

Columbia County Tourist Development Council
Board of Directors Meeting
Wednesday, September 17, 2014 12:00 Noon
Columbia County Tourist Development Office
971 W. Duval Street
Lake City, Florida 32055

AGENDA

- Call to Order
- Roll Call
- Introduction of Guests
- Approval of July 16, 2014 and August 20, 2014 regular meeting minutes.
- Staff Reports
 - Operations Report
 - Bed Tax and Smith Travel Reports
 - Financial Report
 - TDC Open Staff Positions
 - Marketing Update
 - Consumer Shows – America's Largest RV Show
 - Advertising Update
 - 2015 Vacation Guide
 - Sports Program & Tournament Update
- Southside Recreation Complex update
- Old Business
 - Tri-Vision Sign
 - Special Event Funding Request – Live Oak Jazz, Art & Blues Festival
- New Business
 - Other
- Adjournment

Call to Order: Vice-Chairman Mike Collins called the meeting to order at 12:00 noon and welcomed the board members, staff and guests to the meeting.

Roll Call: TDC board members in attendance were Mike Collins, Scarlet Frisina, Cecil Shaw, Brian Bickel and Nick Patel. Members absent were Ron Williams, Nupur Shukla, Mahendra Patel and Zack Paulk. Staff in attendance included Paulette Lord and Lori Regan. Guests included; Teena Peavey (SOSMP), Jack Muenchen (Sports Improvement Coordinator) and Megan Reeves (LCR). **A quorum was present.**

Approval of Meeting Minutes: Approval of April 16, 2014 regular meeting minutes, April 28, 2014 special meeting minutes, May 14, 2014 special meeting minutes and June 25, 2014 regular meeting minutes. **A motion was made by Scarlet Frisina, second by Brian Bickel to approve the minutes as presented. The motion was approved.**

Bed Tax & Smith Travel Reports: The Bed Tax and Smith Travel Report were distributed. Paulette Lord reported that the bed tax report is up \$4,000 from this time last year. The Smith Travel Report is also on the rise. Occupancy is up 10.9%, ADR is up 5.5%, REVPAR is up 17% and room rates are up 17%. We are eagerly waiting the June Smith Travel Report to see the impact from recent sporting events. Last year, the monthly Percentage Change and Trend report were added sections to the Smith Travel Report. Paulette Lord asked if we would like to continue these sections of the report. Board members were in agreement that it is helpful and gives us insight into who is reporting. Paulette Lord agreed that we should continue this section of the report.

Financial Report: Financial Report was distributed and discussed. It does not require an approval but it was asked that the board acknowledge receipt of the report. Nick Patel suggested that we present the TDC meeting agenda packet in a slideshow format so that it cuts down on the amount of paper used in the packet. **A motion was made by Cecil Shaw, second by Scarlet Frisina to acknowledge receipt of the financial report as presented. The motion was approved.**

Nick Patel then spoke regarding the new budget and the procedures of how things are done. He is concerned about charges that we are receiving. He plans to meet with county officials regarding this matter but has had trouble arranging a meeting. Mike Collins suggested that the board write a letter requesting a meeting with Dale Williams, Ben Scott and the county CPA to discuss the matter of TDC financials and budget. Nick Patel agreed. Paulette Lord said that the TDC staff will write the letter. **A motion as made by Nick Patel, second by Brian Bickel. The motion was approved.** Mike Collins later in the meeting suggested that we set a time table for the county to respond so that we can discuss their response at the next TDC meeting.

Operations Report:

- **Tri-Vision Sign Agreements**

Lori Regan reported on the display advertising agreement for the Columbia County Tourist Development Council. An updated version of the agreement was distributed and discussed. At the previous TDC meeting there was a discussion on updating the agreements for the Tri-Vision and selling the third face of the sign which the TDC currently advertises on. There was also a discussion about raising the price back to the original \$750 per face per month. The new display advertising agreement now reflects the price increase, releasing the third face to an advertiser and all mention of the Hall of Fame or Welcome Center was

deleted from the agreement. A motion was made by Scarlet Frisina, second by Brian Bickel to approve the new display advertising agreement. The motion was approved.

- TDC Open Staff Positions

Paulette Lord reported that they have narrowed the search down to 10 applicants for the TDC Director position. Interviews will take place on August 5th and 8th. The interview panel is made up of Lisa Roberts, Ben Scott, Nick Patel and Paulette Lord. A list of applicants was distributed to the TDC board members.

Marketing Report:

- Paulette Lord reported that Lori Regan will be attending marketing college the first week in August. Paulette and Lori will also be attending the FFEA convention in South Florida. The FFEA will be naming a scholarship in honor of Harvey Campbell for students that are pursuing a career in tourism. The FFEA board has invited Harvey's family to attend.
- Industry Conferences. Lori Regan reported that she and Paulette will be attending the FFEA Convention August 13th – 15th, in Orlando, FL. Elaine McGrath with Stephen Foster Folk Culture Center State Park and Teena Peavey with Spirit of the Suwannee will also be attending. The TDC staff nominated the 150th Anniversary of the Battle of Olustee in several categories for this year's FFEA SUNsational Awards. Teena Peavey also submitted some award nominations for the Wanees Buses and as a "Community Projects" category nomination.
- Sponsorship & Social Media Workshop. Lori Regan reported that speakers were finalized for a Sponsorship and Social Media Workshop. The workshop will take place on October 8, 2014 and is tentatively set to be held in the UF Extension Office conference room. If we have a greater response, then the location may have to be changed. We have two speakers lined up that have spoken at FFEA events in the past. Paulette Lord and Lori Regan attended a conference last year that these two speakers were at. The speakers are Cinde Martin and Terra Spero. They will speak on using social media platforms and different types of sponsorship for festivals and events. As the details are finalized more information will be sent out.
- Advertising Update. Lori Regan reported that our ad campaigns this year have generated just under 9,000 vacation guides being sent out across the United States and Canada. We are currently reviewing opportunities for the new fiscal year 2015 advertising budget. We have also received several proposals from website and app designers, Paulette and Lori will be reviewing those proposals.
- Sports Program and Tournament Update. Lori Regan reported that this year we have had 26 scheduled tournaments at the Southside Recreation Complex which have resulted in 1,127 teams participating. We still have 3 tournaments left in fiscal year 2014. Last month, we hosted the Florida Babe Ruth State Softball Tournament. It was the first time that we have hosted this event. They were originally scheduled to play in Alachua County but, due to construction on the ball fields there, they had to move the event six weeks before it was to take place. We worked closely with the event organizer, Doug Robinson, who is the State Commissioner, Florida Babe Ruth Softball. We also worked closely with Columbia County Resources to secure a place for the Babe Ruth Softball teams to hold their opening ceremonies. Over 3,500 people attended the ceremony. Doug Robinson also sent an email to the TDC office telling us that 86 teams participated in this tournament. That was not only the largest Babe Ruth Softball tournament in the area but also in the nation. Mr. Robinson has asked to meet in the coming weeks with TDC staff, Columbia County Resources and Parks and Landscape to plan next year's Babe Ruth World Series Tournament here in Lake City. We look forward to working with Doug Robinson in bringing this event to Columbia County. In addition to those tournaments we also hosted the Jacksonville Storm Tournament and a Babe Ruth Tournament with 127 teams total.

Southside Recreation Complex Update:

- Jack Muenchen reported that two of the fields have been resodded. They are moving forward to Phase III of the Musco lighting. All of the scoreboards at the ball fields will be taken down and refurbished. Nick Patel commented on the sponsor banners that are hanging on the fence visible from Bascom Norris Rd. He questioned if those would have to be kept in place. Jack Muenchen recapped what was said at the last meeting when the scoreboard and banner issue was discussed. They would like to eliminate the vinyl banners from the fences. They do not make any money off the banners and do not see a need for them with the sponsors being able to advertise on the scoreboards.

Old Business:

- Nick Patel asked about the Florida's Suwannee River Valley Marketing Group Quarterly Marketing Meeting that was held several months back. He wanted to know if anything specific came from that meeting and what the results of the meeting were. Paulette Lord responded that at the next TDC board meeting there will be a presentation of the results from the FSRV Quarterly Marketing Meeting. There is one more meeting next week to further discuss ideas with the Florida's Suwannee River Valley Marketing Group. Nick Patel explained to the board what the meeting in question was about and that he looks forward to seeing the results. Nick Patel also brought up the subject of advertising at the Gator Games at the University of Florida during the football season. Paulette Lord informed him that this was an idea brought up in the Quarterly Marketing Meeting and would be part of the presentation at the next TDC meeting.

New Business:

- **TDC Board of Directors – Board Member Terms**

Paulette Lord reported that the ordinance governing the TDC, council member terms for each board member is four years, not three. We are currently getting things ready for the new TDC Director and have revised the member term dates to meet the ordinance specifications. Mahendra Patel's and Cecil Shaw's terms expire December 31st of this year. A letter will be sent to the board members whose terms are set to expire asking them if they wish to continue as a board member. If they decide not to stay, then new members would have to be chosen. Brian Bickel's term is slightly different because he asked to be relieved in 2011 but Harvey Campbell asked him to stay on. His term is set to expire 2015.

- **"Doxie Derby" Funding Request**

Paulette Lord reported that the "Doxie Derby" is a one day event here in Columbia County. Usually we do not grant a request for funding unless it is a two day event. However we have, in the past, given small funding of \$250-\$500 to organizations hosting one day events in hopes they grow. The "Doxie Derby" is a dog show for dachshunds and has at least 50 dogs in the show. This is the second year they have hosted the event and it will be held at the Columbia County Fairgrounds. Nick Patel voiced some concerns with funding the event. Paulette Lord voiced some concerns as well due to lack of advertisement. We have offered to post the event on our website and social media for advertisement. Mike Collins asked for a motion on the request. Nick Patel said there was not enough information and had some concerns as to how much money we have in our budget. Paulette Lord informed him we had enough money to fund their request. We did award \$500 earlier in the year to the martial arts show at the Florida Gateway College. We received feedback from that event and there were no overnight stays in the area. Nick Patel suggested that we wait until the event date gets closer and, if the "Doxie Derby" can provide more information, then the TDC would reconsider the request, but due to lack of information he did not feel comfortable making a decision at this time. Paulette Lord said that the event is held in February, 2015 and that is not a lot of time to plan an event. The event organizers are trying to see what kind of revenue stream they have to work with and may not be a good idea to put them off until a later date. There needs to be a decision made to

approve or deny their funding request. Scarlet Frisina asked if the \$5,000 that was set aside for this type of thing had already been spent. There was some confusion about the \$5,000. Nick Patel explained that \$5,000 was set aside for Harvey Campbell to use for funding requests not to exceed \$500 per event. He stated that if it's not in the budget, he's not sure where it went. Paulette Lord was unaware of this but would check into it and what the guidelines are that were set in place. Paulette agreed that, in the past, there have been some small requests that Harvey made the decision on regarding funding. A discussion about the paperwork that has to be submitted with a funding request to the TDC board occurred. Nick Patel asked about follow-up reports from the events to inform us of how many overnight stays actually took place. Paulette Lord responded that there is a follow-up report that an event is to submit to the TDC and, if that paperwork is not submitted, all future requests will be denied. Lori Regan added that most other counties do not pay the funding until after the event is over. The funding is approved before the event, then the event submits invoices to the TDC and the event organizers are reimbursed. Historically, the TDC has paid the money up front. That may be an option we want to look at in the future. Mike Collins said that the staff should make the decision on funding requests \$500 and under. The TDC Board will make the decisions on whether to reduce, increase or cut funding from \$5,000.

Adjournment: There being no additional business to come in front of the TDC board at this time, at 1:00pm **a motion was made to adjourn by Scarlet Frisina, second by Brian Bickel. Meeting was adjourned.**

Call to Order: Chairman Ron Williams called the meeting to order at 12:15 PM and welcomed the board members, staff and guests to the meeting.

Roll Call: TDC board members in attendance were Ron Williams, Scarlet Frisina, Cecil Shaw, and Nick Patel. Members absent were Brian Bickel, Nupur Shukla, Mahendra Patel, Zack Paulk and Mike Collins. Staff in attendance included Paulette Lord and Lori Regan. Guests included; Teena Peavey (SOSMP), Jack Muenchen (Sports Improvement Coordinator), Emily Buchanan (LCR), Theresa Westberry (LCR), Austin Richmond (SCCOC), Kerry Waldron (COLO) and Keith Mixon (COLO). **A quorum was NOT present.**

Approval of Meeting Minutes: Approval of July 16, 2014 regular meeting minutes. **A quorum was not present.**
Approval of minutes postponed.

Special Event Funding Request – Live Oak Jazz, Arts & Blues Festival: Paulette Lord introduced members of the Live Oak Jazz, Arts & Blues Festival; Austin Richmond, Keith Mixon and Kerry Waldron. Keith Mixon delivered the presentation. The event takes place in Downtown Live Oak, October 25, 2014 starting Friday at 6 PM. The festival has been in planning for over three months, it is one of the largest events to be held in Downtown Live Oak. Artists from Gainesville, Ocala, Jacksonville, and the surrounding area will be participating. The artists will be located in Millennium Park Downtown. Arts and crafts vendors will line the downtown area as well. A total of nine bands have been recruited and will be playing music throughout the day. A beer and wine garden will also be set up downtown along with food vendors. They estimate attendance to be at least 3,000 people. They have partnered with other agencies in the state of Florida and locally to market the event and to spread the word. News of the event has spread across North Florida and has reached as far South as Key West. Keith Mixon plans on attending various other jazz festivals in the state before the event to advertise and promote the festival. They are very excited about the event and the support generated. The visitors coming into the area will impact Columbia County hotels and restaurants. The festival is seeking funding from the Columbia County Tourist Development Council (TDC) in the amount of \$2,500. Nick Patel commented that he thought it was a good investment and that it would bring more tourists into the area. Ron Williams agreed and commented that he supports the event and that we should help neighboring events. Cecil Shaw was concerned about the August 1st deadline for event funding requests. Paulette Lord clarified that it is a first time event and they were unaware of the deadline. Cecil Shaw understood and agreed that he supports the event. Scarlet Frisina expressed her support as well. A quorum was not present to vote on the approval of the funding. Ron Williams suggested that a special meeting could be called to approve the request before our next regular meeting in September. Kerry Waldron commented that they would need the funding by mid October and it would be ok to approve the request in the September TDC Meeting. The funding request will be presented for a vote at the September TDC meeting.

Operations Report:

- **Bed Tax & Smith Travel Reports:**

The Bed Tax and Smith Travel Reports were distributed. Paulette Lord reported that the bed tax report is up \$5,146 from this time last year. Ron Williams asked Nick Patel to give an update on the hotel business in the area. Nick Patel reported that this year has been better for the industry in the area. The economy seems to be on the rise and it has created a positive effect locally. Overall, the hotel business in the area is on the rise. Paulette Lord added that the Smith Travel Report is up from this time last year. Occupancy is up 6.9%, ADR is up 5.5% and the REVPAR is up 12.8%. We are doing better than some of our neighboring counties and things are looking positive.

- **TDC Open Staff Positions:**

Paulette Lord reported that we are down to four TDC director applicants. The four finalists are Gary Pearce, Arthur McIntire, Paula Vann and Elizabeth Porter. Dale Williams and Ben Scott are reviewing their calendars and lining up interviews. Ron Williams commented that he did not want politics to play a role in the choice of the new TDC Director. Nick Patel agreed and thanked Mr. Williams for his concern. He believes that Dale Williams will make the right decision.

Marketing Report:

- **Industry Conferences and Seminars:**

Lori Regan reported that she attended the Southeast Tourism Society Marketing College. It is a weeklong continuing education program located in Dahlonega, Georgia. Lori continued that she and Paulette just returned from the Florida Festivals and Events Association conference in Orlando, Florida. They attended breakout sessions, discussed marketing trends and strategies and spoke with vendors. They also submitted the Olustee Festival program, the Olustee website, an Olustee promotional item and a photo for the SUNsational Awards. Three out of the four items submitted won awards. Cody Gray the Administrative Assistant for the TDC was nominated for the Emerging Leader award. The outcome of that nomination can be found on page 7a of today's paper. Our current ad campaign has resulted in approximately 9,400 vacation guides mailed out across the United States. We are currently reviewing ideas for the new 2015 fiscal year advertising budget. A new website design is also still in the works and hopes to be completed soon. Paulette Lord reported that, in response to requests from our local hoteliers we are advertising in three football publications. They are; the Daily Gamecock, the Kentucky Kernal, and Mizzou Online Magazine. We are trying to accommodate our hotels to see if we can get visitors for football games at the University of Florida to stay in our hotels which have no minimum night stay. Teena Peavey from Spirit of the Suwannee Music Park is partnering with us on one of our ads to attract campers coming into town for the football games into the area. Ron Williams agreed that this was a good idea.

Sport Program and Tournament Update:

- Lori Regan reported that since our last meeting there have been no tournaments at the Southside Sports Complex. There was a charity event scheduled but that unfortunately did not come to fruition. The Jacksonville Storm has scheduled for 2015. They will be holding a fall showcase in November of 2014. Ron Williams commented that he believes once we get a sports marketing person on board he feels that we can target these people and bring more tournaments into the area. Ron Williams also asked Nick Patel to comment on the issues with tournament teams staying at the local hotels. Nick Patel reported that there have been issues with team members being rowdy or disruptive. It is dealt with on an individual hotel basis. Most of the time the kids are not the problem but rather the parents. He continued that most hotels have gotten use to this and expect it. They have certain policies and procedures in place to handle these issues. He agrees that having a sports marketing person would help bring more teams in and really focus on driving events into the area.

Southside Recreation Complex Update:

- Jack Muenchen reported that construction is still going on. Some of the girl's softball fields are currently being reseeded. At the September 4th meeting they will present a plan to finish the rest of the project. From there, Clint Pittman will be able to schedule field closures and complete the next phase of lighting. Scarlet Frisina commented that at the September 4th meeting they will also present the plan for the sidewalks to be completed. She is very happy with the progress and this shows that things are getting

closer to being completed. Jack also reported that the RC group at the Southside Complex, who operate the RC track, gave a presentation at last night's Sports Advisory Council Meeting. Scarlet Frisina added that Tim Murray was the gentleman that gave the presentation. Scarlet Frisina visited the event that the RC group recently held. She reported that they are doing a great job out there and that the event was every successful and impressive. They are looking to become a permanent part of the complex.

Old Business:

- Ron Williams informed everyone that he has a folder of information on the Miracle Field project that Harvey Campbell wanted at the Southside Sports Complex. He would like to see the field built and named after Harvey. He is not sure on the time line to get this project moving but he would like to see it kicked off by the first of the year. Jack Muenchen commented that the original idea was for the kids but he would also like to see it to include the Wounded Warrior project as well. Scarlet Frisina talked about the Wounded Warrior project. She reported that they received a presentation at the last Board of County Commissioners meeting. She said the gentleman called her before the meeting and asked about them waiving the fees for the complex. He also stated that he had the approval and recommendation by the TDC and Landscape department. Scarlet disagreed and said that he did not have the approval or recommendation because he had not been before the TDC board. She then asked for an update on where that stands. Lori Regan reported that Mike Williams had been recommended to call the TDC. He called Lori and spoke with her about the event and all of the plans that he had in place. He stated that he had the fields reserved and spoke with the president of the adult softball to reserve the fields. She called Mike Williams back and instructed him to call the Southside Complex and speak with them. As for support of the TDC regarding marketing, after all the plans are set in place, after the Board of County Commissioners has approved it and all requirements are met then, from a marketing standpoint, the TDC would support it. Scarlet Frisina added that this is a major event and would take a lot of money to fund. Ron Williams agreed and stated that he does not believe that the TDC is ready to underwrite a \$20,000 debt for this event. Lori Regan stated that funding the event was never discussed with Mike Williams, only marketing support. Ron Williams said he has a lot of work to do before he brings it before the board. Scarlet Frisina told Mike Williams to bring it before the TDC Board after he has his "ducks in a row."
- Tri-Vision Sign:
Paulette Lord reported that some landscaping needs to be done around the sign area. Teena Peavey reported that there is a large black dot in the middle of the LED portion of the sign. We are currently working with Green Group on the sign. There are a lot of issues with it and we are unable to communicate with the LED portion of the sign. There is also a panel missing on the Tri-Vision portion. There was a discussion regarding the "Welcome" portion of the sign. Paulette Lord stated that at the last meeting the TDC board raised the rental price on the Tri-Vision to \$750 per month from \$500. Nick Patel would like to see it go back to \$500 per month. Paulette asked the board what they would like to set the price at, so that we know what to sell the available faces for. A decision could not be made because a quorum was not present. The item will be placed on next month's agenda for discussion. Nick Patel commented that he was involved with the installment of the sign with Harvey Campbell. He thought the original price was set at \$600. He did not recall \$750 ever being a price but if that is what the board would like to do then he will be ok with that. He would have to review his billboard rentals and see if he could afford to stay as an advertiser on the sign.

New Business:

- Sports Program Financial Analysis

Lori Regan reported that members of the board have requested an audit or a more in depth financial analysis of the sports program and how the bed tax dollars are being spent. She has been researching the numbers and facts. Copies of the information were distributed to the board members present. Lori then explained the numbers and data that were distributed. She explained that we have been paying two full time Landscape and Parks Department employees, half of their salaries for this fiscal year. That equates to 1,760 hours. There are six part time employees on payroll as well as four additional employees listed as "paid administrative leave." This fiscal year, there has been over 1,550 hours of overtime for tournament related functions. Total hours that tournament bed tax money has paid is close to 4,600 hours. Lori Regan then showed a breakdown of expenditures. Regular pay was \$35,777.25, overtime pay was \$25,700, payroll expenses (FICA, insurance, etc.) \$15,437. Total payroll and expenses for tournaments \$77,118.66. 42% of the total sports payroll is overtime pay. An overview of 2014 tournament expenditures was then presented. She explained her procedure of calculating the numbers presented in order to get an accurate reading. The bottom line is that if you compare the bed tax revenue being taken in by the TDC for tournaments and what the TDC has paid out for tournaments, we are in the red nearly \$113,000. Paulette Lord commented that does not include money for the improvements that are being done. The biggest portion of the money is salaries. Hopefully, once a sports marketing person is on board then they can take on some of these tasks. Another big issue is overtime pay. She would like to see if there is a better way to control the amount of overtime paid out. Paulette suggested using comp days instead of overtime pay. Ron Williams was under the impression that we could not do much about the employees that have to keep up the ball fields, but with other county agencies they have a pool of employees that are not part of the county payroll. County employees should not be working those events and we should create a pool of people that are not associated with the county payroll. Nick Patel added that he has reviewed the facts presented and is also concerned about the overtime pay that is being spent and feels that it is not being managed properly.

- Presentation of 2014-2015 Budget:

Paulette Lord presented the 2014-2015 budget and copies were distributed to the board members present. She explained some changes being made to the budget and that it would be presented at the next budget workshop. Nick Patel has also had meetings with Dale Williams and Ben Scott regarding the budget. Nick Patel explained some changes he would like made to the budget and items discussed with Ben Scott. He explained that some changes regarding budgeting for a new sports director and possible assistant in the future. He continued that \$5,000 has also been budgeted for special funding requests of \$500 and under. Ron Williams and Nick Patel had a discussion regarding TDC funds in contingency. Ron Williams added that if any items come forward that need action before the next meeting then a special meeting could be called to vote on those items. Paulette Lord and Ron Williams then had a discussion about her retirement and coming back to sit down with the new director and explain some of the procedures and information to that person. She would also aid in helping the TDC through the transition.

Adjournment: There being no additional business to come in front of the TDC board at this time, **meeting adjourned at 1:17pm.**

FLORIDA DEPARTMENT OF REVENUE
LOCAL OPTION TOURIST DEVELOPEMENT DISTRIBUTION

COLLECTION MONTH: JULY 2014
DISTRIBUTION MONTH: AUGUST 2014

	COUNTY	PRELIMINARY	INTEREST ON PRELIMINARY	TOTAL ADJUSTMENTS	NET TAX DUE
14	BRADFORD	7,518.78	7.44	0.00	7,526.22
19	CITRUS	57,659.53	57.08	(36.75)	57,679.86
22	COLUMBIA	81,023.05	80.21	0.00	81,103.26
24	DESOTO	2,295.15	2.27	0.01	2,297.43
25	DIXIE	2,937.15	2.91	0.00	2,940.06
28	FLAGLER	229,695.17	227.40	0.18	229,922.75
29	FRANKLIN	210,279.98	208.18	17.60	210,505.76
30	GADSDEN	9,590.92	9.50	0.00	9,600.42
31	GILCHRIST	5,394.00	5.34	0.00	5,399.34
32	GLADES	834.51	0.83	0.00	835.34
34	HAMILTON	2,823.72	2.80	(3.02)	2,823.50
36	HENDRY	12,177.67	12.06	0.00	12,189.73
40	HOLMES	3,620.37	3.58	0.00	3,623.95
42	JACKSON	26,252.87	25.99	(28.14)	26,250.72
43	JEFFERSON	2,587.13	2.56	(0.05)	2,589.64
48	LEVY	14,808.98	14.66	(1.24)	14,822.40
50	MADISON	11,140.11	11.03	0.00	11,151.14
57	OKEECHOBEE	12,318.41	12.20	0.00	12,330.61
61	PASCO	59,066.82	58.48	(0.07)	59,125.23
70	SUMTER	24,944.12	24.69	0.00	24,968.81
75	WAKULLA	17,313.23	17.14	2.32	17,332.69
77	WASHINGTON	8,652.69	8.57	0.00	8,661.26
	TOTALS	802,934.36	794.92	(49.16)	803,680.12

Interest paid on Local Option Tourist Development Tax Distribution is being
processed pursuant to F.S. 125.0104.

Columbia County Tourist Development Tax Collections Report											
Collection Month	2008	2009	2010	2011	2012	2013	2014	3% Equivalent	\$ +/- Change	4th cent	Month Received
January	\$ 29,638	\$ 33,625	\$ 29,905	\$ 51,193	\$ 52,702	\$ 53,649	\$ 74,712	\$ 56,034	\$ 2,385	\$ 21,063	April
February	\$ 39,490	\$ 34,646	\$ 34,467	\$ 53,201	\$ 57,012	\$ 56,690	\$ 75,234	\$ 56,426	(265)	\$ 11,982	May
March	\$ 44,034	\$ 36,413	\$ 40,660	\$ 61,817	\$ 66,188	\$ 69,003	\$ 82,902	\$ 62,176	(6,827)	\$ 13,899	June
April	\$ 36,038	\$ 31,653	\$ 52,447	\$ 54,955	\$ 51,128	\$ 68,959	\$ 94,574	N/A* (See Note)	\$ 25,615	N/A* (See Note)	July
May	\$ 34,485	\$ 27,141	\$ 46,296	\$ 48,751	\$ 54,927	\$ 71,786	\$ 75,734	N/A	\$ 3,948	N/A	Aug
June	\$ 35,139	\$ 31,027	\$ 50,715	\$ 52,497	\$ 56,044	\$ 77,126	\$ 82,272	N/A	\$ 5,146	N/A	Sept
July	\$ 31,604	\$ 27,628	\$ 50,455	\$ 49,630	\$ 53,487	\$ 74,380	\$ 81,023	N/A	\$ 6,643	N/A	Oct
August	\$ 30,877	\$ 20,537	\$ 37,928	\$ 40,486	\$ 42,809	\$ 60,802		N/A		N/A	Nov
September	\$ 25,174	\$ 21,572	\$ 35,575	\$ 43,090	\$ 40,346	\$ 58,792		N/A		N/A	Dec
October	\$ 34,259	\$ 26,625	\$ 46,902	\$ 49,795	\$ 55,018	\$ 78,726		N/A		N/A	Jan
November	\$ 32,126	\$ 26,279	\$ 44,917	\$ 52,809	\$ 52,034	\$ 77,875		N/A		N/A	Feb
December	\$ 30,331	\$ 27,200	\$ 46,296	\$ 54,383	\$ 47,999	\$ 77,917		N/A		N/A	Mar
TOTALS	\$ 403,195	\$ 344,346	\$ 516,563	\$ 612,607	\$ 629,694	\$ 825,705	\$ 566,450	\$ 174,636	\$ 36,645	\$ 46,943	TOTALS
YTD +/-	\$ 53,959	\$ (64,317)	\$ 172,217	\$ 96,044	\$ 17,087	\$ 196,011					

*NOTE: 4% LOTD collections began April 1, 2013 however, a grace period was granted to begin May 1, 2013, which may account for wide variance in collection figures.



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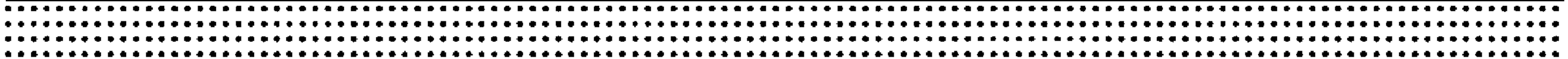
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Columbia County, FL Tourist Development

For the Month of July 2014

Date Created: Aug 18, 2014

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Tab 2 - Multi-Segment

Columbia County, FL Tourist Development

For the month of July 2014

Currency: USD - US Dollar

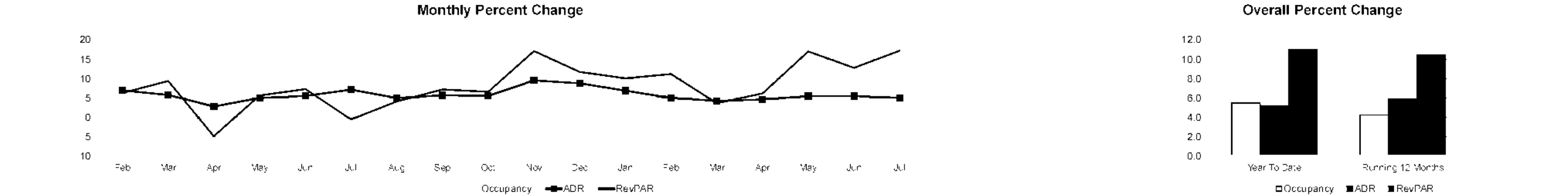
	Current Month - July 2014 vs July 2013															Year to Date - July 2014 vs July 2013															Participation																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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Source 2014 STR, Inc.

Tab 3 - Trend Columbia County, FL

Columbia County, FL Tourist Development
For the Month of July 2014

Currency: USD - US Dollar



Occupancy (%)	2013														2014				2012			Year To Date			Running 12 Months		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2012	2013	2014	2012	2013	2014	2012	2013	2014
	This Year	59.2	64.1	54.6	53.8	58.9	55.4	46.1	43.3	53.8	54.6	47.4	51.2	62.6	63.7	55.5	59.7	63.0	61.8	56.8	56.5	59.6	51.0	52.9	55.2	51.0	52.9
	Last Year	59.5	62.0	59.1	53.5	57.9	59.7	46.5	42.7	53.2	51.1	46.2	49.8	59.2	64.1	54.6	53.8	58.9	55.4	49.2	56.8	56.5	45.1	51.0	52.9	45.1	51.0
Percent Change		-0.6	3.4	-7.5	0.6	1.7	-7.2	-0.9	1.4	1.0	6.9	2.7	3.0	5.9	-0.6	1.5	10.9	6.9	15.4	-0.5	5.5	13.0	3.8	4.3	13.0	4.3	
ADR	2013														2014				2012			Year To Date			Running 12 Months		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2012	2013	2014	2012	2013	2014	2012	2013	2014
	This Year	72.40	76.38	74.14	73.36	74.58	76.55	71.26	72.04	75.53	76.57	73.70	73.31	76.64	77.54	77.40	78.69	80.43	70.50	73.86	77.72	69.69	72.06	76.32	69.69	72.06	76.32
	Last Year	67.69	72.20	72.09	69.85	70.66	71.45	67.84	68.15	71.56	69.91	67.73	68.58	72.40	74.14	73.36	74.58	76.55	68.65	70.50	73.86	56.85	69.69	72.06	56.85	69.69	72.06
Percent Change		7.0	5.8	2.8	5.0	5.6	7.1	5.0	5.7	5.6	9.5	8.8	6.9	4.3	4.6	5.5	5.5	5.1	2.7	4.8	5.2	4.7	3.0	5.9	4.7	3.0	5.9
RevPAR	2013														2014				2012			Year To Date			Running 12 Months		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2012	2013	2014	2012	2013	2014	2012	2013	2014
	This Year	42.82	48.96	40.90	39.50	43.92	42.40	32.82	31.22	40.61	41.80	34.95	37.55	47.61	43.01	46.23	48.54	49.69	40.02	41.73	46.33	35.70	38.13	42.12	35.70	38.13	42.12
	Last Year	40.28	44.75	42.57	37.39	40.94	42.63	31.52	29.13	38.10	35.69	31.27	34.13	42.82	40.90	39.50	43.92	42.40	33.76	40.02	41.73	30.16	35.70	38.13	30.16	35.70	38.13
Percent Change		6.3	9.4	-4.9	5.6	7.3	-0.5	4.1	7.2	6.6	17.1	11.8	10.1	11.2	6.2	17.0	12.8	17.2	18.6	4.3	11.0	18.3	6.8	10.4	18.3	6.8	10.4
Supply	2013														2014				2012			Year To Date			Running 12 Months		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2012	2013	2014	2012	2013	2014	2012	2013	2014
	This Year	51,436	56,947	55,110	56,947	55,110	56,947	56,947	55,110	56,947	55,110	56,947	51,436	56,947	55,110	56,947	55,110	56,947	389,444	389,444	389,444	389,444	389,444	389,444	389,444	389,444	389,444
	Last Year	51,436	56,947	55,110	56,947	55,110	56,947	56,947	55,110	56,947	55,110	56,947	51,436	56,947	55,110	56,947	55,110	56,947	402,164	389,444	389,444	402,164	389,444	389,444	402,164	389,444	389,444
Percent Change		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-3.2	0.0	0.0	-2.4	-0.8	0.0	-2.4	-0.8	0.0
Demand	2013														2014				2012			Year To Date			Running 12 Months		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2012	2013	2014	2012	2013	2014	2012	2013	2014
	This Year	30,426	36,505	30,107	30,662	32,456	31,544	26,230	23,885	30,618	30,088	29,180	32,209	36,298	30,571	34,013	34,699	35,186	221,091	220,039	232,156	344,789	354,812	366,986	344,789	354,812	366,986
	Last Year	30,610	35,300	32,543	30,485	31,928	33,978	26,461	23,557	30,322	28,138	26,296	28,339	30,426	30,107	30,662	32,456	31,544	197,762	221,091	220,039	312,671	344,789	354,812	312,671	344,789	354,812
Percent Change		-0.6	3.4	-7.5	6.6	1.7	-7.2	-0.9	1.4	1.0	6.9	2.7	3.0	5.9	-0.6	1.5	10.9	6.9	11.8	-0.5	5.5	10.3	2.9	4.3	10.3	2.9	4.3
Revenue	2013														2014				2012			Year To Date			Running 12 Months		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2012	2013	2014	2012	2013	2014	2012	2013	2014
	This Year	2,202,691	2,788,145	2,231,999	2,249,486	2,420,694	2,414,654	1,869,117	1,720,787	2,312,687	2,303,788	1,990,372	2,139,198	2,449,001	2,890,596	2,370,545	2,632,545	2,730,348	2,829,905	15,587,382	16,251,165	18,042,138	24,131,078	25,569,485	28,238,889	24,131,078	25,569,485
	Last Year	2,071,904	2,548,526	2,346,180	2,129,416	2,255,990	2,427,693	1,796,223	1,605,371	2,169,708	1,967,009	1,781,009	1,943,493	2,202,691	2,788,145	2,231,999	2,249,486	2,420,694	2,414,654	13,576,568	15,587,382	16,251,165	20,901,088	24,131,078	25,569,485	20,901,088	24,131,078
Percent Change		6.3	9.4	-4.9	5.6	7.3	-0.5	4.1	7.2	6.6	17.1	11.8	10.1	11.2	6.2	17.0	12.8	17.2	14.8	4.3	11.0	15.5	6.0	10.4	15.5	6.0	10.4
Census %	2013														2014				2012			Year To Date			Running 12 Months		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2012	2013	2014	2012	2013	2014	2012	2013	2014
	Census Procs	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29
	Census Rooms	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837	1837
% Rooms Participants		70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8	70.8

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Tab 4 - Response Columbia County, FL

Columbia County, FL Tourist Development

For the Month of July 2014

							2012												2013												2014																	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
17302	Closed - Red Carpet Inn Lake City	Lake City, FL	32024	Nov 2011	Jan 1991	0	Y																																									
40898	Country Inn & Suites Lake City	Lake City, FL	32024	Jan 2001	Jan 2001	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
8255	Econo Lodge Lake City North	Lake City, FL	32024	Mar 1991	Jun 1965	61		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
57106	Fairfield Inn & Suites Lake City	Lake City, FL	32024	May 2008	May 2008	89		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
54425	Hampton Inn Suites Lake City	Lake City, FL	32024	Apr 2006	Apr 2006	89		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
46967	Motel 8	Lake City, FL	32024	Feb 1970	Feb 1970	25																																										
29507	Red Roof Inn Lake City	Lake City, FL	32024	Jun 2006	Dec 1993	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
5378	Super 8 Lake City	Lake City, FL	32024	Aug 1991	Jun 1968	94	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
35440	Best Inn Lake City	Lake City, FL	32025	Jul 2014	Apr 1998	62																																										
52870	Holiday Inn & Suites Lake City	Lake City, FL	32025	Aug 2004	Aug 2004	127		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
26193	Lake City Inn	Lake City, FL	32025	Jan 2014	Sep 1990	50		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
38959	Quality Inn Lake City	Lake City, FL	32025	Dec 2012	Oct 1999	55														•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
28168	Rodeway Inn Lake City	Lake City, FL	32025	Jan 1996	Jun 1983	44		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
25004	Travel Inn	Lake City, FL	32025	Jun 1983	Jun 1983	33														•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
19909	3 Palms Gateway Inn	Lake City, FL	32055	Feb 2013		50																																										
6381	Americas Best Value Inn Lake City	Lake City, FL	32055	Oct 2010	Jun 1983	89	Y																																									
2270	Baymont Inn & Suites Lake City	Lake City, FL	32055	Apr 2014	Jun 1978	82		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
8097	Budget Inn	Lake City, FL	32055	Jun 2010	Jun 1970	50	Y																																									
20845	Cabot Lodge Lake City	Lake City, FL	32055	Jan 2009	Jan 1994	100		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
52773	Closed - Independent A 1 Inn	Lake City, FL	32055	Jun 2008		0	Y																																									
10727	Closed American Inn	Lake City, FL	32055	Dec 2002		0	Y																																									
7289	Closed Budget Inn	Lake City, FL	32055	Sep 2004	Jun 1982	0	Y																																									
682	Closed Quality Inn Lake City	Lake City, FL	32055	Jun 2007	Apr 1963	0	Y																																									
59102	Comfort Suites Lake City	Lake City, FL	32055	Jan 2009	Jan 2009	94		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
18707	Cypress Inn	Lake City, FL	32055	Apr 1999	Jun 1979	48																																										
36413	Days Inn Lake City I 10	Lake City, FL	32055	Jan 1998	Jan 1998	62	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
6954	Days Inn Lake City I 75	Lake City, FL	32055	Oct 1973	Oct 1973	117		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
22308	Driftwood Inn	Lake City, FL	32055			20																																										
42867	Executive Suites	Lake City, FL	32055	Oct 2011	Jun 1983	68	Y																																									
29130	Jasmine Garden Inn	Lake City, FL	32055	Aug 1999	Jun 1969	29																																										
22309	Piney Woods Lodge	Lake City, FL	32055	Jun 1968	Jun 1968	28																																										
2956	Ramada Limited Lake City	Lake City, FL	32055	Jan 2011	Jun 1964	64	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
26972	Scottish Inn Lake City	Lake City, FL	32055	Oct 1988	Jun 1974	35	Y																																									
22774	Travelodge Lake City	Lake City, FL	32055	Dec 1990	Dec 1990	52		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Total Properties:						34	1837	- Monthly data received by STR																																								
								• - Monthly and daily data received by STR																																								
								Blank - No data received by STR																																								
								Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																								

A blank row indicates insufficient data.

Source 2014 STR, Inc.

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Tab 5 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government. It is typically recognized by the International Organization for Standardization (ISO).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from a third party. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of the reporting period.

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of available rooms.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $\frac{\text{Current Period} - \text{Previous Period}}{\text{Previous Period}} \times 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $\frac{\text{Sample Rooms}}{\text{Census Rooms}} \times 100$.

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given period divided by 12.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1st through the end of the reporting period.

Expenditure Accounts - Budgeted vs. Actual - FY 2014

Printed: 9/9/2014 8:57:12 AM

	Budgeted	Actual	Balance	Percent%
TOURIST DEV/OPERATING				
TOURIST DEVELOPMENT				
107-5200-552.10-12 SALARIES	\$127,031.00	\$126,544.08	\$486.92	99.62%
107-5200-552.10-13 TEMPORARY LABOR	\$10,000.00	\$8,228.16	\$1,771.84	82.28%
107-5200-552.10-21 FICA TAXES	\$9,719.00	\$8,895.37	\$823.63	91.53%
107-5200-552.10-22 RETIREMENT	\$14,474.00	\$12,201.48	\$2,272.52	84.30%
107-5200-552.10-23 HEALTH & LIFE INSURANCE	\$18,024.00	\$16,294.96	\$1,729.04	90.41%
107-5200-552.10-24 WORKERS COMP	\$196.00	\$161.57	\$34.43	82.43%
PERSONAL SERVICES	\$179,444.00	\$172,325.62	\$7,118.38	96.03%
107-5200-552.30-31 PROFESSIONAL SERVICES	\$1,000.00	\$481.24	\$518.76	48.12%
107-5200-552.30-34 CONTRACTURAL SERVICES	\$0.00	\$97.14	(\$97.14)	#####
107-5200-552.30-35 ADMINISTRATIVE FEES	\$26,071.00	\$26,071.00	\$0.00	100.00%
107-5200-552.30-40 TRAVEL & PER DIEM	\$6,000.00	\$2,155.74	\$3,844.26	35.93%
107-5200-552.30-41 COMMUNICATIONS	\$4,500.00	\$5,450.50	(\$950.50)	121.12%
107-5200-552.30-42 POSTAGE	\$10,000.00	\$9,321.64	\$678.36	93.22%
107-5200-552.30-43 UTILITIES	\$6,200.00	\$7,090.19	(\$890.19)	114.36%
107-5200-552.30-45 GENERAL INSURANCE	\$5,500.00	\$6,295.62	(\$795.62)	114.47%
107-5200-552.30-46 REPAIR & MAINTENANCE	\$3,000.00	\$2,222.03	\$777.97	74.07%
107-5200-552.30-47 PRINTING	\$11,000.00	\$3,707.26	\$7,292.74	33.70%
107-5200-552.30-48 ADVERTISING	\$8,500.00	(\$3,100.00)	\$11,600.00	-36.47%
107-5200-552.30-51 OFFICE SUPPLIES	\$2,500.00	\$2,494.09	\$5.91	99.76%
107-5200-552.30-52 OPERATING	\$2,500.00	\$2,005.41	\$494.59	80.22%
107-5200-552.30-54 DUES & SUBSCRIPTIONS	\$10,000.00	\$6,052.50	\$3,947.50	60.53%
107-5200-552.30-55 TRAINING	\$5,000.00	\$3,318.98	\$1,681.02	66.38%
107-5200-552.30-56 GAS & OIL	\$5,500.00	\$2,481.42	\$3,018.58	45.12%
107-5200-552.30-57 COPY MACHINE	\$2,500.00	\$2,183.01	\$316.99	87.32%
OPERATING EXPENDITURES	\$109,771.00	\$78,327.77	\$31,443.23	71.36%
107-5200-552.31-48 EVENT PROMOTION	\$25,000.00	\$24,189.97	\$810.03	96.76%
107-5200-552.31-49 RESEARCH	\$5,000.00	\$3,762.50	\$1,237.50	75.25%
107-5200-552.31-50 BILLBOARD RENTALS	\$5,000.00	\$3,471.00	\$1,529.00	69.42%
107-5200-552.31-53 SIGN MAINTENANCE	\$4,000.00	\$750.00	\$3,250.00	18.75%
OPERATING EXPENDITURES	\$39,000.00	\$32,173.47	\$6,826.53	82.50%
107-5200-552.60-64 EQUIPMENT PURCHASES	\$26,500.00	\$21,950.90	\$4,549.10	82.83%
CAPITAL OUTLAY	\$26,500.00	\$21,950.90	\$4,549.10	82.83%
	\$354,715.00	\$304,777.76	\$49,937.24	85.92%
COMMUNITY OUTREACH				
107-5210-574.80-05 HISTORICAL MUSEUM	\$5,000.00	\$5,000.00	\$0.00	100.00%
107-5210-574.80-06 BLUE GREY ARMY, INC	\$10,000.00	\$10,000.00	\$0.00	100.00%
GRANTS & AIDS	\$15,000.00	\$15,000.00	\$0.00	100.00%
	\$15,000.00	\$15,000.00	\$0.00	100.00%
OTTED GRANT				
107-5250-552.30-47 PRINTING	\$26,000.00	\$14,298.00	\$11,702.00	54.99%
107-5250-552.30-48 ADVERTISING	\$24,000.00	\$19,329.75	\$4,670.25	80.54%
OPERATING EXPENDITURES	\$50,000.00	\$33,627.75	\$16,372.25	67.26%
107-5250-552.31-48 EVENT PROMOTION	\$20,000.00	\$18,742.65	\$1,257.35	93.71%
OPERATING EXPENDITURES	\$20,000.00	\$18,742.65	\$1,257.35	93.71%
	\$70,000.00	\$52,370.40	\$17,629.60	74.81%
VISIT FLORIDA EDUCATION				
107-5270-552.30-47 PRINTING	\$600.00	\$0.00	\$600.00	0.00%
107-5270-552.30-48 ADVERTISING	\$250.00	\$102.44	\$147.56	40.98%

107-5270-552.30-52 OPERATING	\$1,150.00	\$569.52	\$580.48	49.52%
OPERATING EXPENDITURES	\$2,000.00	\$671.96	\$1,328.04	33.60%
	\$2,000.00	\$671.96	\$1,328.04	33.60%
VISIT FLORIDA ADVERTISING				
107-5280-552.30-48 ADVERTISING	\$5,000.00	\$0.00	\$5,000.00	0.00%
OPERATING EXPENDITURES	\$5,000.00	\$0.00	\$5,000.00	0.00%
	\$5,000.00	\$0.00	\$5,000.00	0.00%
SPORTING EVENTS/TOURNAMEN				
107-5290-552.10-12 SALARIES	\$64,014.00	\$64,399.96	(\$385.96)	100.60%
107-5290-552.10-21 FICA TAXES	\$4,897.00	\$4,653.90	\$243.10	95.04%
107-5290-552.10-22 RETIREMENT	\$2,994.00	\$3,406.46	(\$412.46)	113.78%
107-5290-552.10-23 HEALTH & LIFE INSURANCE	\$6,008.00	\$5,544.56	\$463.44	92.29%
107-5290-552.10-24 WORKERS COMP	\$3,527.00	\$2,960.12	\$566.88	83.93%
PERSONAL SERVICES	\$81,440.00	\$80,965.00	\$475.00	99.42%
107-5290-552.30-47 PRINTING	\$2,000.00	\$459.20	\$1,540.80	22.96%
107-5290-552.30-48 ADVERTISING	\$4,000.00	\$1,078.25	\$2,921.75	26.96%
107-5290-552.30-52 OPERATING	\$121,000.00	\$94,852.55	\$26,147.45	78.39%
OPERATING EXPENDITURES	\$127,000.00	\$96,390.00	\$30,610.00	75.90%
107-5290-552.31-56 SPORTS MARKETING	\$2,000.00	\$0.00	\$2,000.00	0.00%
OPERATING EXPENDITURES	\$2,000.00	\$0.00	\$2,000.00	0.00%
	\$210,440.00	\$177,355.00	\$33,085.00	84.28%
INTERFUND TRANSFERS OUT				
107-8100-581.91-97 GENERAL FUND	\$150,000.00	\$150,000.00	\$0.00	100.00%
INTERFUND TRANSFERS OUT	\$150,000.00	\$150,000.00	\$0.00	100.00%
	\$150,000.00	\$150,000.00	\$0.00	100.00%
RESERVES				
107-8400-584.90-97 EQUIPMENT RESERVE	\$758,561.00	\$0.00	\$758,561.00	0.00%
107-8400-584.90-98 CASH BALANCE FORWARD	\$93,028.00	\$0.00	\$93,028.00	0.00%
107-8400-584.90-99 CONTINGENCY/RESERVE	\$75,656.00	\$0.00	\$75,656.00	0.00%
RESERVES	\$927,245.00	\$0.00	\$927,245.00	0.00%
	\$927,245.00	\$0.00	\$927,245.00	0.00%
TOURIST DEV/OPERATING TOTALS:	\$1,734,400.00	\$700,175.12	\$1,034,224.88	40.37%

Expense Account Transactions						
August 1, 2014 - August 31, 2014						
PO NMB.	ACCT PER.	VENDOR/DESC	DATE	ENC.	TRANS AMOUNT	ACCRUING BALANCE
TOURIST DEV/OPERATING						
107-5200-552.10-12 TOURIST DEVELOPMENT / SALARIES						
	BEGINNING BALANCE		7/26/2013	0.00		127,031.00
	PAYROLL SUMMARY		8/7/2014	0.00	-3,564.87	17,891.27
	PAYROLL SUMMARY		8/21/2014	0.00	-3,564.86	14,326.41
107-5200-552.10-21 TOURIST DEVELOPMENT / FICA TAXES						
	BEGINNING BALANCE		7/26/2013	0.00		9,719.00
	PAYROLL SUMMARY		8/7/2014	0.00	-241.02	2,092.76
	PAYROLL SUMMARY		8/21/2014	0.00	-241.02	1,851.74
107-5200-552.10-22 TOURIST DEVELOPMENT / RETIREMENT						
	BEGINNING BALANCE		7/26/2013	0.00		14,474.00
	PAYROLL SUMMARY		8/7/2014	0.00	-339.77	3,453.31
	PAYROLL SUMMARY		8/21/2014	0.00	-339.77	3,113.54
107-5200-552.10-23 TOURIST DEVELOPMENT / HEALTH & LIFE INSURANCE						
	BEGINNING BALANCE		7/26/2013	0.00		18,024.00
	PAYROLL SUMMARY		8/7/2014	0.00	-749.76	3,028.80
	PAYROLL SUMMARY		8/21/2014	0.00	-749.76	2,279.04
107-5200-552.30-40 TOURIST DEVELOPMENT / TRAVEL & PER DIEM						
	BEGINNING BALANCE		7/26/2013	0.00		6,000.00
F62103	TRAVEL REIMBURSEMENT FOR	LORI REGAN	8/28/2014	56.00	-56.00	3,956.26
F62155	TRAVEL REIMBURSEMENT FOR	PAULETTE M. LORD	8/29/2014	56.00	-56.00	3,900.26
107-5200-552.30-41 TOURIST DEVELOPMENT / COMMUNICATIONS						
	BEGINNING BALANCE		7/26/2013	0.00		4,500.00
	VERIZON-	VERIZON WIRELESS	8/25/2014	0.00	-72.14	-512.17
	VERIZON-	VERIZON WIRELESS	8/25/2014	0.00	-188.33	-700.50
F62047	INTERNET FOR I-75 LED SIG	COMCAST	8/27/2014	112.39	-112.39	-700.50
	AT & T	A T & T	8/28/2014	0.00	-80.71	-893.60
F62101	TOLL FREE PHONE LINE	A T & T	8/28/2014	22.19	-22.19	-893.60
F62102	INTERNET FOR I-75 SIGN	COMCAST	8/28/2014	34.71	-34.71	-893.60
107-5200-552.30-42 TOURIST DEVELOPMENT / POSTAGE						
	BEGINNING BALANCE		7/26/2013	0.00		10,000.00
023065	POSTAGE	PITNEY BOWES, INC. -RESERVE ACCOUNT	8/29/2014	3,000.00	-3,000.00	3,678.36
107-5200-552.30-43 TOURIST DEVELOPMENT / UTILITIES						
	BEGINNING BALANCE		7/26/2013	0.00		6,200.00
	FPL	FPL	8/14/2014	0.00	-629.89	-890.19
107-5200-552.30-46 TOURIST DEVELOPMENT / REPAIR & MAINTENANCE						
	BEGINNING BALANCE		7/26/2013	0.00		3,000.00
F61647	PEST CONTROL FOR TDC OFFI	FLORIDA PEST CONTROL	8/11/2014	35.00	-35.00	3,263.27
F62106	PEST CONTROL FOR OFFICE B	FLORIDA PEST CONTROL	8/28/2014	35.00	-35.00	3,228.27
107-5200-552.30-52 TOURIST DEVELOPMENT / OPERATING						
	BEGINNING BALANCE		7/26/2013	0.00		2,500.00
F61650	REFRESHMENTS FOR TDC INTE	PUBLIX SUPER MARKETS, INC.	8/11/2014	16.17	-16.17	571.13
F62104	OFFICE SUPPLIES-MARKERS A	OFFICE DEPOT	8/28/2014	36.21	-36.21	462.84
F62105	OFFICE SUPPLIES-USB DRIVE	OFFICE DEPOT	8/28/2014	24.16	-24.16	462.84
107-5200-552.30-54 TOURIST DEVELOPMENT / DUES & SUBSCRIPTIONS						
	BEGINNING BALANCE		7/26/2013	0.00		10,000.00

Expense Account Transactions						
August 1, 2014 - August 31, 2014						
PO NMB.	ACCT PER.	VENDOR/DESC	DATE	ENC.	TRANS AMOUNT	ACCRUING BALANCE
TOURIST DEV/OPERATING						
023060	IFEA MEMBERSHIP RENEW	INTERNATIONAL FESTIVAL AND EVENTS	8/29/2014	445.00	-445.00	3,947.50
	BEGINNING BALANCE		7/26/2013	0.00		5,500.00
F61648	FUEL FOR TDC VAN #CL7815	G.W. HUNTER, INC.	8/11/2014	57.42	-57.42	3,076.00
107-5200-552.30-57 TOURIST DEVELOPMENT / COPY MACHINE						
	BEGINNING BALANCE		7/26/2013	0.00		2,500.00
F61649	XEROX AGREEMENT #07514253	XEROX CORP	8/11/2014	169.70	-169.70	486.69
107-5200-552.60-64 TOURIST DEVELOPMENT / EQUIPMENT PURCHASES						
	BEGINNING BALANCE		7/26/2013	0.00		26,500.00
107-5290-552.10-12 TOURIST DEVELOPMENT / SALARIES						
	BEGINNING BALANCE		7/26/2013	0.00		64,014.00
	PAYROLL SUMMARY		8/7/2014	0.00	-901.78	1,430.65
	PAYROLL SUMMARY		8/21/2014	0.00	-897.44	533.21
107-5290-552.10-21 TOURIST DEVELOPMENT / FICA TAXES						
	BEGINNING BALANCE		7/26/2013	0.00		4,897.00
	PAYROLL SUMMARY		8/7/2014	0.00	-59.00	362.01
	PAYROLL SUMMARY		8/21/2014	0.00	-58.66	303.35
107-5290-552.10-22 TOURIST DEVELOPMENT / RETIREMENT						
	BEGINNING BALANCE		7/26/2013	0.00		2,994.00
	PAYROLL SUMMARY		8/7/2014	0.00	-66.46	-278.58
	PAYROLL SUMMARY		8/21/2014	0.00	-66.14	-344.72
107-5290-552.10-23 TOURIST DEVELOPMENT / HEALTH & LIFE INSURANCE						
	BEGINNING BALANCE		7/26/2013	0.00		6,008.00
	PAYROLL SUMMARY		8/7/2014	0.00	-239.03	974.11
	PAYROLL SUMMARY		8/21/2014	0.00	-239.03	735.08
107-5290-552.30-48 TOURIST DEVELOPMENT / ADVERTISING						
	BEGINNING BALANCE		7/26/2013	0.00		4,000.00
022991	CCTDC ONLINE AD	CURATORS OF THE UNIVERSITY OF	8/7/2014	400.00	-400.00	4,000.00
F61755	CCTDC AD IN FOOTBALL PREV	UNIVERSITY OF SOUTH CAROLINA	8/14/2014	190.00	-190.00	4,000.00
023059	TDC AD PRINT	KENTUCKY KERNAL	8/14/2014	488.25	-488.25	4,000.00
107-5290-552.30-52 TOURIST DEVELOPMENT / OPERATING						
	BEGINNING BALANCE		7/26/2013	0.00		121,000.00
022638	2007/2008 CLUB CAR DS	LC/CC YOUTH BASEBALL	8/1/2014	7,834.00	-7,834.00	25,670.17
	BLAZON GREEN TURF PAINT	HELENA CHEMICAL CO.	8/14/2014	0.00	65.92	25,736.09
022771	BALL FIELD CLAY	NORTON HOME IMPROVEMENT CO.	8/20/2014	375.00	-375.00	25,736.09

2014 - Southside Sports Calendar

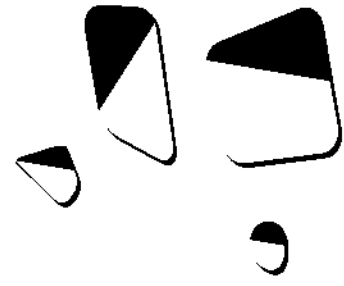
Updated 08/21/14

Sept 6-7	USSSA Baseball	Baseball-Adult complex overflow	Tak Walden	407-455-2399
Sept 20-21	USSSA Girls Softball	Girls Sball-Adult complex overflow	Vince Tucker	904-591-3502
Oct 4-5	USSSA Girls Softball	Girls Sball-Adult complex overflow	Vince Tucker	904-591-3502
Oct 25-26	USSSA Baseball	Baseball-Adult complex overflow	Tak Walden	407-455-2399
Nov 1-2	USSSA Girls Softball	Girls Sball-Adult complex overflow	Vince Tucker	904-591-3502
Nov 8-9	Jacksonville Storm Fall Showcase	Girls Sball-Adult complex overflow	Addison Davis	904-651-7970
Nov 14-16	USSSA Girls Softball	Girls Sball-Adult complex overflow	Vince Tucker	904-591-3502
Nov 22-23	USSSA Baseball	Baseball-Adult complex overflow	Tak Walden	407-455-2399
Dec 6-7	USSSA Baseball	Baseball-Adult complex overflow	Tak Walden	407-455-2399
Dec 13-14	USSSA Girls Softball	Girls Sball-Adult complex overflow	Vince Tucker	904-591-3502

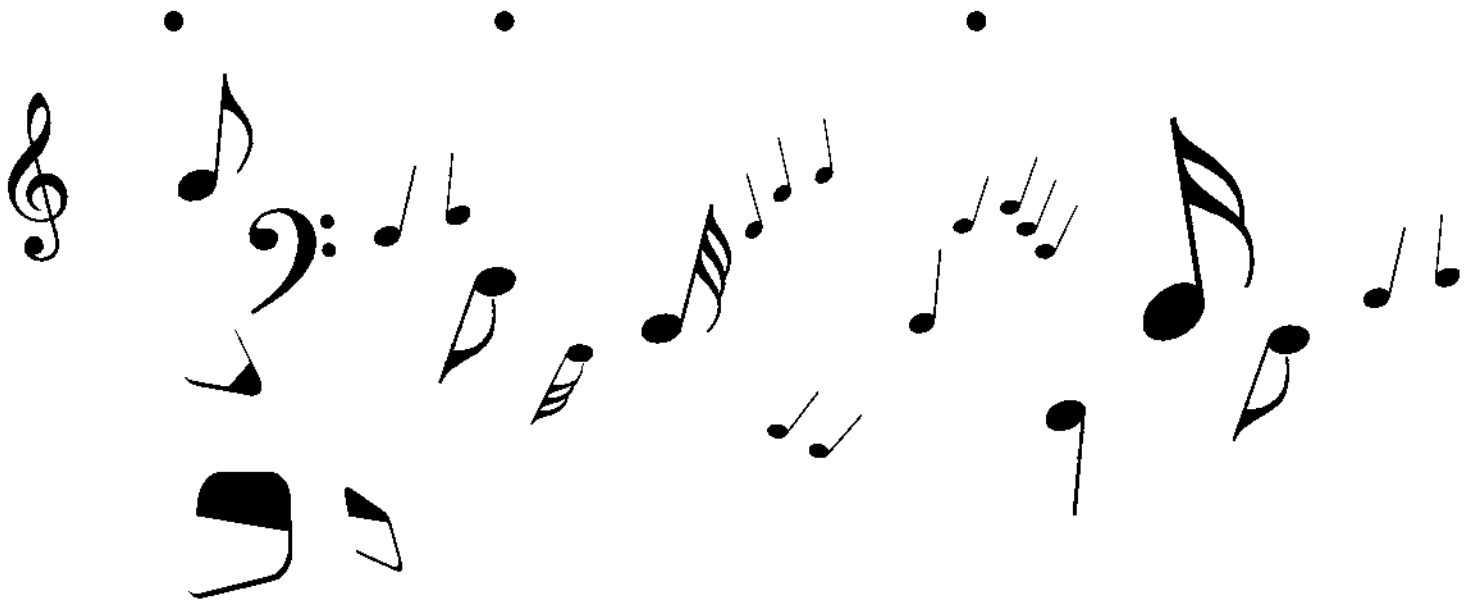
2015 – Southside Sports Calendar

March 20-22, 2015	LCCCYB Jamboree	Baseball / Coach's building	Jessica Langley	386-867-1897
July 16-19, 2015	Jacksonville Storm	Girls Sball-Adult complex overflow	Addison Davis	904-651-7970
March 26-31, 2015	Battle on Ball Fields(6 days)	Charity Event Adult Sball Complex	Mike Williams	386-623-6231

Jazz
Arts
&
Blues
FESTIVAL



OCTOBER 25TH

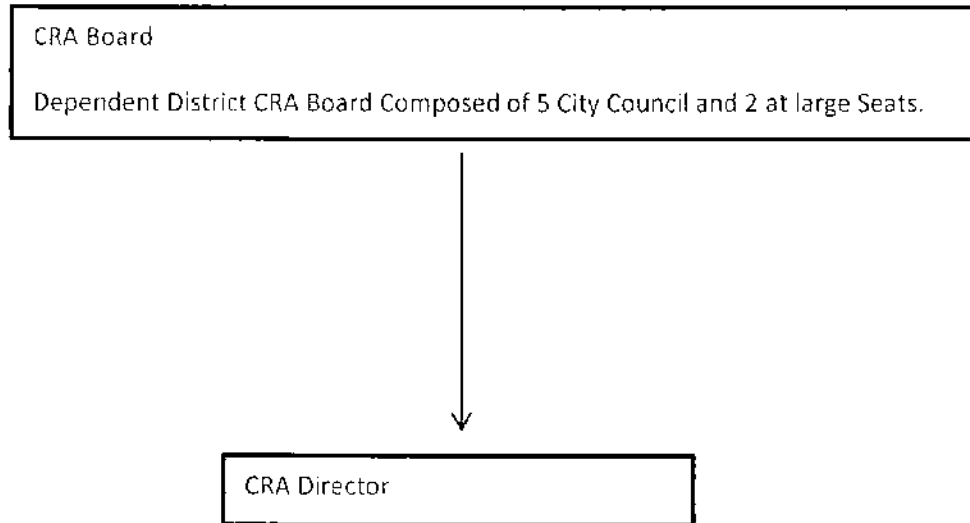


KEITH MIXON
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[386].249.0585

FREE EVENT ALL DAY

als.com

City of Live Oak CRA Organizational Chart:



COLUMBIA COUNTY TOURIST DEVELOPMENT COUNCIL
FISCAL YEAR 2014
SPECIAL EVENT GRANT APPLICATION

1. NAME OF EVENT/PROJECT: Live Oak Jazz, Art, and Blues Festival
2. DATE OF EVENT/PROJECT: October 24 & October 25, 2014
3. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):
Address US Highway 90 & Pine Intersection/Downtown
City Live Oak State FL Zip 32064/32060
4. NAME OF APPLICANT/HOST ORGANIZATION:
Legal Name: City of Live Oak Community Redevelopment Agency
Address 101 White Avenue, SE
City Live Oak State FL Zip 32064
5. CONTACT PERSON/TITLE:
Name Tim Williams or Kerry Waldron
Title CRA Director or City Manager
Telephone No. (386) 362 2276 Fax No. (386) 362 4305
E-mail twilliams@cityofliveoak.org, kwaldron@cityofliveoak.org
6. TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.)
If applicable, attach Articles of Incorporation, Bylaws.
FID NO. _____
7. ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS.
8. ATTACH A LIST OF PAID STAFF OF THE ORGANIZATION.
9. ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR.
10. DESCRIPTION OF EVENT/PROJECT.
The Live Oak JAB Fest will be the premiere Jazz, Fine Art, and Blues event held annually in N Central FL. We will attract the best talent available and provide the best small downtown environment and event activities for tourists and locals to enjoy Friday night, and all day Saturday for FREE! We will have an October 24, Friday night soirée with a silent auction to benefit the Live Oak Artist Guild, we will have wine and cheese and a fine art show/sale primarily in a downtown art business/gallery and also in the newly improved downtown square area. There will be a tent in close proximity to the gallery, live music, and several other businesses have agreed to stay open as well. This evening event the night before the festival provides a chance for the sponsors and local art, jazz and blues aficionados to mingle with both local and primarily out of town artists and musicians in a more intimate setting. There will be at least 12 art vendor booths open from 9 AM till 6 PM on Saturday the 25. Beginning at 11:00 AM the music will begin and run until 11:00 PM. There is a potential artist list attached. We will have sufficient food vendors, and the event will have beer and wine sales from noon till 10:00 PM. Local downtown businesses will be open and participate as well.

11. ANTICIPATED NUMBER OF LOCAL EVENT ATTENDEES: 1,200
12. ANTICIPATED NUMBER OF OUT-OF-TOWN, OVERNIGHT ATTENDEES (include vendors staying overnight in this number): 1,500+
13. ANTICIPATED NUMBER OF EVENT VENDORS: 20,
14. LIABILITY/MEDICAL INSURANCE? ☐ No ☒ Yes Carrier FMIT,through Local agent Lee Harvard
15. HAS VENUE/FACILITY BEEN SECURED? ☐ No ☒ Yes
If Yes, indicate location, contact and telephone number. Kerry Waldron 386 362 2276
16. HAS HOTEL(S) BEEN SECURED? ☐ No ☒ Yes (Partial)
If Yes, indicate place(s), contact(s), and telephone number(s)
- | <u>Hotel</u> | <u>Contact</u> | <u>Telephone Number</u> |
|---------------------|----------------|-------------------------|
| Holiday Inn Express | AJ Patel | 386 590 1975 |
- AJ Committed 10 rooms at no charge. We are working with SOS on additional rooms and will be speaking with Lake City Hotels soon
17. ANTICIPATED NUMBER OF HOTEL ROOMS PER NIGHT:
700 each with double occupancy minimum
18. ROOM NIGHT HISTORY OF EVENT (INCLUDE AS MANY YEARS PREVIOUS AS POSSIBLE): None
19. ATTACH EVENT/PROJECT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.
20. AMOUNT OF FUNDING REQUESTED (only specific costs for out-of-County advertisements and promotional materials will be accepted):
\$ 2,500.00
21. INTENDED USE OF THE FUNDS:
What plans have been made for out-of-County advertising/public relations/promotion of the event? Please provide details of activities, placements, and collateral materials, including the names of publications targeted, location of billboard, number of brochures to be produced, and where brochures will be distributed, etc. Attached separate page as needed.
We will be advertising regionally in several art publications, including Sunshine Artist, and at the Las Olas Art Fair, and the Thornebrooke Art Festival. We would like to hire Jazz & Blues FL for SE regional promotion and their proposal and detailed invoice is also attached. We have a commitment to Do Good Media for targeted and general social media promotion and their proposal is also attached.
22. HOW WILL THE EVENT/PROJECT BENEFIT TOURISM IN COLUMBIA COUNTY?

Live Oak has few options for Hotel/Motel stays. We expect to develop commitments with Lake City Hotel/Motel room providers to host the majority of our overnight event attendees. Our expectation of up to 700 rooms would mean at least 600 of those rooms would be in Lake City.

23. HAVE YOU RECEIVED A COLUMBIA COUNTY TDC GRANT IN THE PAST? XX No Yes
If Yes, indicate name and date of event/project and amount received.
24. IF YOU HAVE RECEIVED A PREVIOUS TDC GRANT, PLEASE PROVIDE COPIES OF ALL EVENT PROMOTIONAL MATERIALS, INCLUDING RADIO OR TELEVISION SCRIPTS, BILLBOARD COPY, PRINTED FLIERS, ADS, OR OTHER MATERIAL YOU PURCHASED WITH TDC GRANT MONEY. (ONLY PROVIDE MATERIAL ON THE MOST RECENT YEAR A GRANT WAS RECEIVED.)
25. WHAT RESEARCH DO YOU HAVE REGARDING THE DEMOGRAPHICS OF YOUR ATTENDEES? HOW DO YOU MEASURE THE SUCCESS OF YOUR EVENT? HOW DO YOU MEASURE THE EFFECTIVENESS OF YOUR PROMOTION?
- There are several similar events in the larger surrounding cities area each year. Jacksonville, Gainesville, Tallahassee and Atlanta all have art and music events. We believe there are a large number of Art, Jazz and Blues fans who will be happy to travel from these same areas to attend a festival here. Experts also agree that there is an excellent chance of success especially if the first festival is handled and supported properly.
26. ARE YOU INTERESTED IN PARTNERING WITH COLUMBIA COUNTY TO PURSUE ADDITIONAL PRIVATE SPONSORSHIP? No XX Yes
27. WOULD YOUR EVENT BE SUITABLE FOR "PACKAGING" WITH OTHER VENDORS? ARE YOU INTERESTED IN WORKING WITH TDC TO DO THAT? No XX Yes

Proposed Budget of Event/Special Project

ANTICIPATED REVENUE:

Admissions		\$
Booth/Space Rentals		\$
Corporate Sponsorships: Please see attached		
.....	\$	_____
.....	\$	_____
.....	\$	_____
.....		\$
Other Revenue: Please See attached		
.....	\$	_____
.....		\$
Applicant Revenue		\$
Sub-Total		\$
TDC Funding Sought		\$
Sub Total		\$
In-Kind Contributions of Services, Equipment, Accommodations, Advertising (Please List)		
.....	\$	_____
.....	\$	_____
.....		\$
Estimated Value of In-Kind Revenue		\$
TOTAL REVENUE	\$	<u>Please see attached</u>

ANTICIPATED EXPENSES:

Personnel:		
Administrative		\$
Artistic		\$
Technical/Production		\$
Contracted Services (Please List):		
.....	\$	_____
.....	\$	_____
.....		\$
Space Rental		\$
Travel		\$
Advertising/Marketing		\$
Other (Please List)		
.....		\$
TOTAL ESTIMATED EXPENSES	\$	<u>Please see attached</u>

VERIFICATION

OFFICIAL WITH CONTRACTING AUTHORITY FOR THE ORGANIZATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

[Signature]
Official's Signature

Tina Williams
Official's Name & Title (Typed)

ON This 25 day of July, 2014, before me, the undersigned, a Notary Public in and for the State of Florida, personally appeared Tina Williams to me known to be the person named in and who executed the foregoing document.



[Signature]
Notary Public

My Commission Expires: 4-25-2017

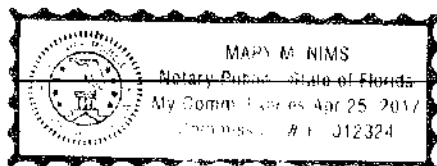
CONTACT PERSON AS LISTED ON PAGE ONE OF APPLICATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

[Signature]
Official's Signature

Tina Williams
Official's Name & Title (Typed)

ON this 25 day of July, 2014, before me, the undersigned, a Notary Public in and for the State of Florida, personally appeared Tina Williams to me known to be the person named in and who executed the foregoing document.



[Signature]
Notary Public

My Commission Expires: 4-25-2017



You are invited to apply for acceptance to the 2014 Jazz Art and Blues Festival , Live Oak, Florida to be held October 25, 2014. Our goal is to celebrate the talents of our finest local and regional artists, as well as provide the public with the highest quality of selected art and music.

The site, historic downtown Live Oak, Florida, is located on the Suwannee River and is in close proximity to Gainesville, Tallahassee, and Jacksonville. Live Oak patrons and community leaders involved in the event are committed to provide an inviting and welcoming environment for all selected participants. We are further committed to quality marketing focused on art communities and major population centers. For more information about Live Oak, Florida and the Community Redevelopment Agency, go to: www.cityofliveoak.org www.hertill.com <https://www.facebook.com/LiveOakCRA>

Jazz, Art and Blues Festival will be enhancing the current event with incredible jazz, art and blues. Our reputation for providing both quality art and entertainment will continue as we create an atmosphere of fun and relaxation for festival attendees and participating artists.

Guidelines for Submitting Digital Images

Please Note: Slides and Prints will not be accepted

- Submit 4 color images of your art work. Images must accurately represent your original work to be exhibited. Additionally, submit one image of your tent / display art presentation. Label this image – “Display”.
- All images must be JPEG format with medium compression.
- Images should be no larger than 1024 x 768 pixels.
- Label each image on the CD with your last name first, first initial and image number. (Example – Jones, T. / 01.image) All images should be numbered 1 – 4 and no titles please.
- Write your name clearly and the title J.A.B. on the CD in permanent marker.
- Please place your CD in a paper sleeve and mail in a padded or cardboard package. For CD return, please provide a suitably stamped and sized return package already labeled with your return address.
- No internet connections to personal websites will be accommodated as part of the jury process.

Selection Process

Jurors select artists to participate based on CD submitted as per the guidelines provided above. Jurors include individuals with experience as working and award winning artists, gallery owners and festival directors. Jury selection is based on technical proficiency, individual style, personal vision and originality as well the spectrum of the media presented in the festival as a whole.

Important Dates

- Aug 31, 2014 - Postmark deadline for application
- September 10, 2014 – Notification of Acceptance
- October 1, 2014 - Booth assignments and information packets mailed. Deadline for cancellation.
- October 25, 2014 - Good Morning / Welcome Breakfast at 9:00 a.m.
 - Art venue 11:00 a.m. to 11:00 p.m.
 - Jazz and Blues Performances 11 a.m. – 11 p.m.
- October 25, 2014 – Evening wine and cheese reception and Silent Auction at the **Art and Frame Shop** from 8 - 9 p.m.

Additional Information

- No commissions will be collected on sales.
- Local businesses have committed to \$900 in purchase awards. More purchase awards are expected.
- \$250 has been committed for Best of Show and Best Booth.
- Each booth will be awarded a \$5.00 chit towards purchase of food from event vendors.
- Festival is open to all regional (Florida and Georgia) artists 18 years or older.
- Each artist is asked to donate a representative piece of original art for our silent auction. This donation is considered your application fee. Proceeds to benefit the Live Oak Artists guild whose members are donating their time and talents to the success of the Jazz Art and Blues Festival. For more information about Live Oak Artists Guild go to theloag.blogspot.com to read our goals and missions statement.
- Team artist collaboration must be documented accordingly on application. The application must indicate the names of all individuals and **each individual** must submit a separate CD and **each individual** must sign the Hold Harmless Agreement.
- Commercially produced work from kits or imported art and goods **MAY NOT** be exhibited. No craft items; all artwork must be original in concept, design and execution.
- Hand pulled prints and photographs in signed and limited editions will be accepted as original work under the appropriate category.
- All artwork being presented must be consistent with the work presented at jury application.

Artwork Booths

- Booth set up is from 9 – 11 a.m. October 25th. If you need help setting up your booth, please indicate on the application form. All exhibit spaces must be assembled by 11 a.m.
- All booths must be disassembled the evening of October 25th no earlier than 11:00 p.m. There will be assistance available to expedite this process. We invite you to stay and finish out the evening enjoying the music and festival atmosphere.
- There will be street lighting and additional lighting provided.
- Each exhibitor is provided with a 10 x 10 space with a separation between booths as appropriate and space allows.
- Artists must provide their booths, racks, and tables in order to display their work in an outdoor environment.
- Booth spaces will be assigned based on festival needs and spectrum of media presented. Maps will be provided with Welcome Packet to be mailed out October 1, 2014.
- Booth spaces will be on level grass or pavement, but leveling devices are suggested based on the artists needs.
- Artist must staff their booth at all times for the duration of the festival. Sitters will be supplied upon request for breaks. Please indicate on application form if you need this service.
- Please leave your pets at home. Service animals are always welcome.
- There are no electrical drops available. No generators please.
- There is limited number of 10 x 20 spaces available. Please indicate your needs on the application form.
- Limited edition prints of YOUR work are allowed, but may not be more than 50% of your exhibit. Browse boxes of matted and bagged prints are allowed. All work must be properly framed or matted. Gallery wrap is allowed, but sides must be covered. i.e. no staples or attachments should be seen.
- Artists may not display ribbons or awards from other shows.
- Artists are responsible for collecting and reporting the 7% Suwannee County / Florida sales tax.

Receptions

An evening reception and Art Auction will be held October 25th from 8 – 9 p.m. at the **Art and Frame Shop**. All artists, performers and volunteers are welcome. Your hosts are John and Debbie Rice. At this time, your donated art will placed into our silent auction and all proceeds will benefit the Live Oak Artists Guild. The silent auction will continue until 9 p.m. October 25th at which time the highest bidders will be presented with their art work.

A morning reception of coffee, juice and continental breakfast will be held at ???? from 9:00 – 11 a.m. for all artists, performers and volunteers. Your hosts are ?????.

For more information, please contact Anda Chance, **386-330-2424** or andachance@insart.com for additional information. We look forward to welcoming you to the 2014 Jazz Art and Blues Festival.

Application Form

Artist(s) name:

1. _____ email _____

2. _____ email _____

Address: _____

Home Phone: _____ Cell Phone: _____

Media: _____

Brief description of
art. _____

Please attach a brief bio with this application form to include recent exhibitions, awards,, festivals and recognition you have received or participated in.

Indicate tent space required: ☐ 10 x 10 ☐ 10 x 20

Will you need a volunteer to provide a break? Yes No

Will you need assistance setting up or removing your tent? Yes No

Silent Auction information:

Title _____ Medium _____

Size: _____ Minimum bid suggestion: _____ Suggested Retail Price: _____

All Silent Auction donations need to be available for the reception scheduled 6 p.m. October 24, 2014. You may hand deliver or ship your art on or before this date. If you are shipping art, please allow 10 days shipping.

Ship art to: Anda Chance

12575 158th Terrace

McAlpin, Florida 32062

Hand delivered art may be dropped off at the Art and Frame Shop **before 6:00 p.m. October 24.**

Place this label on the back of your art. Write clearly and make sure the label is attached securely.

Artist: _____ Phone: _____

Title: _____

Artist Statement:

Hold Harmless Agreement

All exhibitors are requested to sign the Hold Harmless Agreement. If there are two or more exhibitors in one booth, all exhibitors must sign the Hold Harmless Agreement.

If agreement is not signed, Exhibitor(s) will not be able to participate in the J.A.B. Festival. If you have any questions regarding the Hold Harmless Agreement, please contact ????????????

By acceptance of this agreement, the exhibitor waives all claims against the ???????????????? for any and all liability for any damage, injury or theft, or loss incurred before, during and after as a result of the Jazz arts and Blues Festival.

The exhibitor will indemnify and hold harmless the ???????????????? from any and all claims, actions, or judgments arising from or related to the exhibitor's participation in the Jazz Arts and Blues Festival including the acts of the exhibitors employees and helpers.

*******Anyone who is selling children's items (example toys or items that have small objects that can be swallowed or are inappropriate for children under the age of three) must show proof of insurance for liability reasons.*******

Exhibitors signature: _____

Exhibitors Name (please print) _____

Date: _____

Tim Williams

From: Keith Mixon <kmixon10@gmail.com>
Sent: Thursday, July 24, 2014 1:43 PM
To: Tim Williams
Subject: JAB FEST SPONSORS

To Date Commitment from the following Sponsors:

CRA \$5000 (\$1000)

TDC Suwannee County \$6000

TDC Columbia County \$2500 (Grant Availability)

First Federal \$1000

Suwannee Gas \$1000

Dairy Queen \$ 500

Eutaw Engineer. \$ 500

Poole Realty \$ 500

Daniel Crapps \$ 500

Johnson & Johnson \$ 500

Helvenson Insurance \$ 250

Total to Date \$18,250 (\$19,250)



© 2014 JAZZ & BLUES FLORIDA, INC. ALL RIGHTS RESERVED.

July 24, 2014
Commissioner Keith Nixon
City of Live Oak, Florida

Re: Requested proposal for marketing and promotion services for proposed 1st Annual Live Oak Jazz & Blues Festival to be held downtown Live Oak on Saturday, October 25, 2014.

Thank you for the opportunity of participating in this exciting venture. As Florida's leading communicator of all things jazz & blues for the past nine years, our business is positioned to provide the largest return on your marketing budget dollars than any other media. Our platform reaches jazz and blues fans locally, regionally, nationwide, and worldwide as shown on our reports page at <http://www.JazzBluesFlorida.com/Reports>.

The platform consists of a monthly online magazine (<http://issuu.com/jazzbluesflorida/docs/jbt-140/-linkadri>) that is distributed free to the public, an extensive email subscription list of 8,000+ individual contacts that have requested the information we provide, a news blog (<http://jazz-bluesflorida.blogspot.com>) that will surpass a half-million visits by the time of your event, and our informational website (<http://www.JazzBluesFlorida.com>) that presents extensive listings for clubs, concerts and festivals across the state that are updated daily. We are also connected to over 7,000 individuals through social media and will coordinate promotion through these media with all bands to the extent possible.

The attached proposal presents the direct services previously discussed. We are also available to create the 'Event Program' under an agreement with you that can be revenue source for the event or a cost, depending on what you would like to see happen.

We are also prepared to assist, at no additional cost, additional marketing placements (we are very good at what we do, but we are not "silver bullet" promotion for events) into other media that we know will complete your marketing plan in the best manner possible through our connections with blues societies, online and terrestrial genre specific radio programs, and other online media. Roughly, the budget that those would charge an event such as yours would be \$900-\$1,200, plus what you would spend on local media, to cover a 200-mile radius comprehensively. We can offer you a large savings in this area. We will also be coordinating social media promotion for all of the bands.



FLORIDA'S PREMIER JAZZ & BLUES FESTIVAL

Live Oak Jazz & Blues Festival

Event Date : 10/25/2014

Proposal Date: 7/24/2014

2014 PROPOSAL

Summary

July	Side banner - NE & NW listing page	Bonus
	Side banner - Festival page	Bonus
	Premium listing - NE Listing Page	Bonus
	Premium listing - Festival Page	Bonus
August	Quarter page display ad	\$80
	Email Blast/news blog posting	\$80
	Side banner - NE & NW listing page	\$60
	Side banner - Festival page	\$60
	Premium listing - NE Listing Page	\$10
	Premium listing - Festival Page	\$10
September	Full page display ad	\$200
	Email Blast/news blog posting	\$80
	Side banner - NE & NW listing page	\$60
	Side banner - Festival page	\$60
	Premium listing - NE Listing Page	\$10
	Premium listing - Festival Page	\$10
October	Full page display ad	\$200
	Email Blast/news blog posting	\$80
	Side banner - NE & NW listing page	\$60
	Side banner - Festival page	\$60
	Premium listing - NE Listing Page	\$10
	Premium listing - Festival Page	\$10
Subtotal		<u>\$1,140</u>
Less 40% Jazz Blues Florida Sponsorship		<u>\$(456)</u>
Total Package Cost		<u>\$ 684</u>

Please call me directly at 561-313-7432 if there are any questions or if you are ready to proceed.

Charles Boyer, Publisher/Owner

PO Box 2614, Palm Beach, FL 33480

JazzBluesFlorida.com

Charlie@JazzBluesFlorida.com

561-313-7432

Page 2 of 2

Hello, Mr. Mixon,

Based upon your insightful guidance regarding the goals and objectives for the 1st Annual Live Oak Jazz & Blues Festival and all that we learned during our recent visit to the festival site, I, in close communication with Mr. Charles Boyer, Publisher of Jazz Blues Florida magazine, highly recommend the following lineup of festival participants / headliners:

11:00 AM - 12:00 PM MAX JOHNS BIG BAND (Lake City)

12:15 PM – 1:15 PM CHRIS CAMP & UNIVERSAL PRAISE (Gainesville)

1:30 PM – 2:30 PM JOE "SURVIVOR" CARUSO BAND (Deltona / DeBary):
<http://www.lakehouserecords.com/41joe-survival-caruso/cu03>

2:45 PM – 3:45 PM LONGINEU PARSONS QUINTET – "A TRIBUTE TO LOUIE ARMSTRONG"
(Tallahassee): <https://www.youtube.com/watch?v=IAHZJFp97FY> and/or
<https://www.youtube.com/watch?v=Q1k8xu815Ww>

4:00 PM – 5:00 PM LITTLE JAKE & THE SOUL SEARCHERS – "SALUTE TO JAZZ & BLUES CLASSICS"
(Gainesville): <http://www.littlejakemitchell.com> and/or <http://jazz-bluesflorida.blogspot.com/2014/06/jazz-blues-florida-july-2014-edition-to.html>

5:15 PM – 6:15 PM BETH MCKEE (Orlando): <http://bethmckee.com/> and/or
<http://www.reverbnation.com/bethmckee>

6:30 PM – 7:30 PM WAILIN' WOLVES BAND (Thomasville):
www.reverbnation.com/wailinwolyesbluesband and/or www.wailinwolves.com

7:45 PM – 8:45 PM 21 BLUE! featuring LONGINEU PARSONS & TED SHUMATE (Tallahassee):
http://biadeagency.com/artist.asp?a_no=6075 and/or <http://jazz-bluesflorida.blogspot.com/2014/05/21-blue-featuring-longinue-parsons-ted.html>

9:00 PM – 10:00 PM LITTLE JAKE & THE SOUL SEARCHERS – "SALUTE TO CLASSIC R&B":
http://biadeagency.com/artist.asp?a_no=6032 and/or <http://jazz-bluesflorida.blogspot.com/2014/06/jazz-blues-florida-july-2014-edition-to.html>

This comprehensive talent package is available and deliverable at \$13,500.00 inclusive of all personal instruments and backline stage gear BUT PLUS professional staging, electrical power, sound, lights, hospitality room / dressing room with catering for entertainers & crew day of show PLUS a total of nine (9) room-nights at a conveniently-located motel / hotel [four (4) rooms on Friday night + five (5) rooms on Saturday night] as you and I have been discussing over the past several weeks.

Please give me a call to discuss any questions or concerns. Charles Boyer, Debby Strickland, I and ALL of the considerable talent listed above are honored to be a part of this inaugural festival! We look forward to returning in future years as this event continues to evolve as a

significant, successful and continuing contributor to the efforts of the Live Oak Community Redevelopment Agency!!

Best regards,

Charles



Did you know that as Florida's ONLY promotion platform for LIVE JAZZ & BLUES:

We have the only monthly publication dedicated to previews of upcoming jazz and blues shows in Florida at www.JazzBluesFlorida.com ?

We have the most comprehensive and active news blog for Florida jazz & blues news www.jazz-bluesflorida.blogspot.com ?

We have the most comprehensive festival page for Florida jazz & blues at www.JazzBluesFlorida.com/Festivals ?

We have the most complete listing of Florida jazz & blues performances at www.JazzBluesFlorida.com/MusicListings.htm ?

Use our free services listed above and please contact us for additional information about our extremely affordable and multi-faceted promotional / advertising platform for artists, venues, CD Release & Promo, Music Festivals, Special Events, Music related businesses, and more. Current reports on distribution/traffic/activity are available.

Notice of Copyright, Confidentiality & Trade Secrets

The contents of this e-mail and its attachments are proprietary and may not be duplicated in any form, disclosed, disseminated or used for purposes other than internal evaluation without written permission from the owner(s) of individual Intellectual Properties contained herein.

Jazz Blues Florida LLC
General: POBox 2614, Palm Beach, FL 33480
Payment Address:
7257 NW 4th Blvd PMB#107
Gainesville, FL 32607

Invoice

Date 7/29/2014
Invoice # 192

Bill To
City of Live Oak CRA
Tim Williams
101 White Avenue, SE
Live Oak, FL 32064

Ship To

P.O. #
Terms Due on receipt

Ship Date 7/29/2014
Due Date 7/29/2014
Other

Item	Description	Qty	Price	Amount
Display Ad - ...	Qtrr page "Save The Date" display ad in August edition of Jazz & Blues Florida	1	80.00	80.00
Display Ad - ...	Full page display ad in the Sept & Oct editions of Jazz & Blues Florida	2	200.00	400.00
Email/Blog	Email Blast & News Blog Posting w/ Social Media Distribution 7/29/14, 9/7/14, 10/17/14	3	80.00	240.00
Premium Listing	www.JazzBluesFlorida.com/northeast listing page	3	10.00	30.00
Premium Listing	www.JazzBluesFlorida.com/Festivals listing page	3	10.00	30.00
Web - Side B...	www.JazzBluesFlorida.com/northeast and www.JazzBluesFlorida.com/northwest listing pages	3	60.00	180.00
Web - Side B...	www.JazzBluesFlorida.com/Festivals listing page	3	60.00	180.00
	Subtotal			1,140.00
Discount	Discount - Jazz Blues Florida Sponsorship		-456.00	-456.00

Make check payable to Jazz Blues Florida LLC
7257 NW 4th Blvd PMB#107
Gainesville, FL 32607

Jazz Blues Florida LLC
Charlie@JazzBluesFlorida.com
<http://www.JazzBluesFlorida.com>

561-313-7432

Subtotal	\$684.00
Sales Tax (0.0%)	\$0.00
Total	\$684.00
Payments/Credits	\$0.00
Balance Due	\$684.00

TDC Grant Application TDC 8
Live Oak C.R.A. & Live Oak Artist Guild
Live Oak Jazz Art & Blues Festival

TDC ID #	TDC8
Name of Event:	Live Oak Jazz Art Blues Festival
Funds Requested For:	Advertising and Promotional Materials
Organization Name:	Live Oak CRA
Address:	101 White Avenue SE Live Oak, FL 32064
Contact Name:	Tim Williams/CRA Director Keith Mixon, CRA Board Chair
e-mail address:	<u>twilliams@cityofliveoak.org</u> <u>kmixon@cityofliveoak.org</u>
Telephone:	386 590 9015 Tim
Amount Requested:	\$7,500.00
# of Years Event held:	First Time
Date of Event:	October 25, 2014

Supplemental Files: Supporting Documents:

Draft Logo's

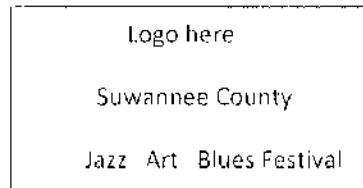
Artist Prospectus

Do Good Media Quote



Draft Logo's

Draft Artist Prospectus to Follow:



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www.jazzartbluesfestival.com

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- August 15, 2014 - Notification of acceptance
- October 1, 2014 - Booth assignments and information packets mailed. Deadline for cancellation.
- October 24, 2014 – Evening wine and cheese reception and kick off for Silent Auction at the **Art and Frame Shop** from 6 - 8 p.m.
- October 25, 2014 - Good Morning / Welcome Breakfast at 8:00 a.m.
 - Art venue 9 a.m. to 6:30 p.m
 - Jazz and Blues Performances 10 a.m. – 10 p.m.

Additional Information

- No commissions will be collected on sales.
- Local businesses have committed to \$900 in purchase awards. More purchase awards are expected.
- \$250 has been committed for Best of Show and Best Booth.
- Each booth will be awarded a \$5.00 chit towards purchase of food from event vendors.
- Festival is open to all regional (Florida and Georgia) artists 18 years or older.
- Each artist is asked to donate a representative piece of original art for our silent auction. This donation is considered your application fee. Proceeds to benefit the Live Oak Artists guild whose members are donating their time and talents to the success of the Jazz Art and Blues Festival. For more information about Live Oak Artists Guild go to theloag.blogspot.com to read our goals and missions statement.
- Team artist collaboration must be documented accordingly on application. The application must indicate the names of all individuals and **each individual** must submit a separate CD and **each individual** must sign the Hold Harmless Agreement.
- Commercially produced work from kits or imported art and goods **MAY NOT** be exhibited. No craft items; all artwork must be original in concept, design and execution.
- Hand pulled prints and photographs in signed and limited editions will be accepted as original work under the appropriate category.
- All artwork being presented must be consistent with the work presented at jury application.

Artwork Booths

- Booth set up is from 6 – 9 a.m. October 25th. If you need help setting up your booth, please indicate on the application form. All exhibit spaces must be assembled by 9 a.m.
- All booths must be disassembled the evening of October 25th no earlier than 6:30 p.m. There will be assistance available to expedite this process. We invite you to stay and finish out the evening enjoying the music and festival atmosphere.
- Each exhibitor is provided with a 10 x 10 space with a separation between booths as appropriate and space allows.
- Artists must provide their booths, racks, and tables in order to display their work in an outdoor environment.
- Booth spaces will be assigned based on festival needs and spectrum of media presented. Maps will be provided with Welcome Packet to be mailed out October 1, 2014.
- Booth spaces will be on level grass or pavement, but leveling devices are suggested based on the artists needs.
- Artist must staff their booth at all times for the duration of the festival. Sitters will be supplied upon request for breaks. Please indicate on application form if you need this service.
- Please leave your pets at home. Service animals are always welcome.
- There are no electrical drops available. No generators please.
- There is limited number of 10 x 20 spaces available. Please indicate your needs on the application form.
- Limited edition prints of YOUR work are allowed, but may not be more than 50% of your exhibit. Browse boxes of matted and bagged prints are allowed. All work must be properly framed or matted. Gallery wrap is allowed, but sides must be covered. i.e. no staples or attachments should be seen.
- Artists may not display ribbons or awards from other shows.
- Artists are responsible for collecting and reporting the 7% Suwannee County / Florida sales tax.

Receptions

An evening reception and Art Auction kick-off will be held October 24th from 6 – 8 p.m. at the **Art and Frame Shop**. All artists, performers and volunteers are welcome. Your hosts are John and Debbie Rice. At this time, your donated art will placed into our silent auction and all proceeds will benefit the Live Oak Artists Guild. The silent auction will continue until 6 p.m. October 25th at which time the highest bidders will be presented with their art work.

A morning reception of coffee, juice and continental breakfast will be held at ??? from 8 – 9 a.m. for all artists, performers and volunteers. Your hosts are ?????.

For more information, please contact Anda Chance, 386-330-2424 or anda.chance@liveoakartistsguild.com for additional information. We look forward to welcoming you to the 2014 Jazz Art and Blues Festival.

Application Form

Artist(s) name:

1. _____ email _____

2. _____ email _____

Address: _____

Home Phone: _____ Cell Phone: _____

Media: _____

Brief description of
art. _____

Please attach a brief bio with this application form to include recent exhibitions, awards,, festivals and recognition you have received or participated in.

Indicate tent space required: ☐ 10 x 10 ☐ 10 x 20

Will you need a volunteer to provide a break? Yes No

Will you need assistance setting up or removing your tent? Yes No

Silent Auction information:

Title _____ Medium _____

Size: _____ Minimum bid suggestion: _____ Suggested Retail Price: _____

All Silent Auction donations need to be available for the reception scheduled 6 p.m. October 24, 2014
You may hand deliver or ship your art on or before this date. If you are shipping art, please allow 10 days shipping.

Ship art to: Anda Chance

12575 158th Terrace

McAlpin, Florida 32062

Hand delivered art may be dropped off at the Art and Frame Shop before 6:00 p.m. October 24.

Place this label on the back of your art. Write clearly and make sure the label is attached securely.

Artist: _____ Phone: _____

Title: _____

Artist Statement:

Hold Harmless Agreement

All exhibitors are requested to sign the Hold Harmless Agreement. If there are two or more exhibitors in one booth, all exhibitors must sign the Hold Harmless Agreement.

If agreement is not signed, Exhibitor(s) will not be able to participate in the J.A.B. Festival. If you have any questions regarding the Hold Harmless Agreement, please contact ????????????

By acceptance of this agreement, the exhibitor waives all claims against the ??????????????? for any and all liability for any damage, injury or theft, or loss incurred before, during and after as a result of the Jazz arts and Blues Festival.

The exhibitor will indemnify and hold harmless the ??????????????? from any and all claims, actions, or judgments arising from or related to the exhibitor's participation in the Jazz Arts and Blues Festival including the acts of the exhibitors employees and helpers.

*******Anyone who is selling children's items (example toys or items that have small objects that can be swallowed or are inappropriate for children under the age of three) must show proof of insurance for liability reasons.*******

Exhibitors signature: _____

Exhibitors Name (please print) _____

Date: _____

(The CRA Attorney is generating a Hold Harmless Agreement and this is simply intended to illustrate there being one included in the prospectus.)

Website Proposal

SCOPE OF WORK

DGM will provide website and graphic design services for CRA-Jazz/Arts/Blues Festival (client) to include the following:

The final WEBSITE will meet the following criteria:

- A. Will be a "Microsite" with the ability to expand in the future if needed/desired.
 - 1. add on- Online form & database hosting
 - 2. add on- Payment processing for sponsors
- B. Will include custom domain (URL address)
- C. Will present an artistic, aesthetically pleasing web presence for the client's festival.
- D. Function as hub for planning, promotion, and coordination of the event.
- E. Will have clear "funnel of action" to encourage guests to click on desired links.
- F. Will feature the following pages which will appear as tabs across header of website
 - 1. **Landing page** with prominent image "sliders" (home)
 - 2. **Artists page** with info of the musicians and fine artists (content provided by artists)
 - 3. **Vendor Applications** with an online form to register a vendor booth.
 - 4. **Sponsor Page** with information about sponsors (links to external sites), and form to make sponsor payment (downloadable sponsor packet .pdf).
- E. Will be "**mobile-friendly**". This means the site will respond to the screen size of the visitor. (60-75% of all local web-traffic is taking place on mobile devices... and it is a national trend). **NOTE:** *This is a critical element, no matter who you chose for this project, make sure this is included.*
- F. Site will feature custom graphic design
- G. Price includes first year's maintenance (*based on heavy maintenance leading up to the festival and reduced maintenance after the festival.*)

Graphic Design Service:

- H. Logo Design - create a logo for the festival to be used on all marketing collateral.
- I. Printed Design - 11x17 poster, 4x8 banner, street stencil (x4), event map postcard.

Limitations:

- J. Price does NOT include creation of promotional video(s) (we can produce these at the discounted rate of \$60 per hour)
- K. Price does NOT include the actual printing cost of design elements (the designs can be sent to any printing vendor)... DGM can subcontract for these services if needed/desired.

COST \$1,282.50 (discounted from \$3,322.50)

See cost breakdown below. DGM will invoice Client for half (1/2) of the total estimated (\$2,030) in advance of production at the time of the executing this agreement and invoice for the remaining balance of actual costs when the product is delivered to Client (*DGM will account for actual time spent on this project, and will try our best to deliver the product below estimated cost and will not increase the project costs).

DGM Representative Signature _____
Steven L. Schneitman, Jr. > Executive Director

Client Representative Signature _____

Date: 7/29/2014



media

A division of the Youth Advocacy Partnership

Quote

Date 6/23/14


208 N. Onio Ave
Live Oak, FL 32064
T 386-362-2272
Steven@dogoodmedia.us
www.dogoodmedia.us

PROJECT TITLE: CRA Jazz/Arts/Blues Festival
PROJECT DESCRIPTION: Graphic Design & Website design, and maintenance.
PAYABLE TO: Youth Advocacy Partnership / DGM
INVOICE NUMBER: NA
TERMS: NA

	Quantity	Unit Price	Subtotal	Special Price
Graphic Design (Logo, 4x8 Banner, Road Stencil(x4), 11x17 poster)	7.50	\$ 75.00	\$ 562.50	\$ 562.50
Website (microsite)	1.00	\$300.00	\$ 600.00	\$ 600.00
Add on Payment Gateway (monthly)	12.00	\$ 20.00	\$ 240.00	\$ 60.00
Add on Web Form database hosting (monthly)	12.00	\$ 20.00	\$ 240.00	\$ 60.00
Hosting/Maintenance				
\$60 per hour of support (average 5 hours per month x 4 months = 20hrs + 1 hr per month the remaining 8 months = 28hrs) We are willing to donate the support in exchange of "sponsorship"	28	\$ 60.00	\$1 680.00	\$ 0.00
Subtotal			\$3,322.50	\$1,282.50
Discount				
Tax 0.00%			\$ 0.00	
				\$1,282.50

Thank you for the opportunity to provide you with excellent production service. We look forward to working with you again. If you have additional video, audio, or multimedia production and promotion needs contact us. All proceeds from Do Good Media go to support local youth programs.

Sincerely,



Steven Schneltman

Director, Youth Advocacy Partnership & Do Good Media

What are Your Organizations Goals & Objectives?

Our Goals for this event are to support Downtown Live Oak business by attracting visitors and residents to a Jazz, Art & Blues Festival in Downtown Live Oak. Part of a larger approved CRA plan to eradicate Slum & Blight conditions within the CRA district.

Who are your target audiences?

Patrons of Jazz, Art & Blues living in Florida, Georgia, Alabama, Louisiana, Tennessee, South Carolina, and North Carolina and locals who are interested in Jazz/Art/Blues/and Food. Artists and vendors of Jazz, Art, Blues and the followers or fans of attending artists and musicians.

What geographical areas will your advertising target?

Florida, Georgia, Alabama, Louisiana, Tennessee, South Carolina and North Carolina. Nationally online and with directed social media to fans of Jazz, Art and Blues.

Describe how Suwannee County residents and visitors will benefit from your project and how will you evaluate your effectiveness?

Residents will benefit from the increase in fuel, goods and services sold to non residents as well as having high quality Art, Jazz and Blues performed and presented in down town Live Oak at no cost. Visitors will benefit by attending a well run professional quality festival with nationally renowned art, and musical talent in a small town setting. They will be introduced to Live Oak and our local businesses will be showcased and have the opportunity to increase sales.

Full Name: Tim Williams and or CRA Director
Or Councilman Keith Mixon, CRA Board Chairman
Phone Number: (386) 590-9015
E-mail: twilliams@cityofliveoak.org
kmixon@cityofliveoak.org

How will your event or project promote Suwannee County?

As a great place to live, work, play and visit! We will advertise in Art, Jazz and Blues professional magazines and have a significant online presence. We will direct market through social media to "inclined groups". folks who have expressed interest in Jazz, Art, and Blues and live within the defined region.

Will you be willing to include Suwannee County promotional material at your event or supply booth space or set up our display?

Yes!

Please give details on your project or event so the SCTDC can evaluate the economic impact on the County. Include projects on numbers of attendees, geographic locations they will travel from, your publicity and advertising plans. Copies of previous advertising, flyers or visitor inquiries/responses are welcomed.

We will have at least 10 qualified artists set up vendor booths from 8 AM till 6:00 PM on Saturday, there will be a "night before" silent auction kick off/ meet the artists soiree with food centered in downtown Live Oak in a local business and in the new redeveloped lots. Also on Saturday we will have two stages where live music will be performed beginning at 11:00 AM and running until 10 PM. We expect to attract at least 10 additional vendors and will link the event with local restaurants and businesses alike. We project having at least 1500 attendees and are told that based on our expected musical talent alone that this is an extremely conservative number. We plan to advertise by placing print ads in national and regional jazz, art and blues publications. We also plan to create an active website. We will run a paid ad Social Media Campaign targeting a pre disposed audience interested in Jazz, Blues and or Art. We are creating a logo and have included a draft. We will link our social media promotion and online advertising to the existing fan and festival base for all artists and musical talent. We have confirmed attendees from Atlanta, Jacksonville, Gainesville, Tallahassee, Ft. Lauderdale, Miami, Orlando and Charlotte, NC. Attendees are expected from the SE region.

SCTD grant request:

\$7,500.00

CRA UP TO \$5,000.00 matching funds

Sponsorships (Please list with amounts)

Do Good Media \$2,037.00

Holiday Inn Express \$1,200.00 (in kind 10 free rooms)

Art Guild? Labor in kind

The Frame Shop \$1,000.00 estimated (food/soiree)

W.A.E., Ltd. \$2,500.00 (sound reinforcement and artist purchase award guarantee of \$750.00)

Other grants (include matching)

- 0 -

Booth/vendor space rental

\$200.00

Ticket Sales

-0-

Food /Beverage Sales/% of Sales

Estimated \$2,000.00

Parking Fees

-0-

Raffles

-0-

Merchandising Sales

\$3,600.00 tee shirts

In-Kind/Trade Service Values

\$4,000.00

Project Gross Event Income

\$24,000.00 including full funding from TDC and CRA Match.

Advertising – Print

\$2,500.00

Website ads, links or webpage development

\$3,500.00

Advertising – Radio & TV

\$2,500.00

Banners

\$2,500.00

Flyers

\$200.00

Brochures

\$200.00

Posters

\$200.00

Displays

\$600.00

Booth space at another event for promotion

\$300.00

Pictures, graphics, art work, copy for above items

\$1,500.00

Mass mailing costs before event/project
\$2,100.00

Distribution costs for flyers, brochures, posters
\$1,040.00

Entertainment
~~\$900.00~~ *\$9,000.00 +*

Staffing
-0-

Insurance
-0-

Permits
-0-

Utilities
-0-

Staging (setup/breakdown)
-0-

Travel Expenses
-0-

Other related expenses i.e. Radio Rental, Portable Restrooms. Please List
\$2,000.00

Projected Event Expense
\$25,640.00

Projected Event Profit
-0-