

**FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS**  
**CONSENT / AGENDA ITEM # 8**

**SUBJECT:** Consideration of Award for Request for Multiple Vendor Proposals 17-012P for Graphic Design and Creative Services Not to Exceed \$75,000 Annually.

**DATE OF MEETING:** December 5, 2016

**OVERVIEW/SUMMARY:** A Request for Proposals (RFP) was advertised in the *Flagler News Tribune* as well as publicly broadcast on [www.publicpurchase.com](http://www.publicpurchase.com). RFP 17-012P requested proposals from qualified firms or individuals to provide Graphic Design and Creative Services in hospitality, travel and tourism industry, business development, airport/aviation development, and tourism development. Graphic Design and Creative Services may include, but is not limited to, comprehensive design and creative services for various printed materials including visitor guide, brochures, rack cards, posters, flyers, banners and signs, creative advertising campaign which includes initial concept design and copy for traditional, interactive and broadcast media.

On November 2, 2016, the County received six (6) responses as detailed on the attached tabulation sheet. One response was deemed non-responsive for failure to submit documentation as required per the RFP.

The evaluation committee reviewed the responsive proposals and as a result of the rankings staff recommends entering into agreements with the four (4) of the top ranked firms, The Brandon Agency, Evok Advertising, Fuseideas, and TypeFace Studios, who demonstrated through the RFP process to provide the best overall value for the County.

The County and the firms will enter into an Agreement for a period of period of two (2) years with an option to renew for three (3) additional one (1) year terms. The estimated cost for these services is not to exceed \$75,000 annually.

These services will be primarily used for the Tourism Development Office. Additional users may include Economic Development, the Executive Airport, Parks and Recreation and other departments. Each of these firms excels in different areas of creative services and design. All four are being approved to create a library of firms to allow staff the ability to take advantage of the expertise each firm possesses. This will also allow staff the ability to use the more cost effective firms for specific projects and services when applicable. Approximately \$41,000 was spent during FY 2015-16 for the creation of a typical variety of annual projects to include brochures, flyers, creative advertising, presentations, research materials, visitor guides, etc. The FY 2016-17 projected spend is due to an increase in media buys, niche markets, the evolution of the "Local Soul" campaign and marketing materials, among others. The firms will not be considered a full service "agency of record" during this term of service.

**FUNDING INFORMATION:** Funding is available within the appropriate departments operating budget.

**DEPT./CONTACT/PHONE #:** Purchasing, Kris Collora (386) 313-4062


**RECOMMENDATIONS:** Request the Board approve the award for Request for Proposals 17-012P for Graphic Design and Creative Services with The Brandon Agency, Evok Advertising, Fuseideas, and TypeFace Studios for Graphic Design and Creative Services and authorize the Chairman to execute a contract as approved as to form by the County Attorney and approved by

the County Administrator. Any work authorizations within the \$75,000 can be approved by the County Administrator.

**ATTACHMENTS:**

1. Proposal Tabulation
2. Evaluation Meeting Committee Ranking

  
\_\_\_\_\_  
Craig M. Coffey, County Administrator

  
\_\_\_\_\_  
Date



## FLAGLER COUNTY, FLORIDA RFP TABULATION SHEET

ALL PROPOSALS ACCEPTED BY FLAGLER COUNTY ARE SUBJECT TO THE COUNTY'S TERMS AND CONDITIONS. ANY AND ALL ADDITIONAL TERMS AND CONDITIONS SUBMITTED BY THE PROPOSERS ARE REJECTED AND SHALL HAVE NO FORCE AND EFFECT. RESPONSES FROM THE PROPOSERS LISTED HEREIN ARE THE ONLY PROPOSALS RECEIVED TIMELY AS OF THE OPENING DATE AND TIME. ALL OTHER PROPOSALS SUBMITTED IN RESPONSE TO THIS SOLICITATION, IF ANY, ARE HEREBY REJECTED AS LATE.

**RFP NUMBER:** 17-012P  
**RFP TITLE:** Graphic Design and Creative Services  
**OPENING DATE/TIME:** Wednesday, November 2, 2016, 3:00PM

Response 1	Response 2	Response 3
Evok Advertising and Design, Inc. 1485 Int'l. Parkway Heathrow, FL 32746	Fuseideas 8 Winchester Place, Suite 303 Winchester, MA 01890	Pat Davis Design Group 333 University Ave, Suite 200 Sacramento, CA 95825

Response 4	Response 5	Response 6
Slant Media, LLC. 101 N. Main St. , Suite 801 Greenville, SC 29601	Typeface Studios 27 Ryecrest Lane Palm Coast, FL 32164	The Brandon Agency 3023 Church Street Myrtle Beach, SC 29577

Opened and tabulated by: Kris Collora, CPPB, Purchasing Manager  
Jaimie Marks, Procurement Analyst



**Flagler County Board of County Commissioners  
Committee Ballot Sheet**

**Request for Proposals**

**17-012P, Graphic Design and Creative Services**

Meeting Time, Date, and Location

Monday, November 14, 2016 at 2:00pm  
1769 E. Moody Boulevard, Building 2  
Third Floor Financial Services Conference Room  
Bunnell, Florida 32110

Firms	Committee Members					Score	Ranking
	Amy Lukasik	Carlos Hernandez	Matt Dunn	Lili Tuggle-Weir	Darbi Ellis		
The Brandon Agency	2	2	3	4	1	<b>12</b>	<b>2</b>
Evok Advertising	4	3	4	1	2	<b>14</b>	<b>3</b>
Fuseideas	1	1	1	2	3	<b>8</b>	<b>1</b>
Pat Davis Design Group	5	5	5	5	5	<b>25</b>	<b>5</b>
Typeface Studios	3	4	2	3	4	<b>16</b>	<b>4</b>

<i>Recommendation of Award</i>	
1	FuseIdeas
2	The Brandon Agency
3	Evok Advertising
4	Typeface Studios

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Kris Collora, CPPB  
Purchasing Manager



**FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS  
CONSENT / AGENDA ITEM # 14**

**SUBJECT:** Consideration of Single Source Procurement for Website Marketing Services with Just Program, LLC in the amount of \$130,200 until September 30, 2017.

**DATE OF MEETING:** December 5, 2016

**OVERVIEW/SUMMARY:** The County's Tourist Development Office solicited services in 2011 for a new Tourism website. The County conducted the solicitation and awarded the contract to Just Program, LLC. The company currently hosts and maintains our tourism website. The County's Tourism Development Office (TDO) over the years, since that solicitation, has added additional services on annual basis. These include website marketing services, account management, site optimization, past performance comparisons, new campaign set up and creative work. Other specialty services also added includes Google AdWords pay per click and retargeting campaign management, to include text ad optimization, conversion tracking, landing page recommendations, bid management and content A/B testing. These additional services were added under the Chamber and done on annual renewal basis. We are now seeking to continue all of these services under the County's umbrella until complete a new procurement process for all these services can be completed prior to the end of this fiscal year.

Technically, the County could go out for competitive proposals and award a contract to add to the existing services already provided by Just Program LLC. However, any successful bidder would still have to interface with Just Program LLC even though Just Program LLC can offer these services and do so more efficiently. However, to prevent any marketing/tourism marketing disruptions, County staff is recommending that the additional services added over the years be purchased from our current provider, Just Program LLC, and that this choice qualifies as a single source under our purchasing policy. A "single source" determination provides an exemption from competitive procurement under Section 4.14 under our policy.

The Purchasing Manager has determined that this contract award is the most economically feasible to the County. The award also is recommended by the Tourist Development Director, a requirement of the policy.

While there are other third party providers that could be found through an outside bidding procedure, the time spent by County staff and Just Program, LLC in addition to the time spent by a new third party would significantly increase the County's costs and the time to manage the services. The single source procurement has been determined to be best approach by the Purchasing Manager in conformity with the purchasing policy and is only a temporary measure for under 12 months.

The single source procurement term shall extend through September 30, 2017. The total amount of the agreements with Just Program, LLC during this term is \$130,200. The expenditures last year for all the services described was in excess of \$139,000.

**FUNDING INFORMATION:** Funds are budgeted and available for this purpose in 110-4700-559.34-10 in this years adopted budget.


**DEPT./CONTACT/PHONE #:** Tourism, Matt Dunn (386) 313-4230  
Purchasing, Kris Collora (386) 313-4062

**RECOMMENDATIONS:** Request the Board approve Single Source Agreement for Website Marketing Services with Just Program, LLC in the amount of \$130,200 and authorize the Chair to execute a contract as approved as to form by the County Attorney and approved by the County Administrator.

**ATTACHMENTS:**

1. Just Program, LLC Order Agreement

  
\_\_\_\_\_  
Craig M. Coffey, County Administrator

  
\_\_\_\_\_  
Date

11/28/2016 Requested by Purchasing Manager, Kris Collora  
11/30/16 Electronically Approved by Deputy County Administrator, Sally Sherman  
11/30/16 Electronically Approved by Financial Services Director, Lorie Bailey Brown  
12/01/16 Electronically Approved by Purchasing Manager, Kris Collora  
12/01/2016 Electronically Approved by Tourist Development Executive Director, Matthew Dunn

# ORDER AGREEMENT

This Agreement is made as of October 1<sup>st</sup>, 2016 (“the Effective Date”), and by and between Just Program, LLC, a Florida limited liability company, d/b/a DigitalUs (“DigitalUs”), and Flagler County Board of County Commissioners, a political subdivision of the State of Florida, (“Client”, “Subscriber”, “You” or “Your”).

## Digital Marketing Campaigns Funding

DETAIL	ANNUAL COST
<b>FY 2016/2017 (Oct 2016 – Sep 2017)</b> Annual campaign funding of Google AdWords/PPC and AdRoll/Retargeting.  Annual funding to be billed quarterly at \$22,500/quarter as follows: Q1: October – December 2016 Q2: January – March 2017 Q3: April – June 2017 <b>(subject to renewal)</b> Q4: July – September 2017 <b>(subject to renewal)</b>	\$90,000 / Year

\* Quarterly fee is billed in advance on the first day of each quarter.

CONTRACT TERM
<input checked="" type="checkbox"/> 6 months with one (1) six (6) month renewal

## Digital Campaign Management

With your PPC plan you will receive the following services. Our pricing model is simple. For our services, we charge a flat management fee with a % on additional monthly spend.

SERVICE OPTIONS	CAMPAIGN MANAGEMENT FEE	SERVICES
PER FACILITY / DOMAIN	\$2,100 / Month	<ul style="list-style-type: none"> <li>PPC &amp; AdRoll Account Management</li> <li>Text Ad Optimization</li> <li>Conversion Tracking</li> <li>Landing Page Recommendations</li> <li>Call Tracking</li> <li>Bid Management</li> <li>Content A/B Testing</li> <li>Access to all accounts for full transparency</li> </ul>

\* Management fee is billed in advance in the amount of \$6,300 on the first day of each quarter. Campaign funding is not included and shall be paid separately.

\*\* The management fee for a budget above \$7,500 shall be increased by additional 25% of monthly spend above this limit.

\*\*\* Additional services such as creative work, work on landing pages, new campaign setup, client meetings & consultations, and all other services are subject to standard hourly service rates. Please refer to “Hourly Services Agreement” for more details.

CONTRACT TERM
<input checked="" type="checkbox"/> 6 months with one (1) six (6) month renewal



# ORDER AGREEMENT

## Hourly Services

**Support Plans:** The Solodev Hourly Services Agreement allows your team to reach Solodev staff during business hours (Monday thru Friday, 8:30 AM to 5:30 PM EST) to complete marketing service, general enhancements, revisions, and other related services. Our **standard hourly rate is \$175 per hour** during regular business hours and \$350 per hour for emergencies. By signing this agreement for a minimum twelve month commitment, you will receive a discounted hourly rate.


DETAIL	BUCKET OF HOURS	ANNUAL COST
<p><b>Block of 120 hours can be used as needed for the following services:</b></p> <ul style="list-style-type: none"> <li>Client meetings to discuss key objectives and recommended next steps</li> <li>User support and revisions</li> <li>Site optimization</li> <li>Generate quarterly reports &amp; identify next steps for site optimization</li> <li>Compare with past performance &amp; make recommendations for improvements</li> <li>New campaign setup and creative work</li> </ul>	120*	\$15,000 / Year

\* Annual fee shall be pro-rated and billed in advance on the first day of each quarter. Any additional services and hourly overages shall be subject to the standard hourly rates as noted above.

CONTRACT TERM	
<input checked="" type="checkbox"/>	12 months with no renewals

This Agreement is intended for marketing and support services, Google PPC and AdRoll Campaign Management (“Services”), and for a block of hours services. Client shall accept and pay for such Services, pursuant to the terms and conditions that follow.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized officers as of the date written.

 <hr/> Signature	<hr/> Signature
9/26/2016 <hr/> Date	<hr/> Date
Dasha Moore <hr/> Name	Nate McLaughlin <hr/> Name
COO <hr/> Title	Chair <hr/> Title
DigitalUs 800 N. Magnolia Avenue, Suite 1400 Orlando, FL 32803	Flagler County Board of County Commissioners 120 Airport Road, Suite 3 Palm Coast, Florida 32164



## TERMS AND CONDITIONS

**1. SERVICES.** For the fees stated on the face hereof or as otherwise stated herein, DigitalUs will use its best efforts to furnish during its normal operating hours the following Services: (a) Google PPC & AdRoll Campaign Management services.

### **2. OBLIGATIONS.**

**2.1 DigitalUs Obligations.** For all Orders accepted by DigitalUs and subject to this Agreement, DigitalUs agrees to provide the Services and the applicable support listed, subject to and in accordance with DigitalUs's Agreement.

**2.2 Client Obligations.** The Client agrees to (a) pay when due the fees for the Services and applicable charges; (b) keep Client's billing contact, information, and other account information up to date.

**3. ACCEPTABLE USE POLICY.** This Acceptable Use Policy (the "AUP") governs the Client's use of all products and services (collectively, the "Services") offered by DigitalUs, as may be further described in any written proposal or order submitted by DigitalUs. This AUP applies to the Client and the Client's employees, agents, contractors, or other users who obtain Services from DigitalUs.

**3.1. DigitalUs's services may only be used for lawful purposes.** Users may not use DigitalUs's Services to engage in, foster, or promote illegal, abusive, or irresponsible behavior.

**3.2 Intellectual Property Rights.** The Client warrants, represents, and covenants to DigitalUs that the Client possess the legal right and ability to enter into this Agreement.

**3.3 Third Party Products.** For the Client's convenience, DigitalUs may provide the Client access to Third Party Products through certain Third Party Vendors. Neither DigitalUs nor any Third Party Vendor makes any representations or warranties of any kind, express or implied, regarding any Third Party Products. The Client agrees to observe the terms of any license or applicable end user subscriber agreement for Third Party Products and DigitalUs will not have any liability for the Client's use of any Third Party.

### **4. PAYMENT FOR SERVICES.**

**4.1** The Services shall be performed for the service fee specified on the face of this Agreement. In addition to the fees due under this Agreement, Client shall pay to DigitalUs the amount of any federal, state or local sales or similar taxes applicable.

**4.3** DigitalUs reserves the right to increase its fees by up to fifteen percent (15%) per year with no less than a sixty (60) day notice of such change. Price increases will not affect Customer during their initial contract term.

**4.4** In order for DigitalUs to keep its rates low, payments must be made promptly. Bills will be deemed delinquent and assessed a \$75 charge if payment is not received within thirty (30) days after the billing date. If an amount remains delinquent more than forty-five (45) days after the billing date, an additional ten percent (10%), or the highest rate allowable by law, will be added for each month of delinquency.

**4.5** For recurring billing, Services are billed on the 1<sup>st</sup> day of each month and payments are due 30 days of the date of invoice.

**4.6** The Client will be responsible for any costs DigitalUs incurs in enforcing collection of any amounts due under this Agreement, including without limitation reasonable attorney's fees, court costs, or collection agency fees.

**4.7** The Client will be responsible for costs due to insufficient funds and other charges that are incurred in connection with payment processing for the Client's account.

**4.8** All work, deliverables and services completed are the property of DigitalUs until a full payment is received.

**5. REFUND AND DISPUTES.** Except where expressly provided in this Agreement, all payments to DigitalUs are nonrefundable. You must report any overcharges or billing disputes to DigitalUs within 45 (forty-five) days of the time on which the Client became aware, or should have become aware, of the existence of the overcharge or dispute.

**6. MODIFICATION.** Solodev may modify any of the terms and conditions contained in this Agreement at any time at its sole discretion. If the Client does not agree to the terms of any modification, the Client may terminate the Agreement without any further liability by providing written notice to Solodev within 30 days of the posting of any modifications by Solodev.

**7. CAMPAIGN ACCESS.** DigitalUs shall have ownership and administrative access to all accounts. Client shall have a standard access for transparency.

### **8. WARRANTY DISCLAIMER.**

**8.1** DigitalUs warrants to Client that the service will be performed in a timely and professional manner.

**8.2** Except as set expressly provided in DigitalUs's Agreement, DigitalUs is not liable for any delay or failure to perform its obligations, where the delay or failure results from any act of God or other cause beyond DigitalUs's reasonable control.

**9. LIMITATION OF LIABILITY.** Except for a party's indemnification obligations under this agreement, neither party will be liable to the other party or any user or any third party for any loss of profits or revenues or cost of replacement services (whether direct or indirect) nor any indirect, incidental, consequential, punitive, or special damages of any kind arising from the use of the services, even if such parties have been advised of the possibility of such damages. Except for DigitalUs's indemnification obligations under this agreement, DigitalUs's liability to the Client for any reason and upon any cause of action is limited to the amount the Client actually paid to DigitalUs under this agreement during the two (2) months immediately preceding the date on which the claim accrued. This limitation applies to all causes of action in the aggregate, including, without limitation, breach of contract, breach of warranty, negligence, strict liability, misrepresentations, or other torts. Nothing in this agreement is intended to exclude or limit either party's liability with respect to those liabilities that cannot be legally excluded or limited even if any other provision may suggest otherwise.

**9.1 Customer Indemnity.** The Client agrees to indemnify, defend, and hold harmless DigitalUs, its employees, officers, directors, partners, representatives or any such entity, from and against any and all third party claims, damages, losses, liability, causes of action, judgments, costs, or expenses (including, without limitation, reasonable attorney's fees) asserted against or suffered by DigitalUs arising out of any breach of this Agreement by the Client.

**9.2 DigitalUs Indemnity.** DigitalUs agrees to indemnify, defend, and hold harmless Client from and against any and all third party claims, damages, losses, liability, causes of action, judgments, costs, or expenses (including, without limitation, reasonable attorneys' fees) asserted against or suffered by Client arising out of any claim alleging that the Services as provided by DigitalUs infringe any third party's intellectual property rights.

**10. TERM AND TERMINATION.** The initial term of this Agreement shall commence on the Effective Date, as stated on the face hereof, and shall continue for a period of six (6) months unless stated otherwise on the face of this agreement. The initial and any subsequent terms may be terminated by DigitalUs: (a) upon a breach by Client of its payment obligations under Section 3 hereof and a failure to cure such breach within forty-five (45) days after receiving written notice thereof, or any other breach of this Agreement or any other Agreement between the parties and a failure to cure such breach within forty-five (45) days after the receipt of notice thereof; or (b) upon the occurrence of any one or more of the following events of default: (1) the entering into or filing by Client of a petition, arrangement or proceeding seeking an order for relief under applicable bankruptcy or insolvency laws, an assignment for the benefit of its creditors, readjustment of debt or Client's dissolution or liquidation; (2) the filing or commencement against Client of any application, petition, action, or other proceeding seeking any of the relief, actions, or status described in subparagraph (1) hereof and the entering of a judgment, decree or order for relief granting any such relief, action or status which remains undismissed for a period of thirty (30) days. The term of this Agreement shall automatically renew for successive additional six (6) month term unless terminated sooner as provided above. Either party may terminate this agreement by giving a 45-day advanced written notice of termination. Upon termination, all rights and obligations of the parties shall immediately terminate, except for Client's obligation to pay for the full contract term.

### **11. GENERAL.**

**11.1** This Agreement constitutes the entire Agreement between the parties with respect to the transactions contemplated herein. If any provision contained in this Agreement shall for any reason be held invalid, illegal or unenforceable, such invalidity, illegality or unenforceability shall not affect any other provision hereof, and this Agreement shall be construed as if such provision had never been contained herein. This Agreement and its performance shall be governed by, subject to and construed in accordance with the laws of the State of Florida, without regard to conflict of laws principles. Any action to enforce this Agreement shall be brought in the appropriate state or federal court (Orange County, Florida), and all parties to this Agreement consent to the jurisdiction of such court.

**11.2** Client understands that the current rate reflect a discount for the right to use Client's name and logo in advertising, publicity and other promotional endeavors.

**11.3** This Agreement shall be binding upon and inure to the benefit of the parties and their respective successors and permitted assigns. Client may not transfer, assign or otherwise dispose of any of the rights and obligations granted or imposed upon it under this Agreement without the prior written consent of DigitalUs.

**11.4** Unless otherwise specified in this Agreement, all notices and communications required by the provisions of this Agreement shall be in writing and shall be mailed or delivered to the other party at the address shown below the signature of such party to this Agreement and shall be effective as of the date stated on the confirmation of receipt.

**FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS  
CONSENT / AGENDA ITEM # 13**

**SUBJECT:** Consideration of Flagler County Tourist Development Council Fund 110 Discretionary Event Funding.

**DATE OF MEETING:** December 5, 2016

**OVERVIEW/SUMMARY:** On November 16, 2016, the Flagler County Tourist Development Council met for the purpose of considering allocations from the Discretionary Event appropriation. The TDC deliberated on the requests and recommends that the Board of County Commissioners appropriate funds as follows:

- a) \$10,000 PDA Florida – NPL Soccer Showcase, December 26-31, 2016  
Event Site: Indian Trails Sports Complex, Advertised on national soccer websites and publications, Large out of state impact, College coaches are committed to attend, Room blocks at area lodging partners have already been established, Last year's tournament included 110 teams – Ages 15-18, Direct Visitor Spending: \$3,552,951, Economic Impact: \$5,941,633
- b) \$ 7,500 PDA Florida – Winter Invitational, January 13-15, 2017  
Event Site: Indian Trails Sports Complex, Advertised on national soccer websites and publications, Large out of state impact, College coaches are committed to attend, Room blocks at area lodging partners have already been established, Last year's tournament included 80 teams – Ages 8-14, Direct Visitor Spending: \$1,106,701, Economic Impact: \$1,849,115
- c) \$25,000 Sports Endeavors – EVP TOUR, May 31-June 4, 2017  
Event Site: Hammock Beach Resort, 18 Pro teams: 12 Women, 6 Men, TV show production to air at minimum 190 times on several networks across country, Each show airing to include three commercials and one: 60 destination spotlight, Invitation tournament only, Purpose is exposure not room nights, Visitor Spending: \$107,505, Economic Impact: \$177,138
- d) \$ 5,000 Florida Flag Football League – State Championships, June 23-25, 2017  
Event site: Indian Trails Sports Complex, Adult flag football tournaments including male and female divisions, 12 players per team, Teams in the past have come from Miami to Georgia, Game minimum will extend each team's play both days of the tournament, Annual Hall of Fame Reception/Banquet at City of Palm Coast Community Center, Direct Visitor Spending: \$419,293, Economic Impact: \$693,513

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\$47,500 Total Discretionary Event Allocations Requested

**FUNDING INFORMATION:** The FY17 funding for Discretionary Events is \$180,500 and there have been no awards from this funding leaving the full amount of \$180,500 available for the requested approval. Upon approval of the \$47,500 request for Discretionary Events, a balance of \$133,000 will remain.

**DEPT./CONTACT/PHONE #:** Tourist Development, Matthew Dunn (386) 313-4225

**RECOMMENDATIONS:** Request the Board approve the recommendation of the Flagler County Tourist Development Council 110 Discretionary Event funding in the amount of \$47,500 and authorize the County Administrator to execute the contracts as approved to form by the County Attorney.

**ATTACHMENTS:**

1. Funding Requests
  - a) PDA Florida – NPL Soccer Showcase, December 26-31, 2016
  - b) PDA Florida – Winter Invitational, January 13-15, 2017
  - c) Sports Endeavors – EVP TOUR, May 31-June 4, 2017
  - d) Florida Flag Football League – State Championships, June 23-25, 2017
2. November 16, 2016 Draft TDC Minutes



\_\_\_\_\_  
Craig M. Coffey, County Administrator



\_\_\_\_\_  
Date

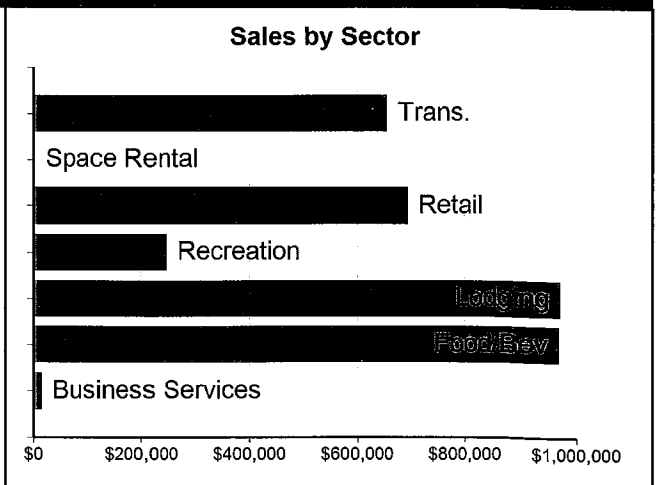
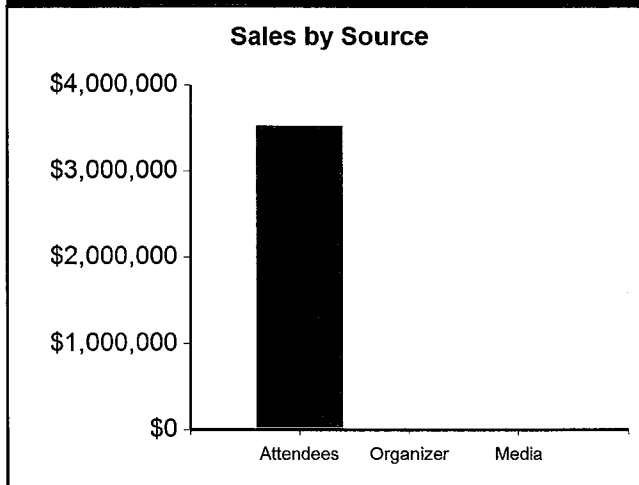


# Event Impact Summary

Attachment 1a

Destination: Palm Coast and The Flagler Beaches

Event Name:	NPL Girls Soccer Showcase	Business Sales (Direct):	\$3,552,951
Organization:	PDA Florida	Business Sales (Total):	\$5,941,633
Event Type:	Youth Amateur	Jobs Supported (Direct):	899
Start Date:	12/26/2016	Jobs Supported (Total):	1,158
End Date:	12/31/2016	Local Taxes (Total):	\$227,221
Overnight Attendees:	5881	Net Direct Tax ROI:	\$160,303
Day Attendees:	653	Estimated Room Demand:	9,003



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$970,229	\$0	\$0	\$970,229
Transportation	\$651,853	\$4,114	\$529	\$656,496
Food & Beverage	\$964,711	\$2,500	\$0	\$967,211
Retail	\$695,555	\$0	\$0	\$695,555
Recreation	\$246,487	\$0	\$0	\$246,487
Space Rental	\$0	\$2,000	\$0	\$2,000
Business Services	\$0	\$14,675	\$299	\$14,973
<b>TOTAL</b>	<b>\$3,528,834</b>	<b>\$23,289</b>	<b>\$828</b>	<b>\$3,552,951</b>

# Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: NPL Girls Soccer Showcase 2016

Organization: PDA Florida

	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$3,552,951	\$2,388,683	\$5,941,633
<b>Personal Income</b>	\$1,070,258	\$624,584	\$1,694,843
<b>Jobs Supported</b>			
Persons	899	259	1,158
Annual FTEs	37	11	48
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$307,829</u>	<u>\$196,131</u>	<u>\$503,959</u>
<u>State Total</u>	<u>\$236,871</u>	<u>\$59,717</u>	<u>\$296,588</u>
sales	\$201,341	\$35,830	\$237,171
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$35,530	\$23,887	\$59,416
<u>Local Total</u>	<u>\$170,303</u>	<u>\$56,919</u>	<u>\$227,221</u>
sales	\$33,557	\$5,972	\$39,529
income	\$0	\$0	\$0
bed	\$38,809	-	\$38,809
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$80,172	\$39,003	\$119,175
restaurant	\$0	\$0	\$0
other	\$17,765	\$11,943	\$29,708

Direct		
Direct Tax Receipts	\$170,303	
DMO Hosting Costs	\$10,000	
Direct ROI	\$160,303	
Net Present Value	\$160,303	
Direct ROI (%)	1,603%	
Total		
Total Local Tax Receipts	\$227,221	
Total ROI	\$217,221	
Net Present Value	\$217,221	
Total ROI (%)	2,172%	

Room Nights (total)	9,003
Room Pickup (block only)	0
Peak Rooms	1,960
Total Visitor Days	27,498

**PDA Florida - NPL Girls Soccer Showcase**  
December 26-31, 2016  
Indian Trails Sports Complex  
Palm Coast and the Flagler Beaches

**PRELIMINARY BUDGET**

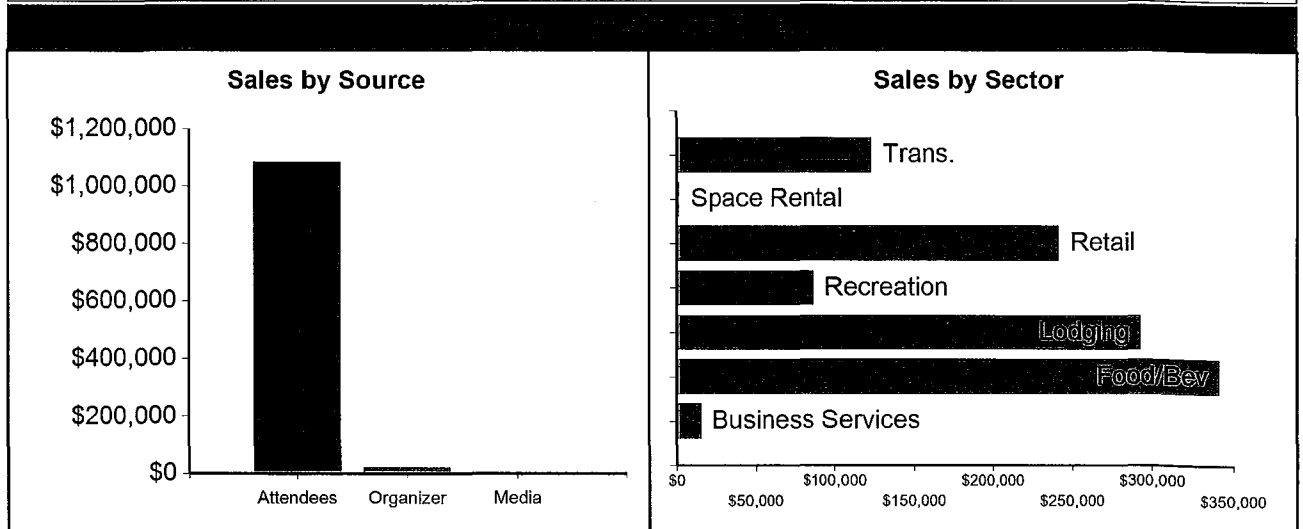
<b>INCOME</b>	<b>BUDGETED</b>
TDC Event Funding	\$ 10,000.00
<b>Total Income</b>	<b>\$ 10,000.00</b>
<b>EXPENSE</b>	
Bid Fee	\$ 10,000.00
<b>Total Expense</b>	<b>\$ 10,000.00</b>
<b>TOTAL</b>	<b>\$ -</b>



# Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

EVENT INFORMATION		KEY RESULTS	
Event Name:	PDA Winter Invitational	Business Sales (Direct):	\$1,106,701
Organization:	PDA Florida	Business Sales (Total):	\$1,849,115
Event Type:	Youth Amateur	Jobs Supported (Direct):	571
Start Date:	1/13/2017	Jobs Supported (Total):	732
End Date:	1/15/2017	Local Taxes (Total):	\$70,267
Overnight Attendees:	3564	Net Direct Tax ROI:	\$45,083
Day Attendees:	1188	Estimated Room Demand:	2,891



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$293,544	\$0	\$0	\$293,544
Transportation	\$121,879	\$1,530	\$179	\$123,588
Food & Beverage	\$339,707	\$2,500	\$0	\$342,207
Retail	\$242,206	\$0	\$0	\$242,206
Recreation	\$87,386	\$0	\$0	\$87,386
Space Rental	\$0	\$2,000	\$0	\$2,000
Business Services	\$0	\$15,670	\$101	\$15,771
<b>TOTAL</b>	<b>\$1,084,722</b>	<b>\$21,700</b>	<b>\$280</b>	<b>\$1,106,701</b>

# Event Impact Details

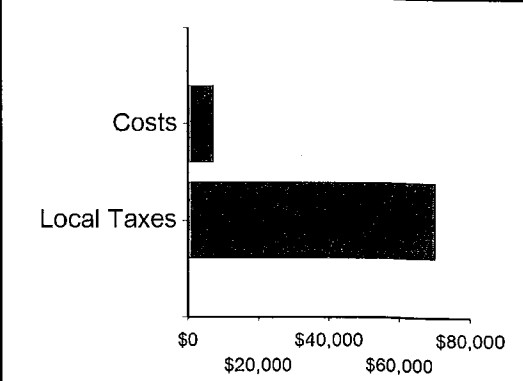
Destination: Palm Coast and The Flagler Beaches

Event Name: PDA Winter Invitational 2017

Organization: PDA Florida

	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,106,701	\$742,414	\$1,849,115
<b>Personal Income</b>	\$321,729	\$186,051	\$507,780
<b>Jobs Supported</b>			
Persons	571	161	732
Annual FTEs	12	3	15
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$94,558</u>	<u>\$60,038</u>	<u>\$154,596</u>
<u>State Total</u>	<u>\$73,076</u>	<u>\$18,560</u>	<u>\$91,637</u>
sales	\$62,009	\$11,136	\$73,145
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$11,067	\$7,424	\$18,491
<u>Local Total</u>	<u>\$52,583</u>	<u>\$17,684</u>	<u>\$70,267</u>
sales	\$10,335	\$1,856	\$12,191
income	\$0	\$0	\$0
bed	\$11,742	-	\$11,742
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$24,973	\$12,116	\$37,089
restaurant	\$0	\$0	\$0
other	\$5,534	\$3,712	\$9,246

Event Impact Summary	
<b>Direct</b>	
Direct Tax Receipts	\$52,583
DMO Hosting Costs	\$7,500
Direct ROI	\$45,083
Net Present Value	\$44,084
Direct ROI (%)	601%
<b>Total</b>	
Total Local Tax Receipts	\$70,267
Total ROI	\$62,767
Net Present Value	\$61,376
Total ROI (%)	837%



Category	Value
Costs	\$7,500
Local Taxes	\$70,267

Estimated Room Demand Metrics	
Room Nights (total)	2,891
Room Pickup (block only)	0
Peak Rooms	1,188
Total Visitor Days	9,565

**PDA Florida - Winter Invitational**  
January 13-15, 2017  
Indian Trails Sports Complex  
Palm Coast and the Flagler Beaches

**PRELIMINARY BUDGET**

<b>INCOME</b>	<b>BUDGETED</b>
TDC Event Funding	\$ 7,500.00
<b>Total Income</b>	<b>\$ 7,500.00</b>
<b>EXPENSE</b>	
Bid Fee	\$ 7,500.00
<b>Total Expense</b>	<b>\$ 7,500.00</b>
<b>TOTAL</b>	<b>\$ -</b>

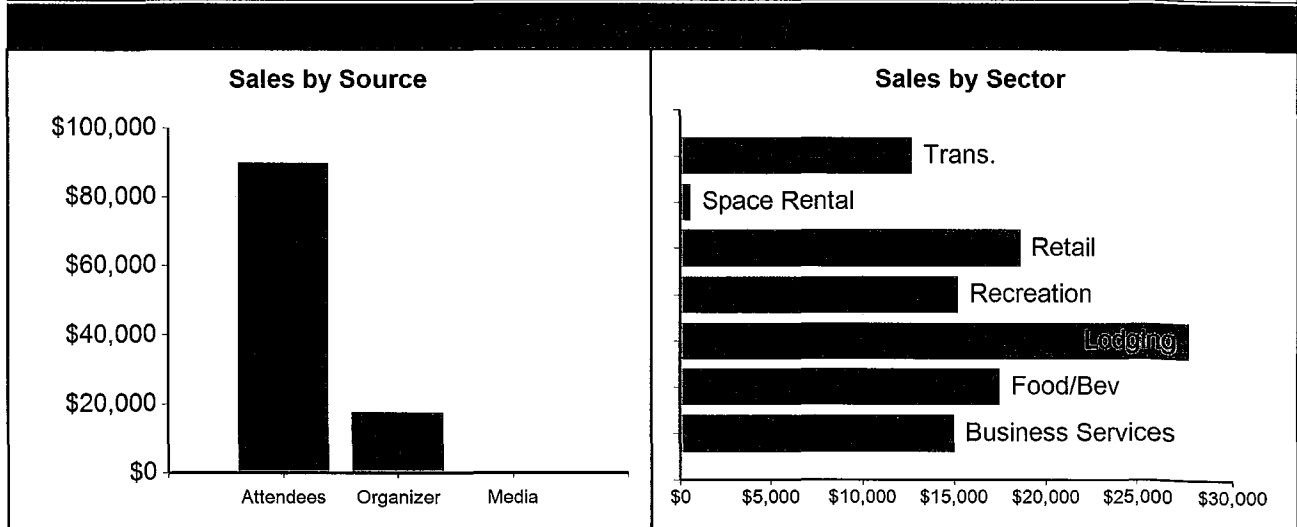


# Event Impact Summary

Attachment 1c

Destination: Palm Coast and The Flagler Beaches

Event Name:	EVP Pro Beach Volleyball Tour	Business Sales (Direct):	\$107,505
Organization:	EVP Tour	Business Sales (Total):	\$177,138
Event Type:	Professional	Jobs Supported (Direct):	26
Start Date:	5/31/2017	Jobs Supported (Total):	33
End Date:	6/4/2017	Local Taxes (Total):	\$6,598
Overnight Attendees:	110	Net Direct Tax ROI:	(\$20,051)
Day Attendees:	0	Estimated Room Demand:	191



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$27,666	\$0	\$0	\$27,666
Transportation	\$12,736	\$6	\$8	\$12,750
Food & Beverage	\$15,649	\$1,857	\$0	\$17,506
Retail	\$18,667	\$0	\$0	\$18,667
Recreation	\$15,259	\$0	\$0	\$15,259
Space Rental	\$0	\$600	\$0	\$600
Business Services	\$0	\$15,038	\$19	\$15,057
<b>TOTAL</b>	<b>\$89,977</b>	<b>\$17,502</b>	<b>\$27</b>	<b>\$107,505</b>

## Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: EVP Pro Beach Volleyball Tour 2017

Organization: EVP Tour

	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$107,505	\$69,632	\$177,138
<b>Personal Income</b>	\$29,794	\$16,414	\$46,208
<b>Jobs Supported</b>			
Persons	26	8	33
Annual FTEs	1	0	1
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$9,019</u>	<u>\$5,513</u>	<u>\$14,532</u>
<u>State Total</u>	<u>\$6,347</u>	<u>\$1,741</u>	<u>\$8,088</u>
sales	\$5,272	\$1,044	\$6,317
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,075	\$696	\$1,771
<u>Local Total</u>	<u>\$4,949</u>	<u>\$1,649</u>	<u>\$6,598</u>
sales	\$879	\$174	\$1,053
income	\$0	\$0	\$0
bed	\$1,107	-	\$1,107
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$2,426	\$1,127	\$3,553
restaurant	\$0	\$0	\$0
other	\$538	\$348	\$886

Direct		Local Taxes
Direct Tax Receipts	\$4,949	
DMO Hosting Costs	\$25,000	
Direct ROI	(\$20,051)	
Net Present Value	(\$19,607)	
Direct ROI (%)	-80%	
<b>Total</b>		
Total Local Tax Receipts	\$6,598	
Total ROI	(\$18,402)	
Net Present Value	(\$17,994)	
Total ROI (%)	-74%	

Estimated Future Demand Metrics	
Room Nights (total)	191
Room Pickup (block only)	0
Peak Rooms	55
Total Visitor Days	383

**EVP TOUR**

May 31 - June 4, 2017

Hammock Beach Resort

Palm Coast and the Flagler Beaches

**PRELIMINARY BUDGET**

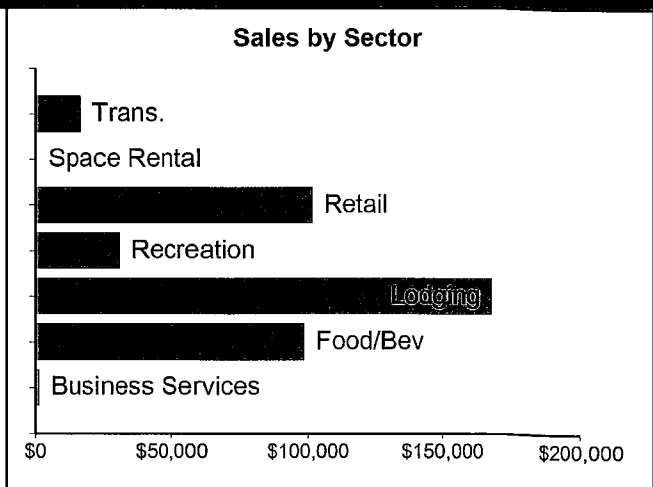
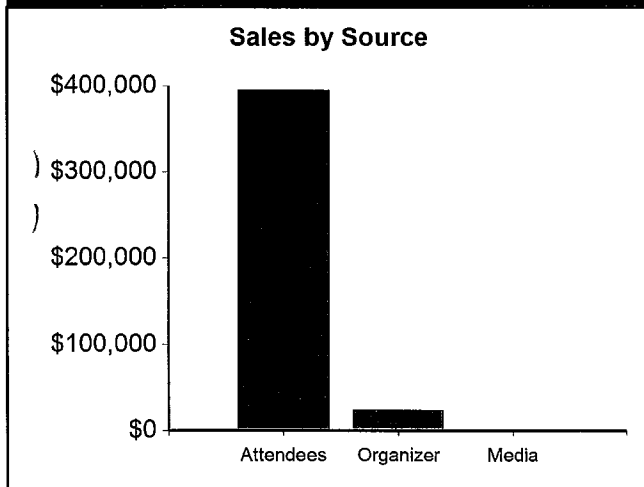
<b>INCOME</b>	<b>BUDGETED</b>
TDC Event Funding	\$ 25,000.00
<b>Total Income</b>	<b>\$ 25,000.00</b>
<b>EXPENSE</b>	
Bid Fee	\$ 15,000.00
Space Rental	\$ 5,000.00
Signage	\$ 500.00
Staff Gas Mileage	\$ 250.00
Volunteer & Staff Meals	\$ 750.00
Staff Hotel	\$ 1,000.00
Advertising	\$ 1,500.00
Goodie Bags	\$ 1,000.00
<b>Total Expense</b>	<b>\$ 25,000.00</b>
<b>TOTAL</b>	<b>\$ -</b>

# Event Impact Summary

Attachment 1d

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	FFFL State Championships	Business Sales (Direct):	\$419,293
Organization:	Florida Flag Football League	Business Sales (Total):	\$693,513
Event Type:	Adult Amateur	Jobs Supported (Direct):	211
Start Date:	6/23/2017	Jobs Supported (Total):	276
End Date:	6/25/2017	Local Taxes (Total):	\$28,586
Overnight Attendees:	960	Net Direct Tax ROI:	\$17,080
Day Attendees:	240	Estimated Room Demand:	1,165



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$168,445	\$0	\$0	\$168,445
Transportation	\$15,967	\$797	\$47	\$16,811
Food & Beverage	\$77,319	\$21,400	\$0	\$98,719
Retail	\$102,077	\$0	\$0	\$102,077
Recreation	\$31,102	\$0	\$0	\$31,102
Space Rental	\$0	\$598	\$0	\$598
Business Services	\$0	\$1,514	\$27	\$1,540
<b>TOTAL</b>	<b>\$394,910</b>	<b>\$24,309</b>	<b>\$74</b>	<b>\$419,293</b>

## Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: FFFL State Championships 2017

Organization: Florida Flag Football League

	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$419,293	\$274,221	\$693,513
<b>Personal Income</b>	\$114,629	\$66,271	\$180,900
<b>Jobs Supported</b>			
Persons	211	65	276
Annual FTEs	4	1	6
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$34,997</u>	<u>\$21,897</u>	<u>\$56,893</u>
<u>State Total</u>	<u>\$26,903</u>	<u>\$6,856</u>	<u>\$33,758</u>
sales	\$22,710	\$4,113	\$26,823
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$4,193	\$2,742	\$6,935
<u>Local Total</u>	<u>\$22,080</u>	<u>\$6,506</u>	<u>\$28,586</u>
sales	\$3,785	\$686	\$4,470
income	\$0	\$0	\$0
bed	\$6,738	-	\$6,738
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$9,461	\$4,449	\$13,910
restaurant	\$0	\$0	\$0
other	\$2,096	\$1,371	\$3,468

Direct		
Direct Tax Receipts	\$22,080	
DMO Hosting Costs	\$5,000	
Direct ROI	\$17,080	
Net Present Value	\$16,702	
Direct ROI (%)	342%	
Total		
Total Local Tax Receipts	\$28,586	
Total ROI	\$23,586	
Net Present Value	\$23,063	
Total ROI (%)	472%	

Estimated Room Demand Metrics	
Room Nights (total)	1,165
Room Pickup (block only)	0
Peak Rooms	480
Total Visitor Days	2,510



**Florida Flag Football League State Championships**  
**June 23-25, 2017**  
**Indian Trails Sports Complex**

**PRELIMINARY BUDGET**

<b>INCOME</b>	<b>BUDGETED</b>
TDC Event Funding	\$ 5,000.00
<b>Total Income</b>	<b>\$ 5,000.00</b>
<b>EXPENSE</b>	
Bid Fee	\$ 5,000.00
<b>Total Expense</b>	<b>\$ 5,000.00</b>
<b>TOTAL</b>	<b>\$ -</b>