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**COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM REQUEST FORM**

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 01/24/2017

Meeting Date: February 2, 2017

Name: Paula Vann

Department: Tourist Development Council

Division Manager's Signature:

1. Nature and purpose of agenda item:

Request approval 2017-2018 Visit Florida Advertising grant applications, and to allow Paula Vann to digitally sign grant documents on behalf of BOCC.

VF Advertising Grant: \$2,500

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

2. Fiscal impact on current budget.

Is this a budgeted item?

☐

N/A

☒

Yes Account No. 107-5260-552.30-48

☐

No Please list the proposed budget amendment to fund this request

Budget Amendment Number:

Fund:

FROM:

TO:

AMOUNT:

For Use of County Manger Only:☒

Consent Item

☐

Discussion Item



971 West Duval Street, Suite 145
Post Office Box 1847
Lake City, Florida 32056-1847
(386) 758-1312
www.SpringsRUs.com

Memorandum

DATE: 1.24.2017
TO: Scott Ward, Assistant County Manager
FROM: Paula Vann, Tourist Development Director
RE: 2017 - 2018 Visit Florida Advertising Grant Application

Columbia County Tourist Development is eligible for two Visit Florida grants for the 2017-2018 fiscal year, the Cultural, Heritage, Rural and Nature (CHRN) Grant and the Advertising Matching Grant. The TDC has completed applications for both grants and requests permission to sign the grant applications on behalf of the BOCC on the Visit Florida web portal.

The grant project is described below.

Advertising Matching Grant (\$2,500)

#GetSocial Columbia County

Our mission for the #GetSocial Columbia County project is to enrich our marketing efforts by highlighting events and attractions in Columbia County through social media. Creating a social media management hub that can be easily managed and tracked from a desktop and/or mobile device will add value to our objective by marketing to segmented audiences through various social media platforms.

Applicant View

Organization Information

Organization Information	
All applicants must meet eligibility requirements for the grant program. The eligibility questions are used to narrow the grant that an applicant is possibly eligible to receive.	
*Are you a Non-for-Profit Company?	No
*Are you located in or does your organization represent a county that has 50,000 persons or less?	No
*Are you located in a municipality or unincorporated area having a population of 200,000 or less?	Yes
*If yes, what county(ies)?	Columbia County
Please visit the US Census Bureau website at http://www.census.gov/quickfacts/table/PST045215/00 to obtain your county population.	
*Are you a local governmental agency?	Yes

Contact Information

Contact Information	
*Applicant Business Name:	Columbia County TDC
*Applicant Business Mailing Address:	971 West Duval Street, Suite 145
*City:	Lake City
*State:	Florida
*Zipcode:	32055
*Applicant Business Telephone Number:	386-758-1312
This is the person whom all correspondence will be directed to with regards to this grant throughout the grant period.	
Applicant Contact Information:	
*Applicant Contact Name:	Paula Vann
*Applicant Contact Person Email:	pvann@columbiacountyfla.com
*Applicant Contact Person Telephone:	386-758-1312

Support Documentation

Support Documentation	
Please remember that line 1 of your W-9 form, should match what you list as your legal name on your Minority letter. If you would like checks to be made out to a DBA, please include that on line 2 of your W-9, and Minority Letter.	
Download and fill the IRS W-9 Form and upload it back once filled.	
*Upload the completely filled IRS W-9 Form:	W-9.PDF
Download and fill the Minority Vendor Letter and upload it back once filled.	
*Upload the completely filled Minority Vendor Letter:	Minority Vendor Letter - Form.pdf

Project or Program Event

Project or Program Event	
*Program Name:	#GetSocial 2018
*Start Date:	7/01/2017
*End Date:	6/15/2018
Timeline for Project/Program/Event to take place. Dates must fall after 7/1/17, and before 6/15/18.	
The maximum value for the grant program of Advertising Max of \$2,500	
*Grant Amount Requested:	2500
*Are you applying for any other grants through VISIT FLORIDA?	Yes
*If so, are they related to this project/program/event?	No
Project/Program/Event Information and Details	
*Briefly describe the mission/purpose of the project/program/event in which funding is requested for the purpose of promoting tourism in(to) Florida. Be sure you are detailed, clear and concise in describing your mission/purpose for the project/program/event. If using an upload please type "See Attached" in the response here.(max. 300 words):	
Our mission for the #GetSocial 2018 Columbia County project is to enrich our marketing efforts by highlighting events and attractions in Columbia County through social media. Creating a social media management hub that can be easily managed and tracked from a desktop and/or mobile device will add value to our objective by marketing to segmented audiences through various social media platforms. Additionally, #GetSocial acts as an online virtual visitors center allowing us to interact with guests visiting our area.	

Advertising Grant - Columbia County TDC | Vann, Paula

Upload the Mission/Purpose option.	
*Is this a repeat project/program/event or extension to a previous project/program/event?	Yes
Upload previous year's return on investment (ROI) results:	
*If yes, provide previous year's return on investment (ROI) results. If using an upload please type "See Attached" in the response here.	
#GetSocial was launched in November 2016. We are currently tracking the results and ROI for year one.	
Since implementing in November our Facebook following has increased 5.43% and our Instagram following has increased by 79.6%.	
If yes, and the program was not successful, what changes are you making?	
N/A	
Examples of ROI: Provide information that identifies the level of increased event attendance; impact to the community; additional travel dollars received; include the measure means used to calculate these increases.	
*Name the Florida counties/municipalities involved/impacted by the project/program/event. (max. 20 words)	
Columbia, Hamilton, Suwannee	
*Describe your project/program/event's expected economic impact in the community. Provide details on what those expectations include. If using an upload please type "See Attached" in the response here.	
Columbia County is very fortunate to be Florida's Gateway since 1832. Our County is home to the world famous Ichetucknee Springs, Historic Downtown Lake City and the Olustee Festival. It is our duty to keep up to date and implement the most effective and efficient marketing tools. Social Media is the fastest growing marketing medium, and vital to all destination's existence and future. The economic impact will be realized through our expanded marketing reach and travelers' active engagement through social sharing and discussion on social media about our attractions and festivals. The value of this reach and engagement is multiplied when travelers inspire social media friends and followers with similar interests to visit Columbia County.	
Upload your expected economic impact in the community option.	
*Detail your strategy for marketing the proposed project/program/event, by providing details of your target market, advertising methods, and marketing goals. If using an upload please type "See Attached" in the response here.	
Our marketing strategy has three main distribution channels:	
1.Promote our social media outlets through our print and digital marketing campaigns and materials.	
2.Utilize paid social media advertisement to target market travelers with special interests in outdoor adventure activities and history.	
3.Partner with social media promoters with a high number of outdoor enthusiast followers to help build our base and expand our reach through a social media take-over and other marketing campaigns.	
Upload your strategy for marketing option.	
*Detail your marketing plan for implementing the marketing strategy for the proposed project/program/event, which should include a timeline and advertising details. If using an upload please type "See Attached" in the response here.	

Advertising Grant - Columbia County TDC | Vann, Paula

Since the #GetSocial Hub is launched and active, 2018 will entail expanding the number of feeds we follow to 50 (currently we follow 25), creating our 2018 content strategy and actively engaging outdoor enthusiasts through the social media hub. Please see schedule outlined below.

Please note; in addition to the scheduled posts our marketing manager engages and interacts with guests through #GetSocial when the opportunity arises.

Spring 2017 – Audit and asses 2016-2017 Social Media Content

June 2017 – Create July 2017 Social Media Content Calendar

July 2017

- Distribute July 2017 Social Media Content

- Social Media Advertisement (Target Market: Outdoor Adventure, Jacksonville, Orlando, Tallahassee)

- Create August 2017 Social Media Content

August 2017

- Distribute August 2017 Social Media Content

- Create September 2017 Social Media Content

September 2017

- Distribute September 2017 Social Media Content

- Social Media Advertisement (Target Market: Outdoor Adventure, Gainesville, Tallahassee, New York)

- Create October 2017 Social Media Content

October 2017

- Distribute October 2017 Social Media Content

- Social Media Advertisement (Target Market: Outdoor Adventure, Gainesville, Tallahassee)

- Create November 2017 Social Media Content

November 2017

- Distribute November 2017 Social Media Content

- Create December 2017 Social Media Content

December 2017

- Distribute December 2017 Social Media Content

- (2) Social Media Advertisements (Target Market: Family, Holiday Fun, Gainesville, Jacksonville, Orlando, Tallahassee, Valdosta)

- Create January 2018 Social Media Content

January 2018

- Distribute January 2018 Social Media Content

- Create February 2018 Social Media Content

February 2018

- Distribute February 2108 Social Media Content

- (2) Social Media Advertisements (Target Market: History, Civil War, Gainesville, Jacksonville, Orlando, Tallahassee, Valdosta, Miami, Ft. Lauderdale)

- Create March 2018 Social Media Content

March 2018

- Distribute March 2018 Social Media Content

- Southeast insert in major market newspapers

- Website Retargeting Campaign

- (2) Social Media Advertisements (Target Market: Family, Spring Break, Nashville, Louisville, Indianapolis, Orlando)

- Create April 2018 Social Media Content

April 2018

- Distribute April 2018 Social Media Content

- Create May 2018 Social Media Content

May 2018

- Distribute May 2018 Social Media Content

- Social Media Advertisement (Target Market: Outdoor Adventure, Jacksonville, Orlando, Tallahassee)

- Create June 2018 Social Media Content

Upload your marketing plan for implementing the marketing strategy option.	
*Will this project/program/event happen without VISIT FLORIDA grant funding?	No

Budget

Budget Information	
Expenses Categories:	
Contracted Services Description:	Social Medial Hub
Contracted Services Dollar Amount:	\$6,000
Speakers Description:	
Speakers Dollar Amount:	\$0
3rd Party Travel Description:	
3rd Party Travel Dollar Amount:	\$0
Newspaper Advertising Description:	
Newspaper Advertising Dollar Amount:	\$0
Billboard or Out of Home Advertising Description:	
Billboard or Out of Home Advertising Dollar Amount:	\$0
Magazine Advertising Description:	
Magazine Advertising Dollar Amount:	\$0
Radio Advertising Description:	
Radio Advertising Dollar Amount:	\$0

Advertising Grant - Columbia County TDC | Vann, Paula

Digital Advertising (i.e. Google AdWords, Banner Ads) Description:	
Digital Advertising (i.e. Google AdWords, Banner Ads) Dollar Amount:	\$0
Social Media Advertising (i.e. Facebook, Twitter) Description:	Social Media Advertisements
Social Media Advertising (i.e. Facebook, Twitter) Dollar Amount:	\$2,000
TV Advertising Description:	
TV Advertising Dollar Amount:	\$0
Email or E-Newsletter Advertising Description:	
Email or E-newsletter Advertising Dollar Amount:	\$0
Web Development Description:	
Web Development Dollar Amount:	\$0
Website Hosting Description:	
Website Hosting Dollar Amount:	\$0
Graphic Design/Production Description:	
Graphic Design/Production Dollar Amount:	\$0
Technical Web Design/Production Description:	
Technical Web Design/Production Dollar Amount:	\$0
Technical App Design/Production Description:	
Technical App Design/Production Dollar Amount:	\$0
Printing Description:	
Printing Dollar Amount:	\$0
Shipping/Postage Description:	
Shipping/Postage Dollar Amount:	\$0
Other 1 Description:	
Other Dollar 1 Amount:	\$0
Other 2 Description:	
Other 2 Amount:	\$0
Other 3 Description:	
Other 3 Amount:	\$0
Expected goods or services donated (In-kind) to applicant:	
In-Kind Services Donation Description 1:	
In-Kind Services Donation 1 Dollar Amount:	\$0
In-Kind Services Donation Description 2:	
In-Kind Services Donation 2 Dollar Amount:	\$0
In-Kind Services Donation Description 3:	
In-Kind Services Donation 3 Dollar Amount:	\$0
*Total Expenses:	8000
In-kind services or goods must be provided to the applicant by a 3rd party vendor(s). Current Federal Accounting Standards Board require that in-kind services be recognized and recorded. VISIT FLORIDA requires documentation with description of services/goods provided, estimated value, and dates of services/goods provided. All project/program/event marketing expenses must be incurred, billed, and paid within the grant timeline of July 1, 2017 through June 15, 2018, in order to be eligible for reimbursement.	
For all Matching Grants: Dollar for dollar match & or in-kind services or goods must be demonstrated. Staff salaries are not eligible.	
*Explain how you plan to match the requested grant award amount.(max. 300 words)	
Columbia County will match the requested grant award dollar for dollar.	
Advertising Grant Example: Applicant requests \$2,500 in grant funds. Applicant must expend \$5,000 in documented or in-kind donated services, in order to receive a reimbursement of \$2,500.	

Confirmation and Signature

Authorized Signature	
<p>Grant applications and any materials included in the applications are subject to Chapter 119, F.S., Florida's public records law. These laws grant the right to any person to inspect any non-exempt public record. Applicants are responsible for familiarizing themselves with the application of Florida's public records law and properly declaring, substantiating and defending any confidentiality claim or exemption concerning any submitted information as required by Florida Law. If the application contains information that the applicant believes constitutes trade secrets, intellectual property, proprietary information, or information protected by a specific statutory exemption, the information should be clearly identified with particularity and marked confidential. If a public records request is made involving documents with declarations of confidentiality, VISIT FLORIDA will notify the applicant so that the applicant may substantiate and defend the claim. VISIT FLORIDA will not provide legal representation to assist a confidentiality claim.</p>	
<p>*I certify that the information contained in this application, including all attachments and support materials, is true and correct to the best of my knowledge and that I will abide by all legal, financial and reporting requirements as outlined in the Grant Program Guidelines.</p>	

*Signature of Applicant:	
*Title:	

Form **W-9**
(Rev. November 2005)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

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

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return) Columbia County Board of Commissioners	
Business name, if different from above	
Check appropriate box: <input type="checkbox"/> Individual/ Sole proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Other Government <input type="checkbox"/> Exempt from backup withholding	
Address (number, street, and apt. or suite no.) P.O. Box 1529	Requester's name and address (optional)
City, state, and ZIP code Lake City, FL 32056-1529	
List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

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

Social security number								
or								
Employer identification number								
5	9	6	0	0	0	5	6	4

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 4.)

Sign Here	Signature of U.S. person	Date 6-12-14
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Purpose of Form

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

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

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee.

In 3 above, if applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

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

For federal tax purposes, you are considered a person if you are:

- An individual who is a citizen or resident of the United States,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States, or
- Any estate (other than a foreign estate) or trust. See Regulations sections 301.7701-6(a) and 7(a) for additional information.

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

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

**PLEASE RETURN AS SOON AS POSSIBLE.****NOTE: ALL PAYMENTS WILL BE DELAYED UNTIL THIS LETTER IS RETURNED.**

We are required to report to the Governor's Office the name, address and amount of expenditure which we have with any minority vendor. Under Chapter 288 Section 703, Florida Statutes, minority vendors include organizations owned at least 51% by a person or persons in one of the following minority categories: African American, Asian American, Hispanic American, Native American, and Non-Minority women.

We are also required to report the name, address and amount of expenditure which we have with any Service-Disabled Veteran Business. Under Chapter 295 Section 187, Florida Statutes, a service-disabled veteran business is at least 51% owned by one or more service disabled veterans.

Please complete the section below that applies to your company.

Legal Name Columbia County Board of County Commissioners

D.B.A. (If different than above.) Columbia County TDC

Address 971 West Duval Street, Suite 145, Lake City, FL 32055

Is the business shown above a Service-Disabled Veteran Business? ☐ YES ☒ NO

If the business shown above is owned by a minority vendor, check your qualifying minority status. Otherwise, check "Not a Minority Owned Business." Please do not check more than one category below.

CHECK A TOTAL OF ONE

☒ **NOT A Minority Owned Business**
☐ African American Male
☐ Asian American Male
☐ Hispanic American Male
☐ Native American Male

☐ Non-Minority Women
☐ African American Female
☐ Asian American Female
☐ Hispanic American Female
☐ Native American Female

Paula R. Vann
 (signature)

Paula Vann
 (print name)

Executive Director
 (Title)

1.23.2017
 (date)

Please return to us using the address or fax below, or you may email us at accounting@VISITFLORIDA.org

Thank you for your time in filling out this form.

Sincerely,

E. Fields

Evangeline Fields, Chief Financial Officer, Chief Operating Officer