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**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL**

**November 16, 2016, 9:30 a.m.**

Historic Courthouse

Dade City, FL



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**Tourist Development Council Members**

The Honorable **Kathryn Starkey**  
**Chairman, BCC**

The Honorable **Camille Hernandez**  
Vice–Chair, Mayor, City of Dade City

The Honorable **Chopper Davis**  
City of New Port Richey

**John Heather**  
Saint Leo University

**Gail Cushman**  
Days Inn & Suites

**Toby Caroline**  
Paradise Lakes Resort

**Pat Ciaccio**  
Saddlebrook Resort

**Piyush Mulji**  
Hampton Inn Dade City / Zephyrhills

**Curtis Beebe**  
Local Public House

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**AGENDA**

1. CALL TO ORDER 9:30 a.m.
2. Invocation, Pledge of Allegiance
3. Roll Call
4. Public Comment
5. Adoption of Minutes
  - a. Updated TDC Minutes September 21, 2016
  - b. TDC Minutes October 19, 2016
6. Skype Discussion – Patrick Tuttle, Visit Joplin, MO
7. Tourism Office Report TD17-008
  - a. Projects Report
8. Board Member Comments
9. Adjournment

Next Meeting:

TDC Meeting January 18, 2016

Historic Courthouse, Dade City

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING**

**ANNOTATED MINUTES**

**SEPTEMBER 21, 2016**

**PREPARED IN THE OFFICE OF  
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED IN AGENDA ORDER  
AS PUBLISHED AND NOT IN THE ORDER  
IN WHICH THE ITEMS WERE HEARD**

**9:30 A.M.**

**WEST PASCO GOVERNMENT CENTER  
NEW PORT RICHEY, FL**

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**Tourist Development Council Members**

**The Honorable Kathryn Starkey**  
Chairman, Board of County Commissioners

**The Honorable Camille Hernandez**  
Vice-Chairman, Mayor City of Dade City

**The Honorable Chopper Davis**  
City of New Port Richey

**John Heather**  
Saint Leo University

**Gail Cushman**  
Days Inn & Suites

**Toby Caroline – ABSENT (EXCUSED)**  
Paradise Lakes Resort

**Pat Ciaccio**  
Saddlebrook Resort

**Piyush Mulji**  
Hampton Inn Dade City / Zephyrhills

**Curtis Beebe**  
Pearl in the Grove

**Staff Members**

Ed Caum, Tourism Manager  
Elizabeth Blair, Senior Assistant County Attorney  
Richard Gehring, Strategic Policy Administrator

## **1. Call to Order – 9:30 a.m.**

Chairman Starkey called the meeting to order at 9:32 a.m.

## **2. Invocation, Pledge of Allegiance**

Ms. Donalee Schmidt, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

## **3. Roll Call**

Ms. Schmidt called the roll. All members were present except for Ms. Toby Caroline who was absent and excused as she was attending another committee meeting.

## **4. Public Comment**

No one spoke.

## **5. Adoption of Minutes**

- a. TDC Minutes July 20, 2016**
- b. TDC Minutes August 17, 2016**

Chairman Starkey requested a motion to approve the minutes.

**Motion to approve** the July 20, 2016 and the August 17, 2016 minutes; motion carried.

## **6. Indirect Costs Presentation – OMB**

Mr. Bob Goehrig, Budget Director, provided an extensive presentation regarding indirect costs. He and other Staff Members responded to the various questions asked by the Council Members.

**Motion to approve** a recommendation to raise the tourism tax from two percent to four percent.

Mr. Adam Thomson, Director of the Visitors and Convention Bureau in Citrus County, explained they followed the same process and same reasoning, but noted their indirect costs were lower. Their county averaged a 15 percent growth in TDC revenue yearly. He noted they currently collected three pennies and spoke regarding their efforts concerning short-term rentals. Pasco and Citrus counties were the only counties in the

Tampa market collecting two or three pennies; everyone else collected five pennies or greater. He spoke further regarding marketing efforts.

Chairman Starkey said she was supportive of more pennies, but felt it was hard to raise a tax when a large amount of the money was unspent and undesignated.

Ms. Blair said the pennies that could be adopted were for promotions only. The TDC could fund all promotions from those two pennies, and then the existing pennies could all go to capital. There was a lot of benefit by adopting those two pennies because they could only be used for promotions.

Discussion followed regarding the tourism tax and the possibility of raising the tax; previous recommendations from the TDC to the BCC to raise the tourism tax; funds collected under the Ordinance to bring visitors to Pasco County; capital improvements and tourism promotions; use of reserves; that Staff spent everything in their budget; and BCC policy constraints.

Chairman Starkey asked if there was a second to the motion; the motion died due to lack of a second.

The item was for information only; no action was taken.

## **7. Germany Travel Report – Commissioner Starkey**

Chairman Starkey spoke regarding a boat that had become an amazing draw. The community hand-built the boat and the boat was booked for various events. The boat was based upon a Roman boat that went up and down the river. She felt they could develop a similar boat for their river.

Discussion followed regarding tourism and boats; outrigger canoes; local dragon boat races; good for branding for day visitors; and use of the river near the park.

## **8. Tourism Manager's Report** TD16-067

### **Conference Attendance and Special Engagements**

- **Florida Governor's Conference – Tourism Team & Commissioner Starkey  
September 7-9**

Mr. Caum reported on the Florida Governor's Conference and noted everything Staff was doing was "spot on".

Chairman Starkey spoke regarding a breakout session conducted by the Florida Chamber Foundation on future trends and the over 70 population in 10-15 years. She spoke regarding the anticipated growth of the County.

Ms. Consuelo Sanchez, Senior Secretary, spoke regarding the Chisel platform and Pandora.

Discussion followed regarding the Governor's Conference including the Chisel platform used for marketing; the Southern Living and Coastal Living presence at the conference; the possibility of a showcase home in Pasco County; the arrivalists research program; discussions with the Visit Florida representatives from Mexico and Brazil; international conferences; the PDEC International Council; websites that specialized in destinations and venues; tracking Airbnb; and prices involved with marketing.

- **2016 FADMO Annual Meeting – Tourism Team  
September 21-23**

Mr. Caum spoke regarding the upcoming FADMO Conference and noted they would be discussing the legislative issues facing the industry.

### **Website, Social Media and Marketing Update**

- **Pasco County Tourism on Facebook**

Ms. Lauren St. Martin, Tourism Marketing Coordinator, spoke regarding videos that had been placed on-line. The next fiscal year goal was to reach an additional 5,000 Facebook fans. She noted they were currently at approximately 12,000 fans. She reviewed the video statistics, increases in page likes and views, and various promotions.

#### **a. Projects Report**

Mr. Caum reviewed the project reports and noted several items were going before the BCC at the next meeting. He spoke regarding the Tampa Bay Shoot Out and that the TDC had recommended \$1,400.00 based upon the marketing. The owner had reached out to the Commissioners and planned to speak at the meeting during public comment to request the full amount of \$5,000.00. He spoke further regarding the Shoot Out event.

Discussion followed that the Members did not appreciate his "end around"; the individual did not like the TDC recommendation so he was going to individual commissioners; the room night element; they tried to be fair and consistent; the need to have a signed contract; last year the individual had delayed signing the contract until the

event was over to avoid buying the certificate of insurance; language to be included in the contract for insurance; implied contracts; ethics measures; the memo language to go before the BCC; that the Council Members could contact the Commissioners regarding the issue; and the new sponsorship criteria.

Mr. Caum continued with his presentation regarding the upcoming projects.

Councilman Davis spoke regarding the Chasco Fiesta post event reporting and a meeting held with the Chasco representatives.

Mr. Caum reviewed the Miscellaneous Projects with the Council.

Ms. Sanchez reviewed the current film projects.

Discussion followed regarding the "A Fishing Story" contracts; Tampa Bay Multi-Media videos that could be delivered electronically; the sand at SunWest; that SunWest was planned to be built in phases; donation of funds for the promotion of volleyball tournaments at SunWest; the sand maintenance was to be done by the SunWest operator per their contract; the condition of the fields in Wesley Chapel; and the process followed regarding contracts.

### **Old Business**

Mr. Caum welcomed Mr. Beebe to the Council.

### **Sports Complex Update**

Mr. Gehring provided the update and explained that four applications were received. He reviewed the process that was followed and explained they now had two applications. A presentation would be scheduled for both applicants and the financial advisor was drafting a structure to the financial proposal. He felt both packages were very strong. He spoke regarding the County's Strategic Plan and workshops held.

Discussion followed regarding the amount of subdivisions approved within the County; concentrated growth; the funds earmarked for the Sports Complex; future conversations regarding the penny; the business plan and marketing; hotel components; that no dorms would be located on-site; and business hotel traffic.

### **Past and Future Events**

Mr. Caum reviewed the upcoming events.

Discussion followed regarding the Savage Race and associated events; the Cottee River Bike Fest; and vintage bikes at Railroad Square.

Mr. Gehring introduced Mr. Peter Lent with the Office of Economic Growth.

Mr. Peter Lent, Office of Economic Growth Program Administrator, said Pasco was booming. He spoke regarding the growth of the County and felt they were doing a great job of planning developments.

Discussion continued regarding the identification of tourism sites; employment districts; that business attraction was a major driver to hospitality; the Tourism Development Plan; the trail network; Pinellas County was under construction with their portion of the Coast-to-Coast Trail; and the amenities near trails.

Mr. Gehring noted Ms. Justyna Buszewski was recently assigned as the point person working in Long-Range Planning for transportation and trails.

## **9. Board Member Comments**

Chairman Starkey stated the National Tourism Bicycle Conference would be held in Pinellas County.

Mr. Caum explained if any of the Council Members were interested in attending the Governor's Conference next year to let Staff know.

Chairman Starkey noted the conference was not restricted to Staff and that the Council Members could attend.

Mayor Hernandez spoke regarding trails and the connection between the TDC and the MPO.

Chairman Starkey requested in the first quarter of next year they begin discussing the Short-Term Rental Ordinance.

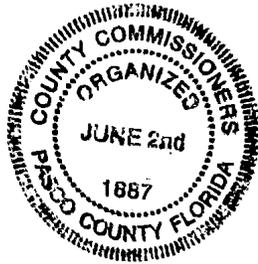
Discussion followed regarding the requirements of the Short-Term Rental Ordinance; Airbnb; and homes being purchased with the intent of VRBO.

Mr. Heather noted Mr. Ronnie Green would speak to the multi-media class at St. Leo University.

## 10. Adjournment

The meeting adjourned at 11:52 a.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
SEPTEMBER 21, 2016



*Office of Paula S. O'Neil, Clerk & Comptroller*

Prepared by: *Donalee Schmidt*  
Donalee Schmidt, Operations Lead  
Board Records Division

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL**

**REGULAR MEETING**

**ANNOTATED MINUTES**

**OCTOBER 19, 2016**

**PREPARED IN THE OFFICE OF  
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED IN AGENDA ORDER  
AS PUBLISHED AND NOT IN THE ORDER  
IN WHICH THE ITEMS WERE HEARD**

**9:30 A.M.**

**HISTORIC PASCO COUNTY COURTHOUSE, BOARD ROOM 2ND FLOOR  
37918 MERIDIAN AVENUE, DADE CITY, FL**

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**Tourist Development Council Members**

The Honorable Kathryn Starkey  
Chairman, Board of County Commissioners

The Honorable Camille Hernandez  
Vice-Chairman, Mayor of Dade City

The Honorable Chopper Davis  
City of New Port Richey

John Heather  
Saint Leo University

Gail Cushman  
Days Inn & Suites

Toby Caroline  
Paradise Lakes Resort

Pat Ciaccio  
Saddlebrook Resort

Piyush Mulji  
Hampton Inn Dade City / Zephyrhills

Curtis Beebe  
Pearl in the Grove

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**1. Call to Order – 9:33 a.m. Chairman**

Chairman Starkey called the meeting to order at 9:33 a.m.

## **2. Invocation, Pledge of Allegiance**

Ms. Donalee Schmidt, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

## **3. Roll Call**

Ms. Schmidt called the roll. All members were present.

## **4. Public Comment**

Councilman Davis told the Board a joke.

## **5. Adoption of Minutes**

### **a. TDC Minutes – September 19, 2016**

Chairman Starkey requested a motion to approve the minutes.

Mr. Ed Caum, Tourism Manager, explained that Ms. Toby Caroline was absent during the previous meeting due to her attendance of a different Committee meeting, and noted that the absence should be excused.

Chairman Starkey requested a motion to approve the minutes.

**Motion to approve** the minutes; motion seconded.

Mr. Heather requested discussion regarding the previous meeting's discussion concerning raising the tourism development tax; an unwillingness to raise the tax when a large portion of money went unspent and undesignated; Staff's claim that all money within their budget was spent; and the capital improvement budget's designation for the sports complex.

Mr. Caum explained that within the normal operating budget, all funds were exhausted, but money in the capital reserve continued to be unspent.

Mr. Heather reiterated that he wanted the minutes to reflect the discussion. He noted that there were no excess promotional funds, a rationale for raising the tourism-development tax.

Chairman Starkey requested a motion to approve the amended minutes.

**Motion to approve** the amended minutes; motion carried.

**6. 2017 PBA50 Pasco County Florida Open Presentation  
TD17-001**

Mr. Caum introduced Mr. Gary Beck of Killer 'B' Promotions.

Mr. Gary Beck, Killer 'B' Promotions, spoke regarding the Pasco County 50 Open; Lane-Glo's addition of brand new lanes; his recommendation that their lanes needed renovation; the 22% increase in competitors because of the new lanes; the Board's interest in having Pasco County as a title sponsor; the Board's recommendation that they insert "Florida" in the branding to better identify the Pasco County location; the event stream's 200,000 unique views on YouTube; the 2017 proposal; the possible discontinuation of Pasco County as a title sponsor; the event's new logo; the increase in length of the event, from 4 days to 5 days; a potential 3-day seniors-only preceding event called "Super Seniors"; and a \$15,000 sponsorship with \$5,000 paid upon agreement and \$10,000 at the conclusion of the event. He prompted the Board for questions.

Discussion followed regarding the event logo; the event schedule; the addition of an extra day of competition, which would bring room nights and more free time to spend in the market; the Super Seniors event; marketing; a banner displaying photographs of things to do in Pasco County; previous years' flyers and advertisements at bowling alleys; the creation of an easel sign; the loss of promotional money; other banners already in existence; the promotion of zip-lining and other recreation; the possibility of running television ads; a headquarters hotel; the ability to track participant's hotels; use of the internet to find better deals; an economic impact survey; competition closing parties; the ability to schedule social events at Pasco sites; and ideas for Pasco's closing party.

**Motion to approve** a recommendation to the Board of County Commissioners to enter into sponsorship for the event.

Discussion followed regarding the event sponsorship budget; the event's effect on Lane-Glo; and expansion possibilities.

Chairman Starkey called on the motion; motion carried.

## **7. Skate for Hope Presentation TD17-002**

Mr. Ed Caum, Tourism Manager, introduced Ms. Carolyn Bongirno, President and Founder of Skate for Hope.

Ms. Carolyn Bongirno, President and Founder of Skate for Hope, described the event and its history. She discussed the next event's location of Wesley Chapel; the Florida Hospital Center Ice rink's proposed opening; the event's mission to help children to honor loved ones with cancer and to teach public information about health; the event's to-date money raised for research; Olympic and National Champion figure skater involvement; planned future events; the health and wellness education portion of the event; the schedule and details of the event; a presentation featuring previous event photos; the ice rink specifications; the audience capacity; the total amount of persons involved; the pre-event community health fair; a list of the Olympic and Champion skaters involved; a breakdown of where participants would be travelling from; audience and participant engagement; the beneficiaries of the event's research funds; a detailed budget; the hotels to provide accommodations; the national and international reach of the event; a special lodging rate for participants; and the spending behavior of participants.

Discussion followed between the Board members, Ms. Bongirno, and Staff regarding an eagerness to support Florida Hospital Center Ice; promotion of the event through the Tampa Premium Outlets; marketing during the event; the requested \$5,000 funding; if the event's sole corporate sponsor allowed others to advertise; a timeline of phases of promotion for the event; videography; Ms. Bongirno's plans to meet with Tampa Premium Outlets and The Shops at Wiregrass regarding possible donations of raffle items and participant gift bags; the importance of exposure; and the use of social media buzz for the event.

Mr. Caum stated Staff recommended entering into a contract with Skate for Hope in the amount of \$5,000.00, specifically to offset the funds used for promotion, marketing, facility rental, and program and production costs.

### **Motion to approve Staff's Recommendation.**

Discussion continued regarding enthusiasm for the event; promotion for all sides of the County; the Florida Hospital Center Ice facility; a suggestion to involve the Pasco County Clerk and Comptroller, Dr. Paula O'Neil who was a breast cancer survivor, with the event; possible Saddlebrook involvement; that the Board may have contacts who would want to sponsor the event; a request for the Board members to reach out to their networks for sponsorship; name recognition of the event; the athletes who volunteered; and plans to host future events in Pasco.

Ms. Elizabeth Blair, Senior Assistant County Attorney, noted that Mr. Ciaccio and Mr. Mulji should abstain due to a conflict of interest.

Chairman Starkey called on the motion; motion carried, with Mr. Ciaccio and Mr. Mulji abstaining from the vote due to a conflict of interest.

Ms. Bongirno spoke regarding the donation allocation now serving all forms of cancer research.

## **8. 2017 TOHRS 2Hot4Ice National Championship TD17-003**

Mr. Ed Caum, Tourism Manager, introduced Mr. Joe Bertaccini of 2Hot4Ice.

Mr. Joe Bertaccini, 2Hot4Ice, described the event and its history. He spoke regarding his expectation to reach 1 million hits on his webpage; the amount of teams registered annually; an explanation of the individual events; a brief overview of the National Championships and its national and international reach; the event breakdown by age and skill level; the event's marketing plan; Pasco County's Platinum sponsorship; the event's web presence and social media buzz; the ongoing process of promoting Florida Hospital Center Ice Complex and Pasco County throughout the event; the distribution of print items and a banner at qualifying events that would promote the Pasco County International Championships; direct mail marketing to the Roller Hockey Alliance; the ability to live-stream each event, totaling 500 games over 10 days; the opportunity for a Pasco County commercial to air between games, periods, and whistles; the previous year's viewership, along with projected viewership numbers for this year's stream; sponsored booking for hotels; the requirement that participants stay in sponsored hotels or incur a fee; room night data and generated revenue for the past few years; the projected economic impact of this year's event; the date of the event; and the sponsorship request.

Mr. Ciaccio and Ms. Blair discussed a potential conflict due to hotel contracts.

Discussion followed between the Applicant and the Board regarding the amount of hotels used the previous year; the annual movement of the event site; limited facility options; adding Pasco County to a 3-year list of rotating options; the promotion of the family aspect of the event; that the request was for \$37,500 and Staff's recommendation was for \$25,000; the possibility of Pasco County's Platinum sponsorship; visitation to the Sports Commission; a possible Florida Sports Foundation grant; a long-term partnership; third-party booking and data tracking; the sports complex's draw of visitors during the later summer months; a previous example of how third-party tracking and exclusive hotel availability was successful; the amount of staff and its translation to room nights; the local economic impact of the event; and other activities to explore during free time.

Mayor Hernandez asked if Pasco County would be considered a platinum sponsor if the event was funded \$25,000.

Mr. Bertaccini indicated that Pasco County would be a platinum sponsor.

Councilman Davis left at 10:47 and returned at 10:48.

**Motion to approve** Staff's Recommendation; motion carried with Mr. Ciaccio abstaining from the vote due to a conflict of interest.

## **9. Tourism Manager's Report TD17-004**

### **Conference Attendance and Special Engagements**

- 2016 FADMO Annual Meeting – Tourism Team  
September 21-23

Mr. Ed Caum, Tourism Manager, spoke regarding a recent FADMO meeting and the move to digital marketing.

- 2016 Bicycle Tourism Conference – Lauren St. Martin and Kathryn Starkey  
November 2-4

Mr. Caum announced that Chairman Starkey and Staff would be attending the National Bicycling Tourism Conference in St. Petersburg.

Mr. Richard Gehring, Strategic Policy Administrator, and Ms. Lauren St. Martin, Tourism Marketing Coordinator, spoke regarding new leadership on the trails project; a timeline of completion; and new ways to incorporate community features into the trails system.

Ms. Justyna Buszewski, Trails Coordinator, introduced herself and discussed marketing for the Coast-to-Coast Trails system and future funding for the project.

Discussion followed regarding design and engineering funding for the Starkey Gap; the project timeline; that Pasco did not receive funding this year; the anticipated economic success of the Orange Belt Trail; the Ossie-Murphy corridor; the need for the engagement of land owners; future proposed amenities offered on the trail; the partnership with the Tampa Bay Regional Planning Council; that the next San Antonio biking meeting was anticipated to be held in December; cyclists at the Rattlesnake Festival; and attendance to the St. Petersburg Bike Conference.

- Travel Media Showcase (TMS) Conference – Consuelo Sanchez  
November 10-12

Mr. Caum spoke regarding the Travel Media Showcase Conference; family bloggers brought in by Visit Florida; the promotion of experience opportunities in Pasco; and a 1-on-1 marketing showcase.

- US 301 Bicycle Grand Opening – Camille Hernandez  
October 27

Ms. Buszewski stated the U.S. 301 Trail grand opening would be held on October 27, 2016 at 10:00 a.m. at the Grace Baptist Church.

Mr. Gehring discussed the multi-county workshop hosted by Visit Tampa; Florida and Tampa tourism; input from beach communities; expanding tourism; a focus on major facilities; benefits to the economy; and job creation.

### **Website, Social Media, and Marketing Update – Lauren St. Martin**

- Pasco County Tourism on Facebook
- New Pasco County Tourism Magazine

Ms. St. Martin spoke regarding marketing on Facebook; social media goals; print and digital advertisement goals; strategic ad buys; Visit Florida's July roll-out; additional marketing throughout the year; an 8-week campaign in cold weather markets in January; locations of the advertisements; metropolitan markets to air the ad campaign; the exclusion of Canada in the campaign; and the possibility of marketing internationally. She continued her marketing update and spoke regarding the new county logo; the new tourism logo; changes to the logo; new promotional videos; promotion of the local craft beer scene; the new promotional magazine; the design of the magazine; and advertisement opportunities in the magazine.

Discussion followed among the Council and Staff regarding the possibility of using Skate for Hope and 2Hot4Ice for promotion; the possibility to outline promotion requirements in contracts; the advertising budget for the 2017 fiscal year; the hotel occupancy tax; other counties' use of advertising agencies; that Hillsborough was now eligible for the Super Status or 6<sup>th</sup> penny; existing funds that were unavailable for expenditure; and promotional monies.

Mr. Gehring commended Staff for their efforts and spoke regarding the trails section in the new magazine; advertisement opportunities in the magazine; and the establishment of new branding for Pasco County.

Ms. St. Martin spoke extensively regarding the contents of the magazine and the distribution of the magazine.

### **Old Business**

- RFP-TB-16-132 Multi-Purpose Indoor Sports Complex BCC Meeting October 11, 2016. Next meeting, October 19<sup>th</sup>, 2016 in the afternoon at the Porter Campus

Mr. Caum gave an overview of the project reports and spoke regarding a meeting scheduled with Rad Sports.

Mr. Gehring spoke regarding how to make the Florida Hospital Ice Complex and the new facility a draw and its potential effects on the County; flexibility with tradeshow events; a new focus on the interstate complex and the Wesley Chapel area; and demands for hotel rooms in the area.

- All Sports Arena update – BCC Approved \$5,000.00

Mr. Caum provided an All Sports Arena Complex update and explained that the TDC's recommendation of \$1,400.00 was taken to the Board. He stated that the Board approved the request for \$5,000.00 based upon the room nights.

Chairman Starkey said that the applicant went around the TDC to a few Commissioners and felt that based on the room nights alone, he earned the \$5,000.00. She stated her frustration.

Mr. Caum spoke regarding new events coming to the area.

Councilman Davis requested the Council be notified when Staff felt someone may circumvent them.

Discussion continued regarding the event and insurance requirements.

### **Projects Report**

Mr. Caum gave a brief projects report and referred to the document that listed the projects.

Ms. Consuelo Sanchez, Project Coordinator, spoke regarding a film called *Inoperable* that was filmed in Dade City; would be marketed in Los Angeles; would soon be premiering at festivals; and would give Pasco County full location credits. She spoke

regarding sponsorship agreements and gave an itemized breakdown of the sponsorship agreements.

Mr. Caum spoke regarding revenue driven by the Wesley Chapel Chamber of Commerce; a grant application from the Florida Sports Foundation; and the potential of exhausting the funds. He gave an update on *A Fishing Story*.

Ms. Elizabeth Blair, Senior Assistant County Attorney, explained that Mr. Ronnie Green had represented something to the Council that he was not legally able to do. He had proposed to have episodes run back-to-back on different networks. She reviewed the network contracts and explained that it was impossible to do what Mr. Green wanted under a standard industry contract. She spoke extensively regarding the contracts. A meeting was scheduled with Mr. Green to understand exactly what he could do. She felt that once they knew what was possible, the TDC should re-visit their decision to fund the project at \$110,000.00. She spoke regarding processes followed in other counties.

Chairman Starkey asked if a date had been set for the Short-Term Rental workshop.

Mr. Caum stated the date had not yet been set. He would meet with Ms. Baker to schedule the workshop.

Discussion followed regarding a recent newspaper article concerning a fine for operating an Airbnb in a residence; the collection of Airbnb's new occupancy tax; state tax contracts with Airbnb renters; questions about the collection and remission of occupancy taxes from renters; a suggestion to schedule a joint workshop with the BCC and Airbnb representatives; the collection of the tax; and direction for Staff to find out if the State was collecting from Airbnb and whether they were remitting the funds.

Mr. Caum asked if the TDC wished to cancel their December meeting. He stated that historically, the meeting was cancelled.

Chairman Starkey was in agreement, but stated that she wanted the Council Members notified of the date of the MPO bicycle meeting and the date of the workshop.

Mr. Caum reminded the Council of the November 16, 2016 TDC meeting would be held in Dade City due to the board room renovations.

## **10. Board Member Comments**

There were no comments.

## 11. Adjournment

The meeting adjourned at 12:01 p.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
OCTOBER 19, 2016



*Office of Paula S. O'Neil, Clerk & Comptroller*

Prepared By: *Amanda Damming*  
Amanda Damming, Records Clerk  
Board Records Division



**BOARD OF COUNTY COMMISSIONERS  
INFORMATIONAL MEMORANDUM**

---

**COUNCIL MEMBERS:** ALL

**DATE:** 11/09/16

**SUBJECT:** Guest Speaker, Patrick Tuttle, Director of Joplin Convention & Visitor's Bureau (CVB)

**THRU:** Richard Gehring, Strategic Policy Administrator

**FROM:** Lauren St. Martin, Public Communications Specialist

---

**BACKGROUND INFORMATION**

The purpose of this item is to introduce the Tourist Development Council (TDC) to our guest speaker Patrick Tuttle, Director of Joplin CVB. Patrick will be Skyping us from Joplin, Missouri. Patrick was a presenter at the National Bicycle Tourism Conference last week in St. Pete Beach where he discussed his approach to marketing, bicycle tourism and cycling along famous Route 66 through Joplin's Main Street. He is retired United States Air Force and has been leading his CVB for six years. He has a strong background in marketing and is an avid cyclist. Visit Joplin operates at a 4% Tourist Development Tax (TDT) with a current budget of roughly \$1,300,000.00.

Staff has asked Patrick to briefly discuss a few topics and his CVB's approach, see below:

1. Event Grants
  - a. Total Program Budget: \$110,000.00
  - b. Maximum Award per Event: \$15,000.00
  - c. Type of Events
  
2. Cycling Tourism
  - a. Yearly Funding by CVB: ¼% of 2% of TDT
    - i. This portion of TDT specifically supports wayfinding and amenities along trails
  - b. Route 66 Tourism Impact
  - c. Cycling Tours
  
3. Marketing Approach
  - a. Cycling
  - b. Events
  - c. Overall

**ATTACHMENT(S):**

1. Visit Joplin 2017 Grant Guidelines and Application

RG/LS



## Background

### Purpose:

The Joplin Convention & Visitors Bureau (JCVB) budgets grant funding for the marketing of events and attractions that exhibit positive tourism potential to the Joplin area. These funds are to **assist** qualified organizations **with the promotion of tourism activities striving to directly increase hotel/motel occupancy and create positive image building publicity for Joplin.**

### Program History:

On November 7, 2000, the voters of Joplin approved a 2% increase in the gross receipts tax on hotel and motel lodging accommodations. Council Bill No. 2000-048 directs the JCVB Advisory Board to establish a procedure for annually recommending to the City Manager and City Council the appropriation of these funds. In recommending the utilization of these funds, the Board shall consider their most effective use for marketing sports events, entryway beautification, special events, festivals, celebrations and other related activities in Joplin designed to promote the city and its features as a destination for outside visitors and tourists.

The City Council shall, after public hearing held prior to the adoption of the budget, adopt an ordinance to allocate funds among qualifying applicants. Final allocation will be based upon the Council's determination as to the most effective use of funds to promote tourism, conventions and related activities in Joplin.

### Qualifying Applicants:

Applicants can be any not-for-profit organization or for-profit business seeking to produce and promote a **well-defined tourism-oriented** event or attraction. Requirements are as follows:

#### **I. Not-For-Profit Organizations promoting an event or attraction must provide:**

- a) IRS Determination letter of non-profit status
- b) Listings of current organization Board Members and Event Committee
- c) Proposed budget for this event, showing specifically where grants funds would be applied.
- d) Copy of liability insurance

#### **II. For-Profit Organizations promoting an event or attraction must provide:**

- a) List of current committee members or Board of Directors for the event. *Any event initiated by a for-profit organization must have a designated committee or Board for governing and organizing the proposed event.*
- b) Letter from a financial institution confirming that a separate account has been established to receive and disburse funds only for the event for which the proposal is submitted.
- c) Proposed budget for this event, showing specifically where grants funds would be applied.
- d) Copy of liability insurance for the event.



## **Qualifying Applicants continued:**

### **III. A qualifying Event is defined as:**

An **EVENT** is a single or multi-day gathering typically organized and staged by a civic organization or local business. The event is centered on celebrating some unique aspect of the community, the services of an agency, a historic person or milestone, culture or tradition, or local/national holiday. Events showing the greater ability to attract visitors from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3 hours will have the better success at being funded.

Regardless of the events scope and structure, for this grant the organizing body of the event must qualify as described in item I. or II.

### **IV. A qualifying Attraction is defined as:**

A **TOURIST ATTRACTION** is a physical or cultural feature at a particular place that individual travelers or visitors experience for their specific leisure-related interests. These attractions typically offer natural or cultural value, historical significance, natural or formed beauty; offering amusement, leisure, adventure or educational value. A tourism attraction must have the ability to attract visitors from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3 hours. This is to assist in broadening Joplin's tourism reach by offering more destination experiences.

Regardless, for the purpose of this grant the organizing body of the attraction must qualify as described in item I. or II.

Arts and crafts, farmer's markets, restaurants and service businesses and the like are generally not considered to be tourist attractions unless their premises is large enough to provide some kind of value-added experience such as hosting a large event or specific gathering. Solely, business promotions do not qualify.

Funds can only be used for enriching a Tourism Attraction's marketing program. Funds cannot be used for construction projects or ongoing operation expenses.



## Timetable & Application Process:

### 1. Application Availability

Event & Attraction Grant applications will be available on the JCVB website, [www.visitjoplinmo.com](http://www.visitjoplinmo.com) on **May 4, 2016**. FY15 Grant applications are awarded on an annual basis for events scheduled to take place between November 1, 2016 and October 31, 2017.

### 2. Mandatory Pre-Application Meeting

Whether an organization has applied or receives a JCVB grant in the past, every organization submitting a 2017 grant application **MUST** attend a Mandatory Pre-Application Meeting. This will give the organization insight into the JCVB efforts of promotion Joplin as a tourism destination, and explain the changes to this year's grant program.

Meetings will be held in the JCVB office at **2:00 p.m., May 16<sup>th</sup>** or at **9:00 a.m. on May 18<sup>th</sup>**.

### 3. Project Management

A Project Manager must be designated as a main contact with the JCVB. This person must have detailed knowledge of the planning and organization of the event.

### 4. Application Deadline & Submission

Applications must be submitted no later than **5:00 p.m. on Thursday, June 23, 2016**. Applications submitted after this deadline will not be eligible for review. **2 copies of an application, with support documents are required, plus your entire application as a PDF file on a Flash Drive**. Applications may be mailed or delivered to the JCVB at 602 S. Main Street Joplin, MO 64801. Applications will not be accepted through email.

### 5. Application Refusal

The JCVB director reserves the right to refuse forwarding any application to the JCVB Advisory Board if the application is not completed within the required guidelines. If errors are found, and time permits, the director will inform the applicant so corrections can be made.

### 6. Grant Presentation & Review

The JCVB Advisory Board will review and score applications on **July 12, 2016** (time TBD). Applicants are encouraged to make a presentation before the Advisory Board on this date (applicants will be notified of their scheduled time). 5 minute presentations followed by 5 minute Q&A ONLY per application.

### 7. Funding Recommendations

The JCVB will prepare a funding recommendation letter with the JCVB Advisory Board recommendations and present it to the Joplin City Council for review and final approval, NLT **July 31, 2016**. Applicants will be notified of JCVB Advisory Board recommendations prior to City Council meeting.

### 8. Notification of Funding

Grant applicants will be notified of City Council funding approval prior to **November 1, 2016**. Successful applicants will be required to attend a brief training session on the reimbursement and reporting process and will be required to sign contracts with the City of Joplin at that time.



## TIPS FOR FILLING OUT THE APPLICATION

### Part 1

#### Overall Application

- **Read the application and the guidelines thoroughly.** If you are unclear what a question is asking for or if you have questions on whether it applies to your event, call Patrick Tuttle or email him at [ptuttle@joplinmo.org](mailto:ptuttle@joplinmo.org). It is best to know for sure than to overlook it and miss out on giving vital information to the Advisory Board.
- **Understand the purpose of the grant.** This grant program is funded through the Joplin Convention & Visitors Bureau (JCVB). The primary purpose of the JCVB is to promote tourism and tourism growth. The JCVB supports many events and attractions, but especially unique opportunities that bring our community together. However, not all events and attractions fulfill the mission of the JCVB. Examine your use of the grant funds and honestly ask yourself if this is an opportunity to entice a large demographic of people to travel to Joplin, pay hotel accommodations, and bring friends or family along with them. The Advisory Board is asking this question too. So, when completing your application make certain you demonstrate the tourism potential your event or attraction offers.
- **Follow Instructions.** If a question asks for a detailed description or to give specifics, we are asking for a reason. When the application is reviewed prior to your presentation you want to deliver as much information about your event to the Advisory Board as possible. Not including details in your application has the potential to send a message that you either haven't fully thought out your event or that you don't value the grant program enough to take time and include the details. It also means that during presentations you might have less time to convey the value and growth potential of your event because you're busy answering questions from the Advisory Board about the details.
- **Be Clear.** Remember that the Advisory Board's first impression is the application and you won't be in the room to explain any of it when they read it. Make sure it makes sense to someone outside of your organization.
- **Proofread.** Instances have occurred where someone didn't proofread their finished application and only relied on spell check. The result? One word made a difference in conveying what the event or attraction was about, which may have resulted in lesser funding. Attention-to-details is important.

#### Section 1 of the application

- **Cover Sheet** – Be sure to include ALL of the information requested and make sure the contact information is current.
- **Proposed Budget**
  1. Be as specific on your budget items and the costs as possible. Remember, although budget revisions are allowed if you are awarded a grant; your funding is based on what you have initially included in your application so you will not be allowed to alter your budget items drastically. The Advisory Board and staff want to ensure that what they chose to fund is actually what is going to be accomplished.
  2. Highlight or indicate clearly the items in your overall budget that you are asking for funding for through the grant program. Remember that the Advisory Board is looking through multiple applications and you want to make sure that you clearly identify what items you are requesting funding for so they can make an accurate assessment and decision of your application.
  3. Don't forget to indicate the percentage of your overall budget that grant funds would make up; the Advisory Board will take into consideration if you are using grant funds as a small or large portion of your overall budget in conjunction with how many years your event or attraction has existed.



## TIPS FOR FILLING OUT THE APPLICATION

### Part 2

- **Marketing Plan**

1. Again, be specific. If you are using local television stations don't just list "local media." Be sure to include which local stations you are using and what kind of advertising you are utilizing with them.
2. Include the details. It is okay if you haven't signed a sponsor or a contract for magazine ads, but do some research on the cost of ad sizes for the advertising medium so that you can include an educated estimate in your application. The same goes for audience and demographics; if you are a first time event, think about WHO you are trying to attract and who is the MOST LIKELY demographic is who will attend. If you are a returning event, list your past demographics and add any that you are making an effort to reach with your current marketing plan. Attractions, please provide as many year data as you can provide.

### Section 2 of the application

- **Describing your event or attraction** – Make sure that the items asked for in question #1 are easily identifiable. If you choose to outline them in paragraph form make sure that you highlight, underline or bold the answers so that they can be found easily. Item "E" of this question is the opportunity for you to "sell" your event to the reader; so make sure you describe your event or attraction as accurately as possible.
- **Describing the projects or expenses you are asking for funding for** – If there is a category listed on the application that you are not asking funding then mark that item as NONE or N/A. When you list the items that you are requesting funding for, describe the item, quantity and cost for each of them. The items that you request funding for in this section **MUST** align with the items that you are requesting funding for and have indicated in your budget.
- **Increasing attendance from previous year** – What's new with your event or attraction? If you are bringing in a new activity, a bigger band or a great demonstration describe it here. If you are advertising in new publications or you've expanded your online market or social media, describe it here. The Advisory Board will be looking for any way that you are trying to grow and expand your exposure and draw new attendees.
- **Attracting new visitors to Joplin** – Because the primary purpose of this grant program is to generate tourism, this question is incredibly important. Think about ways that you can get the word out about your event to surrounding communities. Connect with other convention and visitor bureaus and chambers of commerce to see if they have a *What's Happening* calendar to post on or if they would be willing to display a poster for the event or attraction. Contact radio stations and offer to do a contest giveaway with admission tickets to the lucky caller. Post your activities to college and university event calendars. Think about the events or attractions that have gotten your attention and do something similar. Get creative!
- **Previous event grant recipients must show hotel results** – Events who have received grant funding in previous grant cycles must show a history of hotel usage connected with the event. The room "pick up" must be broken down by property name and include the number of room nights per directly attributed to the event.



## TIPS FOR FILLING OUT THE APPLICATION

### Part 3

- **Generating and tracking hotel room nights** – Creating an event or attraction that ensures people will stay the night is a challenge.
- If possible, create a late evening pre-event reception, incentive or evening activity that will encourage people to come in town the night before your event.
- Partner with a host hotel that offers a special room rate and will help track the number of guests registered.
- If you have an admission ticket - offer a discount coupon or post event premium or giveaway for attendees that tell the hotel front desk that they are here for your event or attraction.
- Establish a relationship with the sales manager or general manager at each of the hotels to let them know about your event and talk with them about the number of out-of-town guests that might be visiting. Communicating with the hotels allows them to pass on information about your event or attraction to their staff and guests, and increases the chance that they will be able to help track your room nights.
- During your event, do a survey or a guest book that includes a question of if and where the attendee stayed the night; when you do the post-event hotel summary you'll have a better idea of accuracy of numbers. To engage attendees in filling out the survey, offer a drawing for a prize for those who participate in the survey.

Questions regarding this application or program may be directed to:

Patrick Tuttle at 417.625.4789 or [ptuttle@joplinmo.org](mailto:ptuttle@joplinmo.org)



## **EVENT Grant Guidelines:**

### **1. Applications**

- An organization may submit applications for multiple events. Each application will be evaluated independently.
- Only one (1) application per event may be submitted.
- Organizations that are awarded funds for more than one event must track, report on, and file reimbursements for each funded event separately.
- Each applicant must include a detailed marketing plan (including ALL marketing efforts not just those that are being submitted for funding approval) for the event with the application.
- Each applicant must include a detailed estimated overall budget for the event (including items not submitted for funding approval) with the application. Highlight those items specific to grant funding.

### **2. Funding**

- The maximum funding available for any one application is \$15,000.
- All funding is awarded on a reimbursement basis only. Proof of payment by applicant must be provided to JCVB in order to receive reimbursement (copies of invoice and means of payment required).

### **3. Events**

- All events must be held within 20 miles of the Joplin city limits.
- No event may have the promotion of a specific candidate, political party or platform as its primary purpose.
- Events must be open to the general public, not exclusive in regards to attendance and must be handicapped and programmatically accessible.
- No event-related marketing efforts may promote lodging facilities located outside of the City of Joplin. If a host hotel is selected for the event, it must be located within the City of Joplin.
- All events must show the potential to generate overnight hotel stays. Applications will be assessed by considering the event's ability to complete the following:
  - a. The ability to attract overnight visitors during previous years (applicable only to repeat events).
  - b. The ability to draw visitors from outside a 70-mile radius of Joplin and/or retain a visitors in this area for at least 3 hours.
  - c. The ability to sustain and grow the event.
  - d. The timing of the event. More points will be awarded to those events that are scheduled during non-peak months (September-March).
  - e. The ability to generate food, beverage and retail expenditures by out of market visitors.
  - f. The ability to project a positive image of Joplin through media activities and advertising efforts. Marketing activities taking place outside the Joplin region will be awarded more points in the application review.



## EVENT Grant Guidelines continues:

### 4. Reporting

- If an applicant cannot complete any or all portion(s) of the approved project for which funds have been allocated funding, the JCVB must be notified in writing immediately. Failure to comply with the required grant reporting may impact future funding decisions and allocations.
- **Marketing Ad Approvals** – All printed and online materials used for marketing and promotion that are being submitted for funding reimbursement must be approved by JCVB staff PRIOR to printing or submission to publication. Applicant must submit artwork with the art approval form and allow 5 business days for approval. Materials that have not received prior approval from JCVB staff may not be eligible for reimbursement.
- **Budget Revisions** – Budget revisions for grant funded items are allowed. However, the number of revisions per application is limited to 2. All budget revisions must be submitted in writing to Patrick Tuttle at [ptuttle@joplinmo.org](mailto:ptuttle@joplinmo.org). Budget revisions must be approved by JCVB director. Revised budget items that have not been approved may not be eligible for reimbursement.
- **Reimbursements** – All items that are being submitted for reimbursement must be submitted with a reimbursement form. Reimbursements may be submitted intermittently throughout the planning process or in one package at the end of the event. Reimbursements must be submitted with proof of payment, a copy of the original vendor invoice and a copy of the ad or material (if applicable). NO DOCUMENTATION, No Reimbursement. In most cases, reimbursement requests submitted to the JCVB staff on a Tuesday before 11:00 a.m., a check will be ready the following Friday.
- **Hotel Tracking** – The purpose of this grant program is to market Joplin as a tourist destination and ultimately generate overnight hotel stays. The Hotel Tracking component of an Event is vital to the reporting process. Applicants are encouraged to keep the hotels informed of their event.
- **Grant Summary** – All Event applicants must submit a Grant Summary Form within 60 days of their event. All reimbursement requests must be submitted prior to submitting the Grant Summary Form. NO reimbursements will be accepted after the Grant Summary Form has been submitted. Submission of the Grant Summary Form indicates the conclusion of the contract between the JCVB and the Grant Applicant. Failure to comply with the reporting guidelines may jeopardize the Applicant's ability to receive future funding through JCVB.
- **Surveys** – If funding is awarded, the grant recipient will be required to survey attendees either on site during the or at hotel locations, electronically in the form of a post-event survey. Sample question can be provided by the JCVB. Event grant recipients are required to submit 50 completed surveys with their post-event summary.
- **Event Marketing** - It is the responsibility of each event to place their event information on the JCVB event calendar and keep this information current as the event develops. Updates must be made **no less than**, 6 months, 90, 60 and 30 days out from the event date(s), plus more frequent post the weeks before and of the event date. The JCVB can assist with developing a plan, but it is the event's responsibility to be active in marketing the event. This is to include images, artwork and text.



## **ATTRACTION Grant Guidelines:**

### **1. Applications**

- An attraction may submit an application for a detailed marketing effort. The overall marketing plan and portions seeking funding may be evaluated in whole or in part.
- Only one (1) application per attraction may be submitted.
- Attractions must include a detailed estimated overall marketing budget (including items not submitted for funding approval) with the application. Highlight those items specific to grant funding.

### **2. Funding**

- The maximum funding available for any one application is \$15,000.
- All funding is awarded on a reimbursement basis only. Proof of payment by applicant must be provided to JCVB in order to receive reimbursement (copies of invoice and means of payment required).

### **3. Attractions**

- All attraction activities must be held within 20 miles of the Joplin city limits.
- Attraction must be open to the general public, not exclusive in regards to attendance and must be handicapped and programmatically accessible.
- No attraction marketing efforts, using JCVB grant funding, may promote lodging facilities located outside of the City of Joplin. If a sponsoring/host hotel is selected, it must be located within the City of Joplin.
- All attractions must show the potential to generate overnight hotel stays. Applications will be assessed by considering the attraction's ability to complete the following:
  - a. The ability to attract overnight visitors.
  - b. The ability to draw visitors from outside a 70-mile radius of Joplin and/or retain a visitors in this area for at least 3 hours.
  - c. The ability to sustain an attendance growth track.
  - d. The ability to support the greater regional tourism market and tourism partnerships.
  - e. The ability to project a positive image of Joplin through media activities and advertising efforts.



## ATTRACTION Grant Guidelines continues:

### 4. Reporting

- If an applicant cannot complete any or all portion(s) of the approved project for which funds have been allocated funding, the JCVB must be notified in writing immediately. Failure to comply with the required grant reporting may impact future funding decisions and allocations.
- **Marketing Ad Approvals** – All printed and online materials used for marketing and promotion that are being submitted for funding reimbursement must be approved by JCVB staff PRIOR to printing or submission to publication. Applicant must submit artwork with the art approval form and allow 5 business days for approval. Materials that have not received prior approval from JCVB staff may not be eligible for reimbursement.
- **Budget Revisions** – Budget revisions for grant funded items are allowed. However, the number of revisions per application is limited to 2. All budget revisions must be submitted in writing to Patrick Tuttle at [ptuttle@joplinmo.org](mailto:ptuttle@joplinmo.org). Budget revisions must be approved by JCVB director. Revised budget items that have not been approved may not be eligible for reimbursement.
- **Reimbursements** – All items that are being submitted for reimbursement must be submitted with a reimbursement form. Reimbursements may be submitted intermittently throughout the planning process or in one package at the end of the marketing reporting period. Reimbursements must be submitted with proof of payment, a copy of the original vendor invoice and a copy of the ad or material (if applicable). NO DOCUMENTATION, No Reimbursement. In most cases, reimbursement requests submitted to the JCVB staff on a Tuesday before 11:00 a.m., a check will be ready the following Friday.
- **Grant Summary** – All attraction applicants must submit a Grant Summary Form before the event of the end of the Fiscal Year (October 31<sup>st</sup>). All reimbursement requests must be submitted prior to submitting the Grant Summary Form. NO reimbursements will be accepted after the Grant Summary Form has been submitted. Submission of the Grant Summary Form indicates the conclusion of the contract between the JCVB and the Grant Applicant. Failure to comply with the reporting guidelines may jeopardize the Applicant's ability to receive future funding through JCVB. Attractions should submit periodical results from grant funding.
- **Surveys** – If funding is awarded, the grant recipient will be required to survey attendees either on site or electronically in the form of a post-visit survey. Sample tourism related questions can be provided by the JCVB. Attraction grant recipients are required to submit 75 completed surveys.



## **Eligible Expenditures for Reimbursement:**

### **1. Marketing (Event or Attraction)**

- Advertising placement intended for an audience outside of a 70-mile radius of Joplin.
- JCVB must be clearly represented as a sponsor in all grant funded advertisements.
- Creative costs for ad development.
- Marketing may include print, television, radio, website banner ads, direct mail etc.
- Web site development and enhancement (limited to a maximum of \$5,000 in total cost) (Recommend a bid process for best results or letter as to why single-source was selected).
- Visitjoplinmo.com and Facebook.com/VisitJoplinMO must be linked to all host electronic sites.
- Advertising on Facebook and other social media platforms is valued more over print formats.
- Only ads approved by JCVB prior to submission will be eligible for reimbursement.

### **2. Printing & Postage**

- If applicant (event or attraction) is requesting funding for printing costs, the majority of the printed materials must be distributed outside a 70-mile radius of Joplin. The JCVB logo must be clearly represented as a sponsor in all funded materials.
- If applicant (event or attraction) is requesting funding for postage fees for targeted mailings, only materials distributed outside a 70-mile radius of Joplin will be eligible. JCVB, City of Joplin staffs and postage machines may not be utilized by applicants for mailing purposes.

### **3. Entertainment & Exhibits (Events Only)**

- Entertainment and booking fees. Entertainment can be characterized as music/bands, speakers, activities etc. that will be for the general audience of the event.
- Exhibit Costs. Cost associated with renting, securing, building or transporting a new exhibit that is being utilized specifically for the event.
- Prize Money (if clearly identified as enhancing event participants or audience).

## **Ineligible Items for Reimbursement:**

1. Expense NOT approved for funding by the JCVB Advisory Board or revised with JCVB director approval.
2. Salaries and other monetary compensation to event or attraction volunteers or employees.
3. Food and beverage.
4. Mileage or gas expenses due to distribution of materials.
5. Entertainment or activities not for the general public.
6. Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application.
7. Interest or reduction of deficits or loans.
8. Advertising, promotional or marketing dollars spent within a 70-mile radius of Joplin. With the exception of radio if it can be proven their broadcast reaches outward greater than 60 miles.
9. Tools and equipment purchases for construction of exhibit (building materials or decoration).
10. Grant funds cannot be used for construction projects or ongoing operation expenses.
11. Billboard advertising.



## **Evaluation Criteria and Scoring:**

### **1. Scoring**

- 100 points are possible for each application.
  1. 15 points – Describe your event or attraction clearly and concisely.
  2. 15 points – Describe the specific projects or expenses for which grant funds is being requested.
  3. 10 points – Ability to increase event attendance (automatic for 1<sup>st</sup> time events).
  4. 20 points – Ability to attract new visitors to Joplin (from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3 hour).
  5. 10 points – Ability to generate overnight stays.
  6. 5 points – If marketing efforts are 40% or more of a digital platform.
  7. 10 points – Scheduling event during low-occupancy dates.
  8. 10 points – Projected growth based on previous year’s Post-event Summary form (automatic for 1<sup>st</sup> time events).
  9. 5 points – Overall composition and impression of grant application.

#### NOTES--

- Applications will be scored and ranked by the total number of points they receive.
- A minimum of 60 points is required to be eligible for funding, however, just because an event receives 60 points does not automatically mean it will receive any funding.

### **2. Funding Determination**

- JCVB has a maximum of \$110,000 allocated for this grant program.
- A maximum of \$15,000 can be awarded per event or attraction.
- Events receiving the highest point scores will be funded first.
- The JCVB Board reserves the right to recommend partial funding to any applicant.
- If the total amount of funds requests by all applicants exceeds \$110,000, some applications who received the minimum 60 points may not be funded. Just because an applicant scores a 60 or higher does not mean it will receive funding.



## FY16 Event & Attraction Marketing Grant Application

### Instructions (Event and Attractions):

- Applicants must complete and submit each section of the application in order to be qualified.
- Applicants must include **BOTH** the questions and the answers in the application.
- Section one (1) is made up of items that will be evaluated during the JCVB Staff Review.
- Section two (2) is made up of items that will be scored during the formal presentation before the JCVB Advisory Board.
- Point values for each question in section two (2) are highlighted in blue.
- Applications must be typed, not handwritten.

*\*\* Reminder (page 3, item 5): The JCVB director reserves the right to refuse forwarding any application to the JCVB Advisory Board if the application is not completed within the required guidelines.*

### EVENT and ATTRACTION Application Section 1

Complete the following questions & include required documents:

- 1. Cover Sheet that includes the following items:**
  - a. Organization Name
  - b. Event/Attraction Name
  - c. Project Manager/General Manager Name
  - d. PM/GM Phone Number
  - e. PM/GM Email address
  - f. Organization Address, City, State, Zip
  - g. Organization Phone Number
  - h. Organization President
  - i. Website Address and all Social Media pages
  - j. Total \$ Amount Requested in Grant
  - k. Event Dates (event only)
  - l. Event Location (event only)
- 2. List of Committee Members or Board of Directors.**
- 3. Proof of Liability Insurance.**
- 4. IRS Determination letter of non-profit status (if applicable).**



## **EVENT and ATTRACTION Application Section 1 continued:**

### **5. Copy of Proposed Budget for Event that includes the following items:**

- a. Total Event Budget or Marketing Budget (for attractions) including items ***NOT*** covered by this grant
- b. Total amount requested in this application
- c. Percentage % of total budget represented by this grant request
- d. Indication of which items in the Total Budget are being submitted for funding approval

### **6. Copy of detailed Marketing Plan must include the following items:**

- a. All local marketing activities as well as those taking place outside the 70 mile radius of Joplin for which funding has been requested (except radio if broadcast greater than 70 miles).
- b. Names of all publications, radio/television stations, web sites and additional media being used.
- c. Costs, Ad sizes and flight dates.
- d. Audience and demographics.
- e. Indication of which items listed in the Marketing Plan are being submitted for funding approval.
- f. Up to five (5) examples/samples of marketing materials, if available.
- g. Sponsorship packet and/or letters of support.

### **7. (Events only) City of Joplin involvement** – describe any assistance from the City including.

- a. Grant or Sponsorship dollars
- b. In-Kind services such as manpower and use of city facilities
- c. Other services including sitting on planning committees etc.

### **8. (Events only) Event Goal** – outline if this is a fundraiser, for-profit event or other for your business or organization.

### **9. Other**

- a. If you have requested funding for anything not covered under the Eligible Expenditures section of the Guidelines (page 11), provide a detailed description of the item's cost, target audience and any other information the Advisory Board might require to adequately assess the merits of your request.
- b. If your event is a **SPORTS EVENT**, please contact the Joplin Sports Authority to learn what support they can offer. Please include the results of that conversation in this section, indicating what level of support they can provide, if any.



## **EVENT Application Section 2:**

This section will be scored during the formal presentation before the JCVB Advisory Board. Limit this section to three pages typed, using a 12 point font. Single-sided documents on white paper. All questions MUST be answered. Indicate N/A is not-applicable. Weighted point values are in ( ).

1. **Describe your event clearly and concisely.** Include the following items in the description. (15pts)
  - a. Name of event
  - b. Dates of event (single day events are discouraged)
  - c. Location of event
  - d. How many years the event has taken place
  - e. Description, objective and purpose of event
  - f. Target audience
  - g. Where your attendee will be coming from (Joplin, Tulsa, Texas, St. Louis etc.)
  - h. Estimated number of attendees
  - i. Estimated number of room nights generated
  - j. Estimated number of attendees that are day-trippers (from outside Joplin, but will not spend the night)
  
2. **Describe the specific projects or expenses for which grant funds have been requested.**

Be sure to include the cost of each item next to the description. These items should match the items indicated on the budget that was submitted with the application. Examples of eligible expenses include: (15 pts)

  - a. Brochures or other printed material – *include description of item, number of copies to be printed, size, black & white or color and where and how the material will be distributed. If costs exceed \$3,000, 3 written bids must be included.*
  - b. Materials for activities – *list all materials and cost for each. Describe the target audience for each activity and indicate where the activity will take place. If costs exceed \$3,000, 3 written bids must be included.*
  - c. Web site development and enhancement – *describe the purpose of the proposed web site or enhancements. Please provide copies of your proposal if the project exceeds \$3,000. Web site funding is limited to a total of \$5,000.*
  - d. Exhibit – *Indicate time frame of the exhibit, any special events planned around the exhibit and examples of successes with this exhibit in other venues.*
  - e. Entertainment – *Describe proposed entertainment and indicate target audience and proposed schedule for entertainment.*
  - f. Prize money – *Describe any cash prizes given and the criteria for winning such prize.*



## **EVENT Application Section 2 continued:**

3. **Describe how this project will increase event attendance from previous years. (10 pts)**
4. **Describe how this project will draw more people from outside the local market or attract new visitors to Joplin. (20 pts)** This includes both overnight visitors and day-trippers; from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3 hour.
5. **Describe how this project will generate overnights stays in local hotels and the method that will be used to track out of town guests. (10 pts)**
6. **Describe the use of Web-based and Social Media platforms in promoting the event. (5 pts)**
7. **Automatic awarding of points for events being held on a date, in a month of the grant year, when lodging occupancy is traditionally low (September-March). (10 pts)**
8. **Provide information for the following items using data from event's previous year. (10 pts)** This is different from data provided for question #1. Points are automatic for 1<sup>st</sup> time events.
  - a. Target Audience
  - b. Estimated number of expected attendees and actual results.
  - c. Estimated number of room nights generated and actual results.
  - d. Estimated number attendees that are day-trippers and actual results.
9. **Overall composition and impression of the grant application. (5 pts)** The appearance of an application is reflective of the business sense of an organization. Impressions do matter.



## **ATTRACTION Application Section 2:**

This section will be scored during the formal presentation before the JCVB Advisory Board.

Limit this section to three pages typed, using a 12 point font. Single-sided documents on white paper. Only the bolded sections of each question have to be included with the answers. Point values highlighted in blue.

### **1. Describe your attraction clearly and concisely.** Include the following items in the description. **(15pts)**

- a. Name of attraction
- b. Parent organization
- c. Location of attraction
- d. How many years has this attraction been in Joplin
- e. Description, objective and purpose of event
- f. Target audience
- g. Where do your attendee coming from (Joplin, Tulsa, Texas, St. Louis etc.)
- h. Pick months for attendance
- i. Estimated number of attendees (monthly/annually)
- j. Estimated number of hotel room nights generated annually
- k. Estimated number of attendees that are day-trippers (from outside Joplin, but will not spend the night)

### **2. Describe the specific projects or expenses for which grant funds have been requested.**

Be sure to include the cost of each item next to the description. These items should match the items indicated on the budget that was submitted with the application. **(15 pts)**

Examples of eligible expenses include:

- a. Brochures or other printed material – *include description of item, number of copies to be printed, size, black & white or color and where and how the material will be distributed. If costs exceed \$3,000, 3 written bids must be included.*
- b. Web site development and enhancement – *describe the purpose of the proposed web site or enhancements. Please provide copies of your proposal if the project exceeds \$3,000. Web site funding is limited to a total of \$5,000.*



## ATTRACTION Application Section 2 continued:

3. Describe how this project will increase event attendance. (10 pts)
4. Describe how this project will draw more people from outside the local market or attract new visitors to Joplin. (15 pts) This includes both overnight visitors and day-trippers; from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3 hour.
5. Describe how this project will generate overnights stays in local hotels and the method that will be used to track out of town guests. (20 pts)
6. Describe the use of Web-based and Social Media platforms to promote your attraction. (5 pts)
7. Market efforts should be focused on bringing in more attendees in non-peak months, describe how the marketing efforts will extend visitor stays. Explain efforts to move the event to a lower occupancy date or explain why such a move is not feasible. (5 pts)
8. Provide information for the following items showing what your proposed, expanded marketing efforts should produce. (10 pts) This is different from data provided for question #1 and should be supported by your marketing plan.
  - a. Target Audience
  - b. Estimated number of expected attendees
  - c. Estimated number of room nights generated
  - d. Estimated number attendees that are day-trippers
9. Overall composition and impression of the grant application. (5 pts) The appearance of an application is reflective of the business sense of an organization. Impressions do matter.

# Joplin Convention & Visitors Bureau

602 S. Main, Joplin, Missouri 64801

417. 625.4789

Fax: 417. 624.7948

[www.VisitJoplinMO.com](http://www.VisitJoplinMO.com)



## Resource List

### **Free Calendar Listings:**

[www.visitjoplinmo.com](http://www.visitjoplinmo.com)

[www.visitmo.com](http://www.visitmo.com)

[www.festivalnet.com](http://www.festivalnet.com)

[www.festivalsandevents.com](http://www.festivalsandevents.com)

[www.news-leader.com](http://www.news-leader.com)

### **Social Media Outlets:**

[facebook.com/VisitJoplinMO](https://facebook.com/VisitJoplinMO)

[facebook.com/downtownjoplin](https://facebook.com/downtownjoplin)

[facebook.com/joplinslocalfamilyfun](https://facebook.com/joplinslocalfamilyfun)

[facebook.com/Route66JoplinMO](https://facebook.com/Route66JoplinMO)

### **Vendor Listings:**

[www.festivalnet.com](http://www.festivalnet.com)

[www.festivalsandevent.com](http://www.festivalsandevent.com)

[www.missourifairsandfestivals.com](http://www.missourifairsandfestivals.com)

[www.oaff.com](http://www.oaff.com)

[www.kansasfairsassociation.com](http://www.kansasfairsassociation.com)

[www.arfea.org](http://www.arfea.org)

### **Additional Information:**

[www.ifea.com](http://www.ifea.com) – International Festival and Events Association (education and webinars for event growth)

[www.ascap.com](http://www.ascap.com) – American Society of Composers and Publishers (music licensing)

[www.bmi.com](http://www.bmi.com) – Broadcast Music, Inc. (music licensing)

[www.missouriartscouncil.org/touring.aspx](http://www.missouriartscouncil.org/touring.aspx) - (list of artists and musical touring acts in Missouri)



## Pasco County Office of Tourism Development Tourism Office Report

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**TO:** Tourist Development Council

**DATE:** 11/16/2016 **FILE:** TD17-008

**FROM:** Tourism Manager

**SUBJECT:** Update on Tourism Activities

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The following is a summary of major activities for the period of October 24, - November 11, 2016.

### **Conference Attendance and Special Engagements**

- 2016 Bicycle Tourism Conference - Lauren St. Martin and Kathryn Starkey  
November 2 – 4
- US301 Bicycle Grand Opening – Camille Hernandez  
October 27
- Travel Media Showcase (TMS) Conference – Consuelo Sanchez  
November 10-12
- Visit Florida Leadership Summit – Ed Caum  
November 28-30

### **Website, Social Media and Marketing Update** – Lauren St. Martin

- Pasco County Tourism on Facebook 12,345 Fans
- Craft Beer Video, filmed at two local breweries

### **Projects Report** – See attachment No. 1

### **Old Business**

- RFP-TB-16-132 Multi-purpose Indoor Sports Complex – Next Steps
- Update on the request for a joint TDC/BCC Workshop regarding the Short Term Rental ordinance
- Tourism Director Update

### **Past and Future Events**

- Tampa Bay Shoot-Out October 15-16 / 23-24
- Savage Race October 22-23
- Florida Bug Jam November 12-13
- Dick's Tournament of Champions December 29-31



## Pasco County Office of Tourism Development Projects Report

**TO:** Tourist Development Council

**DATE:** 11/16/2016

**FROM:** Lauren St. Martin

### Special Event Marketing Program

<u>EVENT</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>NOTES</u>	<u>STAFF</u>
Cotee River Bike Fest	\$5,000	10/7/16	PER pending		EC
Rattlesnake Fest	\$3,678	10/15/16	PER pending		EC
Florida Bug Jam	\$18,317	11/12/16	PER pending		EC
Suncoast Arts	\$3,599	1/21/16	Future Event		EC
Kumquat Fest	\$8,300	1/26/16	Future Event		EC
Pasco County Fair	\$12,500	2/20/16	Future Event		EC
Chasco Fiesta	\$15,000	3/24/16	Future Event		EC

### Sport Event Sponsorship Program

<u>EVENT</u>	<u>AMOUNT</u>	<u>DATE</u>	<u>STATUS</u>	<u>NOTES</u>	<u>STAFF</u>
Tampa Bay Shoot-Out 2016	\$1,400.00	10/15/16	PER pending		EC
Savage Race Fall 2016	\$20,000	10/22/16	PER pending		EC
Dick's TOC	\$90,000	12/29/16	Future Event		EC
Savage Race Spring 2017	\$20,000	3/18/17	Future Event		EC
Symetra Golf	\$20,000	2/27/17	Needs some clarification in application	Still needs clarification TDC 11/16/16	EC
Skate for Hope	\$5,000	6/27	Writing Contract		EC
THORS	\$25,000	TBD 6/17	Writing Contract		EC
PBA 50	\$15,000	4/28/17	Writing Contract		EC
Caliente Bare Dare	\$5,200	5/7/17	Application Received		EC

### Film Commission

<u>FILM PROJECT</u>	<u>DATE</u>	<u>PRODUCER</u>	<u>VENUE</u>	<u>STATUS</u>	<u>STAFF</u>
Connie's Testimonial Video	11/9/16 – 11/14/16	Snow Companies	Hudson Beach and SunWest Park	Approved	EC/CS

## **Financial Reporting**

<b><u>PROJECT</u></b>	<b><u>DATE</u></b>	<b><u>DUTIES</u></b>	<b><u>NOTES</u></b>	<b><u>STAFF</u></b>
FY17 Budget	On going	Maintain budget and monitor all purchases, expenses, PO requests, requisitions, reimbursements, etc.		CS

## **Marketing/Promotions**

<b><u>PROJECT</u></b>	<b><u>AMOUNT</u></b>	<b><u>STATUS</u></b>	<b><u>STAFF</u></b>
A Fishing Story	\$110,000	On hold	EC
New Website	Up to \$28,000 Available	RFP to be released soon	Team Tourism
Visit FL Winter campaigns	\$24,300	In Production	LS
Brewery/Craft Beer Video	\$3,000	In Production	LS/CS
Fishing Video	\$3,000	Coordinating shooting days	LS
Cycling Video	\$3,000	Coordinating shooting days	LS
Restaurant/Foodie Video	\$3,000	Coordinating shooting days	LS
Visit FL Site-Retargeting co-op campaign	\$8,500	In Design Phase	LS
Visit Florida Official FL Map 1/3 page	\$5,000	In Design Phase	LS
Reflections Fall Insert ¼ page	\$2,500	In production	LS
The Visit FLOfficial Travel Guide - International Edition 1/3 page	\$4,775	In Design Phase	LS
Visit FL Magazine ½ Page	\$9,790.23	In production	LS
Visit Tampa Visitor Guide 1/3 page	\$2,509.50	In production	LS
Official VISIT FLORIDA Latin American Vacation Guide 2017 ½ page	\$3,080	In Design Phase	LS
Choozle	\$750	Ongoing	LS
Visit Florida Expedia UK	\$4,200	In Design Phase	LS
Gateway Signage	\$1,000,000	Meetings beginning	LS
Trails Map		In Design	LS