

# FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL SPECIAL EVENT MARKETING GRANT WORKSHOP

- Review of Guidelines
- Application Criteria
- Reimbursement Process



## Purpose of Workshop

- What is a Special Event Marketing Grant (SEMG)?
- Review revised guidelines and requirements
- Review application process
- Application scoring and evaluation
- Marketing Plan tips
- Post event reporting
- How to get reimbursed





## What is a Special Event Marketing Grant?

- A “Special Event” is defined as “a new or existing organized concert, exhibition, festival, fair, competitive tournament, conference or celebration which is conducted according to a prearranged schedule and a targeted interest to the general public which may be free or with a predetermined entry or registration fee(s).”
- The Special Event Marketing Grant is intended to provide funding assistance to organizations for marketing of special events that promote Flagler County as a tourist destination.
- Funds must be used for expenditures associated with marketing and promoting an event to attendees outside of Flagler County, with the goal of increasing overall economic impact and/or overnight stays in Flagler County.



## Guidelines

- What is considered a Special Event?  
Must take place in Flagler County between October 1, 2021-September 30, 2022
- What is the maximum amount I can apply for?  
Up to 25% of total projected event budget
- What can the funds be used for?  
Out-of-County Advertising, signage, banners, posters, flyers, design of materials, postage
- This is a reimbursement grant
- Must track either room nights or conduct surveys of 20% projected attendance
- Room nights in Flagler County and subject to 5% bed tax are eligible
- Tourism logo on all materials





## Application Process

- Must attend or view online mandatory workshop
- Optional application review deadline: June 4, 2021
- Application deadline: June 11, 2021
- Hard copy mailed to: 120 Airport Road, Ste. 3, Palm Coast
- Must also submit a completed:
  - Estimated Event Budget
  - Marketing/Advertising Plan
  - Logo Usage Requirement Form
  - W-9 and Vendor Information Form
- Certificate of Insurance due 30 days prior to event
- TDC Meeting: July 21, 2021
- BOCC Meeting: August 16, 2021



## Scoring and Evaluation

### Category 1 (40 points)

*Commitment to the overall economic impact of Tourism Development in Flagler County*

- (30 points) High Impact Visitors: More than 400 estimated room nights and/or 10,000 Day Visitors
- (20 points) Medium Impact Visitors: More than 300 estimated room nights and/or 5,000 Day Visitors
- (10 points) Low Impact Visitors: More than 100 room nights and/or 2,500 Day Visitors
- (5 points) Does the event coincide with non-peak seasons? Non-Peak season is considered to be the months of September through January.
- (5 points) Is the event a multi-day event?





# Scoring and Evaluation

## Category 2 (20 points)

*Event Marketing Plan: Includes strategies and opportunities for attracting visitors from out-of-county. Marketing plan is thorough, well-defined and realistic.*

(20 points) Specifically defined

(10 points) Identified but not specifically defined

(0 points) Not defined



# Scoring and Evaluation

## Category 3 (20 points)

*Soundness of Special Event: Event clearly defines event objectives, funding sources and overall budget.*

### Event Objectives

(5 points) Clearly defined

(0 points) Not defined well or at all

### Funding Sources/Budget

(5 points) Specific income and expenses sources are defined on application

(0 points) Not defined well or at all

### Has this event received TDC funding in the past?

(10 points) 0-3 years

(5 points) 3-6 years

(0 points) 6+ years





# Scoring and Evaluation

## Category 4 (20 points)

*Stability and Management Capacity: Proven record or demonstrated capacities to effectively plan, organize and implement a unique and high quality Special Event.*

How long has the event existed?

(10 points) Over 5 years

(5 points) Under 5 years

(0 points) First year

Is the Special Event unique and of a high quality to the area/county?

(10 points) Very unique

(5 points) Somewhat unique

(0 points) Not unique



# Marketing Plan Tips

Marketing Plan: *is it well thought-out?*

- Who are you targeting? Know your audience
- When will your ads run?
- What kind of ads? Print, social, radio, etc.
- What will your ads cost?
- Cross promotion with other local organizations
- What is your call to action? (tickets, registration)
- Have a social media presence-use hashtags and engage with your audience
- Press release, local event calendars
- How will you measure your advertising efforts?





## Post Event Reporting & Reimbursement

- Must schedule to meet with tourism staff no more than 60 days after the event to submit for reimbursement
- A completed Post-Event Report as required by the TDO
- A Reimbursement Request Form to include proof of payment for all marketing, advertising and promotional expenses related to the event.

*Proof of payment may be submitted in the form of a vendor receipt or invoice and a front & back copy of cleared checks or credit card receipts. Credit card purchases must be in the name of the organization (no personal credit cards or personal checks are permitted).*

- Final Event Budget that compares the projected expenses to actual expenses
- Copy/sample of all materials purchased with grant funds (i.e., Print Ads, Tear Sheets, Radio Copy, Brochures, Flyers, Posters, Banner Samples, etc.).
- Verified Room Night Report or Participant Surveys as submitted in the application



## Post Event Reporting & Reimbursement

- Tourism staff reviews all submitted forms and post event reimbursement documentation
- Applicant is required to meet their original commitment to the overall economic impact of Flagler County (verified room or participant survey's) as stated in their application and was approved upon.

*Organizations that fail to comply with any of the reporting requirements, will not be eligible to receive any portion of approved funding.*

- Reimbursement packet is submitted to clerks office for approval
- Check should be issued upon approval within 45 days





# THANK YOU!!

Amy Lukasik  
alukasik@visitfagler.com

