

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL'S**

# **OPERATIONS MANUAL**

**SECTION II**

**TOURIST DEVELOPMENT COUNCIL  
POLICIES AND PROCEDURES**



*Policies & Procedures*  
*>> Continued*

## **MONROE COUNTY TOURIST DEVELOPMENT COUNCIL** **STANDING RULES**

Regular TDC meetings are held on a Tuesday or Wednesday, on an approximate six week schedule as determined by the TDC at the beginning of their fiscal year. All regular TDC meetings, any special meetings or workshops that may be called are advertised according to law. 02/06/91

Once each quarter the meeting will be dedicated and planned with the agencies of record. The only other items placed on the agenda of agency meetings will be necessary financial business. 02/06/91

The agencies of record may have at least one (1) of their staff attend all TDC meetings.

Regular TDC meetings begin at 10:00 a.m., one (1) hour is taken for lunch, at the discretion of the Chairperson, and meetings terminate at 5:00 p.m. Two thirds vote of council members present is required to extend the meeting beyond 5:00 p.m. 10/25/90 TDC meetings rotate throughout the Keys as determined by the TDC.

Regular meetings are noticed to the media (Key West Citizen, The Keynoter, The Reporter) fifteen (15) days in advance of the meeting. Special Meetings are noticed to the media (Key West Citizen, The Keynoter, The Reporter) five (5) days in advance of the meeting. Emergency meetings (so designated by the Chairperson) are noticed four (4) hours in advance through Public Service Announcement by the appropriate radio stations.

Unless there is a special circumstance determined by the Chairperson, once the schedule has been approved by the TDC it becomes the schedule the TDC shall follow. Except for Bulk Approvals each agenda item will be timed at 15 minutes for discussion. Once the initial 15 minutes expires each TDC member will be allowed an additional two (2) minutes for further comments. If at this time a vote or a decision is not reached, discussion of the subject will terminate.

At agency meetings, the agencies of record will be allowed one (1) hour for their presentation. If a major presentation is to be made and more than one hour is required, the agency must notify the Administrative Office prior to the agenda closing date and must obtain the approval of the TDC chairperson. 02/06/91

A change of meeting date can be made if a scheduled meeting conflicts with a scheduled BOCC meeting date, or if the Office Manager notifies the Chairperson that quorum will not be available for the scheduled meeting. The Chairperson can approve the change with proper advanced notice to the TDC. Any other meeting date changes shall be placed on the agenda of the next schedule meeting. Majority approval is required for the change of date to be implemented. This procedure will also apply to meeting time changes. 01/09/91

Please Note: Dates shown indicate where the TDC meeting policy was approved.

The Monroe County Tourist Development Council operates under Roberts Rules of Order. The rules are strictly observed for the resolution of all disputes and, when necessary for the maintenance of order. Normally, proceedings are conducted with a minimum of formality.

Quorum: Five members of the TDC shall constitute a quorum.

The TDC shall elect it's Chairperson, Vice-Chairperson, and Treasurer at the beginning of the new fiscal year.

The Chairperson of the TDC shall serve as the presiding officer and conduct the business of the TDC.

Responsibilities of the Chairperson: The Director reports directly to the Chairperson and the following are the responsibilities of the Chairperson:

1. Presides at and conducts all TDC meetings.
2. Appoints Committee Chairperson and sub-committees if required.
3. Attends BOCC meetings representing the TDC.
4. Spokesman on behalf of the TDC to the media unless the Chairperson delegates this responsibility on an individual basis.
5. Reviews meeting agendas prior to packet distribution.
6. Approves TDC items, other than expenditures and budget resolutions, to be placed on the BOCC agenda.
7. Authorizes changes in meeting dates as per special circumstances outlined in Section II, Page 3.
8. Is responsible for arranging television and radio communications to the public, utilizing TDC members as panelists to report on activities of public interest.
9. Is responsible to the TDC for implementation of policies determined by major vote of the Council.

In the absence of the Chairperson, the Vice-Chairperson shall preside and assume the responsibilities in the Chairperson's absence.

In the absence of both the Chairperson and the Vice-Chairperson, the member in charge of Advertising shall preside.

In the case when all three of the above listed individuals are not present a majority of the quorum shall determine who shall serve as Presiding Officer. 01/09/91

## **TDC POLICIES & PROCEDURES**

**MEETINGS:** All professional agencies to provide a written up date of their activities, with brief explanations of items, as requested by TDC members.

Items requiring TDC approval will be fully explained in writing with the statement "APPROVAL REQUESTED" at the bottom of said request. It shall be fully understood that the professionals are to prepare for quarterly meetings with only emergency items to appear on regular agendas. 03/06/91 If the request requires an increase to a Budget Allocation this shall also be stated. Information supporting requests for TDC approval must be received in the Administrative Office on the agenda deadline date for inclusion in the TDC's agenda packets.

**MEETING AGENDA:** Deadline for TDC meetings is twelve (12) noon Friday, two (2) weeks prior to the meeting. Packets will be distributed by the Wednesday following.

The agenda for each TDC meeting shall be compiled by the administrative office based on submissions from TDC members, administrative staff, legal counsel, and District Advisory Committees. The TDC chairperson will review the agenda.

Deadline for add on agenda items is twelve (12) noon Thursday, prior to the meeting. Add on agenda items will be distributed on the Friday prior to the meeting. The person submitting the item has the responsibility to supply the additional back-up required to the TDC administrative office in time to meet the deadline for add-on agenda items. 02/06/91

The TDC shall approve the agenda at the commencement of business of the meeting and before any action items are heard. Changes to the agenda may be made by appropriate motion, second, and super-majority vote when it becomes apparent that a change to the agenda is necessary or has such importance that the time should not be delayed until the next meeting. However, items added to the agenda on the day of the meeting shall be for discussion purposes only rather than for formal action. BOCC 2/20/08

**MEETING MINUTES:** Draft copy of the minutes will be distributed to the Chairperson one (1) week after the meeting with draft copy of the minutes distributed to the TDC two (2) weeks after the meeting.

TDC to review and if corrections of substance are to be made, they are to notify the Administrative Office so that a review of the tape can be made for clarification. 04/10/91

**BOARD OF COUNTY COMMISSION AGENDA:** All items presented to the BOCC must be approved by the Chairperson, other than TDC Bulk Approvals limited to payment requests, and budget resolutions. The Chairperson will provide the Monroe County Board of County Commissioners with a capsule summary of the TDC minutes to be submitted prior to the BOCC meeting. 04/10/91

**TDC FUNDING PROCEDURE:** All funding from tourist development revenue (hereinafter "TDC funding") shall go through TDC review before being placed on the County Commission agenda.

Procedures:

1. TDC funding is provided through County budget line items for permissible capital projects and maintenance of public beach park and museum facilities, and contracts with the following: agencies providing administrative, advertising and promotional services, chambers of commerce providing tourist information via telephone and walk-in assistance, entities sponsoring events which provide a forum for advertising and promoting the destination, and government agencies and non-profit organizations executing capital projects which are permissible uses (per Statute & Ordinance) of TDC funding. All of these funding mechanisms require application through either the County budgetary process for County-owned facilities which qualify for maintenance, or the application processes set up for event-funding and capital project funding.
2. All of the mechanisms set forth in #1 require, at the very least, that the funding item be reviewed and recommended by the TDC before being acted upon by the BOCC. In the case of event and capital project funding, the items are initially reviewed and recommended by the appropriate District Advisory Council or Umbrella agency (Fishing or Cultural) before going to the TDC.
3. No funding request shall be acted upon by the BOCC without going through the process designated above. More specific policies and procedures applicable to event and capital project funding are available in the appropriate sections of the TDC Policies & Procedures Manual. No item which has the likely effect, directly or indirectly, of utilizing TDC funding shall be considered except through this process.
4. The Umbrella/DAC/TDC process affords applicants an appeal process. The Umbrella agency or DAC reviews the applications for funding in each annual funding program. The DAC or umbrella agency shall set forth a chart or schedule of the applications received, particular information (such as dates, amounts requested, and other information useful for valuation purposes, and the amount which the agency or DAC recommends the TDC fund). The TDC then will have a listing of all applicants and information about the DAC/umbrella allocations including reduced or zero recommendations. Applicants may appear before the TDC to request reconsideration of the amount by submitting to the TDC by no later than the deadline date for the next TDC meeting agenda a written request to address the TDC for this purpose. The TDC meeting at which funding denials or reductions, as recommended by DAC/Umbrella (advisory body), shall be discussed at the TDC meeting at which the remainder of funding applications will be considered for adoption.
5. Should a funding applicant request that the funding application be considered by the TDC notwithstanding the advisory body's recommendation, the total funding for that district may not be approved by TDC until after the item in question is considered by the TDC.
6. TDC shall render findings of fact to support whatever decision they reach. If funding is approved, the TDC should set the amount and from what source the funding should be derived.

7. For those items initiated by the TDC and require approval by the BOCC, the item shall be moved forward to the BOCC.

Any entity that has been denied funding by the TDC may request that the TDC place the item on the next available BOCC meeting agenda. TDC shall, in submitting the item for the agenda, note its recommendation of denial of the item.

If the BOCC approves an allocation to an item previously denied by the TDC, the BOCC shall specify the amount which the TDC shall allocate. (5/21/03)

**TDC DESIGNATED SPOKESMAN:** The Chairperson is the designated spokesman on behalf of the TDC. If unable to provide the information requested, it is the responsibility of the Chairperson to designate a spokesman other than himself, who may be more informed on the subject matter. In the absence of the Chairperson, questions will be directed to the Vice-Chairperson. 04/10/91 The TDC will continue to expand its availability to public inquiry. 05/15/91 BOCC Individual TDC members may respond to media requests with the understanding that their response is a personal opinion and not that of the full Monroe County Tourist Development Council. 06/12/91

**TDC ADMINISTRATIVE OFFICE:** The Office Manager oversees and administers the TDC's policy, is the clearing house for all data, and is responsible to the Chairperson. 04/10/91

**TDC AGENCIES OF RECORD - RESPONSIBILITIES:** The TDC has three (3) agencies of record which provide advertising, public relations and website services for the TDC/County. Agreements for the scope of services/responsibilities for these agencies are reviewed and approved by the TDC and County, and are kept on file in the TDC administrative office.

The agencies of record shall provide all information requested by the TDC to the TDC administrative office who will in turn distribute to the TDC and Advisory Committee's.

The agencies of record shall provide written or verbal updates on agency activities/data collection to be included on each of the TDC and Advisory Committee agendas.

**MEETING ATTENDANCE:** To insure quorum for all TDC meetings, it is the responsibility of each member of the Tourist Development Council to advise the Administrative Office by phone no later than twenty-four (24) hours prior to a scheduled meeting, if they will not be in attendance at said meeting. 12/16/92

**ABSENTEE POLICY:** Whereas, Sec.2.299 (B) (4) is amended to read as follows: Any member of the tourist development council who absents himself from any three (3) consecutive regular meetings of said tourist development council, unless excused from such attendance by consent of the council, expressed by action of record in its official minutes, or who is absent from a total of four (4) regular meetings of said council in any fiscal year without having been excused from such attendance by consent of the council expressed by action of record in its official minutes, shall thereby automatically forfeit his position and office as a member of the tourist development council; and the name of such person shall be automatically removed from the membership of said council immediately after the adjournment of any such third consecutive meeting or any such fourth meeting in any fiscal year, as the

case may be, at which such member has not appeared. The council shall thereupon promptly notify the member so removed, and the governing board of Monroe County shall thereupon appoint a new member to serve the remainder of the unexpired term of the member so removed.

**GOVERNMENT IN THE SUNSHINE:** As a member of the Tourist Development Council/ Advisory Committees, TDC/Advisory Committee members are subject to “**Government in the Sunshine**”. Open government has been a cherished principle guaranteed under Florida Law since the beginning of this century. The right of public access gained constitutional status when the Public Records and Meetings Constitutional Amendment took effect on July 1, 1993.

A copy of the “**Government in the Sunshine**” manual is available in the Administrative Office for your review. If you have any questions regarding “**Government in the Sunshine**”, please contact the Administrative Office.

**CONFLICT OF INTEREST/CODE OF CONDUCT:** All new TDC/Advisory Committee members are provided Conflict of Interest information. Pursuant to Florida Statutes § 112.313(12), the prohibitions found in subsections (3) and (7) of that statute may be waived by the TDC/BOCC for any TDC/Advisory Committee member who has first made a full disclosure of the transaction or relationship which constitutes the conflict. This waiver entitled the TDC/Advisory Committee member to participate in discussion concerning any matter for which a conflict exists, but prohibits said member from voting on matters for which conflicts exist. However, effective June 15, 2011 the BOCC agreed that it shall not accept, or approve any request for waivers of conflict of interest that come under Section 112.313, F.S. by TDC Board Members or Advisory Committee members. (BOCC 6/15/11)

**RESOLUTION PROCEDURE:** Upon the approval by the TDC of an allocation of funds which necessitates a transfer of funds from one cost center to another, it shall not be necessary for the Administrative Office to seek approval of the TDC for the resulting Budget Resolution. The Budget Resolution will be presented to the BOCC for final approval. 05/08/91 & 11/06/91

**INTRA-COST CENTER TRANSFER PROCEDURE:** Intra-cost center transfers may be made upon recommendation and approval of the Office Manager and Tourist Development Council Treasurer as needed. No prior approval of the Tourist Development Council Board is required. 11/06/91

Upon award of funding (if within the same cost center), an intra-cost center transfer will be done to establish the line item within the budget. The signature of the Office Manager is required prior to further execution by the Office of Management & Budget and the Finance Office. 11/06/91

If funds are not within the same cost center, a Budget Resolution is necessary. 10/02/91 See Resolution Procedure. (Section II, Page 8)

**CONTINGENCY FUND: Emergency Action Plan:** The Chairperson, upon request of any member of the TDC, shall call a special meeting to address whether or not there is an economic/natural disaster and upon two thirds vote of the TDC would declare that an emergency exists. 9/14/94

In the event that communications are severed between the advertising and public relations agencies of record and the TDC Administrative Office, the agencies shall confer with each other and perform the same type of services as found in the scope of services of their agreements, as the agencies deem to be in the best interest of tourism in the Florida Keys. In consideration of the performance of such services, the County shall pay an amount not to exceed \$150,000.00 to each agency, in excess of the compensation required in their agreements. 12/7/94

**MARKET SHARE POLICY:** The market share shall be adjusted according to the previous fiscal year's bed tax revenue collection percentages, utilizing those percentages as a base for the next year's budget. The Fla-Keys telephone calls allocated to each Chamber, in the next fiscal year, will also be adjusted accordingly. 2/1/95

**"AFTER-THE-FACT" POLICY:** Expenditures made prior to the final approval of all allocations by the TDC/BOCC will not be reimbursed by the Monroe County Tourist Development Council.

**CO-OP POLICY:** Due to limited availability, all co-op is on a first come, first served basis. Space/time reservations are your media insertion order form from your agency, or your check made out in the full amount for the co-op you are participating in. **ONLY** Florida Keys and Key West messages are acceptable in any co-op ad. **Television:** One property, or property group, per thirty-second commercial. There must be a minimum of 5 properties/groups on any media plan. Example: if the media plan calls for 20 commercials, no one property may purchase all 20 commercials. There must be at least five properties, each with no more than 4 commercials per property. **Magazines:** There must be at least two participants for each page. Co-op will be offered in 1/2 page, 1/3 page and listing format. **Newspaper Generic/District:** Whether the co-op is display or listing, there must be at least two participants. All advertising materials must be supplied in accordance with the individual co-op offering. The agency of record will have final creative control. If the agency feels that any co-op participant has sent material detrimental to the destination, it will be rejected and all moneys will be returned. **Rate:** 1. The same rate shall be charged for accommodations and tourist attractions due to the advertising value inherent in materials promoting the beautiful surroundings, lush accommodations, historical, eclectic, or other appeal of the property. 2. Other entities may be charged a higher rate based on the fact that the overhead and direct costs are presumed to differ significantly from those for accommodations and attractions and based on the lower degree of innate value to the promotional material of an entity such as reservation services or other providers of goods and services that are not marketing and presenting the images of the Keys which would be inherent in the accommodations and attractions advertisements. 7/26/95

**TDC FUNDED ACCOMMODATIONS GUIDES:** A property seeking inclusion in any accommodations guides funded by bed tax revenues and provided free of charge by the TDC, shall be licensed with the Florida Department of Business and Professional Regulations. The license must show as being active in the public accommodations license database. Notices are sent yearly to all properties by email and/or fax.

**NOTIFICATION TO INDUSTRY OF SALES & MARKETING OPPORTUNITIES:** The Monroe County Tourist Development Council's Administrative Office shall notify the public of sales & marketing opportunities offering participation to the accommodations and tourist-related industries pursuant to the following guidelines:

- 1) Notice by FAX, telephone or mail to all associations of accommodations, attractions and/or other tourist-related businesses with TDC Administrative Office has listed.
- 2) Notice by FAX, telephone or mail to those entities which remit bed taxes to the County pursuant to F.S. 125.0104 and Monroe County Code 2.297 et al, and which are registered with the County Tax Collector and which might qualify for participation in the particular offering.
- 3) Public Service Announcements (PSA's) relative to the type and date of offering, with directions to contact TDC by phone if interested. The issuance of a PSA does not guarantee that any or all of the media notified will print or announce same.
- 4) Availability of space within sales & marketing opportunities will be allocated on a first come/first served basis upon payment, if applicable, and those entities which remit bed taxes to the County pursuant to F.S. 125.0104 will be given priority status.

The TDC Administrative Office may modify the above procedures as its managerial/professional staff deems appropriate to particular circumstances, including by not limited to, notice to TDC of the opportunity too late to follow the above guidelines. 8/3/94

**NON-DISCRIMINATORY POLICY:** It is a requirement of the TDC that chamber members and non-chamber members be treated on an equal basis when tourist development tax funds are involved. Therefore, a discount to chamber members versus non-members would be discriminatory when the item would be utilized or associated with tourist development tax funds. 06/12/91

**10% FUNDING OF BEACH AND BEACH PARK FACILITY POLICY:** Each District shall not exceed 10% funding of beach and beach park facilities based on the district's four-penny bed tax revenue from the previous fiscal year. BOCC 8/16/01. State Statute added allowance of Channel/Estuary and Lagoon projects to be funded from 10% beach allowance in 2018.

**PURCHASE OF ITEMS WITH TDC FUNDS:** Property being defined as fixtures and other tangible personal property of a non-consumable nature purchased with TDC funds, as stated above, is owned by the BOCC/TDC and therefore must be included in the inventory listing of Monroe County and tagged accordingly as required by the Auditor General. (F.S. 274.02) (BOCC 10/17/12)

All property with a value or cost of \$1,000 or more and a projected useful life of 1 year or more shall be recorded in the local government’s financial system as property for inventory purposes. (Rule 69I-73.002 F.A.C) (BOCC 10/17/12)

**TDC PURCHASING POLICY:** The Monroe County TDC (also applies to District Advisory Committee’s) follows the purchasing procedures as outlined in the Monroe County Purchasing Policies and Procedures Manual. There are six (6) levels of purchasing as follows:

PURCHASING LEVELS FOR TOTAL DOLLAR AMOUNT	WHAT IS REQUIRED	APPROVAL REQUIRED
<b>\$.01 - \$1,000.00</b>	Purchase Order not required	Office Manager <b>or</b> TDC Director Signature
<b>\$1,000.01 - \$5,000.00</b>	Requires electronic Request to Purchase form to Purchasing. Price reasonableness documentation is required to be maintained by the Requesting Department.*	Office Manager <b>or</b> TDC Director Signature
<b>\$5,000.01 - \$10,000.00</b>	Requires Request to Purchase form along with price reasonableness justification required as documented by requesting departments.*	Office Manager <b>or</b> TDC Director Signature
<b>\$10,000.01 - \$19,999.99</b>	Requires Request to Purchase form along with three (3) or more price quotes as documented by requesting departments	Office Manager <b>or</b> TDC Director Signature
<b>\$20,000.00 - \$49,999.99</b>	Requires Request to Purchase form along with three (3) or more price quotes as documented by requesting departments.	TDC Approval And TDC Director Signature
<b>\$50,000.00 AND OVER</b>	Requires Competitive Bid process.  BOCC prior approval required.  Governed by County Ordinance, as supplemented by the Purchasing Policies and Procedures Manual.	TDC Approval And BOCC approval

(BOCC 7/18/18)

\* The Requesting Department should utilize price quotes, telephone or internet research to document price reasonableness.  
 A copy of the Monroe County Purchasing Policies and Procedures Manual can be obtained by contacting the Monroe County Purchasing Department.

## **TDC CAPITAL FUNDING POLICIES**

**CAPITAL PROJECT AGREEMENTS \$19,999.99 AND UNDER:** Those funding allocations of \$19,999.99 and below shall be streamlined to simplify the process.

All those capital allocations that fall under \$19,999.99 and approved by the District Advisory Committees and TDC shall only be signed off by the TDC Director. There would be no formal Agreement processed through the BOCC, but rather an official capital project summary sheet. The BOCC approves the amount allocated within the line item for Capital Projects for each of the Districts within the line item budget submitted for approval at the yearly budget meeting.

Should the applicant request an extension or revision to the scope of work for their funding allocation, the process would be similar to that outlined in the TDC Operations Manual for Events (Section II). Any changes would only require approval by the Advisory Committee and TDC Director. *(TDC approved streamline process for projects \$10,000 and under at their meeting of 1/27/15 after BOCC approval of the Purchasing Policy on 1/21/15) (TDC approved increasing threshold to \$19,999.99 at their meeting of 1/30/18. BOCC approved same at their meeting of 2/21/18).*

**CAPITAL PROJECT FUNDING REIMBURSEMENT:** Municipalities may be reimbursed up to 100% for capital projects. Not-for-profit organizations may be reimbursed up to 75% for capital projects and the in-kind portion of their funding obligation/match shall constitute no more than 50% of their total funding obligation. (BOCC Resolution 112-2017 on 4/12/17)

## **TDC EVENT FUNDING POLICIES**

BOCC 1/16/13

**EVENT FUNDING:** The TDC has established four (4) categories of events that may receive funding: Turnkey Events; Destination Events; Cultural Events and Fishing Events. Funding of an event shall only be considered under one category during that funding year.

**EVENT FUNDING APPLICATIONS:** Applications for the four categories of event funding can be found in the Monroe County TDC Operations Manual in Section IV.

Any applications submitted in response to Request for Applications (RFA) received after the specified deadline, as determined within the RFA, will not be accepted. This policy mirrors that of the Monroe County Board of County Commission (BOCC).

Only Cultural, Fishing and Dive events will be considered for funding out of the Generic Two Penny Event fund.

It is the responsibility of the Advisory Committees (Umbrellas/District Advisory Committees), the event applicants and the event contractors (contracted entity) to keep apprised of all Monroe County Tourist Development Council's policies and procedures pertaining to event funding.

When event applications (Destination/Turnkey/Cultural/Fishing) are received, they will be distributed to the appropriate advisory committee for review and the committee's recommendations for funding will be placed before the TDC for approval. Upon approval of the TDC, a contract will be submitted to the BOCC for approval. Once approved, the contract will be entered into by the event contractor and the BOCC. The BOCC has final approval of all contracts.

TDC will only consider reimbursement of permissible marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility. Only events held within Monroe County shall be considered for event funding.

**ALLOCATION OF CULTURAL/FISHING UMBRELLA EVENT FUNDING:** All funds collected in a specific district are allocated according to their market share percentage and shall be utilized by the Umbrellas for the marketing of that specific district. The Cultural and Fishing Umbrella shall appropriate a minimum of 30% of their funds for generic out-of-county advertising and public relations. Seventy percent (70%) or the remainder that has not been allocated to the advertising/public relations agencies shall be allocated for Umbrella event funding.

If the Cultural or Fishing Umbrellas does not allocate all the funds earmarked for direct event funding within a district (70% noted above), the remaining funds shall be allocated and utilized to market that specific district as recommended by the Umbrella.

Prior to submission of a Cultural or Fishing Umbrella event application, the event applicant's proposed budget may be reviewed by the advertising/public relations agencies of record. Thereafter, there cannot be more than a 10% deviation on the approved line item budget. 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. No amendments to the line item budget will be permitted after the contract has been reviewed and approved.

**REVISIONS TO EVENT FUNDING AGREEMENTS:** The event name, time & date of the event and Schedule of Activities may be amended upon written approval of the Advisory Committee and TDC Director. Any changes to said contract other than stated above require approval by Advisory Committee, TDC and the County. (BOCC 4/16/14)

## **ACCEPTABLE EVENT MARKETING EXPENSES** **(Turnkey/Destination/Cultural/Fishing Events)**

BOCC 2/21/18

Only the items listed under the event category for which the event contractor is funded will be considered for reimbursement. After final funding and contract approval by the Monroe County Board of County Commissioners, the TDC Administrative office shall email the event contractor a reimbursement/direct payment packet that includes an executed copy of the funding contract, and guidelines required for reimbursement/direct payment of Acceptable Event Marketing Expenses.

All advertising and promotional items shall follow the logo/guidelines found in Section II of the Operations Manual for the Monroe County Tourist Development Council, which are also provided as part of the event funding contract.

### **TURKEY EVENTS**

Application for Turnkey events funding can be found in the Monroe County TDC Operations Manual in Section IV-A.

A Turnkey event shall be considered an all-inclusive event where the event contractor has financial responsibility for every facet of the production, promotion and management of the event. Payment under a contract for a Turnkey event will be made only after completion of the event and proof that the scope of services as described within the contract has been completed. If a Turnkey event is delayed or canceled for any reason, **no payment shall be forthcoming**, even if the event contractor has out-of-pocket expenses leading up to the actual event. The TDC, therefore, strongly recommends that the event contractor purchase insurance that covers the cancellation or delay of an event due to “force majeure” or unforeseen circumstance.

### **DESTINATION EVENTS**

A Destination event as defined under Section IV-A of the Operations Manual will be paid as per the scope of services within the contract and the list of items that have been approved. Only the TDC expenses listed below may be included in the proposed budget. A general non-allocated line item is not to exceed 15% of the total budget and can only be utilized for acceptable TDC marketing items listed in this section. There cannot be more than a 10% deviation from the approved line item budget. The following are the only acceptable expenses:

**Media Placement & Production Costs:** Newspapers and magazines (inserts will also be considered); radio; and TV. The TDC will pay for the following digital advertising on websites, website links, pre roll video, banners, mobile, social media promoted posts and email blasts. Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, social media promoted posts, pre roll video, banners and email blasts. Radio advertising does not require the logo but all radio announcements must say “Brought to you by the Monroe County Tourist Development Council”. No payment will be made for

development or operations (hosting) of websites. No more than 10% of the total allocated funds shall be expended on advertising media costs attributable to in-county placement.

**Promotional Signs:** Posters and banners (hanging and displayed outdoors).

**Promotional Items:** T-shirts and hats\*.

**\*Sales/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.

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

**Programs:** TDC will pay up to fifty percent (50%) of the cost of production and printing of an event program showing scheduled activities and information on the event, as outlined in contract budget.

**Public Relations (PR):** Print and electronic public relations materials for distribution to media, such as, but not limited to, press releases, public service announcements, photography and videography **as approved** by the public relations agency of record. Only permissible PR material produced by the TDC agency of record and/or a professional public relations agency shall be acceptable.

**In-House Production:** In-house production of any permissible expenditures will not be considered for reimbursement.

**Event Marketing Reimbursement:** TDC will only consider reimbursement of permissible marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility.

**Amendments to Contract Budgets:** No amendments to the line item budget will be permitted after the contract has been reviewed and approved.

## **CULTURAL EVENTS**

Application for cultural events funding can be found in the Monroe County TDC Operations Manual in Section IV-B. Within the Cultural Umbrella events funding category, the allocation received by the event contractor is to be spent on the list of items that have been approved. Only the TDC expenses listed below may be included in the proposed budget. The following are the only acceptable expenses:

**Media Placement & Production Costs:** Newspapers and magazines (inserts will also be considered); radio; and TV. The TDC will pay for the following digital advertising on websites, website links, pre roll video, banners, mobile, social media promoted posts and email blasts. Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, social media promoted posts, pre roll video, banners and email blasts. Radio advertising does not require the logo but all radio announcements must say "Brought to

you by the Monroe County Tourist Development Council". No payment will be made for development or operations (hosting) of websites. No more than 30% of the Media Placement and Production Costs line item shall be expended on advertising media costs attributable to in-county placement.

**Promotional Signs:** Posters and banners (hanging and displayed outdoors).

**Promotional Items:** T-shirts and hats\*.

**\*Sales/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.

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

**Programs/Play Bills:** TDC will pay up to fifty percent (50%) of the cost of production and printing of an event program/play bills showing scheduled activities and information on the event, as outlined in contract budget.

**Public Relations (PR):** Print and electronic public relations materials for distribution to media, such as, but not limited to, press releases, public service announcements, photography and videography **as approved** by the public relations agency of record. Only permissible PR material produced by the TDC agency of record and/or a professional public relations agency shall be acceptable.

**In-House Production:** In-house production of any permissible expenditures will not be considered for reimbursement.

**Event Marketing Reimbursement:** TDC will only consider reimbursement of permissible marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility.

**Amendments to Contract Budgets:** No amendments to the line item budget will be permitted after the contract has been reviewed and approved.

## **FISHING EVENTS**

Application for fishing events funding can be found in the Monroe County TDC Operations Manual in Section IV-C. Within the Fishing Umbrella events funding category, the allocation received by the event contractor must be spent on the list of items that have been approved. Only the TDC expenses listed below may be included in the proposed budget. At least 30% of total funding allocation must be placed in the Media Placement and Production Cost line item and be utilized for out of County advertising. The following are the only acceptable expenses:

**Media Placement & Production Costs:** Newspapers and magazines (inserts will also be considered); radio; and TV. The TDC will pay for the following digital advertising on websites, website links, pre roll video, banners, mobile, social media promoted posts and email blasts

Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, social media promoted posts, pre roll video, banners and email blasts. Radio advertising does not require the logo but all radio announcements must say "Brought to you by the Monroe County Tourist Development Council". No payment will be made for development or operations (hosting) of websites.

**Promotional Signs:** Posters and banners (hanging and displayed outdoors).

**Promotional Items:** T-shirts and hats\*, trophies (Fishing Tournaments Only).

**\*Sales/Resale of TDC funded items:** Items funded by the BOCC/TDC, including creative and resulting work product, in accordance with Florida Public Records Law, are owned by the BOCC/TDC and as such may not be sold.

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

**Programs:** TDC will pay up to fifty percent (50%) for the cost of production or printing of an event program showing scheduled activities and information on the event, as outlined in contract budget.

**Public Relations (PR):** Print and electronic public relations materials for distribution to media, such as, but not limited to, press releases, public service announcements, photography and videography **as approved** by the public relations agency of record. Only permissible PR material produced by the TDC agency of record and/or a professional public relations agency shall be acceptable.

**In-House Production:** In-house production of any permissible expenditures will not be considered for reimbursement.

**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 (year), and location). <sup>9/14/94</sup> 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.

**Amendments to Contract Budgets:** No amendments to the line item budget will be permitted after the contract has been reviewed and approved.

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

BOCC 1/16/13; 2/20/13

### TURNKEY EVENTS:

BOCC 2/20/13

#### All District Information:

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the appropriate generic or district logo in high resolution. BOCC 2/20/13

TV: logo must appear at the conclusion of commercial

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

#### Logo for Multiple District Funding (Events funded by one or more districts):

Marketing promotions that display our logo must use the “The Florida Keys & Key West – come as you are” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



#### Logo for District I (encompasses the city limits of Key West):

Marketing promotions that display our logo must use the “The Florida Keys – Key West – Close To Perfect – Far From Normal” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



Logo for District II (from the city limits of Key West to the west end of the Seven Mile Bridge):

Marketing promotions that display our logo must use the “Big Pine Key - and Florida’s Lower Keys” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



Logo for District III (from the west end of the Seven Mile Bridge to the Long Key Bridge):

Marketing promotions that display our logo must use the “The Florida Keys – Marathon” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



Logo for District IV (between the Long Key Bridge and mile marker 90.939):

Marketing promotions that display our logo must use the “The Florida Keys – Islamorada” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



Logo for District V (from mile marker 90.940 to the Dade/Monroe County line and any mainland portions of Monroe County):

Marketing promotions that display our logo must use the “The Florida Keys – Key Largo” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



## **DESTINATION EVENTS:**

BOCC 1/16/13

### **All District Information:**

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the appropriate generic or district logo in high resolution. BOCC 2/20/13

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: must carry the appropriate generic or district Out-of-County Logo

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

### **Logo for Multiple District Funding (Events funded by one or more districts):**

#### **In-County Logo**

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



#### **Out-of-County Logo**

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District I (encompasses the city limits of Key West):

**In-County Logo**

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



**Out-of-County Logo**

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District II (from the city limits of Key West to the west end of the Seven Mile Bridge):

**In-County Logo**

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



**Out-of-County Logo**

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District III (from the west end of the Seven Mile Bridge to the Long Key Bridge):

**In-County Logo**

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



**Out-of-County Logo**

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District IV (between the Long Key Bridge and mile marker 90.939):

**In-County Logo**

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



**Out-of-County Logo**

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District V (from mile marker 90.940 to the Dade/Monroe County line and any mainland portions of Monroe County):

**In-County Logo**

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



**Out-of-County Logo**

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



## **CULTURAL EVENTS:**

BOCC 1/16/13

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the Florida Keys and Key West logo in high resolution. BOCC 2/20/13

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: 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"

### **In-County Logo**

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



### **Out-of-County Logo**

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



## **FISHING EVENTS:**

BOCC 1/16/13

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the Florida Keys and Key West logo in high resolution. BOCC 2/20/13

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: 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.

### **In-County Logo**

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



### **Out-of-County Logo**

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL**  
**STANDARD MEETING PROCEDURES**

Reading and Approval of Minutes

Bulk Approvals

Treasurer's Report

Reports of Divisions or Agencies:

- Budgets
- Public Relations
- Advertising
- Sales & Marketing
- Market Research
- Administrative

Event Applications

Unfinished Business

New Business

Business is brought before the TDC by motion.

In the case where the motion is long and complicated it should take the form of a resolution. A resolution should be prepared in advance of the meeting.

Unless contained in a specific report of the TDC's agencies, business may only be brought before a regularly scheduled, duly called, TDC meeting by motion.

Point of Order may be called when a member believes the rules of the TDC are being violated. A Point of Order takes precedence over any pending question out of which it may arise.

**CONFLICT OF INTEREST:** If there is a possible conflict of interest, a TDC member must verbally state same before a vote is taken. Full disclosure must be made in writing within fifteen (15) days on the appropriate form which may be obtained from the County Attorney's office. 02/28/90

**SPECIFIC PROCEDURES:** That no agency of record place any member of the TDC in the position of a possible conflict of interest and that an agency of record contemplating utilization of a Council member's business affiliation for the purpose of conducting TDC directives advise the Administrative Office or the TDC member who may be placed in conflict.

1. All video or film for which TDC funds will be utilized shall be produced and approved under the direction of both agencies of record (Advertising and Public Relations) for the TDC. 03/06/91

2. All advertising that does not go through the agency of record must be brought before the TDC for their approval. 10/25/90
3. The same agency commission be utilized as the agency of record for outside vendors. 9/26/90

**SUSPEND THE RULES:** When the TDC wishes to entertain an item of business without adhering to its usual rules, it can adopt a motion to suspend the rules.

**VOTING:** Unless otherwise stated, a simple majority of those TDC members present and constituting a quorum, shall be necessary for approval of an action.

**STANDING RULES:** It takes a 2/3 vote without notice and a majority vote with notice to amend/rescind standing rules.

**BUDGET:** Each annual budget is prepared and presented to the full Council for review, and adjustment. The total budget is based upon the actual revenues collected in the prior years, with an adjustment factor for indicated growth or loss, plus anticipated balance brought forward, plus interest brought forward, plus any other miscellaneous revenues required to be recognized as income.

The TDC fiscal year coincides with that of the County, i.e., from October through September. The budget approved by the MCTDC is presented to the County Budget Officer on June 1st, each year, for review and transmittal to the Board of County Commissioners (BOCC) for final approval.

Approved expenditures are initialed by the Treasurer of the TDC and processed at the Monroe County Finance Office. The entire approval/payment process may take as long as 30 to 45 days to complete.

At the last regular meeting of the fiscal year, the MCTDC Administrative Office notifies the full Council of any continuing events or projects for which funds were budgeted, but not completed as of the end of the fiscal year. The full Council will consider these projects and, if appropriate, take action to continue assignment of funds budgeted for these projects, into the next fiscal year.

**ALLOCATION OF FUNDS:** Monroe County's Local Option Tourist Development Tax, levied pursuant to Florida Statute 125.0104, totals four percent. The annual budget is based upon projected revenue in actual dollars, and the funds are allocated in accordance with requirements of the statute and county ordinances.

Within the limits set by law, Council members exercise their best judgment regarding the most effective use of TDC revenues in assisting the development of a tourism industry for Monroe County. Recommendations to the Board of County Commissioners represent a consensus of the full Council.

Revenues from the four percent levy are apportioned, by county ordinance, into separate budgets for the first two cents, which is directed toward the generic promotion of Monroe County as a tourism destination, and the District Two-Cent budget, which is used for the specific benefit of the TDC taxing district in which it is collected.

Florida Statute 125.0104 requires that, before any other allocation is made, five percent of the first two-cent budget, and five percent of the District Two-Cent budget be set aside. This five percent protects against obligating more in expenses than can be paid from the revenue received, in the event that actual revenues fall short of what was projected. An additional 5% of revenue within fund 116 shall be allocated to a reserve. Utilization of this reserve must be by super majority vote (5+1). 4/21/93

County Ordinance requires that, after setting aside the five percent required by state law, seven percent of the total budget for the first two cents, and three percent of the total budget for the district two-cents be set aside for administrative expenses. The balance is allocated as follows:

**THE FIRST TWO-CENT BUDGET AND EXPENDITURES:** Sixty-five percent of revenues from the first two cents, termed the Advertising and Promotion budget is apportioned, by county ordinance, for expenditure on national and international advertising, trade mail fulfillment, trade show costs as well as other appropriate promotional items.

The remaining thirty-five percent of the first two cents net revenue constitutes the Events Budget, including Public Relations fees and expenses, mail fulfillment consumer expenses. These funds shall be distributed, by district percentages as it relates to dollar amount (12/12/96) for the purpose of the 'Umbrellas'. After the Umbrella advertising campaign has been set, (Section II, Page 10 - Cultural/Fishing Umbrella for guideline), all Two Cent district events activities will be distributed on the basis of district tax collection percentages with a deviation of no more than 10%. All event funds that are not used by a district will go into the appropriate umbrella advertising campaign. 7/8/96

When Promotional or Events funds are budgeted for use by an event-sponsoring organization, the portion of the budget allocated to the Council's advertising and/or public relations agencies, must be recorded in the minutes of the MCTDC.

Public relations fees and expenses may be paid through generic two cents or paid by all districts, in proportion to each district's revenue percentage, this policy received unanimous approval of both the MCTDC and district advisory committee chairpersons. Public relations and consumer mail fulfillment costs are allocated from the Events Budget before the balance is distributed.

However, since the Monroe County TDC is only an advisory body to the Monroe County Board of County Commissioners, the BOCC reserves final authority over all budgets and expenditures.

**THE DISTRICT TWO-CENT BUDGET AND EXPENDITURES:** It is the intent of the MCTDC and the Board of County Commissioners, that the District two-cent revenues be for discretionary use, by the district in which the revenue is raised, to enhance and support the specific tourism development efforts of the district.

MCTDC recommendations, to the Board of County Commissioners, for expenditure of District two-cent revenues shall, in all cases, be based upon the needs of the specific district, as expressed by the district's designated representatives. The recommendations shall, in all cases, represent a consensus of the council on the most cost-effective means of fulfilling the district's expressed tourism-development goal.

It takes a two thirds vote by the TDC to release contingency funds in the District Two-Cents.  
9/26/90

After the five percent contingency fund and three percent for administrative costs are set aside from the total District Two-Cent budget, the balance is divided, by district percentage, into five separate district accounts. The funds in these accounts may be used by the respective districts for any purpose allowed by Florida Statute 125.0104, that is consistent with the district two-cent plan and the overall tourism development plan.

**UTILIZATION OF DISTRICT TWO-CENT ADMINISTRATIVE RESOURCES:** After April 1st within each fiscal year budget, a District Advisory Committee may recommend to the TDC the utilization of Administrative Resources to be transferred to augment their District Advertising Campaign for the balance of that fiscal year.

Any percentage changes resulting from the above transaction, will not be carried forward to the next year's budget. The next year's budget will revert back to the original percentages established and approved by the TDC. 5/12/98

The District Advisory Committee shall address this issue as a separate item each fiscal year.

Since the District Two-Cent budget is reserved for specific tourism development efforts of each of the districts, the BOCC reserves the final decision as to approval or rejection of those efforts on an individual basis.

**TRADE SHOW/PROMOTIONAL TRAVEL:** Defined as travel performed to domestic and international trade shows, and other promotional opportunities, for the purpose of promoting and advertising tourism to the Florida Keys and Key West. 10/25/90

Trade shows and promotions shall be attended by the Sales & Marketing Coordinator with assistance, as required, provided by the Administrative professionals under contract to the TDC.

Ordinarily, if TDC board members attend a trade show, they shall do so only as a board member, for educational purposes. Board members travel will be limited to the continental United States, *one TDC member per trade show event*, and expenses will be charged to board member travel. (BOCC 7/20/05)

A TDC Board member's travel would be requested and approved in advance by the TDC. (BOCC 7/20/05)

A listing of all appropriate trade shows and other promotional opportunities for the Florida Keys and Key West shall be compiled for review and approval by the TDC's Sales & Marketing Representative. 10/25/90 The final approved Sales & Marketing Budget & Plan shall be reviewed and approved by the TDC within the Marketing Plan. The budget & plan shall then be submitted to the County Commission for approval as a part of the annual budget package.

When a change to the Sales & Marketing budget and plan is made by the TDC, as long as the budget total does not increase, the change shall be noticed to the BOCC but shall not require approval for implementation. This will permit the TDC to take advantage of last minute sales opportunities not originally incorporated into the Marketing Plan.

Amendments to the Sales & Marketing budget and plan that require a budget increase, also require approval by the BOCC prior to implementation.

Any representative acting on behalf of TDC at TDC trade show/promotions, who finds it necessary to incur incidental expenses to enhance the TDC's representation at the promotion, must inform the TDC Administrative Office of such expenses within three (3) days of return of said show. (BOCC 7/20/05)

**All invoices relating to trade show/promotion expenditures shall bear the TDC's official address;**  
**P.O. Box 866; 1201 White St., Suite 102**  
**Key West, FL 33041-3328.**

**UMBRELLA TRADE SHOW EVENTS PROCEDURES:** TDC funding from the specific Umbrella should be allocated to cover trade show registration and booth related costs and also to cover the travel related expenses of up to two (2) umbrella professional representatives to attend these promotional functions.

Wherein the travel and travel related expenses of the representatives are covered under TDC funding, the Umbrella shall ensure that no private business shall be promoted in the manner of collateral, business cards, or other related business materials.

TDC sales staff will attend said show(s) on behalf of the TDC with appropriate expenses coming from the TDC sales budget. (12/11/96)

## **TRAVEL VOUCHERS:**

### **The procedure for completion of travel vouchers is as follows:**

1. Please type or print as clearly as possible.
2. Use mileage chart supplied in this manual by Monroe County. As of **March 18, 2015** the Monroe County BOCC approved Travel Ordinance (009-2015) to increase mileage allowance to **53¢** per mile. (BOCC 3/18/15)
3. a. Meal reimbursement (receipts not required). As of **June 24, 2016** the Monroe County BOCC approved Travel Ordinance (201-2016) to increase meal reimbursement as follows:
  - (i) \$10.00 if travel begins before 6:00 a.m. and extends beyond 8:00 a.m.
  - (ii) \$15.00 if travel begins before 12:00 p.m. and extends beyond 2:00 p.m.
  - (iii) \$30.00 if travel begins before 6:00 p.m. and extends beyond 8:00 p.m.(for international travel, refer to [www.state.gov](http://www.state.gov) for Federal foreign meal per diem)
4. For airfare, provide itinerary/reservations and credit card receipts. (Airline travel coordinated by Travel Agency will be invoiced to TDC Office.)
5. Amounts and dates must be clearly legible on all receipts and tickets.
6. If there are no requests for hotel or meal reimbursements on any given travel day, please explain.
7. Please attach any notes necessary to make processing as expeditious as possible.
8. Dates should clearly correspond to reimbursement requests from any given day.

**MONROE COUNTY MILEAGE CHART  
PROVIDED BY THE MONROE COUNTY FINANCE OFFICE**

Key West to:	Bay Point	15
	Big Pine	31
	Big Torch Key	29
	Big Coppitt	10
	Conch Key	55
	Cudjoe Key	22
	Homestead	127
	Islamorada	83
	Key Colony Beach	53
	Key Largo	101
	Layton	70
	Little Torch Key	28
	Long Key	70
	Lower Matecumbe	75
	Marathon	48
	Marathon Shores	53
	Middle Torch	28
	Plantation Key	87
	Rock Harbor	100
	Sugarloaf	17
	Summerland	24
	West Summerland	31
	Stock Island	5
	Sunshine Key	39
	Tavernier	92
	Vacation Village	84
	Duck Key	62
	Ramrod Key	27
	Clearwater Beach	399
	Cocoa	350
	Daytona	416
	Ft. Lauderdale	183
	Gainesville	476
	Hollywood	175
	Jacksonville	505
	Lakeland	365
	Miami	155
	Miami Beach	170
	Naples	236
	Opa Locka	180
	Orlando	378

Key West to:	Palm Beach	223
	Palm Beach Gardens	238
	Panama City	702
	Tallahassee	606
	Tampa	391
	Dania	180
Marathon to:	Big Pine	17
	Conch Key	12
	Islamorada	35
	Key Largo	53
	Long Key	22
	Miami	110
	Plantation Key	39
	Summerland	24
	Sunshine Key	9
	Tavernier	45
Boot Key to:	Long Key	20
Long Key to:	Boot Key	20
	Cudjoe Key	47
	Homestead	61
	Marathon	22
	Miami	109
	Middle Torch	43
	Plantation Key	20
	Islamorada	16
Plantation Key to:	Big Pine	56
	Homestead	42
	Key Largo	14
	Key West	87
	Layton	17
	Marathon	39
	Miami	67
	Sunshine Key	48
	Duck Key	26
Key Largo to:	Big Pine	70
	Islamorada	18
	Homestead	26
	Long Key	40
	Marathon	53
	Miami	54

*Policies & Procedures*  
*>> Continued*

Key Largo to:	Plantation Key	14
Homestead to:	Key West	127
	Plantation Key	40
	Tavernier	35

*For any destination not listed, please reference odometer readings or use the FDOT Official Highway Mileage Viewer found at <http://fdotwp1.dot.state.fl.us/CityToCityMileage/viewer.aspx> to determine mileage.*