**BOARD OF COUNTY COMMISSIONERS**
**AGENDA ITEM SUMMARY**

Meeting Date: SEPTEMBER 20, 2006 Division: TDC

Bulk Item: Yes X No ___ Department: _____

Staff Contact Person: Maxine Pacini

**AGENDA ITEM WORDING:**
Approval of revisions to the Monroe County Tourist Development Council Operations Manual

**ITEM BACKGROUND:**
The TDC approved same at their meeting of August 22, 2006

**PREVIOUS RELEVANT BOCC ACTION:**

**CONTRACT/AGREEMENT CHANGES:**

**STAFF RECOMMENDATIONS:**
**Approval**

**TOTAL COST:**$ **BUDGETED:** Yes X No ___

**COST TO COUNTY:**$ **SOURCE OF FUNDS:** TDC

**REVENUE PRODUCING:** Yes X No _____ **AMOUNT PER MONTH**____ **Year** ____

**APPROVED BY:** County Atty X OMB/Purchasing n/a Risk Management n/a

**DOCUMENTATION:** Included X Not Required_____

**DISPOSITION:**_____ **AGENDA ITEM #**_____

Revised 8/06

THE FLORIDA KEYS & KEY WEST
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
Come as You are.®

*1201 White Street, Suite 102, Key West, Florida 33041 U.S.A.*
*(305) 296-1552 (305) 296-0788 (fax)*
*http://www.fla-keys.com sales@fla-keys.com*

# MEMORANDUM

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**DATE:** **August 11, 2006**

**TO:** **Monroe County Tourist Development Council**

**FROM:** **Harold Wheeler, Marketing Director**

**RE:** **Acceptable Event Marketing Expenses**

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Our event funding process has involved and over the years staff has addressed numerous 'translations and interpretations' of permissible expenditures. The attached document brings forward those issues pertaining to all categories of event funding and clearly defines the acceptable event marketing expenses to maximize our marketing efforts. The revision also places previously approved policies and procedures that were located in other portions of the Operations Manual together providing a cohesive section addressing event related issues.

Consideration and action re: revision of Acceptable Event Marketing Expenses.

# Acceptable Event Marketing Expenses
# (Destination/TurnKey/Cultural/Fishing Events)

**ADVISORY COMMITTEES (UMBRELLAS/DISTRICT ADVISORY COMMITTEES) AND EVENT COORDINATORS' RESPONSIBILITY:** It is the responsibility of the Advisory Committees (Umbrella/District Advisory Committees (DAC) and Event Coordinators to keep apprised of all Monroe County Tourist Development Council's policies and procedures pertaining to event funding. 01/22/92

When DAC event proposals are received, they will be distributed to DACs for review and recommendations to the TDC. Upon approval of the TDC of any event funding recommendations, a contract will be entered into by the applicant and BOCC. The BOCC has final approval of all contracts.

Any Request for Proposal (RFP) response received after the specified deadline, as determined within the RFP, will not be accepted. TDC 7/21/93 This policy mirrors that of the Board of County Commissioners. BOCC 9/8/93

**EVENT FUNDING:** The TDC has established several categories of events that may receive funding. There are four categories of events that may receive funding from the TDC; Destination Events; Turnkey Events; Cultural Events and Fishing Events.

All advertising and promotional items shall follow the logo/guidelines found in Section II, page 15 for the Monroe County Tourist Development Council.

TDC funded items are **NOT** to be sold. 9/14/94

Only the items listed will be reimbursed for the described events. All event coordinators will receive a reimbursement/direct payment packet that includes an executed copy of the funding agreement. The packet provides guidelines required for reimbursement/direct payment of Acceptable Event Marketing Expenses.

No individual applications for Event funding will be considered out of the Two Penny Event Fund other than the Umbrellas (Cultural, Fishing & Diving). 7/26/95

**DESTINATION EVENTS:** Destination events as defined under Section IV, page 5 will be paid as per the scope of services within the contract and those acceptable items/expenses listed below. Destination events may utilize up to 10% of their approved line item budgets for in-county hard media and public relations. A general non-allocated line item is not to exceed 15% of the total budget and can only be utilized for acceptable TDC items as listed in this section. There cannot be more than a 10% deviation on the approved line item budget.

Media Placement & Production Costs: newspaper; magazines, radio; TV; website/internet advertising only[2]

Promotional Signs: posters and banners

Promotional Items: T-shirts; hats; jackets; koozie cups. Refer to Sales/Resale statement in Section II, Page 15.

Direct Mail Promotions: brochures and pamphlets including postage/shipping. This is a direct mail promotional brochure/pamphlet utilized for pre-event advertising.

Programs: TDC will pay for an event program of listed or schedule of activities and information on the event, an amount not to exceed 50% of cost, including production and printing, of program as outlined in contract budget.

Public Relations: Public relations expenses that are approved by public relations agency of record.

**TURNKEY EVENTS:** TurnKey events as defined under Section IV, page 6 will be paid based upon the scope of services within the contract.

**CULTURAL/FISHING UMBRELLA EVENT FUNDING:** Any event of a fishing or artistic/special/dramatic nature shall apply for funding under the appropriate umbrella organization.

Within the Cultural and Fishing Umbrella events funding process, the monies received by the event coordinator is to be used within the approved acceptable list of TDC expenses listed below without any restriction as to out-of-county advertising. Each Umbrella shall appropriate a minimum of 30% of the funds of the Umbrella for out-of-county advertising and public relations. 70% or the remainder that has not been allocated to the advertising/public relations agencies of record within the Umbrellas, shall be allocated by the Umbrella to the applicants for event funding. The budget, which is included with the application, will be individually reviewed by the Umbrella, the applicant and the advertising/public relations agencies of record. There cannot be more than a 10% deviation on the approved line item budget. No amendments to budgets will be permitted after this approval process. 9/14/94 General non allocated line item is not to exceed 15% of the total budget and can only be utilized for acceptable TDC items listed below.

If an Umbrella does not allocate all the funds earmarked for direct event funding within a district, the remaining funds shall be allocated and utilized to advertise that specific district as recommended by the Umbrella committee.

Any event receiving funding under the Umbrella organization will not be eligible for additional funding under another TDC event category. 08/14/91

**CULTURAL EVENTS:** Definitions and procedures for cultural events can be found in the Monroe County TDC Operations Manual in Section IV, page 70.

Media Placement & Production Costs: newspaper; magazines, radio; TV; website/internet advertising only[2]

Promotional Signs: posters and banners

Promotional Items: T-shirts; hats; jackets; koozie cups. Refer to Sales/Resale statement in Section II, Page 15.

Direct Mail Promotions: brochures and pamphlets including postage/shipping. This is a direct mail promotional brochure/pamphlet utilized for pre-event advertising.

Programs: TDC will pay for an event program of listed or schedule of activities and information on the event, an amount not to exceed 50% of cost, including production and printing, of program as outlined in contract budget.

Public Relations: Public relations expenses that are approved by public relations agency of record.

**FISHING EVENTS**: Definitions and procedures for fishing events can be found in the Monroe County TDC Operations Manual in Section IV, page 36.

Media Placement & Production Costs: newspaper; magazines, radio; TV; website/internet advertising only[2]

Promotional Signs: posters and banners

Promotional Items: T-shirts; hats; jackets; koozie cups; trophies/awards (Fishing Tournaments only) [1]. Refer to Sales/Resale statement in Section II, Page 15.

Direct Mail Promotions: brochures and pamphlets including postage/shipping . This is a direct mail promotional brochure/pamphlet utilized for pre-event advertising.

Programs: TDC will pay for an event program of listed or schedule of activities and information on the event, an amount not to exceed 50% of cost, including production and printing, of program as outlined in contract budget.

Public Relations: Public relations expenses that are approved by public relations agency of record.

[1] **TROPHIES**: framed art work, framed photography, engraved crystal and glass, plaques, trophies, sculptures (fiberglass, metal, glass & wood) and framed certificates shall constitute a trophy. All such trophies must include the appropriate information as outlined in the policies (tournament name, date, and location). 9/14/94 For TROPHY reimbursement, Tournament Directors must present the original invoice of the trophies, a notarized list of winners of the event, and a notarized list of the plates and/or glass etching from the engraving company. 8/20/03.

[2] **ADVERTISING THROUGH THE INTERNET**: The TDC will pay for Internet advertising on web sites (banners, buttons, website links), and E-mail blasts. Internet advertising links may go to the event website. Logo is required on banners and E-blasts. No payment will be made for development or operation (hosting) of website. BOCC 5/16/06

**SALE/RESALE OF TDC FUNDED ITEMS:** Items funded, including creative and resulting work product, by the BOCC/TDC, in accordance with Florida Public Records Law, are owned by the BOCC/TDC *and as such may not be sold.* 09/14/94

## Logo/Acknowledgement Usage Guidelines For Events
## Destination/TurnKey/Cultural/Fishing Events

Color ads four (4) color processing printing 06/12/91
Black & white ads shall include the Florida Keys and Key West logo in PMS black. 06/12/91
Use on all printed material as listed under the Acceptable Event Marketing Expenses list
TV: logo must appear at the conclusion of commercial
Hats/t-shirts/jackets/koozie cups: must carry the "The Florida Keys & Key West" logo

**Radio Advertising**: No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council"

**Trophies**: Logos are not required on trophies.

THE FLORIDA KEYS & KEY WEST
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
Come as you are®

# EXHIBIT A

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DESTINATION EVENT BUDGET
**BUDGET BREAKDOWN**

Line items listed below must be approved by the appropriate agency of record

FISCAL YEAR 2007

EVENT NAME:

**MEDIA PLACEMENT & PRODUCTION COSTS: newspaper, magazines, radio, TV, website/internet advertising only**

**PROMOTIONAL SIGNS: posters/banners**

**PROMOTIONAL ITEMS: t-shirts, hats, jackets, koozie cups**

**DIRECT MAIL PROMOTIONS: brochures/pamphlets/ postage & shipping**

**PROGRAMS:**

**PUBLIC RELATIONS:**

***GENERAL NON-ALLOCATED:**

TOTAL: $ _____

***GENERAL NON ALLOCATED MAY NOT EXCEED 15% OF THE ABOVE BUDGET AND CAN ONLY BE UTILIZED FOR ACCEPTABLE TDC ITEMS.**

**ACTUAL EXPENDITURES MAY DEVIATE NO MORE THAN 10% FROM THE BUDGETED LINE ITEMS NOTED ABOVE.**

# ATTACHMENT D
## SAMPLE

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
FISHING UMBRELLA EVENT BUDGET
**BUDGET BREAKDOWN**
Line items listed below must be approved by the appropriate agency of record

FISCAL YEAR 2007

EVENT NAME: _____

**MEDIA PLACEMENT & PRODUCTION COSTS: newspaper, magazines, radio, TV, website/internet advertising only**

**PROMOTIONAL SIGNS: posters/banners**

**PROMOTIONAL ITEMS: t-shirts, hats, jackets, koozie cups**

**DIRECT MAIL PROMOTIONS: brochures/pamphlets/ postage & shipping**

**PROGRAMS:**

**PUBLIC RELATIONS:**

***TROPHIES:**

****GENERAL NON-ALLOCATED:**

TOTAL: $ _____

*** TOURNAMENTS CANNOT EXCEED MORE THAN 30% OF THE TOTAL BUDGET IN TROPHY LINE ITEM EXCEPT WHEN TOURNAMENTS RECEIVED SPECIAL APPROVAL FROM FKFT, INC. BOARD OF DIRECTORS. 3/5/97**

****GENERAL NON ALLOCATED MAY NOT EXCEED 15% OF THE ABOVE BUDGET AND CAN ONLY BE UTILIZED FOR ACCEPTABLE TDC ITEMS.**

**ACTUAL EXPENDITURES MAY DEVIATE NO MORE THAN 10% FROM THE BUDGETED LINE ITEMS NOTED ABOVE.**

_____ _____
SIGNATURE DATE

# ATTACHMENT L

## REIMBURSEMENT PROCESS

Please direct all your payment/reimbursement requests to the following address:

Monroe County Tourist Development Council
Monroe County Finance Department
P.O. Box 1398
Key West, FL. 33041
Phone: (305) 292-3536
Fax: (305) 295-3660

Within the Fishing Umbrella events funding process, the monies received by the event coordinator is to be used within the approved acceptable list of TDC expenses as listed in Attachment O without any restriction as to out-of-county advertising. The budget, which is included with the application, will be individually reviewed by the Umbrella, the applicant and the advertising/public relations agencies of record. There cannot be more than a 10% deviation on the approved line item budget. No amendments to budgets will be permitted after this approval process. 9/14/94 General non allocated line item is not to exceed 15% of the total budget and can only be utilized for acceptable TDC items listed below.

Any Tournament receiving funding under the Umbrella organization will not be eligible for further funding under another event category. 08/14/91

TDC FUNDED ITEMS: Items funded by the TDC are not to be sold, including T-shirts, etc. 9/14/94

SUBMISSION OF REIMBURSEMENT/INVOICE REQUEST shall be within 90 days of the event. Tournaments that occur in July, August, & September have until September 30th of that year to request reimbursement. After September 30th the funding will not be available due to end of fiscal year.

It is the Tournament Director's responsibility to make sure all materials for reimbursement package have attached the Reimbursement Application and a sample of all items purchased and are in order for timely processing.

## ATTACHMENT L CONTINUED

**DIRECT PAYMENT TO VENDORS: Original** invoices shall be submitted for direct payment to vendors. Photocopies and faxes are not acceptable. If you contracted work that will be paid directly by the TDC to your vendor, please advise the supplier to specify the name of the event on the original invoice and complete a W-9 form (the federal form required for reporting purposes by Monroe County Finance Department in order to pay vendors – included with this information packet) for inclusion in the submission. All submissions for direct payment shall come through the event's coordinator/manager, include supplier's completed W-9 form, and be topped with a **completed and notarized Request for Reimbursement/Direct Payment coversheet**.

**REIMBURSEMENTS:** Reimbursement is paid to contract entity only as described in your contract. Reimbursement requests shall be accompanied by an original or a photocopy of the invoice. A **notarized** Request for Reimbursement/Direct Payment coversheet showing the charges involved, including check number, date and amount paid (or photocopies of the cancelled check) must be submitted. In the case of a purchase by credit card, a copy of the credit card statement plus proof of payment shall be submitted. If a *personal* credit card is used, further proof of payment by contract entity to the third party is required. Cancelled checks, when required, shall include a copy of the bank statement showing that the check has cleared and a copy of the actual check from statement back-up. All other personal information may be blacked out for privacy.

**NEWSPAPER OR MAGAZINE ADS: (as approved by Tinsley Advertising)** Submit complete newspaper/magazine page where the ad was published and date as proof of placement, together with the invoice from publication. An original invoice is required for a direct payment to vendors; if the contract entity has paid the invoice and is seeking reimbursement, a photocopy of the invoice and back up material is acceptable.

**ADVERTISING THROUGH THE INTERNET: (as approved by Tinsley Advertising)** A photocopy of the banner from the website showing the logo and an original invoice for a direct payment to vendor; if the banner invoice has been paid by the contract entity and is seeking reimbursement, a photocopy of invoice is acceptable. A photocopy of the E-blast showing the logo and an original invoice for a direct payment to vendor; if the E-blast invoice has been paid by the contract entity and is seeking reimbursement, a photocopy of the invoice is acceptable. A screen print showing the button and/or website link together with an original invoice for a direct payment to vendor; if the button and/or website link invoice has been paid by the contract entity and is seeking reimbursement, a photocopy of the invoice is acceptable.

**BROCHURES, BANNERS, PAMPHLETS, POSTERS: (as approved by Tinsley Advertising)** An original of the brochure, banner, pamphlet, or poster shall be attached to the invoice as backup. If the size of the piece precludes inclusion as backup, photos of the piece, clearly showing all lettering and logos, will be accepted. An original invoice is required for a direct payment to vendors; if the contract entity has paid the invoice and is seeking reimbursement , a photocopy of the invoice is acceptable.

**PROGRAMS: (as approved by Tinsley Advertising):** TDC will pay for an event program of listed or schedule of activities and information on the event, an amount not to exceed 50%, include production and printing. An original of the program shall be attached to the invoice as backup. An original copy of the invoice is required for direct payment to vendors; if the contract entity has paid the invoice and is seeking reimbursement, a copy of the invoice is acceptable.

**PHOTO PROGRAM PROCESSING: (as approved by Stuart Newman Associates)** The receipt or invoice shall be attached to a contact sheet. An original invoice is required for a direct payment to vendors; if the contract entity has paid the invoice and is seeking reimbursement, a photocopy of the invoice is acceptable.

**RADIO ADS: (as approved by Tinsley Advertising)** An invoice and ad script shall be attached to radio station form showing dates and times of airing, or notarized affidavit from radio station substantiating the air date and times. An original invoice is required for a direct payment to vendors; if the contract entity has paid the invoice and is seeking reimbursement, a photocopy of the invoice is acceptable.

**T-SHIRTS, HATS, JACKETS, KOOZIE CUPS: (as approved by Tinsley Advertising)** A photocopy of the front and/or back of the T-shirt showing the logo, event and date shall be attached to the invoice when requesting payment or reimbursement. The original invoice is required for a direct payment to vendors; if the contract entity has paid the invoice and is seeking reimbursement, photocopy of the invoice is acceptable.

**TROPHIES**: framed art work, framed photography, engraved crystal and glass, plaques, trophies, sculptures (fiberglass, metal, glass & wood) and framed certificates shall constitute a trophy. All such trophies must include the appropriate information as outlined in the policies (tournament name, date, and location). 9/14/94 For TROPHY reimbursement, Tournament Directors must present the original invoice of the trophies, a notarized list of winners of the event, and a notarized list of the plates and/or glass etching from the engraving company. 8/20/03.

**ADVERTISING THROUGH THE INTERNET**: The TDC will pay for Internet advertising on web sites (banners, buttons, website links), and E-mail blasts. Internet advertising links may go to the event website. Logo is required on banners and E-blasts. No payment will be made for development or operation (hosting) of website. BOCC 5/16/06

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# ATTACHMENT N

FISHING UMBRELLA LOGO USAGE:

Use on all ads, color or b/w.

On all printed material - including brochures, pamphlets, posters - Two logos (TDC & FKFT, Inc.) must be used.

[All other approved sponsors (Yamaha) will be used in generic advertising & collateral]

T.V. - logos must appear at the conclusion of commercial.

Radio - no logo; mention sponsors in spot, i.e., "Brought to you by the Monroe County Tourist Development Council."

Videos - use all logos (Fishing Umbrella generic advertising only).

Trophies - only use the tournament name, date & location.

Banners - TDC logo only (Florida Keys & Key West).

T-shirts, Hats, Jackets, Koozie Cups - Use TDC logo. 12-11-96

Embroidery – only use tournament logo & location (Key West, etc) TDC approved 8/13/03

FLORIDA FISHING TOURNAMENTS KEYS

THE FLORIDA KEYS & KEY WEST
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
Come as you are®

Florida Keys and Key West Logo: The Florida Keys and Key West logo shall appear as follows:

Black/White Logo: On all material not using four (4) color processing printing, the Florida Keys and Key West Logo Shall be featured in black and white (PMS Black). 06-12-91

THE FLORIDA KEYS & KEY WEST
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
Come as you are®

The Advertising Agency will provide the logo to be placed in all advertising. If a charitable rate can be obtained, the decision to drop the logo shall be made through the discretion of the agencies, the Marketing Director and the event coordinator. 02/06/91

# ATTACHMENT O

## ACCEPTABLE EVENT MARKETING EXPENSES

**Fishing Events**: Definitions and procedures for fishing events can be found in the Monroe County TDC Operations Manual in Section IV, page 36.

Media Placement & Production Costs: newspaper; magazines, radio; TV; website/internet advertising only[2]

Promotional Signs: posters and banners

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[2] **ADVERTISING THROUGH THE INTERNET**: The TDC will pay for Internet advertising on web sites (banners, buttons, website links), and E-mail blasts. Internet advertising links may go to the event website. Logo is required on banners and E-blasts. No payment will be made for development or operation (hosting) of website. BOCC 5/16/06

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## V. FINANCIAL INFORMATION:

A. ALLOWABLE EXPENDITURES

**Cultural Events:** Definitions and procedures for cultural events can be found in the Monroe County TDC Operations Manual in Section IV, page 70.

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## Destination/TurnKey/Cultural/Fishing Events

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**Radio Advertising**: No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council"

**Trophies**: Logos are not required on trophies.

THE FLORIDA KEYS & KEY WEST
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
Come as you are®

C.

# EXHIBIT B

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
CULTURAL UMBRELLA EVENT FUNDS
**BUDGET BREAKDOWN**
Line items listed below must be approved by the appropriate agency of record

FISCAL YEAR 2007

EVENT NAME: _____

**MEDIA PLACEMENT & PRODUCTION COSTS: newspaper, magazines, radio, TV, website/internet advertising only**

**PROMOTIONAL SIGNS: posters/banners**

**PROMOTIONAL ITEMS: t-shirts, hats, jackets, koozie cups**

**DIRECT MAIL PROMOTIONS: brochures/pamphlets/ postage & shipping**

**PROGRAMS:**

**PUBLIC RELATIONS:**

***GENERAL NON-ALLOCATED:**

TOTAL: _____ $

***GENERAL NON ALLOCATED MAY NOT EXCEED 15% OF THE ABOVE BUDGET AND CAN ONLY BE UTILIZED FOR ACCEPTABLE TDC ITEMS.**

**ACTUAL EXPENDITURES MAY DEVIATE NO MORE THAN 10% FROM THE BUDGETED LINE ITEMS NOTED ABOVE.**

IF FUNDED, EXHIBITS A AND B WLL BECOME PART OF YOUR CONTRACT AND TRANSMITTED TO THE OFFICE OF THE CLERK OF THE COURT.