



Wednesday, October 21, 2015 12:00 Noon
Columbia County Tourist Development Office
971 W. Duval Street
Lake City, Florida 32055

AGENDA

- Call to Order
- Welcome
- TDC Roll Call
- Introductions
 - Guests
- Approval of August 26, 2015, regular meeting minutes
- Staff Reports
 - Operations Report
 - Bed Tax and Smith Travel Reports
 - Financial Report
 - Marketing Update
 - Website
 - Social Media
 - Sports Marketing Update
 - Review Tournament Calendar
 - Southside Recreation Complex Update
- Old Business
 - LED Sign – Approve reserve funds to purchase new sign
- New Business
 - TDC Grant and Process
 - Tractor Show Grant Application
 - JAB Festival Grant Application
 - Next Meeting
- Adjournment

Call to Order: Co-Chairman Everett Phillips called the meeting to order at 12:12 pm and welcomed board members, staff and guests to the meeting.

Roll Call: TDC board members in attendance were Cecil Shaw, Brian Bickel, Nick Patel, Everett Phillips, Mahendra Patel, Zach Paulk and Nupur Shukla. Members absent were Rusty DePratter and Mike Collins. Staff in attendance included Paula Vann, Kelly Lowrey, Cody Gray and Michelle Moore. Guests included; Scott Ward (Assistant County Manager), Rod Butler (Holiday Inn) Tony Britt (LCR), and Stew Lilker (CCO). **A quorum was present.**

Approval of Meeting Minutes:

Approval of the June 17, 2015 regular meeting minutes. **A motion was made by Nick Patel second by Brian Bickel to approve the minutes as presented. The motion was approved.**

Operations Report:

- **Bed Tax & Smith Travel Reports**
The Bed Tax Report was distributed. Paula Vann reported on the bed tax collections for June 2015, she also reported on the ADR and occupancy rate. All numbers show an increase over June of last year.
- **Financial Report**
The financial report was reviewed by the board members. **A motion was made by Mahendra Patel and second by Nupur Shukla that says the Financial Report was received. The motion was approved.**
- **FOWA**
Paula Vann shared news from the FOWA Conference, which happened August 18th through August 23rd. She said we had 80 writers and they loved our area and had a very good time. The writers stayed at the Holiday Inn and each day they attended different events like visiting the springs, kayaking, canoeing and the banquet at the Spirit of the Suwannee Music Park.

Marketing Report:

- **Website**
Cody Gray reported that the “springsrus” website is in the content phase. A lot of content has been submitted to the developer and more content will be sent in the following weeks. The projected release date is October.
- **Social Media**
Cody also reported that the pages “Visit Columbia County” and “Southside Recreation Complex” have a steady increase in likes and shares. He reported on the amount of followers the pages have and how the numbers continue to grow. Cody shared the official hashtags for the pages, which are #springsrus, #visitcolumbiafla, #playball, and #visitsouthside

Sports Marketing Update:

- Review Tournament Calendar
Kelly Lowrey reported on the different tournaments and upcoming sports events for the coming months. He talked about the soccer leagues that came to Lake City in August and about the sports schedule for our facilities in the next few weeks. Kelly thanked the Columbia Youth Soccer Association and the Parks and Landscapes for all their hard work with the soccer tournaments.
- Southside Recreation Complex Update
Kelly reported on the Phase 3 of the projects and the different things that are being completed to improve the fields at the sports complex. Nick Patel asked about the response from the visitors to the complex, Kelly told him we are waiting on the surveys to come back from the parents.

Old Business:

- Bed Tax Increase
Nick Patel shared his views and concerns on the recent increase in the bed tax to 5 percent. Nick Patel, Everett Phillips, Brian Bickel and (Assistant County Manager) Scott Ward had a discussion about the bed tax increase.

New Business:

- Arrowhead XC 5k – Grant Request
A grant request was made for help with the Arrowhead XC 5k that will be happening on September 12, 2015. **A motion was made by Mahendra Patel and second by Nick Patel to approve \$1,500.00 for the Arrowhead XC 5k. The motion was approved.**
- Sports Grant Application
Review and Discuss at the next TDC Meeting in October.
- 2016 Budget
The 2016 Budget is currently under review and will be discussed at the next TDC meeting in October.

Other:

- Columbia County Museum
Nick Patel asked about the \$5,000.00 the TDC gives to the museum. He asked if the museum has responded in any way. Paula said that the museum is restructuring and she has followed up with them and the restructuring takes time and is a work in process.
- Infinity Con
Brian Bickel asked what the turnout was on the new event Infinity Con which happened in July. Paula Vann and Rod Butler answered that the turnout was even better than last year. Paula said that the event was going to be a two day event next year because it has done so well. Nick Patel asked Paula Vann to make a list of the events and to start tracking the traffic from the new events (that receive grant money) to see how well the event did. Paula said she has started doing that and will put together a list.
- LED Sign Update

Paula Vann reported on the progress of the sign and the bids from two vendors. She said we are doing a pre bid meeting out at the sign and once they turn in the bids then Ray Hill will choose the lowest bid.

- Board Meeting Sponsors

The board thanked Moe's Southwest Grill for sponsoring the board meeting.

Adjournment: A motion was made by Nick Patel and second by Brian Bickel. There being no additional business to come in front of the TDC board at this time the **Meeting was adjourned.**

Columbia County Tourist Development Tax Collections Report

Collection Month	2010	2011	2012	2013	2014	\$ 2,015	\$ +/- Change	% +/- Change	Month Received
October	\$ 26,625	\$ 46,902	\$ 49,795	\$ 55,018	\$ 58,829	\$ 62,681	\$ 3,852	6.55%	November
November	\$ 26,279	\$ 44,917	\$ 52,809	\$ 52,034	\$ 77,875	\$ 88,296	\$ 10,421	13.38%	December
December	\$ 27,200	\$ 46,296	\$ 54,383	\$ 47,999	\$ 77,917	\$ 80,616	\$ 2,699	3.46%	January
January	\$ 29,905	\$ 51,193	\$ 52,702	\$ 53,649	\$ 74,712	\$ 75,271	\$ 559	0.75%	February
February	\$ 34,467	\$ 53,201	\$ 57,012	\$ 56,690	\$ 75,234	\$ 82,301	\$ 7,067	9.39%	March
March	\$ 40,660	\$ 61,817	\$ 66,188	\$ 69,003	\$ 82,902	\$ 90,789	\$ 7,887	9.51%	April
April	\$ 52,447	\$ 54,955	\$ 51,128	\$ 68,959	\$ 94,574	\$ 101,416	\$ 6,842	7.23%	May
May	\$ 46,296	\$ 48,751	\$ 54,927	\$ 71,786	\$ 75,734	\$ 87,349	\$ 11,615	15.34%	June
June	\$ 50,715	\$ 52,497	\$ 56,044	\$ 77,126	\$ 82,272	\$ 85,558	\$ 3,286	3.99%	July
July	\$ 50,455	\$ 49,630	\$ 53,487	\$ 74,380	\$ 81,023	\$ 80,819	\$ (204)	-0.25%	August
August	\$ 37,928	\$ 40,486	\$ 42,809	\$ 74,445	\$ 84,585	\$ 93,058	\$ 8,473	10.02%	September
September	\$ 35,575	\$ 43,090	\$ 40,346	\$ 58,792	\$ 68,298		\$ (68,298)	-100.00%	October
TOTALS	\$ 458,552	\$ 593,735	\$ 631,630	\$ 759,881	\$ 933,954	\$ 928,154			TOTALS
YTD +/-	\$ 172,217	\$ 96,044	\$ 17,087	\$ 128,251	\$ 174,073	\$ (5,800)			
% +/-	47.71%	20.95%	2.88%	20.30%	22.91%	-0.62%			

**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.*

Expenditure Accounts - Budgeted vs. Actual - FY2015

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Contains budget amendments

	<u>Budgeted</u>	<u>Actual</u>	<u>Balance</u>	<u>Percent%</u>
TOURIST DEV/OPERATING				
TOURIST DEVELOPMENT				
107-5200-552.10-12 SALARIES	\$173,238.00	\$129,346.83	\$43,891.17	74.66%
107-5200-552.10-13 TEMPORARY LABOR	\$0.00	\$1,136.80	(\$1,136.80)	#NUM!
107-5200-552.10-21 FICA TAXES	\$12,668.00	\$9,050.38	\$3,617.62	71.44%
107-5200-552.10-22 RETIREMENT	\$11,230.00	\$8,299.56	\$2,930.44	73.91%
107-5200-552.10-23 HEALTH & LIFE INSURANCE	\$33,000.00	\$19,729.71	\$13,270.29	59.79%
107-5200-552.10-24 WORKERS COMP	\$736.00	\$605.24	\$130.76	82.23%
PERSONAL SERVICES	\$230,872.00	\$168,168.52	\$62,703.48	72.84%
107-5200-552.30-31 PROFESSIONAL SERVICES	\$1,000.00	\$0.00	\$1,000.00	0.00%
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	\$3,586.24	\$2,413.76	59.77%
107-5200-552.30-41 COMMUNICATIONS	\$6,100.00	\$6,360.23	(\$260.23)	104.27%
107-5200-552.30-42 POSTAGE	\$8,000.00	\$7,830.56	\$169.44	97.88%
107-5200-552.30-43 UTILITIES	\$10,000.00	\$6,328.39	\$3,671.61	63.28%
107-5200-552.30-45 GENERAL INSURANCE	\$5,500.00	\$5,169.38	\$330.62	93.99%
107-5200-552.30-46 REPAIR & MAINTENANCE	\$3,000.00	\$642.67	\$2,357.33	21.42%
107-5200-552.30-47 PRINTING	\$5,600.00	\$3,548.45	\$2,051.55	63.37%
107-5200-552.30-48 ADVERTISING	\$10,000.00	\$9,337.08	\$662.92	93.37%
107-5200-552.30-49 OTHER CHARGES	\$0.00	\$1,435.73	(\$1,435.73)	#NUM!
107-5200-552.30-51 OFFICE SUPPLIES	\$2,500.00	\$1,792.26	\$707.74	71.69%
107-5200-552.30-52 OPERATING SUPPLIES	\$2,500.00	\$387.98	\$2,112.02	15.52%
107-5200-552.30-54 DUES & SUBSCRIPTIONS	\$8,000.00	\$7,714.72	\$285.28	96.43%
107-5200-552.30-55 TRAINING	\$3,400.00	\$3,263.00	\$137.00	95.97%
107-5200-552.30-56 GAS & OIL	\$4,200.00	\$1,246.28	\$2,953.72	29.67%
107-5200-552.30-57 COPY MACHINE	\$2,500.00	\$2,062.64	\$437.36	82.51%
107-5200-552.30-64 NON-CAPITAL OUTLAY	\$1,600.00	\$1,370.43	\$229.57	85.65%
OPERATING EXPENDITURES	\$105,971.00	\$88,147.04	\$17,823.96	83.18%
107-5200-552.31-48 EVENT PROMOTION	\$47,852.00	\$47,796.46	\$55.54	99.88%
107-5200-552.31-50 BILLBOARD RENTALS	\$1,125.00	\$1,125.00	\$0.00	100.00%
107-5200-552.31-53 SIGN MAINTENANCE	\$1,523.00	\$1,122.75	\$400.25	73.72%
OPERATING EXPENDITURES	\$50,500.00	\$50,044.21	\$455.79	99.10%
107-5200-552.60-64 EQUIPMENT PURCHASES	\$3,500.00	\$0.00	\$3,500.00	0.00%
CAPITAL OUTLAY	\$3,500.00	\$0.00	\$3,500.00	0.00%
	\$390,843.00	\$306,359.77	\$84,483.23	78.38%
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%
D.E.O. GRANT				
107-5250-552.30-47 PRINTING	\$2,695.00	\$1,885.50	\$809.50	69.96%
107-5250-552.30-48 ADVERTISING	\$14,225.00	\$14,224.50	\$0.50	100.00%
OPERATING EXPENDITURES	\$16,920.00	\$16,110.00	\$810.00	95.21%
107-5250-552.31-48 EVENT PROMOTION	\$18,080.00	\$13,213.41	\$4,866.59	73.08%
OPERATING EXPENDITURES	\$18,080.00	\$13,213.41	\$4,866.59	73.08%
	\$35,000.00	\$29,323.41	\$5,676.59	83.78%
VISIT FLORIDA MARKETING				
107-5260-552.30-47 PRINTING	\$250.00	\$0.00	\$250.00	0.00%
107-5260-552.30-48 ADVERTISING	\$6,750.00	\$3,000.00	\$3,750.00	44.44%
107-5260-552.30-52 OPERATING SUPPLIES	\$0.00	\$286.11	(\$286.11)	#NUM!
OPERATING EXPENDITURES	\$7,000.00	\$3,286.11	\$3,713.89	46.94%

	\$7,000.00	\$3,286.11	\$3,713.89	46.94%
SPORTING EVENTS/TOURNAMEN				
107-5290-552.10-12 SALARIES	\$69,748.00	\$64,836.99	\$4,911.01	92.96%
107-5290-552.10-21 FICA TAXES	\$4,972.00	\$4,660.66	\$311.34	93.74%
107-5290-552.10-22 RETIREMENT	\$1,768.00	\$3,711.03	(\$1,943.03)	209.90%
107-5290-552.10-23 HEALTH & LIFE INSURANCE	\$13,200.00	\$6,617.67	\$6,582.33	50.13%
107-5290-552.10-24 WORKERS COMP	\$3,961.00	\$3,257.00	\$704.00	82.23%
PERSONAL SERVICES	\$93,649.00	\$83,083.35	\$10,565.65	88.72%
107-5290-552.30-40 TRAVEL & PER DIEM	\$0.00	\$172.05	(\$172.05)	#NUM!
107-5290-552.30-46 REPAIR & MAINTENANCE	\$0.00	\$587.75	(\$587.75)	#NUM!
107-5290-552.30-47 PRINTING	\$2,000.00	\$267.00	\$1,733.00	13.35%
107-5290-552.30-48 ADVERTISING	\$4,000.00	\$4,659.18	(\$659.18)	116.48%
107-5290-552.30-52 OPERATING SUPPLIES	\$73,391.00	\$72,103.24	\$1,287.76	98.25%
OPERATING EXPENDITURES	\$79,391.00	\$77,789.22	\$1,601.78	97.98%
107-5290-552.31-56 SPORTS MARKETING	\$6,600.00	\$5,578.89	\$1,021.11	84.53%
OPERATING EXPENDITURES	\$6,600.00	\$5,578.89	\$1,021.11	84.53%
	\$179,640.00	\$166,451.46	\$13,188.54	92.66%
INTERFUND TRANSFERS OUT				
107-8100-581.91-97 GENERAL FUND	\$1,000,000.00	\$1,000,000.00	\$0.00	100.00%
INTERFUND TRANSFERS OUT	\$1,000,000.00	\$1,000,000.00	\$0.00	100.00%
	\$1,000,000.00	\$1,000,000.00	\$0.00	100.00%
RESERVES				
107-8400-584.90-97 EQUIPMENT RESERVE	\$264,190.00	\$0.00	\$264,190.00	0.00%
107-8400-584.90-98 CASH BALANCE FORWARD	\$130,998.00	\$0.00	\$130,998.00	0.00%
107-8400-584.90-99 CONTINGENCY/RESERVE	\$164,870.00	\$0.00	\$164,870.00	0.00%
RESERVES	\$560,058.00	\$0.00	\$560,058.00	0.00%
	\$560,058.00	\$0.00	\$560,058.00	0.00%
TOURIST DEV/OPERATING TOTALS:	\$2,187,541.00	\$1,520,420.75	\$667,120.25	69.50%

Expense Account Transactions

Printed: 10-14-2015

Showing all transactions recorded between: 8/1/2015 and 9/30/2015

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
TOURIST DEV/OPERATING							
107-5200-552.10-12 TOURIST DEVELOPMENT / SALARIES							
		BEGINNING BALANCE	6/25/2014	BB	0.00		173,238.00
		PAYROLL SUMMARY	8/6/2015	AJ	0.00	-5,758.96	66,926.99
		PAYROLL SUMMARY	8/20/2015	AJ	0.00	-5,758.95	61,168.04
		PAYROLL SUMMARY	9/3/2015	AJ	0.00	-5,758.95	55,409.09
		PAYROLL SUMMARY	9/17/2015	AJ	0.00	-5,758.96	49,650.13
		PAYROLL SUMMARY	9/30/2015	AJ	0.00	-5,758.96	43,891.17
107-5200-552.10-21 TOURIST DEVELOPMENT / FICA TAXES							
		BEGINNING BALANCE	6/25/2014	BB	0.00		12,668.00
		PAYROLL SUMMARY	8/6/2015	AJ	0.00	-404.75	5,266.92
		PAYROLL SUMMARY	8/20/2015	AJ	0.00	-404.75	4,862.17
		PAYROLL SUMMARY	9/3/2015	AJ	0.00	-404.75	4,457.42
		PAYROLL SUMMARY	9/17/2015	AJ	0.00	-399.25	4,058.17
		PAYROLL SUMMARY	9/30/2015	AJ	0.00	-440.55	3,617.62
107-5200-552.10-22 TOURIST DEVELOPMENT / RETIREMENT							
		BEGINNING BALANCE	6/25/2014	BB	0.00		11,230.00
		PAYROLL SUMMARY	8/6/2015	AJ	0.00	-367.05	4,398.64
		PAYROLL SUMMARY	8/20/2015	AJ	0.00	-367.05	4,031.59
		PAYROLL SUMMARY	9/3/2015	AJ	0.00	-367.05	3,664.54
		PAYROLL SUMMARY	9/17/2015	AJ	0.00	-367.05	3,297.49
		PAYROLL SUMMARY	9/30/2015	AJ	0.00	-367.05	2,930.44
107-5200-552.10-23 TOURIST DEVELOPMENT / HEALTH & LIFE INSURANCE							
		BEGINNING BALANCE	6/25/2014	BB	0.00		33,000.00
		PAYROLL SUMMARY	8/6/2015	AJ	0.00	-1,034.95	16,630.10
		PAYROLL SUMMARY	8/20/2015	AJ	0.00	-1,034.95	15,595.15
		PAYROLL SUMMARY	9/3/2015	AJ	0.00	-1,104.43	14,490.72
		PAYROLL SUMMARY	9/17/2015	AJ	0.00	-1,102.43	13,388.29

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
	PAYROLL SUMMARY		9/30/2015	AJ	0.00	-118.00	13,270.29
107-5200-552.30-40 TOURIST DEVELOPMENT / TRAVEL & PER DIEM							
	BEGINNING BALANCE		6/25/2014	BB	0.00		6,000.00
F69971	TRAVEL REIMBURSEMENT FOR	PAULA VANN	9/11/2015	AP	63.00	-63.00	3,202.02
F69973	TRAVEL REIMBURSEMENT FOR	CODY A. GRAY	9/11/2015	AP	93.26	-93.26	3,202.02
F69971		PAULA VANN TRAVEL REIMBURSEMENT FOR	9/11/2015	EN	90.00	0.00	3,112.02
F69973		CODY A. GRAY TRAVEL REIMBURSEMENT FOR	9/11/2015	EN	120.26	0.00	2,991.76
F69971		PAULA VANN TRAVEL REIMBURSEMENT FOR	9/11/2015	EN	-90.00	0.00	3,081.76
F69971		PAULA VANN TRAVEL REIMBURSEMENT FOR	9/11/2015	EN	63.00	0.00	3,018.76
F69973		CODY A. GRAY TRAVEL REIMBURSEMENT FOR	9/11/2015	EN	-120.26	0.00	3,139.02
F69973		CODY A. GRAY TRAVEL REIMBURSEMENT FOR	9/11/2015	EN	93.26	0.00	3,045.76
F70343	LODGING	BANK OF AMERICA	9/23/2015	AP	632.00	-632.00	3,045.76
F70343		BANK OF AMERICA LODGING	9/23/2015	EN	632.00	0.00	2,413.76
107-5200-552.30-41 TOURIST DEVELOPMENT / COMMUNICATIONS							
	BEGINNING BALANCE		6/25/2014	BB	0.00		6,100.00
F69393	COMCAST INTERNET FOR TDC	COMCAST	8/14/2015	AP	123.76	-123.76	690.26
F69393		COMCAST COMCAST INTERNET FOR TDC	8/14/2015	EN	123.76	0.00	566.50
	VERIZON	VERIZON WIRELESS	8/19/2015	AP	0.00	-124.76	441.74
	VERIZON	VERIZON WIRELESS	8/19/2015	AP	0.00	-176.22	265.52
F69615	COMCAST CABLE FOR TDC	COMCAST	8/27/2015	AP	35.97	-35.97	265.52
F69616	COMCAST CABLE FOR TDC	AT&T	8/27/2015	AP	22.88	-22.88	265.52
F69615		COMCAST COMCAST CABLE FOR TDC	8/27/2015	EN	35.97	0.00	229.55
F69616		AT&T COMCAST CABLE FOR TDC	8/27/2015	EN	22.88	0.00	206.67
	VERIZON	VERIZON WIRELESS	9/21/2015	AP	0.00	-130.03	76.64
	VERIZON	VERIZON WIRELESS	9/21/2015	AP	0.00	-177.14	-100.50
F70344	COMCAST INTERNET FOR LED	COMCAST	9/23/2015	AP	123.76	-123.76	-100.50
F70345	COMCAST FOR TDC CONFERENC	COMCAST	9/23/2015	AP	35.97	-35.97	-100.50
F70344		COMCAST COMCAST INTERNET FOR LED	9/23/2015	EN	123.76	0.00	-224.26
F70345		COMCAST COMCAST FOR TDC CONFERENC	9/23/2015	EN	35.97	0.00	-260.23
107-5200-552.30-42 TOURIST DEVELOPMENT / POSTAGE							
	BEGINNING BALANCE		6/25/2014	BB	0.00		8,000.00
F70346	PITNEY BOWES LEASE AGREEM	PITNEY BOWES GLOBAL	9/23/2015	AP	345.00	-345.00	514.44

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
F70346		PITNEY BOWES GLOBAL PITNEY BOWES LEASE AGREEM	9/23/2015	EN	345.00	0.00	169.44
107-5200-552.30-43 TOURIST DEVELOPMENT / UTILITIES							
		BEGINNING BALANCE	6/25/2014	BB	0.00		10,000.00
	FPL	FPL	8/14/2015	AP	0.00	-497.67	4,205.97
	FPL	FPL	9/16/2015	AP	0.00	-534.36	3,671.61
107-5200-552.30-46 TOURIST DEVELOPMENT / REPAIR & MAINTENANCE							
		BEGINNING BALANCE	6/25/2014	BB	0.00		3,000.00
F69391	PEST CONTROL FOR THE TDC	FLORIDA PEST CONTROL	8/14/2015	AP	35.00	-35.00	2,778.78
F69391		FLORIDA PEST CONTROL PEST CONTROL FOR THE TDC	8/14/2015	EN	35.00	0.00	2,743.78
F69970	PEST CONTROL FOR TDC OFFI	FLORIDA PEST CONTROL	9/11/2015	AP	35.00	-35.00	2,743.78
F69970		FLORIDA PEST CONTROL PEST CONTROL FOR TDC OFFI	9/11/2015	EN	35.00	0.00	2,708.78
		SEPT SHOP REPAIR XFER	9/30/2015	TF	0.00	130.89	2,839.67
107-5200-552.30-47 TOURIST DEVELOPMENT / PRINTING							
		BEGINNING BALANCE	6/25/2014	BB	0.00		5,600.00
		PROMOTIONAL PHOTOS FOR TD	8/13/2015	AP	0.00	300.00	2,517.55
F69394	PROMOTIONAL PHOTOS FOR TD	HOLLY FRAZIER PHOTOGRAPHY	8/14/2015	AP	250.00	-250.00	2,517.55
F69394		HOLLY FRAZIER PHOTOGRAPHY PROMOTIONAL PHOTOS FOR TD	8/14/2015	EN	300.00	0.00	2,217.55
F69394		HOLLY FRAZIER PHOTOGRAPHY PROMOTIONAL PHOTOS FOR TD	8/14/2015	EN	-300.00	0.00	2,517.55
F69394		HOLLY FRAZIER PHOTOGRAPHY PROMOTIONAL PHOTOS FOR TD	8/14/2015	EN	250.00	0.00	2,267.55
F70304	2 SPRINGSRUS BANNERS	HUNTER PRINTING	9/21/2015	AP	216.00	-216.00	2,267.55
F70304		HUNTER PRINTING 2 SPRINGSRUS BANNERS	9/21/2015	EN	216.00	0.00	2,051.55
107-5200-552.30-48 TOURIST DEVELOPMENT / ADVERTISING							
		BEGINNING BALANCE	6/25/2014	BB	0.00		10,000.00
	PAULA VANN REIMB	LAKE HARRIS WELL	9/22/2015	CR	0.00	15.99	1,016.34
F70343	MEALS AND ENTERTAINMENT	BANK OF AMERICA	9/23/2015	AP	353.42	-353.42	1,016.34
F70343		BANK OF AMERICA MEALS AND ENTERTAINMENT	9/23/2015	EN	353.42	0.00	662.92
107-5200-552.30-49 TOURIST DEVELOPMENT / OTHER CHARGES							
		BEGINNING BALANCE	11/14/2014	BB	0.00		0.00
	PRE EMP. PHY,	BRENT HAYDEN, M.D. P.A.	9/16/2015	AP	0.00	-120.00	670.23
107-5200-552.30-51 TOURIST DEVELOPMENT / OFFICE SUPPLIES							
		BEGINNING BALANCE	6/25/2014	BB	0.00		2,500.00
F69962	OFFICE SUPPLIES FOR THE T	OFFICE DEPOT	9/11/2015	AP	219.01	-219.01	926.75
F69962		OFFICE DEPOT OFFICE SUPPLIES FOR THE T	9/11/2015	EN	219.01	0.00	707.74

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
107-5200-552.30-54 TOURIST DEVELOPMENT / DUES & SUBSCRIPTIONS							
		BEGINNING BALANCE	6/25/2014	BB	0.00		8,000.00
F69614	TECHNOLOGY	BANK OF AMERICA	8/27/2015	AP	58.24	-58.24	402.34
F69614		BANK OF AMERICA TECHNOLOGY	8/27/2015	EN	58.24	0.00	344.10
F70343	ADOBE SUB.	BANK OF AMERICA	9/23/2015	AP	58.82	-58.82	344.10
F70343		BANK OF AMERICA ADOBE SUB.	9/23/2015	EN	58.82	0.00	285.28
107-5200-552.30-56 TOURIST DEVELOPMENT / GAS & OIL							
		BEGINNING BALANCE	6/25/2014	BB	0.00		4,200.00
F69614	FUEL	BANK OF AMERICA	8/27/2015	AP	42.56	-42.56	3,195.70
F69614		BANK OF AMERICA FUEL	8/27/2015	EN	42.56	0.00	3,153.14
F69969	FUEL FOR THE TDC VAN	G.W. HUNTER, INC.	9/11/2015	AP	118.90	-118.90	3,153.14
F69969		G.W. HUNTER, INC. FUEL FOR THE TDC VAN	9/11/2015	EN	118.90	0.00	3,034.24
F70343	FUEL	BANK OF AMERICA	9/23/2015	AP	42.00	-42.00	3,034.24
F70343		BANK OF AMERICA FUEL	9/23/2015	EN	42.00	0.00	2,992.24
F70634	FUEL FOR THE TDC VAN	G.W. HUNTER, INC.	9/30/2015	AP	38.52	-38.52	2,992.24
F70634		G.W. HUNTER, INC. FUEL FOR THE TDC VAN	9/30/2015	EN	38.52	0.00	2,953.72
107-5200-552.30-57 TOURIST DEVELOPMENT / COPY MACHINE							
		BEGINNING BALANCE	6/25/2014	BB	0.00		2,500.00
F69392	Xerox Lease Agreement for	XEROX CORP	8/14/2015	AP	186.83	-186.83	1,044.14
F69392		XEROX CORP Xerox Lease Agreement for	8/14/2015	EN	186.83	0.00	857.31
F69960	XEROX LEASE AGREEMENT	XEROX CORP	9/11/2015	AP	207.79	-207.79	857.31
F69960		XEROX CORP XEROX LEASE AGREEMENT	9/11/2015	EN	207.79	0.00	649.52
F70636	XEROX SEPT. LEASE AGREEME	XEROX CORP	9/30/2015	AP	212.16	-212.16	649.52
F70636		XEROX CORP XEROX SEPT. LEASE AGREEME	9/30/2015	EN	212.16	0.00	437.36
107-5200-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION							
		BEGINNING BALANCE	6/25/2014	BB	0.00		47,852.00
024128	WEB ADV. 1 YR	NORTH CENTRAL FLORIDA BRIDE	8/13/2015	AP	5,000.00	-5,000.00	6,505.54
F69904	3 STALL RESTROOM FOR ARRO	ROYAL RESTROOMS OF NORTH FLORIDA	9/8/2015	AP	1,450.00	-1,450.00	6,505.54
F69904		ROYAL RESTROOMS OF NORTH FLORIDA 3 STALL RESTROOM FOR ARRO	9/8/2015	EN	1,450.00	0.00	5,055.54
024128	PO ENTRY	NORTH CENTRAL FLORIDA BRIDE COMMUNICATIONS/MEDIA SERV	9/11/2015	EN	5,000.00	0.00	55.54
107-5250-552.30-47 TOURIST DEVELOPMENT / PRINTING							
		BEGINNING BALANCE	6/25/2014	BB	0.00		2,695.00
F69446	BANNER FOR FOWA CONFERENC	HUNTER PRINTING	8/18/2015	AP	108.00	-108.00	917.50

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
F69446		HUNTER PRINTING BANNER FOR FOWA CONFERENC	8/18/2015	EN	108.00	0.00	809.50
107-5250-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION							
		BEGINNING BALANCE	10/9/2014	BB	0.00		18,080.00
024079	CQATERING 2015 FOWA CONF.	CORNETT'S SPIRIT OF THE SUWANNEE	8/20/2015	AP	2,800.00	-1,815.00	6,575.24
F69614	SUPPLIES FOR WRITERS ASSO	BANK OF AMERICA	8/27/2015	AP	1,351.70	-1,351.70	6,575.24
F69614		BANK OF AMERICA SUPPLIES FOR WRITERS ASSO	8/27/2015	EN	1,351.70	0.00	5,223.54
F69957	IFEA MEMBERSHIP RENEWAL F	INTERNATIONAL FESTIVAL AND EVENTS	9/11/2015	AP	465.00	-465.00	5,223.54
F69957		INTERNATIONAL FESTIVAL AND EVENTS IFEA MEMBERSHIP RENEWAL F	9/11/2015	EN	465.00	0.00	4,758.54
F70343	SUPPLIES	BANK OF AMERICA	9/23/2015	AP	14.95	-14.95	4,758.54
F70343		BANK OF AMERICA SUPPLIES	9/23/2015	EN	14.95	0.00	4,743.59
	A/R-IMPERIAL PROD. REFUND		9/30/2015	AJ	0.00	123.00	4,866.59
107-5290-552.10-12 TOURIST DEVELOPMENT / SALARIES							
		BEGINNING BALANCE	6/25/2014	BB	0.00		69,748.00
		PAYROLL SUMMARY	8/6/2015	AJ	0.00	-922.86	11,314.31
		PAYROLL SUMMARY	8/20/2015	AJ	0.00	-1,611.48	9,702.83
		PAYROLL SUMMARY	9/3/2015	AJ	0.00	-922.86	8,779.97
		PAYROLL SUMMARY	9/17/2015	AJ	0.00	-922.85	7,857.12
		PAYROLL SUMMARY	9/30/2015	AJ	0.00	-2,769.57	5,087.55
107-5290-552.10-21 TOURIST DEVELOPMENT / FICA TAXES							
		BEGINNING BALANCE	6/25/2014	BB	0.00		4,972.00
		PAYROLL SUMMARY	8/6/2015	AJ	0.00	-59.98	762.17
		PAYROLL SUMMARY	8/20/2015	AJ	0.00	-112.20	649.97
		PAYROLL SUMMARY	9/3/2015	AJ	0.00	-59.67	590.30
		PAYROLL SUMMARY	9/17/2015	AJ	0.00	-59.67	530.63
		PAYROLL SUMMARY	9/30/2015	AJ	0.00	-211.86	318.77
107-5290-552.10-22 TOURIST DEVELOPMENT / RETIREMENT							
		BEGINNING BALANCE	6/25/2014	BB	0.00		1,768.00
		PAYROLL SUMMARY	8/6/2015	AJ	0.00	-66.99	-1,536.17
		PAYROLL SUMMARY	8/20/2015	AJ	0.00	-102.07	-1,638.24
		PAYROLL SUMMARY	9/3/2015	AJ	0.00	-66.99	-1,705.23
		PAYROLL SUMMARY	9/17/2015	AJ	0.00	-66.99	-1,772.22
		PAYROLL SUMMARY	9/30/2015	AJ	0.00	-163.47	-1,935.69

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
107-5290-552.10-23 TOURIST DEVELOPMENT / HEALTH & LIFE INSURANCE							
		BEGINNING BALANCE	6/25/2014	BB	0.00		13,200.00
		PAYROLL SUMMARY	8/6/2015	AJ	0.00	-275.00	7,431.72
		PAYROLL SUMMARY	8/20/2015	AJ	0.00	-275.00	7,156.72
		PAYROLL SUMMARY	9/3/2015	AJ	0.00	-277.08	6,879.64
		PAYROLL SUMMARY	9/17/2015	AJ	0.00	-277.08	6,602.56
107-5290-552.30-47 TOURIST DEVELOPMENT / PRINTING							
		BEGINNING BALANCE	6/25/2014	BB	0.00		2,000.00
F70354	SPORTS COMMISSION BANNER	HUNTER PRINTING	9/24/2015	AP	108.00	-108.00	1,841.00
F70354		HUNTER PRINTING SPORTS COMMISSION BANNER	9/24/2015	EN	108.00	0.00	1,733.00
107-5290-552.30-52 TOURIST DEVELOPMENT / OPERATING SUPPLIES							
		BEGINNING BALANCE	3/12/2015	BB	0.00		20,023.14
F69230	GH 41/2 IN GALV SWIVEL LO	LOWE'S PROX	8/3/2015	AP	15.14	-15.14	3,788.44
F69230		LOWE'S PROX GH 41/2 IN GALV SWIVEL LO	8/3/2015	EN	15.14	0.00	3,773.30
F69522	A/C CONDENSER MOTOR COACH	HARRY'S HEATING & AIR	8/4/2015	AP	300.00	-300.00	3,773.30
F69523	REPAIRS A/C UNIT COACHES	HARRY'S HEATING & AIR	8/4/2015	AP	370.00	-370.00	3,773.30
F69522		HARRY'S HEATING & AIR A/C CONDENSER MOTOR COACH	8/4/2015	EN	300.00	0.00	3,473.30
F69523		HARRY'S HEATING & AIR REPAIRS A/C UNIT COACHES	8/4/2015	EN	370.00	0.00	3,103.30
023745	ANNUAL WEED CONTROL	SOUTHEASTERN TURFGRASS SUPPLY, INC.	8/5/2015	AP	26,890.00	-26,890.00	3,103.30
F69524	REPL BURNT CONTACTOR,SERV	HARRY'S HEATING & AIR	8/7/2015	AP	348.50	-348.50	3,103.30
F69524		HARRY'S HEATING & AIR REPL BURNT CONTACTOR,SERV	8/7/2015	EN	348.50	0.00	2,754.80
F69532	STEELCRAFT DOOR/HARDWARE	GENESIS DOOR & HARDWARE, INC.	8/10/2015	AP	493.00	-493.00	2,754.80
F69532		GENESIS DOOR & HARDWARE, INC. STEELCRAFT DOOR/HARDWARE	8/10/2015	EN	493.00	0.00	2,261.80
F69744	1 CS TOILET PAPER	PREMIER PAPER & JANITORIAL	8/13/2015	AP	24.50	-24.50	2,261.80
F69744		PREMIER PAPER & JANITORIAL 1 CS TOILET PAPER	8/13/2015	EN	24.50	0.00	2,237.30
F69527	5-SOAP DISPENSERS	PREMIER PAPER & JANITORIAL	8/14/2015	AP	114.00	-114.00	2,237.30
F69527		PREMIER PAPER & JANITORIAL 5-SOAP DISPENSERS	8/14/2015	EN	114.00	0.00	2,123.30
F69529	PVC SUPPLIES	CERTIFIED PLUMBING &	8/18/2015	AP	32.04	-32.04	2,123.30
F69529		CERTIFIED PLUMBING & PVC SUPPLIES	8/18/2015	EN	32.04	0.00	2,091.26
F69539	PVC/IRRIGATION SUPPLIES	CERTIFIED PLUMBING &	8/20/2015	AP	50.23	-50.23	2,091.26
F69540	REPL WIRE/INSTALL GROUNDB	GRAHAM & SONS ELECTRICAL, INC.	8/20/2015	AP	773.10	-773.10	2,091.26
F69539		CERTIFIED PLUMBING & PVC/IRRIGATION SUPPLIES	8/20/2015	EN	50.23	0.00	2,041.03

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
F69540		GRAHAM & SONS ELECTRICAL, INC. REPL WIRE/INSTALL GROUND B	8/20/2015	EN	773.10	0.00	1,267.93
F68033	CORRECT EN 6/5/15	C C CALHOUN INC.	8/21/2015	EN	-1,730.00	0.00	2,997.93
	ACCOUNT # 223	BCC - LANDFILL DEPOSIT	8/24/2015	AP	0.00	-40.04	2,957.89
	ACCOUNT # 223	BCC - LANDFILL DEPOSIT	8/24/2015	AP	0.00	-90.48	2,867.41
	ACCOUNT # 223	BCC - LANDFILL DEPOSIT	8/24/2015	AP	0.00	-75.11	2,792.30
	ACCOUNT # 223	BCC - LANDFILL DEPOSIT	8/24/2015	AP	0.00	-126.54	2,665.76
	SUPPLY	SHERWIN-WILLIAMS CO. STORE #2741	8/25/2015	AP	0.00	-31.50	2,634.26
F69752	RENTAL 8/29-9/29/15	PELONIS PUMPING INC.	8/25/2015	AP	65.00	-65.00	2,634.26
F69752		PELONIS PUMPING INC. RENTAL 8/29-9/29/15	8/25/2015	EN	65.00	0.00	2,569.26
F69743	4G BACKPACK SPRAYER,BATTE	GREEN'S MARINE & SPORTING GOODS	8/26/2015	AP	139.94	-139.94	2,569.26
F69743		GREEN'S MARINE & SPORTING GOODS 4G BACKPACK SPRAYER,BATTE	8/26/2015	EN	139.94	0.00	2,429.32
F69884	CHECK ICE MAKER AT SHOP S	LAKE CITY AIR COND & REFRIGERATION	8/31/2015	AP	135.00	-135.00	2,429.32
F69884		LAKE CITY AIR COND & REFRIGERATION CHECK ICE MAKER AT SHOP S	8/31/2015	EN	135.00	0.00	2,294.32
	ACCOUNT 223	BCC - LANDFILL DEPOSIT	9/1/2015	AP	0.00	-35.36	2,258.96
F69882	FILTER,BELT,BLADES,GR OMME	GREEN'S MARINE & SPORTING GOODS	9/2/2015	AP	254.85	-254.85	2,258.96
F69882		GREEN'S MARINE & SPORTING GOODS FILTER,BELT,BLADES,GROMME	9/2/2015	EN	254.85	0.00	2,004.11
	ACCOUNT # 223	BCC - LANDFILL DEPOSIT	9/8/2015	AP	0.00	-47.36	1,956.75
F70186	12 ULTRA 4"	FLORIDA IRRIGATION SUPPLY	9/8/2015	AP	320.35	-320.35	1,956.75
F70186		FLORIDA IRRIGATION SUPPLY 12 ULTRA 4"	9/8/2015	EN	320.35	0.00	1,636.40
F70178	EMERG LEVER FOR MOWER	BEARD EQUIPMENT CO.INC.	9/15/2015	AP	145.36	-145.36	1,636.40
F70178		BEARD EQUIPMENT CO.INC. EMERG LEVER FOR MOWER	9/15/2015	EN	145.36	0.00	1,491.04
F70176	MARKING FLAGS,CUTTING PLI	CERTIFIED PLUMBING &	9/17/2015	AP	60.27	-60.27	1,491.04
F70176		CERTIFIED PLUMBING & MARKING FLAGS,CUTTING PLI	9/17/2015	EN	60.27	0.00	1,430.77
F70486	STEELCRAFT DOOR	GENESIS DOOR & HARDWARE, INC.	9/18/2015	AP	491.00	-491.00	1,430.77
F70486		GENESIS DOOR & HARDWARE, INC. STEELCRAFT DOOR	9/18/2015	EN	491.00	0.00	939.77
F70497	BLEACH,PINE SOL,SOAP,CLEA	PREMIER PAPER & JANITORIAL	9/25/2015	AP	160.11	-160.11	939.77
	ACCOUNT 223	BCC - LANDFILL DEPOSIT	9/25/2015	AP	0.00	-82.16	857.61
F70497		PREMIER PAPER & JANITORIAL BLEACH,PINE SOL,SOAP,CLEA	9/25/2015	EN	160.11	0.00	697.50
	drywall	LOWE'S PROX	9/30/2015	AP	0.00	-24.39	673.11
	IRRIGATION	FLORIDA IRRIGATION SUPPLY	9/30/2015	AP	0.00	-320.35	352.76
	PORTABLES	PELONIS PUMPING INC.	9/30/2015	AP	0.00	-65.00	287.76
107-5290-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION							
	BEGINNING BALANCE		8/22/2015	BB	0.00		0.00

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
107-5290-552.31-56 TOURIST DEVELOPMENT / SPORTS MARKETING							
		BEGINNING BALANCE	6/25/2014	BB	0.00		6,600.00
F69609	BABERUTH UMPIRE 3NIGHT AC	FAIRFIELD INN & SUITES LAKE CITY	8/27/2015	AP	300.00	-300.00	1,698.47
F69609	BABERUTH UMPIRE 3NIGHT AC	FAIRFIELD INN & SUITES LAKE CITY	8/27/2015	AP	300.00	-300.00	1,698.47
F69609	BABERUTH UMPIRE 3NIGHT AC	FAIRFIELD INN & SUITES LAKE CITY	8/27/2015	AP	300.00	-300.00	1,698.47
F69614	DAYS INN TAX REFUND 6/26/	BANK OF AMERICA	8/27/2015	AP	-15.64	15.64	1,698.47
F69609		FAIRFIELD INN & SUITES LAKE CITY BABERUTH UMPIRE 3NIGHT AC	8/27/2015	EN	300.00	0.00	1,398.47
F69609		FAIRFIELD INN & SUITES LAKE CITY BABERUTH UMPIRE 3NIGHT AC	8/27/2015	EN	300.00	0.00	1,098.47
F69609		FAIRFIELD INN & SUITES LAKE CITY BABERUTH UMPIRE 3NIGHT AC	8/27/2015	EN	300.00	0.00	798.47
F69614		BANK OF AMERICA DAYS INN TAX REFUND 6/26/	8/27/2015	EN	-15.64	0.00	814.11
	RECLASS - CONF REGIST.	CONF DATES 10/5-10/8	8/31/2015	AJ	0.00	1,395.00	2,209.11
F69974	3ROOMS/4 NIGHT STAY FOR	HAMPTON INN AND SUITES	9/11/2015	AP	1,188.00	-1,188.00	2,209.11
F69974		HAMPTON INN AND SUITES 3ROOMS/4 NIGHT STAY FOR	9/11/2015	EN	1,188.00	0.00	1,021.11
F70022		HORIZON PROMOTIONAL PRODUCTS INC 5 SHIRTS FOR KL W/ TDC SP	9/14/2015	EN	212.50	0.00	808.61

Updated 10/14/2015

2015 – Southside Recreation Complex Calendar, Lake City, FL

Oct 17-18	USFA Girls Softball	Girls Softball Complex	Roy Hattaway	478-256-3926
Oct 24-25	USSSA Baseball	Baseball/Adult(white) complex	Tak Walden	407-455-2399
Nov 13-15	Suncoast Travel Baseball	Yellow/Blue/Red complexes	Steve Hassett	941-587-4707
Nov 21-22	USSSA Baseball	Baseball / Adult(white) complex	Tak Walden	407-455-2399
Dec 5-6	USSSA Baseball	Baseball/Adult(white) complex	Tak Walden	407-455-2399



SPECIAL EVENT GRANT FUNDING REQUEST

PART I- INSTRUCTIONS AND DEFINITIONS PURPOSE:

This document sets forth the guidelines and categories for requests for funds from Tourist Development Taxes. Applications will be accepted from organizations that will sponsor and promote tourism activities within Columbia County that bring substantial numbers of over-night visitors to the County.

TIMETABLE FOR REVIEW:

The Tourist Development Council will distribute applications to organizations that express an interest in receiving funds for upcoming Fiscal Year. Projects must meet the guidelines and criteria outlined in this document. Completed applications should be submitted to the Tourism Development Department Office as follows:

- | | |
|---|-----------------|
| • Events scheduled for January 1st -March 31st | Due October 1st |
| • Events scheduled for April 1st-June 30th | Due January 1st |
| • Events scheduled for July 1st- September 30th | Due April 1st |
| • Events scheduled for October 1st- December 31st | Due July 1st |

Mail or hand delivered applications to:

Columbia County Tourism Development Council
971 West Duval Street
Suite 145
Lake City, FL 32056.

APPLICATION AND EVALUATION PROCEDURE:

The following procedure will be strictly followed. Applicants are cautioned not to contact any member of the Columbia County Board of County Commissioners (BOCC) or Tourist Development Council (TDC) regarding their request. All contact should be channeled through the TDC Director's office via email at pvann@columbiacountyfla.com.

Please read the following instructions carefully and call the Tourism Development Office with any questions. The TDC office will contact applicants if grant applications are incomplete or incorrect.

The Tourist Development Council Director will review all applications to determine if they meet the established criteria for funding. Only those requests that will have a substantial economic impact on the County from visitors will be considered further. The Tourism Department office staff will notify qualifying applicants who are finalists. All finalists will then be invited to present their applications to the TDC at the regular scheduled meeting the third Wednesday of the month.

The Tourist Development Council will vote on qualifying applicants and prepare, in priority order, their recommendations for funding. Funding recommendations of the Tourist Development Council are final.

All materials submitted with applications will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

OVERALL GUIDELINES

Applications must conform to the guidelines specified by the Tourist Development Council. Applications that do not conform to these guidelines will not be considered for funding. The funding limits are subject to final approval by the Tourist Development Council.

Funding is available for major events staged in the County or surrounding areas that attract large numbers of visitors from outside the County. An example would be state, national or international amateur sports events, and multiple day festivals.

Advertising and promotional campaigns supporting events must be out of Columbia County media such as broadcast, web and regional print.

EVENT GUIDELINES:

Programs, festivals, or special events should have a history of, or the potential for attracting out-of-county visitors, as either participants or spectators, generating hotel/motel/campground room nights. Consideration will also be given to events that can generate national, state, or regional media exposure for Columbia County and its tourist offerings.

ELIGIBLE ORGANIZATIONS:

Not-For-Profit Organizations under section 501 of the Internal Revenue Code (a copy of the IRS determination letter provided by the applicant confirms federal tax-exempt status) and For-Profit Organizations are eligible for funding. Organizations must have significant county ties, established primarily to produce cultural program, festivals, or special events, utilizing private sector community financial support and volunteers as well as paid staff to carry out the objectives of the organization.

PROJECT GUIDELINES:

- Project must take place within Columbia County or surrounding area.
- Applicant must make project accessible to the public and to disabled persons.
- Applicant must submit a list of the Board of Directors, with addresses, and occupation or affiliation (if Applicable)
- Applicant must submit most recent preliminary final/attendance and final reports if you have received a grant in the past from Columbia County.
- Applicant must match the amount requested on a dollar-for-dollar basis, showing revenue specifically contributed for program (50% of this match may be in-kind contributions, accompanied by a list of fair and reasonable market value).
- Applications failing to meet deadline will not be considered.
- Multiple events must be separate and distinct applications with separate summaries and budgets.
- Advertising and promotion must take place in areas outside of Columbia County. This is to ensure that funds will be used to attract visitors who reside out of Columbia County and who may stay at least one night in local lodging.

- Invoice must be made to Columbia County TDC. No funds will be forwarded in anticipation of the receipt of an invoice.
- A complete detailed project budget must be submitted that includes all expenses.
- The complete detailed project budget must include all revenues.
- All information should be submitted on 8 ½" x 11" white paper.
- A certificate of liability insurance, naming Columbia County as an additional insured, is required before any reimbursements can be released.

SPECIAL NOTE:

In the event that any funding request is denied, the organization will not be permitted to come back to the TDC for the same event until the next fiscal year. An exception would be if new information, not previously presented, might alter the TDC's decision. In this case, the applicant must bring the request back to the TDC for further review.

Funding Administration:

No funding may be reimbursed until the Columbia County Tourist Development Council Director approves the funding.

Funding Manager:

Organizations receiving funding shall designate a Funding Manager. That individual shall be responsible for maintaining the official file with application, correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used. The organizations funding manager will insure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and financial submitted. It is the funding manager's responsibility to see that any applicable Federal, State or County laws and policies are followed.

Applicants should be aware that the TDC staff will also survey hotels and event attendees to confirm the data collected by the event organizers.

APPLICATION GUIDELINES:

- If you are applying for more than one event, a separate applications and distinct separate budgets are required.
- State the goals and objectives for each event for which you are applying.
- Describe what benefits will be received from each event or promotion for which you are applying.
- Describe how the event increases awareness of the County as a visitor destination, increases the number of visitors, their length of stay, and promotes inter-county travel by visitors.
- Describe how the effectiveness of each event will be evaluated.
- Describe how financial resources will be monitored.

- Describe, in detail, how the event will be implemented?
- Attach copies of letters of commitment to substantiate matching funds.

STATUS REPORTS:

Preliminary Status Report: A preliminary status report is due at the time of submission of application indicating an overall status of the event and revenue generated to Columbia County.

~~**Interim Status Report:** A detailed interim status report will be required sixty (60) days prior to the event. This report will identify at what point you are with the planning of the event.~~

Final Status Report: A detailed final status report is due within sixty (60) days of the close of the event.

PROCEDURES FOR DRAW OF FUNDS:

A Request for Funds Form must be completed and submitted to the TDC office for interim draws and for final payment. All payments are on a reimbursement basis only and made after proof of paid invoices are presented. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Organizations receiving funding should take into consideration that it will take a minimum of 30 days for the County to process a check. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds.

USES OF TOURIST DEVELOPMENT FUNDS

Tourism grant funds must be used to promote and advertise tourism in the State of Florida, nationally and internationally. However, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists. Florida State Statutes 125.0104 section 5(A) 2.

NOTICE: All collateral material and advertisements must list Columbia County as one of the event sponsors. All printed material must contain the verbiage "A cooperative effort funded by the Columbia County Tourist Development Council".

AUTHORIZED USES OF FUNDS:

The following are examples of how Tourist Development Funds may be used to promote tourism for the County.

- Advertising and promotional expenses in out-of-market media in conjunction with an event to increase participation in the event and bring visitors to Columbia County. Examples are: printing and distribution of promotional pieces prior to the event including creative design, printing, copying, ad placement cost, and distribution of direct mail.
- Creating an internet web site promoting the event linked to the County's Tourism website to increase participation, attendance and awareness of the event and generate hotel room nights.
- Bid fees to attract major sports or other special events to Columbia County to generate visitors and economic impact to the community.

TOURISM GRANT FUNDS MAY NOT BE USED FOR:

- Prize money, scholarships, awards, plaques, or certificates.
- Travel expenses.
- Projects that are restricted to private or exclusive participation.
- Private entertainment, food, and beverages and lodging.
- Legal, medical, engineering, accounting, auditing, planning, marketing, feasibility studies or other consulting services.
- Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the project or event.
- Real property or capital improvements, new construction, renovation or restoration to facilities.
- Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
- Interest or reduction of deficits and loans.
- Expenses incurred or obligated prior to or after the project period.
- Advertising and promotional materials distributed at the event site or after the event.
- Payments for services or goods purchased for previous or other events.

FUNDING CATEGORIES:

1. Sponsorships and Event Bid Fees: Minimum two-day events with 100 or more hotel room nights per day of the event. Funds are to be used exclusively for advertising and promotion in out of market media. The maximum is \$10,000 for events with a minimum of three years of result history.
2. First Time Events: These would include newly created events, or ones that have little history. The maximum amount per event is \$1,500. Subsequent year funding will be determined by results of the first or second year.
3. Cultural Events: Two or more day events that bring significant number of overnight visitors to Columbia County. The maximum amount per event is \$2,500.
4. Sporting Events: Two or more day events that bring significant number of overnight visitors to Columbia County. The maximum amount per event is \$2,500.

CRITERIA FOR EVALUATION OF APPLICATIONS:

Applications will be scored in five (5) categories with a maximum score of one hundred (100) points per applicant.

1. **COMMITMENT TO THE EXPANSION OF OFF-SEASON TOURISM IN COLUMBIA COUNTY (Maximum 25 Points)**
Evidence that the project: serves to attract out-of-county visitors generating hotel/motel/campground rentals; will be marketed to the fullest extent possible in an effective and efficient manner; demonstrates a willingness of the organizers to work with the tourism industry; commitment to develop other funding sources in subsequent years.
2. **OUT-OF-COUNTY PROMOTION (Maximum 25 Points)**
The proposed out-of-County advertising is well thought out and detailed to show the potential broad awareness of the event in out-of-market media. Packaging of hotels, attractions and shopping through tour operators or travel agents will also be evaluated.
3. **SOUNDNESS OF PROPOSED PROJECT (Maximum 20 Points)**
The extent to which the project has clearly identified objectives; has assigned responsibilities and accountability; has a realistic timetable for implementation; has additional funding sources available that will be utilized; will accomplish its stated objectives.
4. **STABILITY AND MANAGEMENT CAPACITY (Maximum 15 Points)**
A proven record or demonstrated capacities of the organization to develop resources, effectively plan, organize and implement the proposed project.

The organization has a successful history of service in and to Columbia County.

Ability of the organization to administer public grants and to prepare and deliver the necessary progress reports to the Tourist Development Council.
5. **QUALITY AND UNIQUENESS OF PROPOSED PROJECT (Maximum 15 Points)**
Extent, to which the activity provides a program for Columbia County visitors and its residents, which is of significant merit and that, without such assistance, would not take place in the County.

After the fourth year of requesting Tourist Tax, funding the event should have enough sponsors to fund the event without using the Tourist Tax. If a request for funding is submitted after the fourth year, the Tourist Development Council will consider the request and forward a recommendation to the Tourist Development Council. A detailed explanation letter of why the funding request is needed will be required before any review of the application takes place.

For second and third year requests, special consideration will be given to organizations that have secured additional support through private or corporate contributions.

GRANT APPLICATION CHECK LIST

One copy of the following items is required and should be attached to your original application:

- Grant Application
- Charter, Articles of Incorporation, By-Laws, Proof of Current Status (except government entities)
- ~~○ Minutes of meeting authorizing officers to apply for these tourism tax funds~~
- IRS Determination Letter of non-profit status (except government entities)
- List of current Officers and Board members with terms and salaries, if applicable.
- Organizational Chart
- Copy of financial statement of your most recent fiscal year (except government entities)
- Proof of Liability Insurance
- List of other Financial Commitments



**FISCAL YEAR 2015-2016
SPECIAL EVENT GRANT APPLICATION**

1. NAME OF EVENT/PROJECT: _____
2. DATE OF EVENT/PROJECT: _____
3. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):
Address _____
City _____ State _____ Zip _____
4. NAME OF APPLICANT/HOST ORGANIZATION:
Legal Name _____
Address _____
City _____ State _____ Zip _____
5. CONTACT PERSON/TITLE:
Name _____
Title _____
Telephone No. (_____) _____ Fax No. (_____) _____
E-mail _____
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.

11. ANTICIPATED NUMBER OF LOCAL EVENT ATTENDEES: _____

12. ANTICIPATED NUMBER OF OUT-OF-TOWN, OVERNIGHT ATTENDEES (include vendors staying overnight in this number): _____

13. ANTICIPATED NUMBER OF EVENT VENDORS: _____

14. LIABILITY/MEDICAL INSURANCE? _____ No _____ Yes Carrier _____

15. HAS VENUE/FACILITY BEEN SECURED? _____ No _____ Yes

If Yes, indicate location, contact and telephone number. _____

16. HAS HOTEL(S) BEEN SECURED? _____ No _____ Yes

If Yes, indicate place(s), contact(s), and telephone number(s)

<u>Hotel</u>	<u>Contact</u>	<u>Telephone Number</u>
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_____	_____	_____
_____	_____	_____
_____	_____	_____

17. ANTICIPATED NUMBER OF HOTEL ROOMS PER NIGHT:

<u>Day/Date</u>	<u>No. of Single Rooms (one person per room)</u>	<u>No. of Double/Double Rooms (up to four persons per room)</u>
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_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

18. ROOM NIGHT HISTORY OF EVENT (INCLUDE AS MANY YEARS PREVIOUS AS POSSIBLE):

<u>Dates</u>	<u>City</u>	<u>Hotel and Contact</u>	<u>Room Nights (# of rooms X # of nights)</u>
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

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):

\$_____

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.

22. HOW WILL THE EVENT/PROJECT BENEFIT TOURISM IN COLUMBIA COUNTY?

23. HAVE YOU RECEIVED A COLUMBIA COUNTY TDC GRANT IN THE PAST? _____No_____Yes
If Yes, indicate name and date of event/project and amount received.

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

1. NAME OF EVENT/PROJECT: Antique Engine & Tractor Show
2. DATE OF EVENT/PROJECT: March 10, 11, 12, 2016
3. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):
Address 164 SW Mary Ethel Lane
City Lake City State FL Zip 32055
4. NAME OF APPLICANT/HOST ORGANIZATION:
Legal Name North Florida Antique Engine Assoc, Inc.
Address 3756 Frye Ave W
City Jacksonville State FL Zip 32210
5. CONTACT PERSON/TITLE:
Name Karen Pickworth
Title Secretary
Telephone No. (904) 7774220 Fax No. (904) 7774220
E-mail Karenpickworth@yahoo.com
6. TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.)
If applicable, attach Articles of Incorporation, Bylaws.
FID NO. 59-3550878
7. ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS. see attached
8. ATTACH A LIST OF PAID STAFF OF THE ORGANIZATION. none
9. ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR.
10. DESCRIPTION OF EVENT/PROJECT.
display of antique engines, tractors, and other items used for daily living in the previous years.

11. ANTICIPATED NUMBER OF LOCAL EVENT ATTENDEES: 10 exhibitors
12. ANTICIPATED NUMBER OF OUT-OF-TOWN, OVERNIGHT ATTENDEES (include vendors staying overnight in this number): 60 exhibitors
13. ANTICIPATED NUMBER OF EVENT VENDORS: none
14. LIABILITY/MEDICAL INSURANCE? ☐ No ☒ Yes Carrier Allen Financial Service
15. HAS VENUE/FACILITY BEEN SECURED? ☐ No ☒ Yes

If Yes, indicate location, contact and telephone number. 386 752 8822

16. HAS HOTEL(S) BEEN SECURED? ☒ No ☐ Yes
If Yes, indicate place(s), contact(s), and telephone number(s)

<u>Hotel</u>	<u>Contact</u>	<u>Telephone Number</u>
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17. ANTICIPATED NUMBER OF HOTEL ROOMS PER NIGHT:

<u>Day/Date</u>	<u>No. of Single Rooms (one person per room)</u>	<u>No. of Double/Double Rooms (up to four persons per room)</u>
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18. ROOM NIGHT HISTORY OF EVENT (INCLUDE AS MANY YEARS PREVIOUS AS POSSIBLE):

<u>Dates</u>	<u>City</u>	<u>Hotel and Contact</u>	<u>Room Nights (# of rooms X # of nights)</u>
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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):

\$ 1,000.00

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.

See attached Purpose

22. HOW WILL THE EVENT/PROJECT BENEFIT TOURISM IN COLUMBIA COUNTY?

23. HAVE YOU RECEIVED A COLUMBIA COUNTY TDC GRANT IN THE PAST? No X Yes
If Yes, indicate name and date of event/project and amount received.

Antique Engine & Tractor Show March 11 to March 15, 2015
in the amount of \$1000.00

OFFICERS AND DIRECTORS

PRESIDENT

Tom Dunn
7661 Kingswood Ave
Orange Park, FL 32065
904-276-5826

VICE PRESIDENT

Craig Shimp
5769 Cedar Forest Drive North
Jacksonville, FL 32210
904-451-1514

SECRETARY

Karen Pickworth
3756 Frye Ave. W
Jacksonville, FL 32210
904-777-4220

TREASURER

Rell Bennett
7259 SE 69th Lane
Trenton, FL 32693
352-213-2081

DIRECTORS

Glen Lesnett 2015
390 Swindell Rd
Lakeland, FL 33810
863-665-4281

Marlin Suggs 2015
359 North Road
Jacksonville, FL 32234
904-289-9030

Trisha Christison 2015
14565 S. Hwy 441
Lake City, FL 32024
386-755-1556

Bobby Bennett 2017
565 E. Main St.
Lake Butler, FL 32054
386-496-3248

Bill King 2016
411 Branscomb Rd
Green Cove Springs,
FL 32043
904-282-3967

Jim Kauffman 2016
95329 Clements Road
Fernandina Beach, FL
32034
904-206-0384

The Purpose of the North Florida Antique Engine Assoc., Inc. according to the articles of Corporation are the following:

1. The collection restoration and exhibition of machinery, power producing devices and other antiques.
2. The dissemination of information by publications, lectures, essays, slides, photos and other media.
3. The exhibition of operable and non operable equipment.

The specific purpose for which this corporation is formed is:

(A) For the restoration, preservation, reproduction and display of antique engines and related items for the technical and social contribution and impact of such items and of educating its members corresponding charitable purposes including the distribution of its funds for such purposes.

(B) To operate exclusively for such specific purpose as will qualify it as an exempt organization under section 501 C 3 of the internal revenue code of 1954, as amended, or under any corresponding provisions of any subsequent federal tax laws, covering the distributions to organizations qualified as tax exempt organizations under the internal revenue code, including private foundations and private operating foundations.

The first show was held in March, 1986 at the Trading Post in Waldo, Florida.

The club started with 41 members and has increased to almost 150 members in 2014. There were special events in the first years including sky divers, bluegrass & gospel music, TV coverage, a quilt raffle and free steak dinners at the Trading Post restaurant. Frank Christison suggested we have a Chinese auction as a fund raiser, it was an instant success and we continue now with a fun raffle on Friday night. There were contests for the kids, greased pig and greased pole, those kids are grown up now.

The Saturday bean soup and cornbread was started soon after the club was formed and was cooked over a fire. A house was donated to the Club and soon the Hoover House was furnished with cabinets, stove, refrigerator, small appliances and a sink on the back porch. The tradition was continued by Pat Archibald in the new kitchen until she gave up the kitchen duties. This has expanded to breakfast and lunch for exhibitors and spectators, a Friday night dinner for purchase, and a pot luck dinner Saturday evening with the club furnishing the meat.

After 14 years the club had to find a new facility. The Bradford County Fairgrounds has proved to be a good location. The kitchen and dining room are great assets and have become a place for getting together with friends for dominoes, cards or just visiting. The grounds are well maintained, a gate where we can accept donations from spectators and a large paved parking lot.

A small club such as ours gives its members an opportunity to get to know one another and it is great to see one person helping another with an engine or tractor, or helping unload and load their display.

Each club member or exhibitor has a collection of engines, machinery, utensils, that were used by our fathers, grandfathers, or great grandfathers. We enjoy showing people how to shell corn, pump water, grind cane, saw wood or shingles, generate electricity, grind feed for animals, power wood working and metal working machinery and even wash clothes. We explain how these things worked without computers, indoor plumbing, or electricity as we know it now.

We also have members who collect various makes and models of tractors, other farm machinery or lawn equipment both hand and power operated.

COLUMBIA COUNTY TOURIST DEVELOPMENT COUNCIL
FISCAL YEAR 2015
SPECIAL EVENT GRANT APPLICATION

1. NAME OF EVENT/PROJECT: Jazz, Arts & Blues Festival (JAB) Fest
2. DATE OF EVENT/PROJECT: October 24, 2015
3. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):
Address _____
City _____ State _____ Zip _____
4. NAME OF APPLICANT/HOST ORGANIZATION:
Legal Name City of Live Oak Community Redevelopment Agency (CRA)
Address 101 White Ave SE
City Live Oak State Florida Zip 32064
5. CONTACT PERSON/TITLE:
Name _____
Title _____
Telephone No. (386) 249-0585 Fax No. (____) _____
E-mail _____
6. TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.)
If applicable, attach Articles of Incorporation, Bylaws.
FID NO. 59-6000363 Municipality
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 City of Live Oak "2nd Annual Live Oak Jazz, Arts & Blues Festival" will be held on Saturday, October 24, 2015. This extraordinary event is filled with a variety of music, food, merchandise and art vendors. Held in Historic Downtown Festival Park, in Downtown Live Oak consisting of entertainment from world renowned Jazz & Blues Artists. The Artists Village will be displaying, creating and selling art throughout the event.

11. ANTICIPATED NUMBER OF LOCAL EVENT ATTENDEES: 5000

12. ANTICIPATED NUMBER OF OUT-OF-TOWN, OVERNIGHT ATTENDEES (include vendors staying overnight in this number): _____

13. ANTICIPATED NUMBER OF EVENT VENDORS: 20

14. LIABILITY/MEDICAL INSURANCE? _____ No _____ Yes Carrier _____

15. HAS VENUE/FACILITY BEEN SECURED? _____ No XX Yes

If Yes, indicate location, contact and telephone number. Downtown Festival Park - 386-362-2276

16. HAS HOTEL(S) BEEN SECURED? _____ No XX Yes

If Yes, indicate place(s), contact(s), and telephone number(s)

<u>Hotel</u>	<u>Contact</u>	<u>Telephone Number</u>
<u>Holiday Inn Express for Entertainers</u>	<u>AJ Patel</u>	<u>386-590-1975</u>

17. ANTICIPATED NUMBER OF HOTEL ROOMS PER NIGHT:

<u>Day/Date</u>	<u>No. of Single Rooms (one person per room)</u>	<u>No. of Double/Double Rooms (up to four persons per room)</u>
<u>10/23/15</u>		<u>500</u>
<u>10/24/15</u>		<u>500</u>

18. ROOM NIGHT HISTORY OF EVENT (INCLUDE AS MANY YEARS PREVIOUS AS POSSIBLE):

<u>Dates</u>	<u>City</u>	<u>Hotel and Contact</u>	<u>Room Nights (# of rooms X # of nights)</u>
<u>10/24 to 10/25/2014</u>	<u>Live Oak</u>	<u>Holiday Inn Express</u>	<u>50</u>
<u>10/24 to 10/25/2014</u>	<u>Lake City</u>	<u>various hotels</u>	<u>unknown at this time</u>

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):

\$ 2500.00

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.

Scheduled advertising in various art publications, including Sunshine Artist, the Las Olas Art Fair, and the Thornebrooke Art Festival. We will be hiring a SE regional promotion firm specializing in Jazz & Blues promotions and we will once again secure a commitment with Do Good Media for targeted and general social media promotions. Fox 49 TV in Tallahassee, Florida beginning September 21, 2015 thru October 24, 2015. WCTV in Tallahassee, Florida for 2 hours in downtown Live Oak, FL on October 21, 2015.

22. HOW WILL THE EVENT/PROJECT BENEFIT TOURISM IN COLUMBIA COUNTY?

Live Oak has limited options for Hotel accommodations and would expect to develop commitments with Lake City Hotel providers to host the majority of our overnight event attendees. Our expectation of up to 500 rooms would mean at least 400 of those rooms would be in Lake City.

23. HAVE YOU RECEIVED A COLUMBIA COUNTY TDC GRANT IN THE PAST? No XX Yes

If Yes, indicate name and date of event/project and amount received.

\$2,500 for 2014 Jazz, Arts & Blues Festival for advertising and promotions.