody bags to help promote the show.

Event History

How many years has this event taken place? 12

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

Date/s	Location	Total Attendance	Out of town Guests	Verifiable Room Nights	Total Expenditures
10/11-12/2011	Flagler Beach, Va	1300	500	104	\$16,475.00
10/12-13/2011	Flagler Beach, Va	500	350	62	\$14,444.00
10/6-7/2012	Flagler Beach, Va	300	280	52	\$13,423.00

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? The club includes a pre-show Welcome Party the night before the show, and will look to add a Friday venue this year to make this a 3 day event, to help increase in county visitor time to shop, eat, and visit local attractions.

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

The club sends e-mail fliers to all Florida Corvette Clubs and past participants, hand out registration fliers at all car shows that our members attend, advertise in car magazines, and gives participants T-shirts which advertise the show and Flagler County.

How will you demonstrate a willingness to work with the tourism industry? The FCCC has a long history of working with the county, city governments, and Chamber of Commerce by displaying cars at their events, parades, and other functions. The FCCC is committed to assisting these agencies in the promotion of Flagler County.

Please provide evidence as to how the event will be self-funded in subsequent years. This grant will help the FCCC to keep up with all the increasing costs of today's economic times, and help us to increase the number of the show's participants and attendees.

Soundness of Proposed Event

Clearly identify the event's objectives. The main objective of the FCCC is to showcase the amenities that Flagler Beach and Flagler County have to offer.

What is the timetable for implementation of the event? Please see the attached "CORVETTES Show Worksheet and Timeline".

How do you intend to accomplish your slated objectives? Through additional funds provided by this grant.


Stability and Management Capacity - The Completed application must include:

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

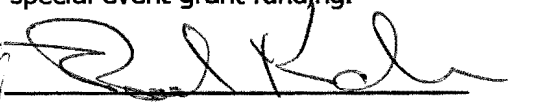
Quality and Uniqueness of the Proposed Event:

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

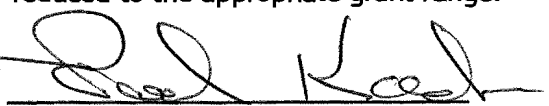
I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application 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)

X  3-2-15
Authorized Agent Signature **Date**
Print Name: PAUL KACHURA
Title: SHOW CHAIRMAN

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

X  3-2-15
Authorized Agent Signature **Date**
Print Name: PAUL KACHURA
Title: SHOW CHAIRMAN

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.

X  3-2-15
Authorized Agent Signature **Date**
Print Name: PAUL KACHURA
Title: SHOW CHAIRMAN

CORVETTES at the BEACH proposed Car Show Budget 2015

Flagler County Corvette Club

Account	2015 Budget
CS1 Registration	\$100
CS2 Ads/Printing/Postage	2,000
CS3 Parking Signs/ Banner	100
CS4 Awards	4,000
CS5 Dash Plaques	300
CS6 Water	100
CS7 50/50	50
CS8 Gift Baskets	250
CS9 Disc Jockey	350
CS10 Door Prizes	400
CS11 Show T-Shirts	2500
CS12 Staff Shirts/Hats	50
CS13 Food	200
CS14 Computer Supplies	200
CS15 Miscellaneous	200
CS16 Goody Bags	400
CS17 Flagler Beach Town	400
CS18 Best Club Attendance	200
CS19 After Show Party	700
CS20 Welcome Party	5000
Total	\$17,500

Corvette Show Worksheet and Timeline

Jan	Obtain a copy of the budget from the club President for show year.
Jan	Establish the show date and venue. If needed do the paper work for the venue site (presently the City of Flagler Beach). Ask the City to Co-Sponsor the show on the paper work, this is very important.
Feb	If the show is at Flagler Beach, ask the Flagler Beach Chamber and the Flagler Beach Farmer's Market to help sponsor the show.
Late Feb.	Prepare a save the date flyer if needed.
Mar	<p>Establish the show chairperson(s) and committees and chairpersons.</p> <p>Prepare the show flyer – usually established by the show chair, club president, vice president, computer chair, and judging chair. Establish how the flyer will be reproduced (ask club members if they can help with the printing). As soon as the flyer is done, send the show info to various magazines and websites (Cruise News, FlaCarShows.com, Vette Vues, etc). See computer/email for past announcements. Post the flyer on the FCCC website. Club members going to car shows should have either Save the Date or Show flyers to distribute.</p>
Apr.	Contract DJ for the show.
May	<p>Email Corvette Clubs and past participants the flyer. Computer chair will assist.</p> <p>Goody Bag chair starts sending out requests for donations via email, phone, and US Mail. Goody Bags will be stuffed one week before the show.</p> <p>Review the club signup sheet for the show (Computer Chair and Membership Chair will help).</p>

**Request for Taxpayer
Identification Number and Certification**

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

Name (as shown on your income tax return)

Business name/disregarded entity name, if different from above
FLAGLER COUNTY CORVETTE CLUB INC

Check appropriate box for federal tax classification:
 Individual/sole proprietor C Corporation S Corporation Partnership Trust/estate
 Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Exempt payee
 Other (see instructions) ▶ _____

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

City, state, and ZIP code
PALM COAST FL 32137

List account number(s) here (optional)

Requester's name and address (optional)

Print or type
See Specific Instructions on page 2.

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number

			-			-			
--	--	--	---	--	--	---	--	--	--

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

Employer identification number

59	-	3	5	3	2	6	2	6
----	---	---	---	---	---	---	---	---

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).

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 4.

Sign Here Signature of U.S. person ▶  Date ▶ **1-24-14**

General Instructions

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

Purpose of Form

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

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

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

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

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

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

State of Florida



Department of State

I certify from the records of this office that FLAGLER COUNTY CORVETTE CLUB, INC. is a corporation organized under the laws of the State of Florida, filed on September 4, 1998.

The document number of this corporation is N98000005189.

I further certify that said corporation has paid all fees due this office through December 31, 2010, that its most recent annual report/uniform business report was filed on April 28, 2010, and its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this the
Twenty-ninth day of November, 2010



CR2E022 (01-07)

Dawn K. Roberts
Dawn K. Roberts
Secretary of State



[Exempt Organizations Select Check](#)[Exempt Organizations Select Check Home](#)**990-N (e-Postcard) filer information****Tax Period:**

2012 (01/01/2012 - 12/31/2012)

Employer Identification Number (EIN):

59-3532626

Legal Name:

FLAGLER COUNTY OF CORVETTES INC

Mailing Address:1116 Balsa Street
Bunnell, FL 32110
United States**Doing Business As:****Gross receipts not greater than:**
\$50,000**Organization has terminated:**

No

Principal Officer's Name and Address:Elizabeth Binkley
1116 Balsa Street
Bunnell, FL 32110
United States**Website URL:**www.flaglercountycorvettesclub.com

Related 990-N (ePostcard) Filings:

If the organization has filed additional Forms 990-N (e-Postcards), link(s) to additional e-Postcard filings are displayed below. Click on the link(s) to see the information included in those filing(s).

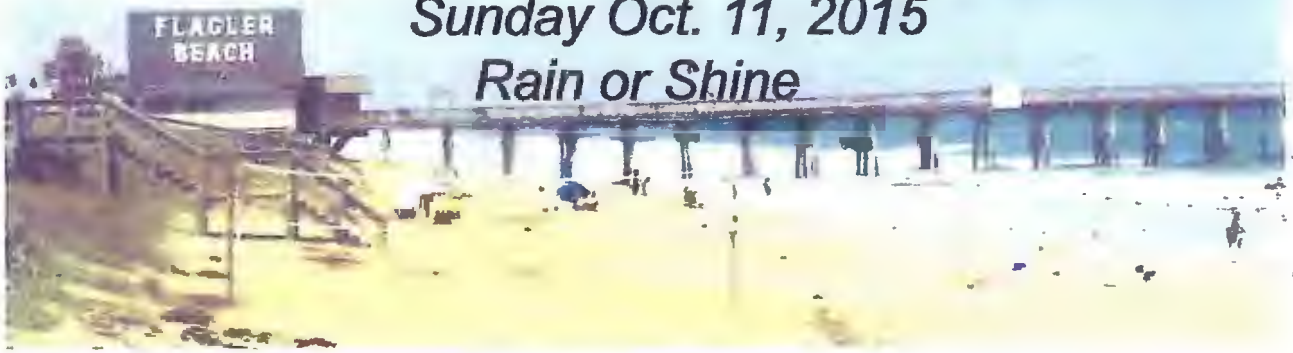
[Tax Year 2009](#)[Tax Year 2010](#)[Tax Year 2011](#)[Return to Search Results](#) [Return to Search Page](#)



Save This Date!

Sunday - October 11, 2015

***Celebrate our 14th Annual
"CORVETTES at the BEACH"
On The Streets of Downtown
Flagler Beach
Sunday Oct. 11, 2015
Rain or Shine***



Saturday 10/10/15 Welcome Party is being planned

More Information will be coming soon.

www.flaglercountycorvetteclub.com



Flagler County Corvette Club - 2014 Corvettes at the Beach

Thank you to our Sponsors

Tom Gibbs Chevrolet
Hilton Garden Inn

Flagler Beach Farmer's Market
Spirit of Daytona Racing

Southern Storm Motor Car
Those Cabinet Guys
Hungry Howie's Pizza
Raabe Racing Enterprises
Acme Trophies and Awards
Conser Insurance - Ann Conser
Houligan's Sports Grill
J & J Auto Body Inc
Kokomo's Café
Bull Creek Fish Camp
Conser Allstate - Rob Conser
Doyle's Automotive
Finn's Beachside Pub
Flagler County Insurance Agy
Flagler Home Inspections
Ocean Palm Termite
The Funky Pelican
Woody's Bar-B-Q
A1 Window Tint
Airport Auto
Arrow Materials
Bahama Mamas Tropical Gifts
BeachHouse Beanery
Captain's BBQ #1 in Florida
Cook Yard Sculpture
Dom's Barber Shop
Edward Jones Investments
Friends Café Best Breakfast
Golden Lion Café

Hardin Marine
Joe & Angie Smith
Martin's Restaurant
Matt's Auto Workshop Inc.
Mezzaluna - European Village
Mezzaluna - Town Center
NAPA Auto Parts - JAX
Napa Auto Parts of Bunnell
NAPA Autocare Centers · JAX
New Palm Coast Auto Body
Palm Coast Croftgate
Paul Descartes Power Wash
Ron's Rides
Sodablast Serv St. Augustine
SOS Antiques of St. Augustine
Southeast Jewelry
Terranova's Pizza Inc.
The UPS Store Town Center
The Wicked Monk
Toes in the Sand
Tony's Pizza Flagler Beach
Turtle Shack Café



Corvettes at the Beach - Oct 12, 2014 - Advertising

Where	Date Sent
Cruise news	5/4/14
Vette Vues	5/4/14
FL car shows	5/4/14
Flagler Chamber	5/4/14
Flagler Tourist - VistFlagler.Org	5/4/14 - same as Chamber
PalmCoastandtheFlaglerBeaches.com	5/4/14 - same as Chamber
FL events (oldride.com)	5/4/14
FL car clubs (everycarshow.com)	5/4/14
Flagler Beach Museum	5/6/14
360FlaglerCounty.com	5/6/14
Beach 92.7, Easy Oldies 100.9, WNZF	5/19/14, 5/27/14
City of Flagler Beach.com	5/5/14
Daytona News Journal	09/12/14
Palm Coast Observer	09/12/14
News Tribune	09/12/14

a.m. to 5 p.m. at Princess Place Preserve. The Creekside Festival is an annual tradition that celebrates the natural beauty of Northeast Florida with live bluegrass music, great food, arts and craft vendors. Seven bluegrass bands over two days. \$5 per carload per day. Visit www.flaglerchamber.org or call 437-0106.

Candidate Forum — 11 a.m. at the Cypress Knoll Golf Club, 53 Easthampton Blvd. The Flagler County Branch of the American Association of University Women will present the forum to learn about the candidates running for office in November. Open to the public. Lunch: \$16. Call 585-4859.

Gamble Jam — 2 p.m. at Gamble Rogers Memorial State Recreation Area. Call 517-2086.

Belly Dance at the Beach 2 — 6:30 to 10 p.m. at the Hammock Community Center. Entertainment to benefit CC's Equine Rescue. Entry is a donation at the door and a potluck dish. Call 503-1869.

The Andrews Family Band — 7 p.m. at the Flagler Beach United Methodist Church. The band is one of seven playing at the Creekside Festival, also. Admission is free, plus a love offering. Call 439-2160.

SUNDAY, OCTOBER 12

Pink Army 5K Run/Walk and 1 Mile Support Walk — 7:45 a.m. at Florida Hospital Flagler. Join the Pink Army and help promote breast cancer awareness, education and screening by running or walking in the fourth-annual Pink Army 5K Run/Walk and 1 Mile Support Walk. Register at www.palmcoastgov.com/PinkArmy5K. Call 986-2323.

Corvettes at the Beach — 7:30 a.m. at the intersection of State Road 100 and A1A, Flagler Beach. The Flagler County Corvette Club presents its 13th-annual car show. Registration is \$45. Visit www.flaglercountycorvetteclub.com for more details.

Men's Day — 10 a.m. at First Church, 91 Old Kings Road N. The Rev. Dr. E. J. Parker III, will be the guest preacher. Call 446-5759.

MONDAY, OCT. 13

Third-Annual Flagler Realtors Foundation Golf Tournament — at The Conservatory. Funds to benefit Flagler County Schools Families in Transition. Call 570-351-8715.

Garden Club Meeting — 1 p.m. at the Flagler County Extension Service, 150 Sawgrass Road, Bunnell. Brittany and Kenny Cowart will talk about their ranch, farm and the Maze Dayz Fall Festival. Raffles, door prizes and a plant sale. Call 446-0341.

Belated Grandparents' Day Celebration — 1:30 p.m. at the Flagler County Library. Featuring a series of short, comical skits read and performed by the Riverview Players of St. Augustine. A movie screening will follow, rated PG.

College and Career Fair For High School Students — 6 to 8 p.m. at Flagler Palm Coast High School. Open to all high school students and their parents. Call 437-7526 or email crosbys@flaglerschools.com.

American Legion Flagler Post 115 Meeting — 6 p.m. at VFW Hall, 47 N. Old Kings Highway. A covered dish dinner and discussing plans for Veterans Day activities and other upcoming events are on the agenda. Email Kinghaze@aol.com.

TUESDAY, OCT. 14

Flagler Votes — 6 p.m. at the Hilton Garden Inn. This forum will consist of candidates running for Flagler County Commission, Flagler County School Board, Palm Coast City Council, State Senate, State House and U.S. House of Representatives.

WEDNESDAY, OCT. 15

Big Red Bus Blood Drive — 9:30 a.m. to 2:30 p.m. at Palm Coast Data Building 1, 11 Commerce Blvd. Movie voucher for each donor.

Dig Pink — 5 p.m. at Flagler Palm Coast

High School's 800 Gym. The volleyball program is proud to be hosting a breast cancer awareness event during FPC's game against Seabreeze. Admission: \$5. Call 315-9662.

Bridge & Games — 1 to 4 p.m. at 1524 S. Central Ave., Flagler Beach. The Flagler Woman's Club invites you to come and play bridge. Call 439-8875.

Salsa/Ballroom Dancing Workshop — 4 p.m. at the Flagler County Library. For teens and adults. No preregistration is necessary. Come dress comfortable and bring a bottled water.

Genealogy Society — 5:30 p.m. at the Flagler County Public Library. The program, "It's Your Night: Show and Tell," will be sharing diaries, photos and heirloom stories. Call 445-3253.

— Email events that benefit nonprofits to calendar@palmcoastobserver.com.



Medicare Advantage Plans





Courtesy photo

Flagler County Corvette Club President Paul Kachura presents a \$1,475 check to Nancy Gibbs, in support of the Pink Army. To his left are Elaine Gonsalves, John Subers, Bob Gibbs, Nancy Gibbs and Fred Mills. The funds were raised by raffling off a kids' Fisher-Price mini Corvette, which was purchased and donated by a club member. Tom Gibbs Chevrolet is the club's platinum sponsor. For coverage of the 13th-annual Corvettes at the Beach, see Page 29.

likan and six other mother/daughter pairs participating in the race as part of Rylee's 12th birthday party.

"I felt like I wanted to establish a bonding opportunity between the girls attending the birthday party and their moms, with an understanding that this is something they should stay educated on," Lee said. "They are old enough now, and it's important to come together as mother and daughter and talk about it together."

Lee's mother, Wanda Lee, is a breast cancer survivor and was the speaker at the 2013 race. But this year was the first year they did the race together, which made this year's event extra special for their family.

But Jaffy Lee's involvement doesn't stop there. As a Flagler County Teen Outreach

program participants to develop a Taste of Service project, which was designed to teach the group how to implement a community service learning project from start to finish.

To coincide with Breast Cancer Awareness Month, the participants invited Subers into the classroom to teach about the cause. From there, participants designed buttons, created buttons and then passed them out at the Sunday morning race.

"I wanted to bring awareness to the foundation because the money raised will stay in Flagler County," Lee said. "I thought it was really important for people to know that the money stays local. It's an opportunity to give back to the foundation and also to bring awareness."

Email Shanna Forster at shanna@palm

Dinner Dance with Tim Rippey

Friday October 24th, 2014

Doors open at 5pm • Dinner served at 6pm
Your choice of Chicken Cordon Bleu or Crab Cakes

Entertainment starts at 7pm

Tickets \$18 each or two for \$35
in advance, at the post Canteen or at the door

VFW Post 8696
47 Old Kings Rd. N. Palm Coast
386-446-8696



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Dr. Dhariwal & Dr. Mahal

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same day crowns
and CT guided
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(includes all teeth)

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you vetter believe it By Brian McMillan | Executive Editor



Courtesy photos

The yellow car on the right is a sixth-generation Corvette. The yellow car just to the left is a third-generation, or C3. There were 162 registered cars at the show, in addition to 19 cars owned by club members.

Corvettes on the Beach

The 13th-annual show drew about 1,000 spectators.

Corvette collectors have at least two things in common: fine taste and a need for speed. But they have different approaches to how frequently they take their collectibles on the road. Some seldom drive them at all.

"I know someone who put 4,000 miles on a car in 22 years," said Paul Kachura, president of the Flagler County Corvette Club.

And that's why last weekend's show was a unique opportunity for car lovers to see some of these sports cars on display. The 13th-annual Corvettes at the Beach event was held Oct. 12. The city of Flagler Beach co-sponsored the event, which was made possible by a grant from the Tourist Development Council. According to Kachura, about 120 hotel rooms were booked because of the show, and 1,000 spectators crowded around the lines of Corvettes at Veterans Park and surrounding streets, in Flagler Beach.

But just because the show is now over doesn't mean Kachura's car will be hidden. He's not one of the collectible owners who keeps his 1964 Corvette in a garage.

"I have my '64 out once a month," he said. "In eight years, I've put nearly 20,000 miles on it. I want people to see my car."

The club has about 110 members. Visit flaglercountycorvetteclub.com.



Spirit of Daytona Racing, the visitflorida.com Corvette prototype, was at the welcome party and at the show on Oct. 12. It's owned by Troy and Michelle Flis.



(386) 447-BIKE (2453)
25 Palm Harbor Village Way
Palm Coast, FL 32137
e-mail: ride@pcbike.com
www.pcbike.com



It's not too early to start your Christmas Shopping!



As a School Board member since 2010, I advocated:

- The Flagship Programs, which align college and career readiness
- Maintaining the arts in schools
- Improved the safety and security in our schools

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SECTION

NEWS-TRIBUNE

WEDNESDAY, OCTOBER 15, 2014

CORVETTES AT THE BEACH

Hot cars make for cool show in Flagler Beach

By DANIELLE ANDERSON
Correspondent

Vintage classics to the latest models packed Veterans Park in Flagler Beach for the Flagler County Corvette Club's 13th Annual Corvettes at the Beach show Sunday.

Corvette owners from around the state traveled for the weekend to Flagler County to take part in the event showcasing the sleek machines.

Owners could be seen in the early morning sunshine cleaning tires, shining mirrors and brushing road dust from their automobiles before the event opened for the day.

"It's a really good hobby," said Kurt Meyer, who came with his wife, Archie, from Jacksonville for the event. "It's a great group of people to be associated with."

Cathy McCullah, Elaine Gurry and Cindy Sumners drove

over from Citrus County to have a good time and show off their 'vettes.

"It's the sexiest thing, it's better than a man if you've got it tuned up right," said McCullah, drawing laughter from her girlfriends.

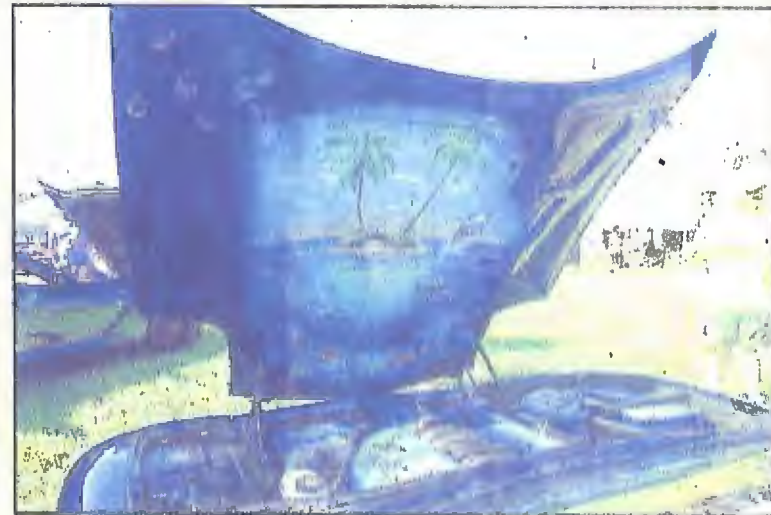
"We're here to have fun with the Corvette Club and the car show," said Sumner.

Next to McCullah, Dave and Lisa Jessing relaxed in the shade with their Indianapolis 500 pace car.

"We've been driving it in the Indy 500 for 15 years now on and off," Jessing said. "It's the only one with a yellow top. All the others have black tops."

Shimmering in the sunlight, James Guthrie's 1976 black Corvette could be spotted from a distance, glittering like multi-colored crystals.

"It's the original paint, laser cut/plate," said Guthrie. "If



News-Tribune/DANIELLE ANDERSON

Denise Deurr's 2004 custom Corvette had a little extra to show under the hood.

you catch it just right in the sun, it makes rainbows."

Across the park, Luiz Lopez and his brother, Eduardo, who was vacationing in Flagler

from Cuba, could be seen admiring Roger Lester's 1962 turquoise Corvette.

SEE CARS, PAGE 2B

CARS

FROM PAGE 1B

"You can see they really take pride in them," said Lopez. "Some of them are real classics."

Raffles, entertainment and specials provided by the local restaurants kept the party going all day.

"I make 25 per year and it's a complete sellout," said Rose Vullo who hosted the booth for the Flagler County Corvette Club with Doreen Woodward. "It's all donated from our Corvette members. We usually raise about \$1,200 from the baskets," she said which goes to help support community projects in which the club is involved.

"The money from the raffle baskets allows us at the end of the year to make charitable donations to different organizations in Flagler County," said Paul Kachura, president of the Flagler County Corvette Club.

By the end of the day, the raffles wrapped up and the club was ready



News-Tribune/DANNIELLE ANDERSON

Mayor's Choice Award winners Connie and Robert Lester and their 1962 Corvette with Flagler Beach City Commissioner Jane Mealy.

to make a special donation. The Flagler County Corvette Club presented Florida Hospital Flagler Foundation's Pink Army with a check for \$1,475, honoring their club's sponsor Bob and Nancy

Gibbs who recently battled breast cancer.

"I'm overwhelmed," said Nancy Gibbs, tearing up. "The support from the community is awesome. This is about more survivors."

Kachura said overall the event was a big success.

"Phenomenal day. We had 163 registered for the show plus the cars from our club," he said. "They were all great cars."

Subject: WNZF Live Radio Show
From: Paul Kachura (pkvette@yahoo.com)
To: pkvette@yahoo.com;
Date: Tuesday, September 30, 2014 2:01 PM

WNZF
106.3

SAT
OCT 4
WKIX
98.7

The Flagler County Corvette Club, being sponsored by TOM GIBBS CHEVROLET is having it's 13th annual "CORVETTES at the BEACH" show in the streets of Flagler Beach on Sunday Oct 12 from 10-3. The show is supported by The Flagler County Tourist Development Council City of Flagler Beach Flagler Beach Farmers Market and The Spirit of Daytona Racing #90 VISITFLORIDA.COM Corvette Prototype Race Team which will be on display with the car, and the Team, for all participants and spectators to see.

This year we are holding a raffle for a Fisher-Price Power Wheels Electric Mini 2014 Corvette, and all the proceeds collected will be going to Nancy Gibbs for The Florida Hospital Flagler Foundation, The Pink Army, Breast Cancer Research, Breast Cancer Awareness, Education, and Screening. The tickets can be purchased for \$2 each and 3 for \$5 during the show, and the winning ticket will be drawn during the awards presentations for "CORVETTES at the BEACH" on Oct 12th at Veterans Park in Flagler Beach.

Our show is also sponsored by by the many businesses of Flagler - St Johns - and Volusia - Counties - and I would like to take this opportunity to invite everyone to the show. Come and see more than 200 Corvettes on display, from all points of Florida, visit The Flagler Peir, The Flagler Beach Historical Museum, Veterans Park, all the Shops and Restaurants of Flagler Beach, and meet The Flagler County Corvette Club.

APRIL 15th
10AM TOC
BOARD.



FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL

1769 East Moody Boulevard

Bunnell, FL 32110

386-313-4013

FUND 110 SPECIAL EVENTS – OVER NIGHT STAYS 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
- 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. *SENT TO CITY OF FLAGLER BEACHES (HAS)*

(Signature) 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.

(Signature)
Flagler County Chamber

(Signature)
Event Planner

Date 3/2/15

Date 3-2-15

Post Meeting Date / Time: December 7, 2015



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

20 Airport Road, Suite B
Palm Coast, FL 32164
(386) 437-0106

Final Status Report

Organization Name Flagler County Corvette Club

Report Date 11/25/2014

Event/Project Name "CORVETTES at the BEACH"

Contact Person Paul Kachura Title President

Address 36 Folson Ln, Palm Coast, FL 32137

Phone 631-334-9098 Fax _____

On an attached sheet, answer the following questions related to the event.

1. Is this a first time event? If not, how many times has this event taken place?

No, this was the 13th Annual "CORVETTES at the BEACH" show.

2. What hotels committed to special rates or packages for the event date?

Hilton Garden Inn - Palm Coast	Best Western - Palm Coast
Hampton Inn & Suites - Palm Coast	Fairfield Inn & Suites - Palm Coast

3. What is the number of hotel rooms generated by this event?

104

4. What was the total attendance for the event?

181 - Cars
1300 - Attendee's

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

Flagler Beach Farmers Market	Deleon Springs State Park
Flagler Beach Museum	Daytona Beach Chocolate Factory
Flagler Beach Pier	Daytona Airshow

Final Status Report - contd.

Organization Name Flagler County Corvette Club

Event/Project Name "CORVETTE at the BEACH"

6. What problems occurred, if any, during the event?

Three parking tickets were issued to FCCC labled cars during the event.
The City of Flagler Beach closed the restrooms during the event.

7. List all advertising, marketing and/or public relations associated with the event.

See attached classifieds ads	Picturizit
Franks Roberts DJ	WKIX 98.7 Radio
JFL Internet Services	WNZF 106.3 Radio

8. How can the event be improved or expanded?

The FCCC needs to expand the Site Plan

9. What is the total expense of the event?

\$16,058.26

10. List all the vendors that have been paid, if not, what invoices are still outstanding and why?

All vendors have been paid	Target
U-Name-It	Frank Roberts DJ
JFL Internet Services	Sam's Club
Pictureizit	24 Hour Wristband
	The US Store
	Amazon.com
	Knight Jon Boy

11. How many people were surveyed?

127

12. Please provide copies of all advertising.

See attached

Organization Grant History

Agency	Flagler Film Festival	
	Sum of Award Amount	Sum of Reimbursement Amount
FY14/15		
110 - Quality of Life		
01 09-11 2015		
Attendance estimated at 400 for the event. 17 people surveyed with local dining, beach, sight-seeing, and local shopping as other activities.	\$1,500.00	\$1,500.00



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

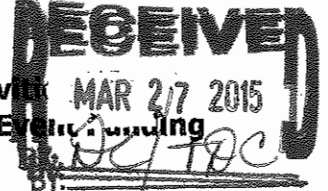
Flagler County Chamber of Commerce

20 Airport Rd

Palm Coast, FL 32164

Fund 110 Promotional Activities

Request for Overnight Stay Special Event Grant



Organization Information

Organization Name Flagler Film Festival

Contact Person Kathryn Barry

Email Address kbarrysti@yahoo.com

Mailing Address 21 Wynnfield Dr., Palm Coast, FL 32164

Phone 386-597-7564 Fax _____

Registered as a non-profit corporation? Yes No (Attach proof)

Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

225 or more room nights = Maximum Annual Award Amount: \$10,000

125 to 224 room nights = Maximum Annual Award Amount: \$7,500

75 to 124 room nights = Maximum Annual Award Amount: \$5,000

25 to 74 room nights = Maximum Annual Award Amount: \$2,500

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name Flagler Film Festival

Event Dates Jan 15-17, 2016

Amount Requested \$ 2500

What is the total budget amount for the Event? \$ 8,397

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

The Flagler County Tourist Development Council logo with the Web Address (www.PalmCoastandtheFlaglerBeaches.com) and the current tourism tag line "Relax on the Quiet Side of Florida. . . Call 800-788-0613 or Visit www.PalmCoastandtheFlaglerBeaches.com" must appear prominently in all advertising and publicity (both written or electronic) for the special event.

Intended use of "out of county" direct advertising funds if applicable. _____

Please provide detailed information on your event. This is a weekend long film festival which will showcase short and feature films of all genres from filmmakers from in Florida, Flagler County, the United States and other countries. The festival brings reaches out to over 400,000 potential filmmakers around the world on several international festival registries, bringing attention to our county as well as filmmakers, producers, distributors and fans of independent film. We also emphasize opportunities for students and low budget films.

Who is your target audience? Flagler County residents and other Florida residents who enjoy the arts, films, and live theater.

How will Flagler County benefit from your event? Filmmakers who are accepted into a film festival try to attend the festivals where their films are being screened. This is a very important part of their careers and there is an opportunity to network with other filmmakers and people in the industry during the festival. This will bring in people who need hotel room, will be eating in local restaurants, will use local services and tour our area attractions while they are visiting.

How many verifiable hotel stays do you project this event will bring to Flagler County? 30

Have blocks of rooms been reserved at a lodging facility? Yes No

If yes, list locations with the number of rooms blocked at each location, i.e. Hilton Hotel (36 rooms):

Hilton Garden Inn - 30

Are local attractions being included in the itinerary for this event, such as:

- Attend a local play, concert, or dance performance
- Visit a local museum
- Visit a local nature based activity (i.e. Scenic A1A, Washington Oaks)
- Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)
- Other (please list) Promotion of beaches and local attractions on our website as well as social media

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

Funding

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

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council? We have local sponsors as well as self-funding.

How much gross income is intended to be collected from this event? \$2,000.00

List past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
2015	Flagler Film Festival	\$1500	\$1500	\$6000

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.) 10th Voyage Studios, morenature.com, bizcardexpress, FlaglerLive.com, Fairfield Inn/Courtyard by Marriott Hotels in St. Augustine, Fuego Del Mar Restaurant, WNZF Radio, Surf 97.3 Radio, Carla Christy, Realtor

Event History

How many years has this event taken place? 2

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

Date/s	Location	Total Attendance	Out of town Guests	Verifiable Room Nights	Total Expenditures
Jan 10-12, '14	Palm Coast	est. 250	est. 50	25	
Jan 9-11, '15	Palm Coast	est 300	est. 100	29	

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? Filmmakers, their friends and families from around the country as well as from other parts of Florida will attend. Travel to festivals to network with other industry people and to promote their work is an important part of a filmmaker's work. They will require lodging while they are here for the weekend and may stay longer to visit the area.

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

Newspapers, radio, social media and festival platforms describing our county are all used. I am also in contact with many colleges and their film departments to draw attention to our festival.

How will you demonstrate a willingness to work with the tourism industry? In the past few years I have attended TDC meetings and met with other business owners in town to cross-promote. We have placed the TDC logo on our website and have posted promotions about our county on our social media sites.

Please provide evidence as to how the event will be self-funded in subsequent years. Festival entry fees by filmmakers, admission fees by audience, sponsors and self funding.

Soundness of Proposed Event

Clearly identify the event's objectives. Our first objective is to showcase filmmakers' work in an area which is a friendly, professional environment. Second, we are bringing in interesting films which our local audience would not have an opportunity to see unless they traveled elsewhere. Third, we hope to help filmmakers launch their careers.

What is the timetable for implementation of the event? It takes several months to receive submissions, screen films, make selections and announcements, schedule the program for the weekend event, contact all the filmmakers who are selected, promote and advertise the festival and do all the follow up work locally.

How do you intend to accomplish your slated objectives? As we have done the past two years, through networking, social media, festival platforms, personal contact with filmmakers and our local county businesses and residents.

Stability and Management Capacity - The Completed application must include:

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

Quality and Uniqueness of the Proposed Event:

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

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

Kathryn Barry Digital signed by Kathryn Barry
DN: cn=Kathryn Barry, o=Kathryn Barry, ou=Kathryn Barry, email=Kathryn.Barry@flaglerfilm.com, c=US
Date: 2015.03.26 17:42:47-0700 3/26/15
Authorized Agent Signature **Date**
Print Name: Kathryn Barry
Title: Founder and Director, Flagler Film Festival

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

Kathryn Barry Digital signed by Kathryn Barry
DN: cn=Kathryn Barry, o=Kathryn Barry, ou=Kathryn Barry, email=Kathryn.Barry@flaglerfilm.com, c=US
Date: 2015.03.26 17:42:47-0700 3/26/15
Authorized Agent Signature **Date**
Print Name: Kathryn Barry
Title: Founder and Director Flagler Film Festival

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

Kathryn Barry Digital signed by Kathryn Barry
DN: cn=Kathryn Barry, o=Kathryn Barry, ou=Kathryn Barry, email=Kathryn.Barry@flaglerfilm.com, c=US
Date: 2015.03.26 17:42:47-0700 3/26/15
Authorized Agent Signature **Date**
Print Name: Kathryn Barry
Title: Founder and Director Flagler Film Festival

Flagler Film Festival Budget 2016

Website programming + updates	\$ 500
Ballroom rental Hilton Garden Inn	\$ 750
printing (posters, ads, programs, flyers) tickets	\$ 1,000
equipment rental	\$ 500
liability insurance	\$ 425
advertising	\$ 1,000
P.O. Box rental	\$ 72
Guest speakers	\$ 1500 - 2,000
Awards	\$ 100
Badges + Lanyards	\$ 100
Popcorn/refreshments	\$ 250
Festival platform fees - WAB	\$ 800
Registration Film Freeway	\$ 500
Commissions WAB	\$ 400
	<hr/>
	\$ 8,397



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

1769 E. Moody Boulevard, Suite 311

Bunnell, Florida 32110

(386) 313- 4013 (386) 313- 4113 Fax

Final Status Report



Organization Name Flagler Film Festival

Report Date 2/4/15

Event/Project Name Flagler Film Festival

Contact Person Kathryn Barry Title Director

Address 21 Wynnfield Dr. Palm Coast, FL 32164

Phone 386-597-7564 Fax _____

On an separate sheet, answer the following questions related to the event.

1. Is this a first time event? If not, how many times has this event taken place? 2
2. What was the total attendance for the event? 400
3. What attractions or activities did guests participate in other than your event?
Beach, restaurants, sight seeing, shopping
4. What problems occurred, if any, during the event?
none

Final Status Report - contd.

Organization Name Flagler Film Festival

Event/Project Name Flagler Film Festival

5. What is the total expense of the event? \$17,197⁰⁰

6. List all vendors that have been paid. If not, what invoices are still outstanding?

All paid

7. How many people were surveyed? 17



AGENDA ITEM #7

FUND 110 DISCRETIONARY EVENTS

FOR REVIEW

- a) FL LACROSSE ALL-STAR GAME
- b) TEAM FL COLLEGE SKILLS CAMP



**Tourist Development Council
April 15, 2015
Government Services Building
Bunnell, FL – 10:00 am**

**EVENT FUNDING
CONSENT AGENDA**

Florida Lacrosse All-Star Game Summer Showcase & Youth Academy	5/8-10/15	\$3,500
Team Florida College Skills Camp	9/4-6/15	\$1,250
TOTAL		\$4,750



**Tourist Development Council
April 15, 2015
Government Services Building
Bunnell, FL – 10:00 am**

**EVENT FUNDING
PROJECT DETAILS**

Florida Lacrosse All-Star Game / Summer Showcase & Youth Academy

- Event dates: 5/8-10/15
- Event Site: Matanzas High School / Indian Trails Sports Complex
- Friday evening All-Star game to be broadcast live on internet
- All-Star game is made of high school Seniors soon to graduate
- Showcase & Academy will host 500 lacrosse players from Florida, South Carolina, Tennessee, Mississippi, Louisiana & Alabama
- Ages 11-18
- Invitation only therefore traveling individually with family not by team
- 70 NCAA coaches will be in attendance
- Direct Visitor Spending: \$409,724
- Economic Impact: \$684,979
- Budget Request: \$3,500

Team Florida College Skills Camp

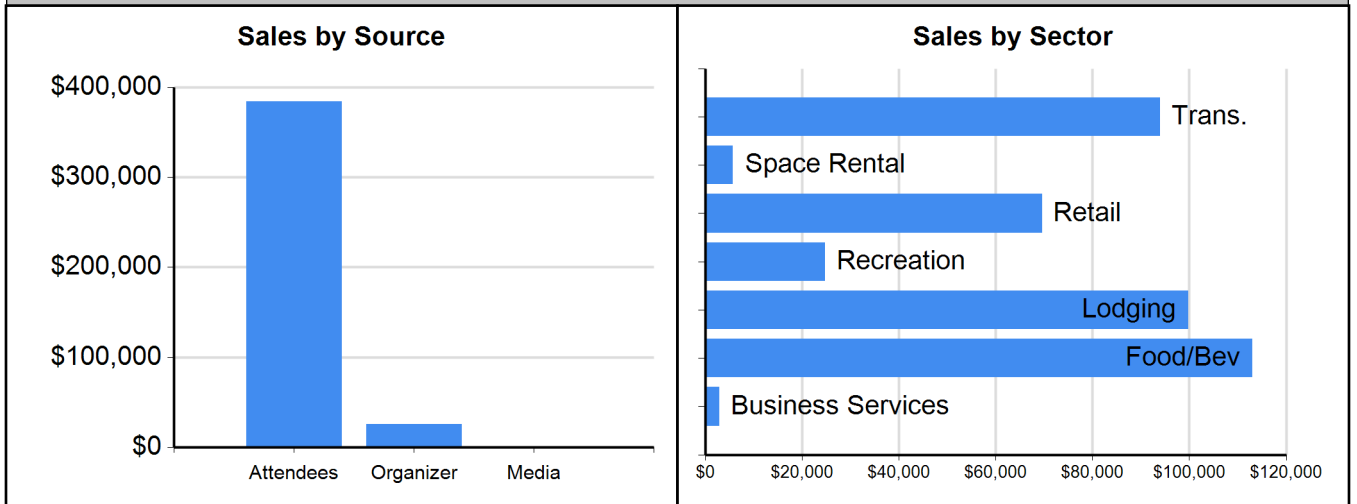
- Event dates: 9/4-6/15
- Event Site: Indian Trails Sports Complex
- Florida based camp, team combine style event
- 12 college coaches managed skills camp
- 14 team invitational, 13 from out of County
- Roughly 200 athletes, 250 spectators expected
- Direct Visitor Spending: \$145,952
- Economic Impact: \$243,126
- Budget Request: \$1,250

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Florida Lacrosse All-Star Game / Summer Showcase & Youth Academy	Business Sales (Direct):	\$409,724
Organization:	Team Florida Lacrosse	Business Sales (Total):	\$684,979
Event Type:	Sports: Youth Amateur	Jobs Supported (Direct):	213
Start Date:	5/8/2015	Jobs Supported (Total):	274
End Date:	5/10/2015	Local Taxes (Total):	\$25,524
Overnight Attendees:	1125	Net Direct Local Tax ROI:	\$15,465
Day Attendees:	125	Estimated Room Demand:	782

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$99,778	\$0	\$0	\$99,778
Transportation	\$93,524	\$385	\$50	\$93,959
Food & Beverage	\$96,016	\$16,974	\$0	\$112,990
Retail	\$69,606	\$0	\$0	\$69,606
Recreation	\$24,737	\$0	\$0	\$24,737
Space Rental	\$0	\$5,749	\$0	\$5,749
Business Services	\$0	\$2,876	\$28	\$2,905
TOTAL	\$383,661	\$25,984	\$79	\$409,724

Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Florida Lacrosse All-Star Game / Summer Showcase & Youth Academy 2015

Organization: Team Florida Lacrosse

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$409,724	\$275,255	\$684,979
Personal Income	\$127,134	\$75,411	\$202,546
Jobs Supported			
Persons	213	61	274
Annual FTEs	4	1	6
Taxes and Assessments			
<u>Federal Total</u>	<u>\$35,922</u>	<u>\$22,993</u>	<u>\$58,915</u>
<u>State Total</u>	<u>\$26,179</u>	<u>\$6,881</u>	<u>\$33,061</u>
sales	\$22,082	\$4,129	\$26,211
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$4,097	\$2,753	\$6,850
<u>Local Total</u>	<u>\$18,965</u>	<u>\$6,558</u>	<u>\$25,524</u>
sales	\$3,680	\$688	\$4,368
income	\$0	\$0	\$0
bed	\$3,991	-	\$3,991
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$9,245	\$4,494	\$13,739
restaurant	\$0	\$0	\$0
other	\$2,049	\$1,376	\$3,425

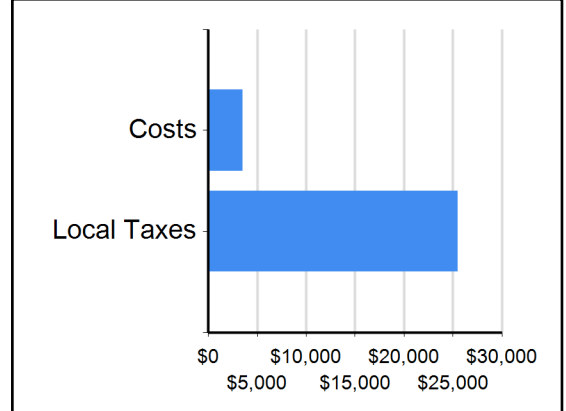
Event Return on Investment (ROI)

Direct

Direct Local Tax Receipts	\$18,965
Local Costs	\$3,500
Direct ROI	\$15,465
Net Present Value	\$15,465
Direct ROI (%)	442%

Total

Total Local Tax Receipts	\$25,524
Total ROI	\$22,024
Net Present Value	\$22,024
Total ROI (%)	629%



Estimated Room Demand Metrics

Room Nights (total)	782
Room Pickup (block only)	0
Peak Rooms	321
Total Visitor Days	2,823

Florida Lacrosse All-Star Game / Summer Showcase & Youth Academy

May 8-10, 2015

Matanzas High School

Indian Trails Sports Complex

Palm Coast and the Flagler Beaches

PRELIMINARY BUDGET

INCOME	BUDGETED
TDC Event Funding	\$ 3,500.00
Total Income	\$ 3,500.00
EXPENSE	
Equipment Rental	\$ 1,800.00
EMTS	\$ 750.00
Parking Staff	\$ 500.00
Volunteer T-Shirts	\$ 250.00
Contingency	\$ 200.00
Total Expense	\$ 3,500.00
TOTAL	\$ -

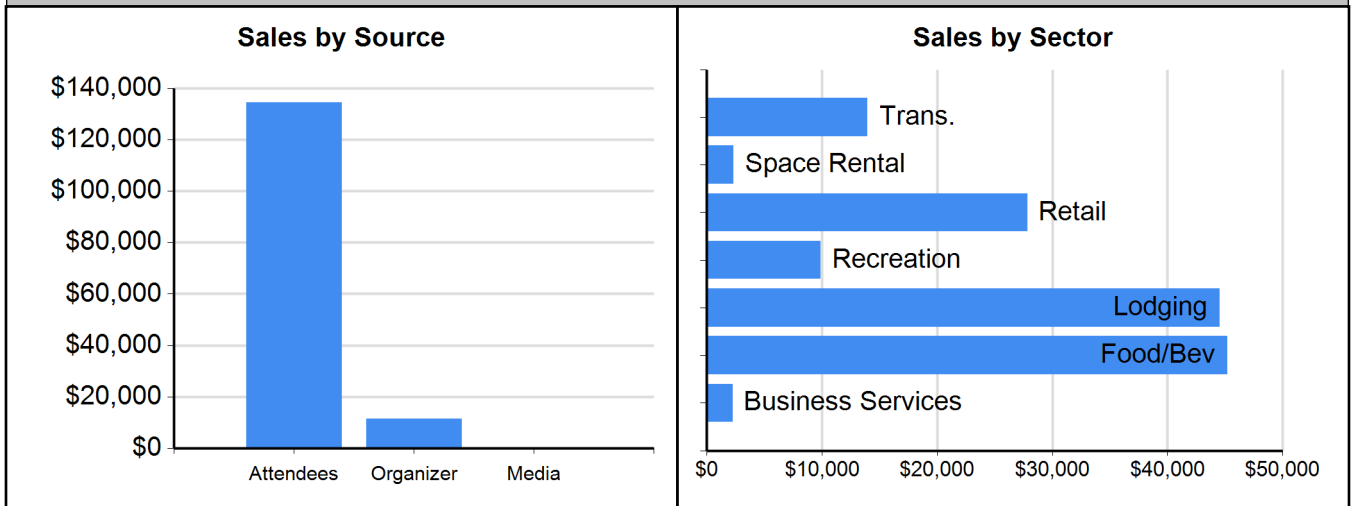
DISCRETIONARY CONTENTS

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Team Florida College Skills Camp	Business Sales (Direct):	\$145,952
Organization:	Ethos Sports	Business Sales (Total):	\$243,126
Event Type:	Sports: Youth Amateur	Jobs Supported (Direct):	82
Start Date:	9/4/2015	Jobs Supported (Total):	106
End Date:	9/6/2015	Local Taxes (Total):	\$9,409
Overnight Attendees:	450	Net Direct Local Tax ROI:	\$5,847
Day Attendees:	50	Estimated Room Demand:	406

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$44,520	\$0	\$0	\$44,520
Transportation	\$13,785	\$154	\$20	\$13,959
Food & Beverage	\$38,406	\$6,789	\$0	\$45,195
Retail	\$27,842	\$0	\$0	\$27,842
Recreation	\$9,895	\$0	\$0	\$9,895
Space Rental	\$0	\$2,300	\$0	\$2,300
Business Services	\$0	\$2,229	\$11	\$2,240
TOTAL	\$134,448	\$11,472	\$32	\$145,952

Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Team Florida College Skills Camp 2015

Organization: Ethos Sports

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$145,952	\$97,174	\$243,126
Personal Income	\$42,501	\$25,038	\$67,540
Jobs Supported			
Persons	82	24	106
Annual FTEs	2	0	2
Taxes and Assessments			
<u>Federal Total</u>	<u>\$12,478</u>	<u>\$7,937</u>	<u>\$20,415</u>
<u>State Total</u>	<u>\$9,217</u>	<u>\$2,429</u>	<u>\$11,647</u>
sales	\$7,758	\$1,458	\$9,215
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,460	\$972	\$2,431
<u>Local Total</u>	<u>\$7,097</u>	<u>\$2,312</u>	<u>\$9,409</u>
sales	\$1,293	\$243	\$1,536
income	\$0	\$0	\$0
bed	\$1,781	-	\$1,781
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$3,293	\$1,583	\$4,877
restaurant	\$0	\$0	\$0
other	\$730	\$486	\$1,216

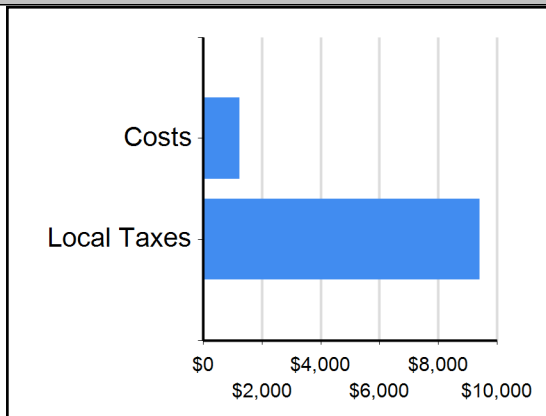
Event Return on Investment (ROI)

Direct

Direct Local Tax Receipts	\$7,097
Local Costs	\$1,250
Direct ROI	\$5,847
Net Present Value	\$5,847
Direct ROI (%)	468%

Total

Total Local Tax Receipts	\$9,409
Total ROI	\$8,159
Net Present Value	\$8,159
Total ROI (%)	653%



Estimated Room Demand Metrics

Room Nights (total)	406
Room Pickup (block only)	0
Peak Rooms	167
Total Visitor Days	1,129

Team Florida College Skills Camp
September 4-6, 2015
Indian Trails Sports Complex
Palm Coast and the Flagler Beaches

PRELIMINARY BUDGET

INCOME	BUDGETED
TDC Event Funding	\$ 1,250.00
Total Income	\$ 1,250.00
EXPENSE	
EMTS	\$ 1,250.00
Total Expense	\$ 1,250.00
TOTAL	\$ -

BACK TO AGENDA