



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. The first meeting of every month is at 9:30AM while the second meeting of every month takes place at 5:30PM. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 7/23/2024 Meeting Date: 8/1/2024

Department: BCC Administration

1. Nature and purpose of agenda item:

The Tourism Development Council did not have a quorum and could not approve the time sensitive Sponsorship Application requests:

- 1) The Off R Rocker Dying Breed Foundation proposes to hold a Broncs, Bulls, & Barrels Rodeo on September 6 and 7, 2024 and requests \$2,000
- 2) Columbia Youth Soccer Association held the Lake City UNDER the Lights 3v3 soccer on July 13 and 14 and requests \$2,500
- 3) The Suwannee Bicycle Association wishes to produce the The Greater Good is a WUFT PBS - Suwannee Bicycle Association six minute video and requests \$250

2. Recommended Motion/Action:

Approve the Off R Rocker Dying Breed Foundation, Columbia Youth Soccer Association, and Suwannee Bicycle Association Sponsorship Applications for funding

3. Fiscal impact on current budget.

This item has no effect on the current budget.



COLUMBIA COUNTY, FL. TOURIST DEVELOPMENT

Application For Sponsorship

Submitted: Thursday, May 23, 2024

Applicant

Business:	Off R Rocker Dying Breed Foundation	Business Model:	Not-for-profit
Contact:	Shane Holland	Phone: 3864665213	Email: buckingbulls@offrrocker.com
Address:	402 Clifton Road Crescent City Florida 32112		
Second Contact:	Rickelle Holland	Phone: 3055053079	Email: rickelle.holland@gmail.com

Event Details

Event Name:	Off R Rocker Broncs, Bulls, & Barrels	Start Date/Time:	09/06/2024 5:00 PM
Event Type:	Sporting Event	End Date/Time:	09/07/2024 9:00 PM
Event Nature:	Age of Event: 4	Occurence:	Reoccurring
Location/Venue:	Florida Gateway Fairgrounds		
Address:	164 SW Mary Ethel Ln Lake City FL 32025		
Participants:	50	Attendance:	5000
Overnight Stays:			

The process to collect hotel data is:

Reservations made at host hotel, RV reservations at faigrounds

Requested amount of money from TDC:	2000.00	Sponsorship Level:	Bucking Chute Sponsor
Years of TDC sponsorship:	0		
Other sponsors listed:	US Army Sunset Feed Russells Traditions BBQ CanAm		

Audience Profile

Local: %	50.00	% Men:	50.00	% Women:	50.00
North Florida %:	25.00	% Age 0-5:	5.00	% Income 25,000-49,999:	20.00
Florida %:	15.00	% Age 5-12:	5.00	% Income 50,000-74,999:	20.00
Southeast %:	5.00	% Age 13-17:	5.00	% Income 75,000-99,999:	20.00
National %:	0.00	% Age 18-24:	15.00	% Income 100,000-124,999:	20.00
International %:	5.00	% Age 25-34:	20.00	% Income 125,000+:	20.00
		% Age 35-44:	20.00	Target Groups:	
		% Age 45-54:	10.00	Families;Youth	

% Age 55-64:	<u>10.00</u>
% Age 65+:	<u>10.00</u>

Advertising and Promotion

The number of people who will directly or indirectly be informed of our sponsorship: 100000

Please describe your method to provide reach proof of performance

Our social media blast will reach over 35,000 fans. We will also be doing radio commercials prior to the event. At the event the sponsorship level request will include a 6 ft banner across the bucking chute

Please list your advertising methods:

Radio Advertisement with mention of Columbia County or LakeCityFL.com Website; Outdoor Advertisement with mention of Columbia County or LakeCityFL.com Website; Digital Advertisement with mention of Columbia County or LakeCityFL.com Website

Does this event have a social media presence? Yes

Facebook	offrrocker	6600
Instagram	offrrocker	30200
Twitter	None	0
Youtube	None	0
Other	None	0

www.offrrocker.com

Website : A large banner will be hung across one of the major bucking chutes Site has Columbia County TDC Logo? Yes

If so, where at? One the main page and the sponsors page

Will the logo link to our springsrus.com, staylakecity.com or camplakecity.com website? Yes

Does this event have prelaunch activities? No

NA

Does this event have post event visibility? Yes

Web posts thanks sponsors on social media

Is there a need for TDC tents? No

Location: NA

Will Columbia County be mentioned in public relations material? Yes

Licensing, Video and Photo Rights

Columbia County will have the right to produce event promotional items with our project's name and logo

Columbia County will have the right to use and share our event's videos and pictures

Comments:

NA

Additional Comments

The proceeds from this event go to provide sponsorships for children in underserved rural areas that wish to complete in rodeo, 4H, and FFA competitions.



COLUMBIA COUNTY, FL. TOURIST DEVELOPMENT

Application For Sponsorship

Submitted: Wednesday, June 19, 2024

Applicant

Business:	CYSA	Business Model:	Not-for-profit
Contact:	Don F Roush	Phone: 3862887697	Email: droush71@hotmail.com
Address:	245 NW Flintlock Glen Lake City FL 32055		
Second Contact:	Cyril Weatherspoon	Phone: 3866281136	Email: travelsoccer@cysa.com

Event Details

Event Name:	Lake City UNDER the Lights 3v3 soccer	Start Date/Time:	07/13/2024 8am
Event Type:	Sporting (Soccer)	End Date/Time:	07/14/2024 12.01am
Event Nature:		Age of Event: 3	Occurrence: Reoccurring
Location/Venue:	Southside Sports Complex (Soccer Fields)		
Address:	1114 Kuhn Rd Lake City FL 32055		
Participants:	600	Attendance:	
		Overnight Stays:	1

The process to collect hotel data is:

N/A

Requested amount of money from TDC:	2500.00	Sponsorship Level:	Besides the event providers, TDC sole sponsor
Years of TDC sponsorship:	0		
Other sponsors listed:	Columbia Youth Soccer Association		

Audience Profile

Local: %	20.00	% Men:	70.00	% Women:	30.00
North Florida %:	50.00	% Age 0-5:	0.00	% Income 25,000-49,999:	30.00
Florida %:	20.00	% Age 5-12:	10.00	% Income 50,000-74,999:	50.00
Southeast %:	10.00	% Age 13-17:	70.00	% Income 75,000-99,999:	15.00
National %:	0.00	% Age 18-24:	10.00	% Income 100,000-124,999:	5.00
International %:	0.00	% Age 25-34:	10.00	% Income 125,000+:	0.00
		% Age 35-44:	0.00	Target Groups:	
		% Age 45-54:	0.00	Families;Youth	
		% Age 55-64:	0.00		
		% Age 65+:	0.00		

Advertising and Promotion

The number of people who will directly or indirectly be informed of our sponsorship: 1000

Please describe your method to provide reach proof of performance

Special thanks to TDC from our social media accounts and placing a banner on CYSA front gates

Please list your advertising methods:

Outdoor Advertisement with mention of Columbia County or LakeCityFL.com Website

Does this event have a social media presence? Yes

Facebook	Columbia Youth Soccer Association - CYSA	720
Instagram	CYSA Stingers	37
Twitter	None	0
Youtube	None	0
Other	None	0

CYSA.com

Website : Banner at front gate, and we can place your flags if you have any! Site has Columbia County TDC Logo? Yes

If so, where at? Front page as a partner

Will the logo link to our springsrus.com, staylakecity.com or camplakecity.com website? Yes

Does this event have prelaunch activities? Yes

Banner on front gate

Does this event have post event visibility? Yes

Banner on front gate

Is there a need for TDC tents? No

Location: No

Will Columbia County be mentioned in public relations material? Yes

Licensing, Video and Photo Rights

Columbia County will have the right to produce event promotional items with our project's name and logo

Columbia County will have limited right to use and share our event's videos and pictures

Comments:

Can film anything to do with CYSA and Columbia County park. Im not sure about the private entity.

Additional Comments



COLUMBIA COUNTY, FL. TOURIST DEVELOPMENT

Application For Sponsorship

Submitted: Tuesday, June 18, 2024

Applicant

Business:	Suwannee Bicycle Association	Business Model:	Not-for-profit
Contact:	Sharon Shea	Phone: 904-534-4417	Email: sharonallen.shea@gmail.com
Address:	12 Bridge St White Springs fl 32096		
Second Contact:	Joy Montgomery	Phone: 904-334-7133	Email: trektjoy@aol.com

Event Details

Event Name:	The Greater Good is a WUFT PBS - Suwannee Bicycle Association six minute video	Start Date/Time:	09/19/2024 9:00 AM
Event Type:	locally produced 30-minute television program that showcases non-profit/ organizations throughout North Central Florida	End Date/Time:	09/19/2024 12:00 PM
Event Nature:		Age of Event: 0	Occurrence: One-time Event
Location/Venue:	SBA headquarters		
Address:	12 Bridge St. White Springs fl 32096		
Participants:	Attendance:	1	Overnight Stays: 0

The process to collect hotel data is:

After program runs, TDC can see if there is an increase in hotel visits from counties where the video is broadcast

Requested amount of money from TDC:	250.00	Sponsorship Level:	Not applicable
Years of TDC sponsorship:			
Other sponsors listed:	Hamilton County TDC - is considering donating		

Audience Profile

Local: %	100.00	% Men:	43.00	% Women:	57.00
North Florida %:	0.00	% Age 0-5:	0.00	% Income 25,000-49,999:	0.00
Florida %:	0.00	% Age 5-12:	0.00	% Income 50,000-74,999:	0.00
Southeast %:	0.00	% Age 13-17:	0.00	% Income 75,000-99,999:	0.00
National %:	0.00	% Age 18-24:	12.00	% Income 100,000-124,999:	0.00
International %:	0.00	% Age 25-34:	21.00	% Income 125,000+:	0.00
		% Age 35-44:	11.00	Target Groups:	
		% Age 45-54:	19.00	Families;Seniors;Businesses	
		% Age 55-64:	4.00		

Advertising and Promotion

The number of people who will directly or indirectly be informed of our sponsorship: 0

Please describe your method to provide reach proof of performance

WUFT PBS - The Media Audit. See attached WUFT PBS TOTAL WEEK VIEWERSHIP - COMPOSITION REPORT for geographic data by counties and annual household income

Please list your advertising methods:

Digital Advertisement with mention of Columbia County or LakeCityFL.com Website

Does this event have a social media presence? Yes

Facebook	WUFT, Suwannee Bicycle Association	0
Instagram	None	0
Twitter	None	0
Youtube	WUFTmedia	0
Other	None	0

www.suwanneebike.org; www.WUFT.org/greatergood

Website : SBA will describe, show pictures and video clips of the mountain bike trails located in Columbia County (Beast of Burden and Gar Pond) Site has Columbia County TDC Logo? Yes

If so, where at? Konnie Patke - will be interviewed; her name, position and Columbia County logo will display

Will the logo link to our springsrus.com, staylakecity.com or camplakecity.com website? Yes

Does this event have prelaunch activities? Yes

Columbia County TDC could host a social event showing the first broadcast, inviting citizens and SBA members to attend. This could also be a social event at SBA headquarters with Konnie and SBA members and other guests.

Does this event have post event visibility? Yes

We will include links on our website to the video clip. We will promote it on sba FaceBook site and Historic White Springs Facebook page and Website.. Columbia county can also promote it.

Is there a need for TDC tents? No

Location: NA

Will Columbia County be mentioned in public relations material? Yes

Licensing, Video and Photo Rights

Columbia County will have the right to produce event promotional items with our project's name and logo

Columbia County will have the right to use and share our event's videos and pictures

Comments:

NA

Additional Comments

Minimum projected reach for the premiere week (five airings; different times) of the video episode is projected minimum of 8,000-10,000 viewers.

This does not include the exposure in future airings. Greater Good Video available for public exposure after WUFT PBS TV Episode premiere.

TV audience is based on a 400,000+ Households (even though it is much more) in Alachua, Baker, Bradford, Citrus, Clay, Columbia, Dixie, Duval, Gilchrist, Lafayette, Levy, Marion, Putnam, Suwannee, Union and a few more. WUFT core reach is outside of Columbia County (more populated counties/cities) which will attract visitors who are interested in exploring the beauty of the Suwannee Valley region.