

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL'S

OPERATIONS MANUAL

SECTION IV-A

**DESTINATION AND TURNKEY
EVENTS**

Events Procedures – Destination/Turnkey

>> Continued

DESTINATION/TURNKEY EVENT FUNDING APPLICATION

REQUEST FOR APPLICATIONS (RFA) FOR DESTINATION/TURNKEY EVENTS

All respondents must use the current application downloaded from the website www.demandstar.com. **Use of any other application will result in your application being rejected. All directions within the application must be followed or it will not be accepted.**

APPLICATION DEADLINE:

All applications should be received no later than 5:00 p.m. (close of business day)

All applications submitted in response to this solicitation should be addressed to:

Monroe County Purchasing Department
1100 Simonton Street, 2nd Floor, Room 2-213
Key West, Florida 33040

ATTENTION: DESTINATION/TURNKEY EVENT APPLICATION

Any applications not submitted in a sealed envelope or box will be rejected:

A. One (1) USB flash drive with complete copy of application as a **.pdf** (*all attachments must be merged into one document: Please DO NOT include the instruction pages*) **and.....**

B. One (1) signed and marked as ORIGINAL paper copy **PLUS.....**

C. The correct number of paper copies for the district for which you are applying:
(number of paper copies subject to change)

District I requires	5	paper copies of application
District II requires	5	paper copies of application
District III requires	4	paper copies of application
District IV requires	6	paper copies of application
District V requires	4	paper copies of application

Applicant should submit pages relating to the specific district(s) for which they are requesting funds from, **plus** pages 34-41.

All inquiries and correspondence should be made to the Monroe County Tourist Development Council. Contact Maxine Pacini or Ammie Machan at (305) 296-1552. All email correspondence should be addressed to Ammie@fla-keys.com.

EVENT FUNDING PROCESS

The Monroe County Tourist Development Council (TDC) administers the four (4) cent bed tax collected for the purpose of promoting the Florida Keys as a tourist destination. Each year the TDC invites applicants who are registered to do business in Florida, to apply for funding for events in the Florida Keys. All applications will be reviewed by the appropriate District Advisory Committees (DAC), who shall make recommendations on funding the event to the TDC. Upon approval of recommended funding allocation by the TDC, the administrative office will work with the event sponsor to establish a contract for the event and will present proposed contract to the Monroe County Board of County Commissioners for final approval.

DEFINITION OF AN EVENT

The special event funding program is intended for an organized special annual event that generates overnight visitors for multiple Monroe County lodging properties, as well as out-of-area marketing exposure, and is open to the general public. Historically these events have included: festivals, concerts, and sporting events. Qualified special events shall guarantee heads-in-beds (overnight visitors) and/or entertain visitors and brand the destination.

TDC will only consider reimbursement of permissible marketing expenditures that highlight the specific special event reflected within the contract with the TDC/BOCC versus the regular programming of a business, organization or the facility.

DESTINATION EVENTS

For the purposes of this solicitation, a Destination event is developed and produced to entertain the public and promote tourism in the Florida Keys and Key West by drawing out-of-county visitors, as well as entertain visitors and brand the destination. Funding is for event marketing purposes only (advertising; promotions; public relations), etc.

The event sponsor, for purposes of this RFA and any resulting contract, shall be the production agent primarily responsible for the production of the event and the entity soliciting funding under this process. The event sponsor shall seek the review and approval of the event marketing budget by the professional agencies of record listed below. No more than 10% of the total allocated funds shall be expended on advertising media costs attributable to in-county placement. A list of TDC permissible marketing expenditures can be viewed in Exhibit A of the sample contract on the Monroe County

website at: <http://www.monroecounty-fl.gov/DocumentCenter/View/13418>. No reimbursement will be considered for items that are not covered under Exhibit A.

For our **Advertising Agency of Record**: (Tinsley Advertising), contact Danielle Salman (Danielle@Tinsley.com) or John Underwood (John@Tinsley.com) at (305) 856-6060. For our **Public Relations Agency of Record**: (NewmanPR), contact Carol Shaughnessy (Carol@newmanpr.com) at (305) 797-0579 or Andy Newman (Andy@newmanpr.com) at (305) 461-3300. For our **Internet Agency of Record**: (Two Oceans Digital) Contact Clinton Barras (Clint@twooceansdigital.com) or Shirley Wilson (Shirley@twooceansdigital.com) at (305) 292-1880.

TURNKEY EVENT

District Advisory Committees (DAC) have assigned their top levels of funding to Turnkey events, recognizing that those events provide the highest level of economic impact to their district and serve to brand the destination. The event shall be one that creates a compelling reason to visit that doesn't otherwise exist without the event. Therefore, consideration for the amount of funding allocated to a Turnkey special event shall be predicated upon a showing of the economic impact resulting in room night stays generated by the event attendees.

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.

The DAC when considering funding of a Turnkey event may also specify within the scope of services of the contract, specific marketing components that the DAC feels important to the success of the event.

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 circumstances.

Please note that the DAC may deny funding of an event applying as Turnkey and consider funding the application as a Destination event.

APPLICANT RESPONSIBILITIES

Applications can only be accepted from a public entity governed by a county or municipality; or a profit or not-for-profit; or a private business in good standing with the

Division of Florida Corporations. Prior to completing an event application, please go to www.sunbiz.org to ensure that your organization is registered to do business in the State of Florida. Only entities (applicants) that are duly registered will be accepted.

Contact the TDC Administrative Office (305) 296-1552 to ascertain date, time and venue of the event funding workshop that will be held within the District which you are applying to. Each DAC has specific marketing goals and it is strongly recommended that all prospective applicants attend the workshop in the District where you plan to apply for funding to ascertain the marketing direction and expectations of that District as it pertains to event applications.

The cost of preparation and submission of the application is the responsibility of the applicant.

Applicants must ensure that their application is submitted to the Monroe County Purchasing Department by date and time noted on page 1 of the application. Applications that are received after the specified deadline as determined within the RFA will not be accepted. This policy mirrors that of the Board of County Commissioners.

Applicant shall complete, copy, sign (by an authorized officer) and submit the correct number of copies of the application to the Monroe County Purchasing Department (see address on page 1). Please do not use any binders or tab inserts. Should an attachment be required for your application, note the Exhibit number on the top right hand corner of each sheet.

Applicant shall familiarize him/herself with referenced online materials noted on the application check list on page 41. The online materials include a sample contract and sample of scoring system used in determining funding eligibility.

Applicant shall be responsible for securing all federal, state and local permits and approval necessary for the event. Award of funds under this application does not indicate any approval by the County and applicant shall be required to comply with all County laws, rules and requirements. **New this year: Events that require or have an Agreement with a municipality must have a valid Agreement with the municipality at the time the event will take place.**

IMPORTANT INFORMATION

Please consult with the TDC Administrative Office prior to starting the application process if you are uncertain about whether your event would be considered.

The applicant shall not lobby, solicit or act to influence the advisory committee members and/or the TDC board members in any way that may have an effect on the outcome of the competition, discussion or negotiations leading to the allocation of funding, or an award of

a contract as reviewed and approved by the County Attorney’s office. Such action may lead to withdrawal of the application from consideration.

The application shall be considered complete upon receipt and should stand alone with no other information being provided after-the-fact other than any additional information that may be requested by the TDC administrative office, or questions from the DAC at the allocation meeting.

DAC recommendation on funding allocations shall be limited to recommending allocations which do not exceed the amount requested by the applicant. Funding requests may be denied, reduced to a lower level or accepted at level requested. It is important for the applicant to be aware that scoring the minimum points required to be considered, does not guarantee funding of the event.

All information furnished or disclosed as part of the application process is considered public record by the laws of the State of Florida.

DISTRICT ADVISORY COMMITTEE WORKSHOPS FOR APPLICANTS

Workshops will be held in each of the districts at the following venues and times for those applicants that are interested in applying for funding. Attendance is strongly recommended. *(Please note that all venues and times are subject to change and can be confirmed by calling the TDC administrative office at (305) 296-1552):*

District I:	April 8, 2020	Marriott Beachside	3:00 p.m.
District II:	April 7, 2020	Lower Keys Chamber	6:00 p.m.
District III:	April 8, 2020	Hawks Cay Resort	9:30 a.m.
District IV:	April 7, 2020	Post Card Inn	2:00 p.m.
District V:	April 7, 2020	Baker’s Cay	10:00 a.m.

CRITERIA FOR SCORING OF APPLICATION

The District Advisory Committee will be reviewing your event application and scoring it during the evaluation meeting.

Scoring will be considered using a scale, with 1 being the lowest.

Upon evaluation, the total scores will be tabulated and applications not scoring 17 points or above by a majority of the sitting members, will not be considered for funding. Those events that meet the minimum scoring requirements noted above will be ranked starting with the highest average score. In the case of a tie, the highest score in the Timing of Event will be the determining factor. Points are listed at the end of each Exhibit for ease of scoring by reviewers. View sample scoring sheet at <http://www.monroecounty-fl.gov/DocumentCenter/Home/View/7072>

The minimum points threshold required to be considered, 17, has been set such that events that are considered very good to excellent in their “Purpose, Itinerary & Room

Nights”, “Soundness of Marketing Plan & Financial Commitment” and “Action Plan” should meet the minimum for consideration regardless of the “Timing of Event”. Events that are considered somewhat good in those categories will need to thoughtfully utilize “Timing of Event” points in order to meet the minimum points threshold to be considered. In other words, timing events to be held in slower months and/or to produce room night stays during mid-week days will be important for achieving sufficient minimum scoring. Events that are poor in their “Purpose, Itinerary & Room Nights”, “Soundness of Marketing Plan & Financial Commitment” and “Action Plan” will not meet the minimum to be considered.

It is important for the applicant to be aware that scoring the minimum points required to be considered, does not guarantee funding of the event.

2021

January 2021							February 2021							March 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				

April 2021							May 2021							June 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3							1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

July 2021							August 2021							September 2021							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
				1	2	3		1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25	
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30			

October 2021							November 2021							December 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

2021 Holidays			
Date	Holiday	Date	Holiday
January 1	New Year's Day	September 6	Labor Day
January 18	Martin Luther King Day	October 11	Columbus Day
February 15	Presidents Day	November 11	Veterans' Day
May 31	Memorial Day	November 25	Thanksgiving
July 4	Independence Day	December 25	Christmas Day

>> *Continued*

Enter Text

HAS THIS EVENT BEEN PRODUCED IN THE PAST?

Yes * No

*IF YES, WHEN?

DID THE SAME APPLICANT PRODUCE IT?

Yes No

List name of President and other individuals authorized to execute contracts and otherwise act on behalf of Applicant:

Name

Title

List staff members, including volunteers, responsible for administering and organizing this event, with evidence of their qualifications and capabilities to accommodate the demands of the event.

Name

Qualifications

Capabilities

DISTRICT I APPLICANTS ONLY
(Encompasses the City Limits of Key West)

When applying for funding, it is important to understand the number of lodging units available within this District as it is the maximum number of room nights which may be sold per day – review table 1 below. The number of lodging units provided in Table 1 subject to fluctuation.

Table 1:

District I: Key West	Units (Max. daily room nights)
Hotel/Motel/B&B/Guest House/Inn	6,094
Vacation Rental	907
RV Park & Campground	0
Total	7,001

Source: Florida Department of Business and Professional Regulation, TDC

The number of lodging units provided in Table 1 subject to fluctuation

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

Table 2:

District I: Key West	
Funding Level	Room Nights
\$10,000	1,960
\$17,000	3,330
\$25,000	4,900
\$35,000	6,860
\$50,000	9,800
\$75,000	14,710
\$100,000	19,610
\$120,000	23,530
\$150,000	29,410

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

EXHIBIT A-1

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”.
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

DISTRICT I CONTINUED...

EXHIBIT A-2
EVENT ITINERARY

Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.

Example: Day 1: Opening Party/Registration (include venue and time)
Day 2: Food and Wine Tasting (venues and times)
Day 3: Art Festival (include venue/times and possible street closings)

DISTRICT I EXHIBIT A CONTINUED...

EXHIBIT A-3

NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for this district only according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights would be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

Room Nights

1. Formula to calculate **Room Nights to this district** **Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question):*

a. How many out of County visitors to this district?	a. _____
b. How many visitors to a room? (Note: avg. is 3)	b. _____
c. How many nights will the visitors stay?	c. _____
d. Calculate: Room Nights = (a/b) x c <i>Divide line a by line b. Then multiple by line c</i>	*Room Nights: 0

Method used to estimate out-of-county visitors entered above (a): Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Capacity of venue(s) | <input type="checkbox"/> Ticket Sales from last event |
| <input type="checkbox"/> Registrations from last event | <input type="checkbox"/> Survey of attendees from last event |
| <input type="checkbox"/> Police crowd estimate from last event | (Attach results of survey) |
| <input type="checkbox"/> Social Media Analytics from last event | |
| <input type="checkbox"/> Other, please specify _____ | |

Method used to estimate number of nights out-of-County visitors will stay (c): Check one.

- | |
|--|
| <input type="checkbox"/> Based on length of event |
| <input type="checkbox"/> Based on survey from last event (Attach results of survey) |
| <input type="checkbox"/> Other, please specify _____ |

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary), A-3 (Number of Room Nights), and A-4 (Plan)

1 2 3 4 5 6 7 8 9 10

DISTRICT I CONTINUED...

FUNDING REQUEST

Check this box if your event meets the definition of a New Event.

Definition of New Event: An event that has not taken place in this District previously. A New Event choosing this category will be considered with other New Event applications from a separate resource specifically allocated for New Events. *If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.*

I understand that as a New Event this is a \$10,000 grant request.

OR

A New Event may choose to apply under the regular event funding process wherein the new event will compete with previously funded events.

Regular Event Funding: Complete this section if your event is NOT applying as a New Event.

Check the appropriate category (Destination or Turnkey) and grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

Destination Funding Level Request Only

Level 1: \$10,000 Level 2: \$17,000 Level 3: \$25,000

Level 4: \$35,000 Level 5: \$50,000 Level 6: \$75,000

Turnkey Funding Level Request Only

Level 7: \$75,000 Level 8: \$100,000 Level 9: \$120,000

Level 10: \$150,000

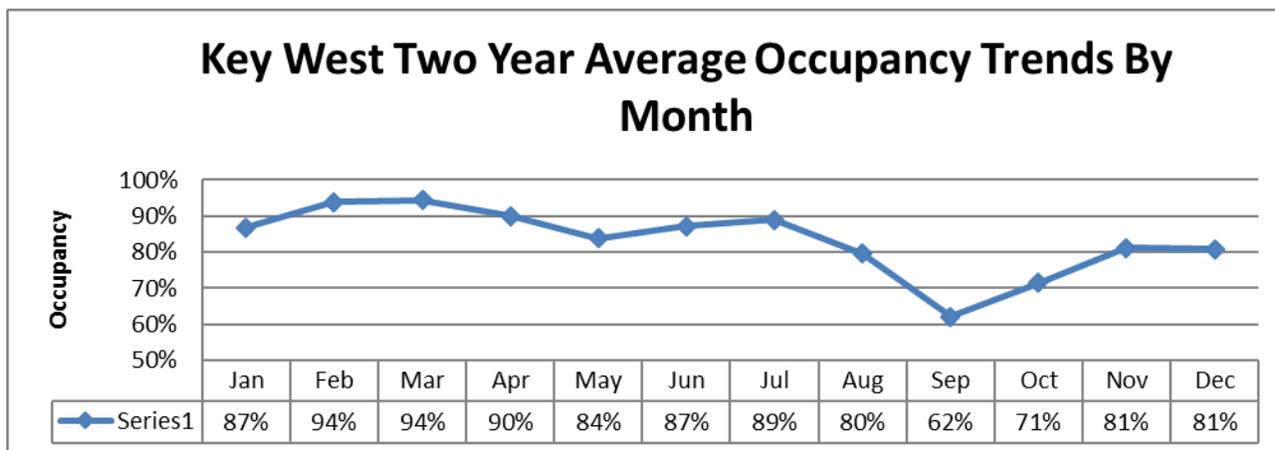
DISTRICT I CONTINUED...

EXHIBIT B
TIMING OF EVENT

Events are scored based on when in the calendar year they are held. Shoulder and off season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research, is used to create the Timing of Event Scoring. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two fiscal years, reached each occupancy level range.

Table 3:

District I – Timing of Event Scoring				
Events held when average occupancy is:	Receive score of:	District I: Dates For Each Occupancy Range	Check box next to your event dates:	Your Table 3 Score Is:
70% to 79%	3	August 15 – October 22	<input type="checkbox"/>	3
80% to 89%	2	January, May – August 14, October 23 - December 24	<input type="checkbox"/>	2
90% to 100%	0	February- April, December 25-31	<input type="checkbox"/>	0



1	Enter your score from Table 3 (if more than one box was checked, add all scores together and divide by the number of boxes checked)	Enter Score
2	Mid Week Days are Sunday – Thursday <ul style="list-style-type: none"> • Add four (4) points if your event falls on at least 2 mid-week days <li style="text-align: center;">or • Add two (2) points if your event falls on <u>only</u> 1 mid-week day 	+4 or +2
3	District I Total Score	Enter Score

DISTRICT II APPLICANTS ONLY
(From City Limits of Key West to the west end of the Seven Mile Bridge)

When applying for funding, it is important to understand the number of lodging units available within this District as it is the maximum number of room nights which may be sold per day – review table 1 below.

Table 1:

District II: Big Pine Key & The Lower Keys	Units (Max. daily room nights)
Hotel/Motel/B&B/Guest House/Inn	423
Vacation Rental	648
RV Park & Campground	1,202
Total	1,850

Source: Florida Department of Business and Professional Regulation, TDC

The number of lodging units provided in Table 1 subject to fluctuation

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

Table 2:

District II: Big Pine Key & The Lower Keys		
Funding Level	Hotel/Motel/B&B Room Nights	RV Park/Campground Room Nights*
\$5,000	1,300	2,660
\$7,500	1,950	3,990
\$10,000	2,600	5,320
\$15,000	3,910	7,990

*As DAC II does not have participants in the Smith Travel Research program, published rates were used to determine room nights. Room nights is further broken down for this DAC by lodging type as a super majority of DAC II lodging units are RV Park & Campground sites. Little Palm Island is excluded from calculations.

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

EXHIBIT A-1

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”.
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

DISTRICT II EXHIBIT A CONTINUED...

EXHIBIT A-2
EVENT ITINERARY

Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.

Example: Day 1: Opening Party/Registration (include venue and time)
Day 2: Food and Wine Tasting (venues and times)
Day 3: Art Festival (include venue/times and possible street closings)

DISTRICT II EXHIBIT A CONTINUED...

EXHIBIT A-3
NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for this district only according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights would be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

Room Nights

1. Formula to calculate **room nights to this district** (*Total Room Nights will calculate automatically upon pressing the tab key on your key board or answering the next question):

a. How many out of County visitors to this district?	a. _____
b. How many visitors to a room? (Note: avg. is 3)	b. _____
c. How many nights will the visitors stay?	c. _____
d. Calculate: Room Nights = (a/b) x c Divide line a by line b. Then multiple by line c	*Room Nights: <u> 0 </u>

Method used to estimate out-of-county visitors entered above (a): Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Capacity of venue(s) | <input type="checkbox"/> Ticket Sales from last event |
| <input type="checkbox"/> Registrations from last event | <input type="checkbox"/> Survey of attendees from last event |
| <input type="checkbox"/> Police crowd estimate from last event | (Attach results of survey) |
| <input type="checkbox"/> Social Media Analytics from last event | |
| <input type="checkbox"/> Other, please specify _____ | |

Method used to estimate number of nights out-of-County visitors will stay (c): Check one.

- | |
|--|
| <input type="checkbox"/> Based on length of event |
| <input type="checkbox"/> Based on survey from last event (Attach results of survey) |
| <input type="checkbox"/> Other, please specify _____ |

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary), A-3 (Number of Room Nights) and A-4 (Plan)

1 2 3 4 5 6 7 8 9 10

DISTRICT II CONTINUED...

FUNDING REQUEST

Please note: District II does not have a Turnkey Funding option

Check the grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

Destination Funding Level Request Only

Level 1: \$5,000

Level 2: \$7,500

Level 3: \$10,000

Level 4: \$15,000

Level 5: \$20,000

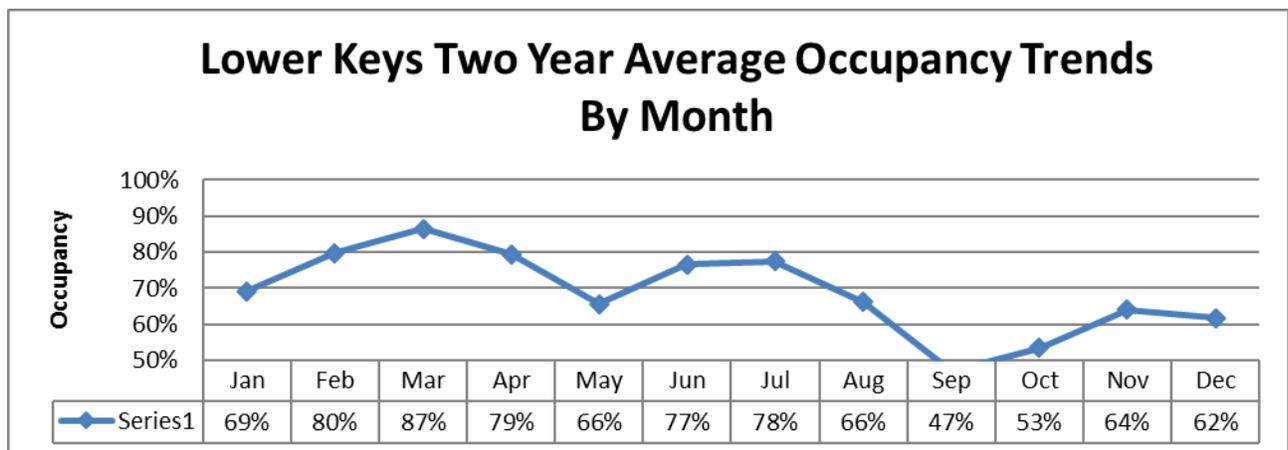
DISTRICT II CONTINUED...

EXHIBIT B
TIMING OF EVENT

Events are scored based on when in the calendar year they are held. Shoulder and off season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research, is used to create the Timing of Event Scoring. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two fiscal years, reached each occupancy level range.

Table 3:

District II – Timing of Event Scoring				
Events held when average occupancy is:	Receive score of:	District II: Dates For Each Occupancy Range	Check box next to your event dates:	Your Table 3 Score Is:
0% to 59%	5	September, October	<input type="checkbox"/>	5
60% to 69%	4	January, May, August, November, December	<input type="checkbox"/>	4
70% to 79%	3	January, April, June - July	<input type="checkbox"/>	3
80% to 100%	2	February, March	<input type="checkbox"/>	2



1	Enter your score from Table 3 (if more than one box was checked, add all scores together and divide by the number of boxes checked)	Enter Score
2	Mid Week Days are Sunday – Thursday <ul style="list-style-type: none"> • Add two (2) points if your event falls on at least 2 mid-week days <li style="text-align: center;">or • Add one (1) point if your event falls on <u>only</u> 1 mid-week day 	+2 or +1
3	District II Total Score	Enter Score

DISTRICT III APPLICANTS ONLY
(From the west end of the Seven Mile Bridge to the Long Key Bridge)

When applying for funding, it is important to understand the number of lodging units available within this District as it is the maximum number of room nights which may be sold per day – review table 1 below.

Table 1:

District III: Marathon	Units (Max. daily room nights)
Hotel/Motel/B&B/Guest House/Inn	2,460
Vacation Rental	1,187
RV Park & Campground	725
Total	4,372

Source: Florida Department of Business and Professional Regulation, TDC

The number of lodging units provided in Table 1 subject to fluctuation

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

Table 2:

District III: Marathon	
Funding Level	Room Nights
\$10,000	2,070
\$20,000	4,130
\$30,000	6,200
\$40,000	8,260

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

EXHIBIT A-1

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”.
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

DISTRICT III EXHIBIT A CONTINUED...

EXHIBIT A-2
EVENT ITINERARY

Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.

Example: Day 1: Opening Party/Registration (include venue and time)
Day 2: Food and Wine Tasting (venues and times)
Day 3: Art Festival (include venue/times and possible street closings)

DISTRICT III EXHIBIT A CONTINUED...

EXHIBIT A-3

NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for **this district only** according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights would be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

Room Nights

1. Formula to calculate **room nights to this district** (*Total Room Nights will calculate automatically upon pressing the tab key on your key board or answering the next question):

a. How many out of County visitors to this district?	a. _____
b. How many visitors to a room? (Note: avg. is 3)	b. _____
c. How many nights will the visitors stay?	c. _____
d. Calculate: Room Nights = (a/b) x c Divide line a by line b. Then multiple by line c	*Room Nights: <u> 0 </u>

Method used to estimate out-of-county visitors entered above (a): Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Capacity of venue(s) | <input type="checkbox"/> Ticket Sales from last event |
| <input type="checkbox"/> Registrations from last event | <input type="checkbox"/> Survey of attendees from last event |
| <input type="checkbox"/> Police crowd estimate from last event | (Attach results of survey) |
| <input type="checkbox"/> Social Media Analytics from last event | |
| <input type="checkbox"/> Other, please specify _____ | |

Method used to estimate number of nights out-of-County visitors will stay (c): Check one.

- | |
|--|
| <input type="checkbox"/> Based on length of event |
| <input type="checkbox"/> Based on survey from last event (Attach results of survey) |
| <input type="checkbox"/> Other, please specify _____ |

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary), A-3 (Number of Room Nights) and A-4 (Plan)

1 2 3 4 5 6 7 8 9 10

DISTRICT III CONTINUED...

FUNDING REQUEST

Please note: District III does not have a Turnkey Funding option

Check the grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

Destination Funding Level Request Only

Level 1: \$5,000

Level 2: \$10,000

Level 3: \$20,000

Level 4: \$30,000

Level 5: \$40,000

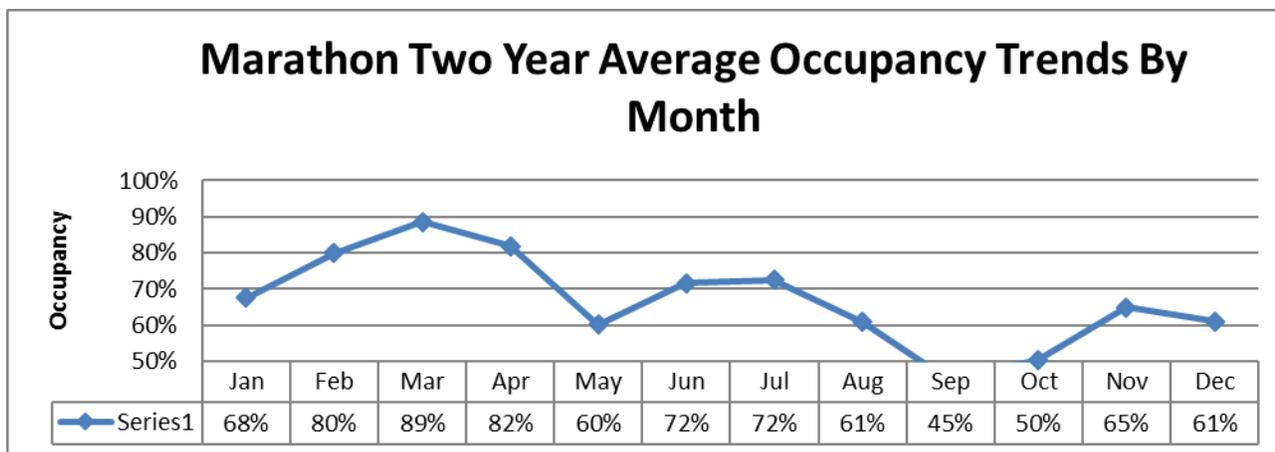
DISTRICT III CONTINUED...

EXHIBIT B
TIMING OF EVENT

Events are scored based on when in the calendar year they are held. Shoulder and off season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research, is used to create the Timing of Event Scoring. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two fiscal years, reached each occupancy level range.

Table 3:

District III – Timing of Event Scoring				
Events held when average occupancy is:	Receive score of:	District III: Dates For Each Occupancy Range	Check box next to your event dates:	Your Table 3 Score Is:
0% to 59%	5	September, October	<input type="checkbox"/>	5
60% to 69%	4	January, May, August, November, December	<input type="checkbox"/>	4
70% to 79%	3	June - July	<input type="checkbox"/>	3
80% to 100%	2	February - April	<input type="checkbox"/>	2



1	Enter your score from Table 3 (if more than one box was checked, add all scores together and divide by the number of boxes checked)	Enter Score
2	Mid Week Days are Sunday – Thursday <ul style="list-style-type: none"> • Add two (2) points if your event falls on at least 2 mid-week days <li style="text-align: center;">or • Add one (1) point if your event falls on <u>only</u> 1 mid-week day 	+2 or +1
3	District III Total Score	Enter Score

DISTRICT IV APPLICANTS ONLY
(Between the Long Key Bridge and mile marker 90.939)

When applying for funding, it is important to understand the number of lodging units available within this District as it is the maximum number of room nights which may be sold per day – review table 1 below.

Table 1:

District IV: Islamorada	Units (Max. daily room nights)
Hotel/Motel/B&B/Guest House/Inn	1,614
Vacation Rental	518
RV Park & Campground	109
Total	2,241

Source: Florida Department of Business and Professional Regulation, TDC

The number of lodging units provided in Table 1 subject to fluctuation

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

Table 2:

District IV: Islamorada	
Funding Level	Room Nights
\$10,000	2,060
\$15,000	3,090
\$20,000	4,120
\$25,000	5,150
\$30,000	6,190
\$40,000	8,250

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

EXHIBIT A-1

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”.
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

DISTRICT IV EXHIBIT A CONTINUED...

EXHIBIT A-2
EVENT ITINERARY

Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.

Example: Day 1: Opening Party/Registration (include venue and time)
Day 2: Food and Wine Tasting (venues and times)
Day 3: Art Festival (include venue/times and possible street closings)

DISTRICT IV EXHIBIT A CONTINUED...

EXHIBIT A-3

NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for **this district only** according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights would be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

Room Nights

1. Formula to calculate **room nights to this district** (**Total Room Nights will calculate automatically upon pressing the tab key on your key board or answering the next question*):

a. How many out of County visitors to this district?	a. _____
b. How many visitors to a room? (Note: avg. is 3)	b. _____
c. How many nights will the visitors stay?	c. _____
d. Calculate: Room Nights = (a/b) x c <i>Divide line a by line b. Then multiple by line c</i>	*Room Nights: <u> 0 </u>

Method used to estimate out-of-county visitors entered above (a): *Check all that apply.*

- | | |
|--|---|
| <input type="checkbox"/> Capacity of venue(s)
<input type="checkbox"/> Registrations from last event
<input type="checkbox"/> Police crowd estimate from last event
<input type="checkbox"/> Social Media Analytics from last event
<input type="checkbox"/> Other, please specify _____ | <input type="checkbox"/> Ticket Sales from last event
<input type="checkbox"/> Survey of attendees from last event
<p style="text-align: center;">(Attach results of survey)</p> |
|--|---|

Method used to estimate number of nights out-of-County visitors will stay (c): *Check one.*

- Based on length of event
- Based on survey from last event (**Attach results of survey**)
- Other, please specify _____

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary), A-3 (Number of Room Nights) and A-4 (Plan)

1 2 3 4 5 6 7 8 9 10

DISTRICT IV CONTINUED...

FUNDING REQUEST

Check the appropriate category (Destination or Turnkey) below and grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

Destination Funding Level Request Only

Level 1: \$10,000 Level 2: \$15,000 Level 3: \$20,000

Level 4: \$25,000

-
 Turnkey Funding Level Request Only

Level 5: \$20,000 Level 6: \$30,000 Level 7: \$40,000

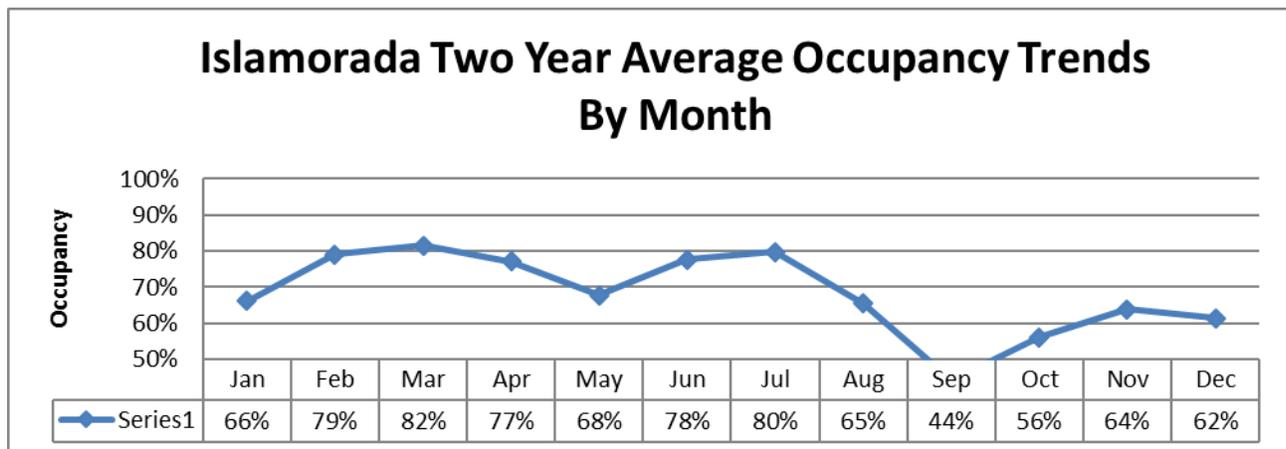
DISTRICT IV CONTINUED...

EXHIBIT B
TIMING OF EVENT

Events are scored based on when in the calendar year they are held. Shoulder and off season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research, is used to create the Timing of Event Scoring. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two fiscal years, reached each occupancy level range.

Table 3:

District IV– Timing of Event Scoring				
Events held when average occupancy is:	Receive score of:	District IV: Dates For Each Occupancy Range	Check box next to your event dates:	Your Table 3 Score Is:
0% to 59%	5	September, October	<input type="checkbox"/>	5
60% to 69%	4	January, May, August, November, December	<input type="checkbox"/>	4
70% to 78%	3	April, June	<input type="checkbox"/>	3
79% to 100%	2	February, March, July	<input type="checkbox"/>	2



1	Enter your score from Table 3 (if more than one box was checked, add all scores together and divide by the number of boxes checked)	Enter Score
2	Mid Week Days are Sunday – Thursday <ul style="list-style-type: none"> Add two (2) points if your event falls on at least 2 mid-week days <li style="text-align: center;"><i>or</i> Add one (1) point if your event falls on <u>only</u> 1 mid-week day 	+2 or +1
3	District IV Total Score	Enter Score

DISTRICT V APPLICANTS ONLY

(From mile marker 90.940 to the Dade/Monroe County line & any mainland portions of Monroe County)

When applying for funding, it is important to understand the number of lodging units available within this District as it is the maximum number of room nights which may be sold per day – review table 1 below.

Table 1:

District V: Key Largo	Units (Max. daily room nights)
Hotel/Motel/B&B/Guest House/Inn	2,396
Vacation Rental	624
RV Park & Campground	379
Total	3,399

Source: Florida Department of Business and Professional Regulation, TDC

The number of lodging units provided in Table 1 subject to fluctuation

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

Table 2:

District V: Key Largo	
Funding Level	Room Nights
\$10,000	2,150
\$15,000	3,220
\$20,000	4,290
\$25,000	5,360
\$30,000	6,440
\$35,000	8,580
\$40,000	10,730

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

EXHIBIT A-1

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”.
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

DISTRICT V EXHIBIT A CONTINUED...

EXHIBIT A-2
EVENT ITINERARY

Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.

Example: Day 1: Opening Party/Registration (include venue and time)
Day 2: Food and Wine Tasting (venues and times)
Day 3: Art Festival (include venue/times and possible street closings)

DISTRICT V EXHIBIT A CONTINUED...

EXHIBIT A-3

NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for **this district only** according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights would be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

Room Nights

1. Formula to calculate **room nights to this district** (*Total Room Nights will calculate automatically upon pressing the tab key on your key board or answering the next question):

a. How many out of County visitors to this district?	a. ____
b. How many visitors to a room? (Note: avg. is 3)	b. ____
c. How many nights will the visitors stay?	c. ____
d. Calculate: Room Nights = (a/b) x c <i>Divide line a by line b. Then multiple by line c</i>	*Room Nights: <u>0</u>

Method used to estimate out-of-county visitors entered above (a): Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Capacity of venue(s) | <input type="checkbox"/> Ticket Sales from last event |
| <input type="checkbox"/> Registrations from last event | <input type="checkbox"/> Survey of attendees from last event |
| <input type="checkbox"/> Police crowd estimate from last event | (Attach results of survey) |
| <input type="checkbox"/> Social Media Analytics from last event | |
| <input type="checkbox"/> Other, please specify _____ | |

Method used to estimate number of nights out-of-County visitors will stay (c): Check one.

- Based on length of event
- Based on survey from last event **(Attach results of survey)**
- Other, please specify _____

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary), A-3 (Number of Room Nights) and A-4 (Plan)

1 2 3 4 5 6 7 8 9 10

DISTRICT V CONTINUED...

FUNDING REQUEST

Check the appropriate category (Destination or Turnkey) below and grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

Destination Funding Level Request Only

Level 1: \$10,000 Level 2: \$15,000 Level 3: \$20,000

Level 4: \$25,000 Level 5: \$30,000 Level 6: \$35,000

Level 7: \$40,000

Turnkey Funding Level Request Only

Level 8: \$10,000 Level 9: \$20,000 Level 10: \$30,000

Level 11: \$40,000

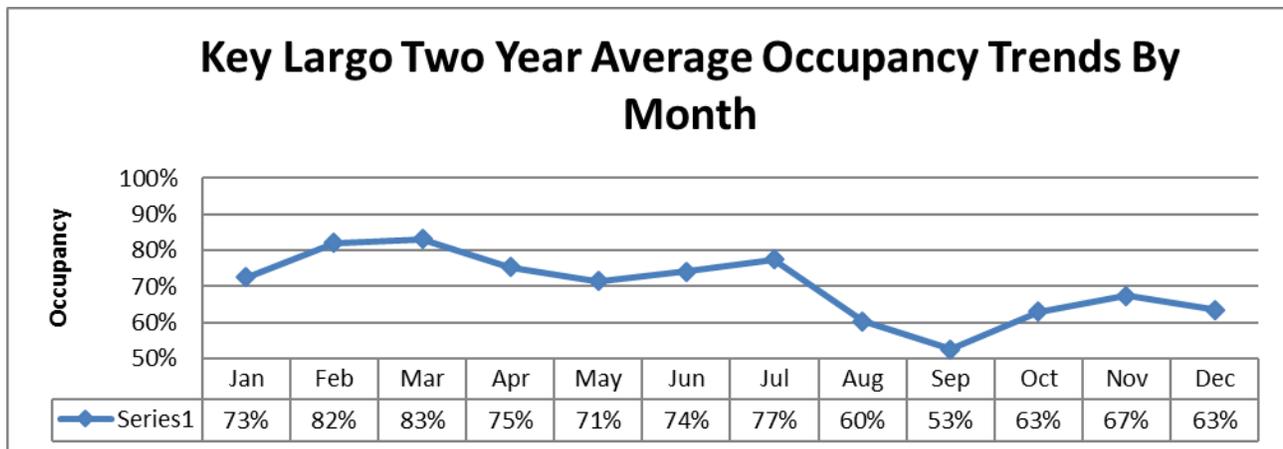
DISTRICT V CONTINUED...

EXHIBIT B
TIMING OF EVENT

Events are scored based on when in the calendar year they are held. Shoulder and off season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research, is used to create the Timing of Event Scoring. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two fiscal years, reached each occupancy level range.

Table 3:

District V– Timing of Event Scoring				
Events held when average occupancy is:	Receive score of:	District V: Dates For Each Occupancy Range	Check box next to your event dates:	Your Table 3 Score Is:
0% to 59%	5	September	<input type="checkbox"/>	5
60% to 69%	4	August, October, November, December	<input type="checkbox"/>	4
70% to 79%	3	January, April, May, June, July	<input type="checkbox"/>	3
80% to 100%	2	February, March	<input type="checkbox"/>	2



1	Enter your score from Table 3 (if more than one box was checked, add all scores together and divide by the number of boxes checked)	Enter Score
2	Mid Week Days are Sunday – Thursday <ul style="list-style-type: none"> • Add two (2) points if your event falls on at least 2 mid-week days <li style="text-align: center;">or • Add one (1) point if your event falls on <u>only</u> 1 mid-week day 	+2 or +1
3	District V Total Score	Enter Score

EXHIBIT C

SOUNDNESS OF MARKETING PLAN AND FINANCIAL COMMITMENT OF APPLICANT TO THE MARKETING OF THIS EVENT

If you receive the money you are requesting from the TDC, describe in detail, how your organization plans to market your event to appeal to your target market. Please be specific about your media placement/cost. If you require more space than provided, please attach as **Exhibit C**.

Highest points will be awarded for soundness of plan and the strength of your organization's funding contribution.

Continue on next page if needed.

EXHIBIT C CONTINUED...

**SOUNDNESS OF MARKETING PLAN AND
FINANCIAL COMMITMENT OF APPLICANT TO THE MARKETING OF THIS EVENT**

What is the total amount of your Marketing Plan? \$ _____

How much is the applicant contributing to the marketing of this event in “Hard Dollars”? Please do not include funds requested from TDC or other grants – funds listed on this line should only include what the application organization itself is providing towards the marketing of the event. \$ _____

1 2 3 4 5 6 7 8 9 10

If you are a re-occurring event, attach as **Exhibit C-1** your operating budget detailing the income/expense for your last event including community hard dollar support contributions.

OR

If you are a new event, attach as **Exhibit C-2** your projected operating budget detailing your projected income/expense for the proposed new event including community hard dollar support contributions.

View sample budget formats at: <http://www.monroecounty-fl.gov/DocumentCenter/Home/View/9893>

EXHIBIT D
ACTION PLAN

Submit a detailed action plan including appropriate permit(s) for the event if applicable, and how parking/security and road closures will be handled during your event. The plan should include the following information:

1. Describe how your event plan will handle road closures. If applicable, enclose a copy of the approval by the appropriate county/municipal entity.

2. Describe how your event plan will accommodate parking and transportation.

3. Describe how your event plan will handle security.

4. Event Sustainability.

Our visitors come to enjoy events, but in the process, a tremendous amount of waste is generated, much of it recyclable. The single most effective tool in reducing waste at special events is planning ahead. On the next page (page 37), complete a narrative on how you plan to reduce waste during your event by doing the following:

- a. Encourage recycling message within programs and brochures to recycle during the event and also at home.
- b. Encourage “Green” advertising (broadcast and digital).
- c. Encourage vendors to use biodegradable and compostable products (utensils; plates and cups; paper or canvas bags).
- d. Encourage the use of clearly identified recycling containers.
- e. Discourage use of single use plastic bags and other products.
- f. Please list any positive or negative effects on the environment that your event may have and how you plan to mitigate these effects.

Useful contact numbers:

Monroe County: (305) 289-6037

City of Marathon: (305) 289-6037

City of Key West: (305) 809-3902

Islamorada Village of Islands: (305) 853-3433

EXHIBIT D CONTINUED...

ACTION PLAN



NON-COLLUSION AFFIDAVIT
and
VERIFICATION

Print off this page 38 and 39, notarize, and include as part of application

I, _____, of the City of _____ according to law on my oath, and under penalty of perjury, depose and say that:

1) I am _____, the applicant making the application for the event.

2) The prices in this application have been arrived at independently without collusion, consultation, communication or contract for the purpose of restricting competition, as to any matter relating to such prices with any other applicant or with any competitor;

3) Unless otherwise required by law, the prices which have been quoted in this application have not been knowingly disclosed by the applicant and will not knowingly be disclosed by the applicant prior to application opening, directly or indirectly, to any other applicant or to any competitor;

4) No attempt has been made or will be made by the applicant to induce any other person, partnership or corporation to submit, or not to submit, a application for the purpose of restricting competition; and

5) The statements contained in this affidavit are true and correct, and made with full knowledge that Monroe County relies upon the truth of the statements contained in this affidavit in awarding contracts for said project.

(Signature)

Date: _____

STATE OF: _____

COUNTY OF: _____

Subscribed and sworn to (or affirmed) before me, by means of physical presence or

online notarization, on _____ (date) by

_____ (name of affiant). He/She is personally known to me

or has produced _____ (type of

identification) as identification.

NOTARY PUBLIC

DRUG FREE WORKPLACE FORM

The undersigned applicant in accordance with Section 287.087 Florida Statutes hereby certifies that:

Enter Business Name _____
(Name of Business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business' policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 (Florida Statutes) or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, or any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

(Signature)
Date: _____

STATE OF: _____

COUNTY OF: _____

Subscribed and sworn to (or affirmed) before me, by means of physical presence or online notarization, on _____ (date) by _____ (name of affiant). He/She is personally known to me or has produced _____ (type of identification) as identification.

NOTARY PUBLIC

Print off this page, complete and include as part of application

Form <b style="font-size: 24pt;">W-9 (Rev. November 2017) Department of the Treasury Internal Revenue Service	<b style="font-size: 18pt;">Request for Taxpayer Identification Number and Certification ▶ Go to www.irs.gov/FormW9 for instructions and the latest information.	Give Form to the requester. Do not send to the IRS.	
1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.			
2 Business name/disregarded entity name, if different from above			
Print or type. See Specific Instructions on page 3.	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.		4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate		
	<input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.		
	<input type="checkbox"/> Other (see instructions) ▶ _____		
5 Address (number, street, and apt. or suite no.) See instructions.		Requester's name and address (optional)	
6 City, state, and ZIP code			
7 List account number(s) here (optional)			

Part I Taxpayer Identification Number (TIN)																																																																																				
Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> , later.																																																																																				
Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="10" style="text-align: center; font-size: 8pt;">Social security number</td> </tr> <tr> <td style="width: 20px; height: 20px;"></td> </tr> <tr> <td colspan="10" style="text-align: center;">-</td> </tr> <tr> <td style="width: 20px; height: 20px;"></td> </tr> <tr> <td colspan="10" style="text-align: center;">OR</td> </tr> <tr> <td colspan="10" style="text-align: center; font-size: 8pt;">Employer identification number</td> </tr> <tr> <td style="width: 20px; height: 20px;"></td> </tr> <tr> <td colspan="10" style="text-align: center;">-</td> </tr> </table>	Social security number																					-																					OR										Employer identification number																					-									
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Part II Certification	
Under penalties of perjury, I certify that:	
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and 3. I am a U.S. citizen or other U.S. person (defined below); and 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.	
Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.	

Sign Here	Signature of U.S. person ▶ _____	Date ▶ _____
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Insurance Check List
(only applicable for Events applying for Turnkey Funding)

If applicable, print off Insurance Check List, complete and include as part of application

101: Edition

INSURANCE CHECKLIST FOR VENDORS SUBMITTING PROPOSALS OR BIDS
 FOR WORK

To assist in the development of your proposal, the insurance coverages marked with an "X" will be required in the event an award is made to your firm. Please review this form with your insurance agent and have him/her sign it in the place provided. It is also required that the bidder sign the requisite form reflecting coverage and submit it with the proposal.

WORKERS' COMPENSATION
 AND
 EMPLOYERS' LIABILITY

	_____	Workers' Compensation	Statutory Limits
			Bodily Injury by Accident/Bodily Injury by Disease, policy limits/Bodily Injury by Disease each employee
WCI		Employers Liability	\$100,000/\$500,000/\$100,000
WC2		Employers Liability	\$500,000/\$500,000/\$500,000
WC3		Employers Liability	\$1,000,000/\$1,000,000/\$1,000,000
WCUSLH		US Longshoremen & Harbor Workers Act	\$1,000,000
WCJA	_____	Federal Jones Act	\$1,000,000

|

GENERAL LIABILITY

As a minimum, the required general liability coverages will include:

- Premises Operations
- Blanket Contractual
- Products and Completed Operations
- Personal Injury

Required Limits:

GL1	_____	\$300,000 Combined Single Limit
GL2	_____	\$500,000 Combined Single Limit
GL3	<u> X </u>	\$1,000,000 Combined Single Limit
GL4	_____	\$2,000,000 Combined Single Limit
GL5	_____	\$3,000,000 Combined Single Limit
GL6	_____	\$4,000,000 Combined Single Limit
GL7	_____	\$5,000,000 Combined Single Limit

Required Endorsement:

GLLIQ	_____	Liquor Liability
GLS		Security Services

All endorsements are required to have the same limits as the basic policy.

INSCKLST

BUSINESS AUTOMOBILE LIABILITY

As a minimum, coverage should extend to liability for:

- Owned; Non-owned; and Hired Vehicles

Required Limits:

VL1	_____	\$50,000 per Person; \$100,000 per Occurrence \$25,000 Property Damage Or \$100,000 Combined Single Limit (The use of VLI should be limited to special projects that involve other governmental entities or "Not for Profit" organizations. Risk Management must approve the use of this form).
VL2	_____	\$200,000 per Person; \$300,000 per Occurrence \$200,000 Property Damage or \$300,000 Combined Single Limit
VL3	_____	\$500,000 per Person; \$1,000,000 per Occurrence \$100,000 Property Damage or \$1,000,000 Combined Single Limit
VL4	_____	\$5,000,000 Combined Single Limit

MISCELLANEOUS COVERAGES

BRI	_____	Builders' Risk	Limits equal to the Full Replacement Value of the completed project.
CLI	_____	Cyber Liability	\$1,000,000
MVC	_____	Motor Truck Cargo	Limits equal to the maximum value of any one shipment.
PRO	_____	Professional Liability	\$ 300,000 per Occurrence/\$ 500,000 Agg.
PR02	_____		\$ 500,000 per Occurrence/\$1,000,000 Agg.
PR03	_____		\$1,000,000 per Occurrence/\$2,000,000 Agg.
POL1	_____	Pollution Liability	\$ 500,000 per Occurrence/\$1,000,000 Agg.
POL2	_____		\$1,000,000 per Occurrence/\$2,000,000 Agg.
POL3	_____		\$3,000,000 per Occurrence/\$6,000,000 Agg.
POL4	_____		\$5,000,000 per Occurrence/\$10,000,000 Agg.
ED1	_____	Employee Dishonesty	\$ 10,000
ED2	_____		\$100,000
GK1	_____	Garage Keepers	\$ 300,000 (\$ 25,000 per Vehicle)
GK2	_____		\$ 500,000 (\$100,000 per Vehicle)
GK3	_____		\$1,000,000 (\$250,000 per Vehicle)

INSURANCE AGENT'S STATEMENT

I have reviewed the above requirements with the bidder named below. The following deductibles apply to the corresponding policy.

Policy	Deductibles
_____	_____
_____	_____
_____	_____

Liability policies are Occurrence Claims Made

Insurance Agency

Signature

BIDDERS STATEMENT

I understand the insurance that will be mandatory if awarded the contract and will comply in full with all the requirements.

Bidder's Name and Title

Signature

Company Name: _____

APPLICATION CHECK LIST (submit with application)

I have completed the following items:

- Each section of the application has been completed.
- Applicant has reviewed the sample Contracts below:
 - Destination Event: <http://www.monroecounty-fl.gov/DocumentCenter/View/13418> and
 - Turnkey Event: <http://www.monroecounty-fl.gov/DocumentCenter/Home/View/7674>
- Applicant has reviewed the sample Reimbursement Packets below:
 - Destination Event: <http://www.monroecounty-fl.gov/DocumentCenter/Home/View/10895> and
 - Turnkey Event: <http://www.monroecounty-fl.gov/DocumentCenter/View/10896>
- Applicant has reviewed the scoring sheet at <http://www.monroecounty-fl.gov/DocumentCenter/Home/View/7072>, that is utilized by the District Advisory Committees and understands that the application must score **17** points or above by a majority of the sitting members in order to qualify for funding.
- Applicant has attached a copy of survey results (Applicable only if the applicant has checked the survey option in Exhibit A-3)
- Applicant has attached **Exhibit A-4**, plan outlining how number of out-of-County visitors and number of room nights will be determined
- Applicant has submitted the event's budget and income/expense report for the last event. Re-occurring events should submit **Exhibit C.1.** and new events should submit **Exhibit C.2.** (page 35).
- Applicant has completed and signed the Non-Collusion Affidavit and Verification form included within the application (page 38).
- Applicant has reviewed and signed the Drug Free Workplace form included within the application (page 39).
- Applicant has printed and completed the W-9 form included within the application (page 40).
- (if applicable) This event requires an Agreement with a municipality and will have a valid Agreement at the time the event takes place (see page 4)
- (for Turnkey Funding requests only) Applicant has printed and completed Insurance Check List (pages 41-45)

Print off this page, sign below, and include as part of application

Signed By: _____