WELCOME TO OUR WORKSHOP ON DESTINATION/TURNKEY EVENT FUNDING

FY 27

SCHEDULE AND IMPORTANT DATES

DESTINATION/TURNKEY EVENT SCHEDULE
FY 2027
FOR EVENTS TAKING PLACE BETWEEN OCTOBER 1, 2026 AND SEPTEMBER 30, 2027 AND PRE-PROMOTION OF EVENTS PRIOR TO DECEMBER 31, 2027

DAC APPROVALS – **These are in-person meetings with no zoom capabilities.   Please have a representative attend who is familiar with your application and can make decisions on your funding:**

MAY 12TH

DAC V   10:00 a.m.   Murray Nelson Government Center, Key Largo
DAC IV   2:00 p.m.   Islander Resort, Islamorada
DAC II   6:00 p.m.   Mote Marine Laboratory, Summerland Key

MAY 13th

DAC III   9:30 a.m   Marathon Government Center, Marathon
DAC I   3:00 p.m.   Venue to be determined – applicants will be informed closer to date

TDC APPROVAL – You are not required to attend this meeting – your district Chairperson will be in attendance:

June 25th, 2026   Marathon Government Center, Marathon
Members of the public can also attend via Communications Media Technology at:
Zoom webinar: https://mcbocc.zoom.us/j/83300176016

BOCC APPROVAL OF FUNDED EVENTS IN THE FORM OF A CONTRACT WILL BE ON THE SEPTEMBER OR OCTOBER BOCC AGENDA – WE AIM TO HAVE THE EFFECTIVE DATE BE OCTOBER 1, 2026

WHO MAKES THE DECISION TO FUND MY EVENT?

Once your application is submitted, the TDC administrative office reviews it to ensure all required documents have been submitted.

We then pass along to the appropriate District Advisory Committee (DAC) who will review, score and make a recommendation on funding your event and for the amount of funding. The DAC is made up of nine (9) members from district you are requesting funding from.

Recommendations for funding are then moved forward to the Tourist Development Council (TDC) for approval.

Final approval comes in the form of a contract that is entered into and placed on the Board of County Commissioners (BOCC) agenda.

WHAT'S NEW THIS YEAR?

After substantial review and discussions with community leaders and users of the application, we have made some exciting key changes in the revision of the upcoming application process.

Summary of Key Changes:

The following updates have been made to improve clarity, streamline the application process, and enhance the program's effectiveness:

- **Cover Page & Table of Contents:** Added a cover page and table of contents for easy reference.
- **Improved Format:** Instructions have been moved to the beginning of the document for better flow and ease of use for both applicants and reviewers.
- **Dedicated Contact:** A new email address, grants@fla-keys.com, has been created to centralize communication and provide direct support for grant-related inquiries.
- **Expanded Content:** The application now includes additional sections focused on Destination Stewardship, and Community Involvement. Definitions for each of these areas have been added to ensure clarity regarding the program's goals and expectations.
- **Updated Reference Tables:** Tables showing the available number of room nights and points for event timing have been revised to reflect the most current data and evaluation standards.
- **Rain Date Option:** An option for applicants to provide a rain date for their event has been added to ensure flexibility and accurate scheduling in case of inclement weather.
- **Interactive Forms:** Links have been added within the application to make all forms fillable, improving accessibility and simplifying the submission process.

# HOW DO I ACCESS THE APPLICATION AND SUBMIT IT FOR CONSIDERATION?

Instructions: Creating an account with Bonfire

The County is utilizing an electronic bid platform (Bonfire). Follow the steps below to register and create an account.
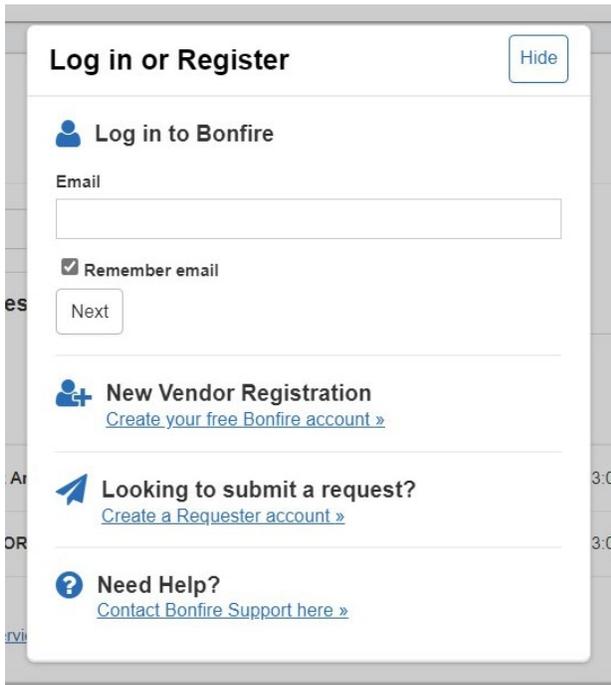
To begin the registration process, go to either:
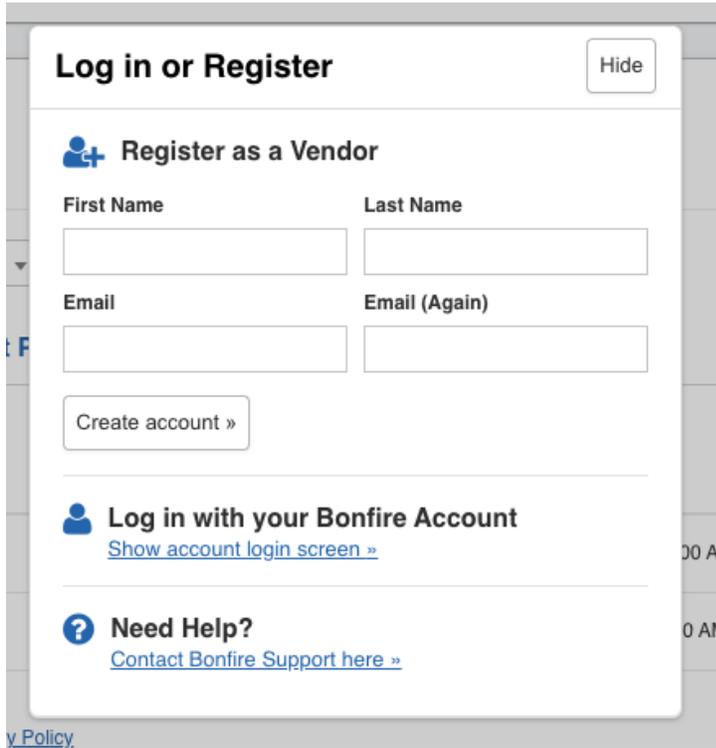https://monroecounty-fl.bonfirehub.com **OR** www.monroecounty-fl.gov/BonfireBids

1.   Select Log in/Register at the top of the page, and then follow the steps below to create your account.
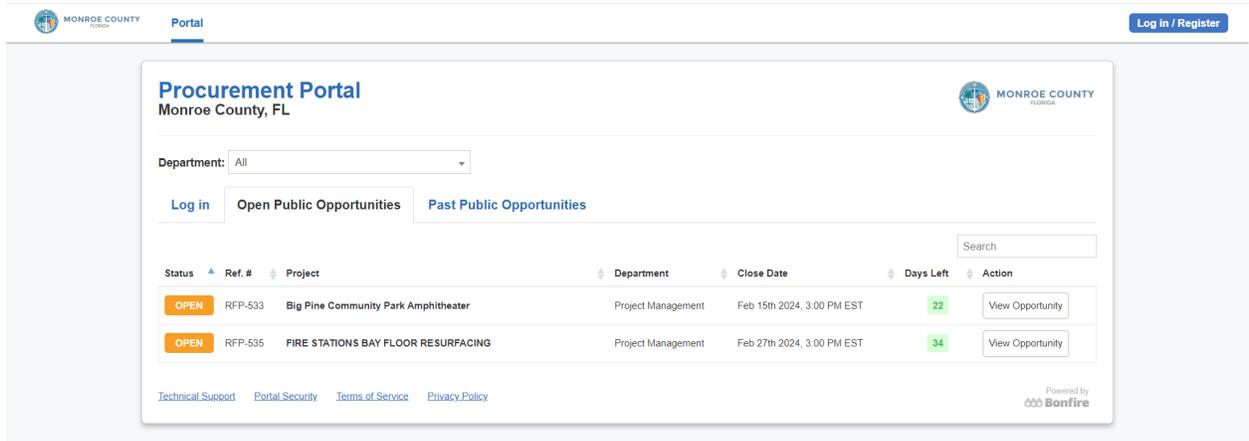
2. Enter your email address and select "New Vendor Registration"

Enter your Name and email address and select "Create Account"


3. This will trigger the email verification process, head to your email client inbox. You will see the email message below – select "Complete your registration"

**NOTE:** If you don't receive this email in 5 minutes, please see our [Why am I not receiving emails?](#) page.
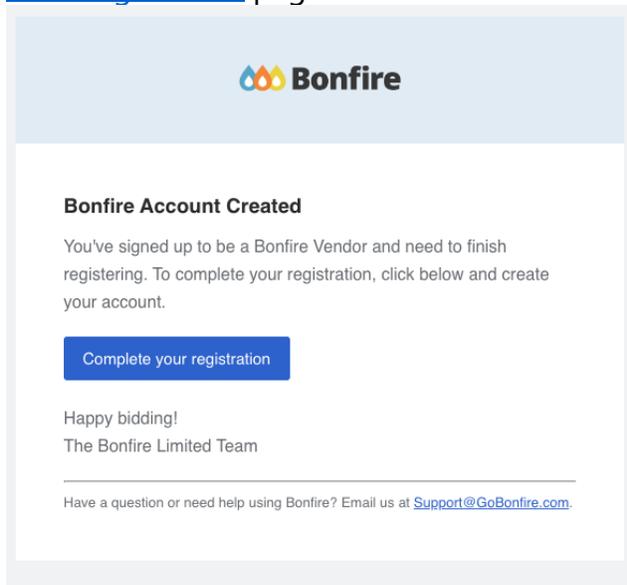
Create a Password

4. After the confirming your email, you will be directed to complete your registration by setting a password and logging in.
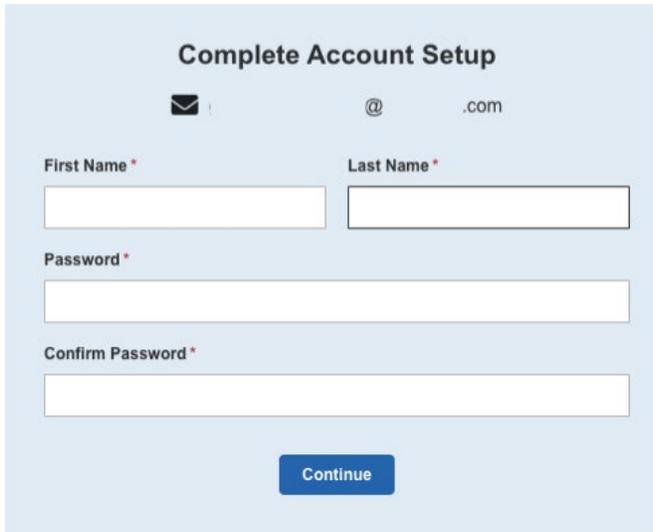
Complete Account Setup

✉   @   .com

First Name *

Last Name *

Password *

Confirm Password *

[Continue]

5. After creating your password, you will need to create an organization.
 Click on the Create organization button. And then complete the information about your organization.
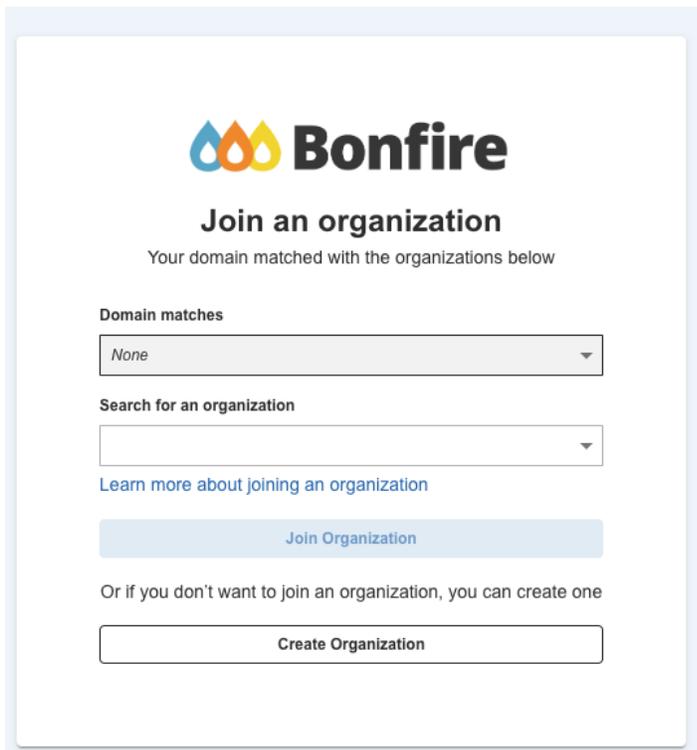
Bonfire

Join an organization
Your domain matched with the organizations below

Domain matches

None ▾

Search for an organization

▾

Learn more about joining an organization

Join Organization

Or if you don't want to join an organization, you can create one

Create Organization

Account Confirmation

After creating your organization you'll continue to the **Registration** screen and can complete **Step 1** by accepting the Privacy Policy and Terms of Service.

Account Information

You can now fill out further information to add to your Vendor Record:

NOTE: Be sure to fill out all the fields marked with a red asterisk otherwise you will not be able to complete your registration.

Once you fill out the necessary information, the orange Incomplete status will update to a green Complete status. You can then click **Save** and then **Continue to Step 3: Documentation**.

Documentation – it is not required to upload any documents at this point, you may skip this tab. And select the Commodity Code on left hand side of screen.

Commodity Codes – you will need to add at least 1 commodity code to complete your registration. You can add any commodity code, but if you would like to add the commodity code for the type(s) of application(s) you are completing:

For Events: 962-05 and 962-34
For Capital: 962-34, 962-72 and 962-73

Follow the steps below to add a commodity code:
- The Code Set will be automatically selected
- Type in one of the above codes in the Code box
- Click on the magnifying box
- When the commodity code appears, click on the blue +

Registration

In addition to creating your account, you need to provide the following information. Please complete all of the steps below.

⊘ Step 1: Account Confirmation	Commodity Codes help match you to future bid opportunities in your Service Region, with Justin Godelie and other organizations. You can always go back and change them later. **You must select at least one Commodity Code.**
⊘ Step 2: Account Information	
⊘ Step 3: Documentation	`10 ✕` `60104405 ✕` ⬅ **Chosen Commodity Codes**
⊘ Step 4: Commodity Codes	Code Set: Code: Keyword:
⊘ Registration Complete	UNSPSC ▾ 🔍 Reset

Code	Title	Description	Add
10 ⬍	Live Plant and Animal Material and Accessories…	This segment includes live, wild and domestica…	⊹
11 ⬍	Mineral and Textile and Inedible Plant and Anim…	This segment includes unprocessed materials s…	✚
12 ⬍	Chemicals including Bio Chemicals and Gas M…	This segment includes inorganic and organic ch…	✚
13 ⬍	Resin and Rosin and Rubber and Foam and Fil…	This segment includes rubber and plastic mater…	✚
14 ⬍	Paper Materials and Products	This segment includes paper used for commerc…	✚
15 ⬍	Fuels and Fuel Additives and Lubricants and A…	This segment includes natural occurring gases …	✚

Service Regions   Select Specific Subregions

All Regions   ▾   ☐ Notify me of any opportunities that match my commodity codes

Continue to registration complete

Registration Complete

Once you have completed all of the steps and a green checkmark appears to each step in the sidebar, you will see a green **Success!** message:

Additional help with registration can be found:

https://vendorsupport.gobonfire.com/hc/en-us/articles/15646869029783-Vendor-Registration

Should you require additional assistance, please contact Bonfire at:

https://vendorsupport.gobonfire.com/hc/en-us/requests/new

Instructions:

Downloading and Submitting your application

Below are instructions provided by Bonfire on how to download and how to submit your application. Additional information and help can be found: https://vendorsupport.gobonfire.com/hc/en-us/articles/6832869814551-Creating-and-Uploading-a-Submission

Accessing the Application (will be listed as "Opportunity" in Bonfire)
Go to either address below to access the Application:
https://monroecounty-fl.bonfirehub.com **OR** www.monroecounty-fl.gov/BonfireBids

Log into your Bonfire Vendor account in order to access the application and begin preparing your submission. You can log in using the Log In tab or the **Log in/Register** button.
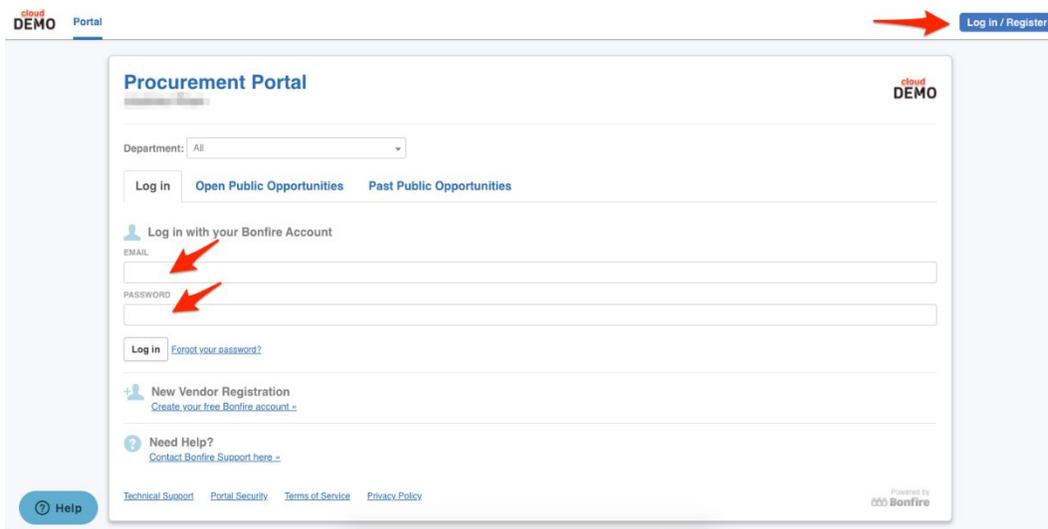
Click on **View Opportunity** for the application you wish to download. This will either be TDC Event or TDC Capital Project.
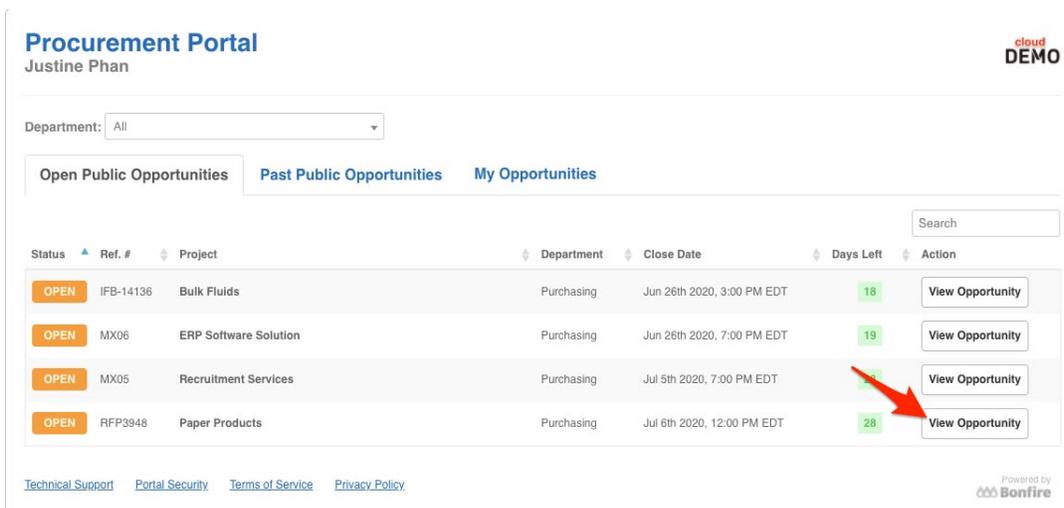
Downloading the Application

The application is available under Supporting Documentation. To download any documents, simply click on **Download** in the far right column, or click **Download All Files** to download all available documents at once.
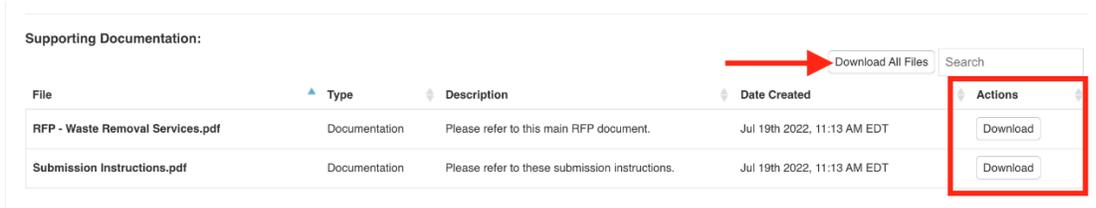
File	Type	Description	Date Created	Actions
RFP - Waste Removal Services.pdf	Documentation	Please refer to this main RFP document.	Jul 19th 2022, 11:13 AM EDT	Download
Submission Instructions.pdf	Documentation	Please refer to these submission instructions.	Jul 19th 2022, 11:13 AM EDT	Download

After you have downloaded and completed your application, follow the steps below to submit your application

Uploading/Submitting Your Application

To begin uploading your submission, log back into your Bonfire account and select the correct application (Opportunity) under the My Opportunities tab:
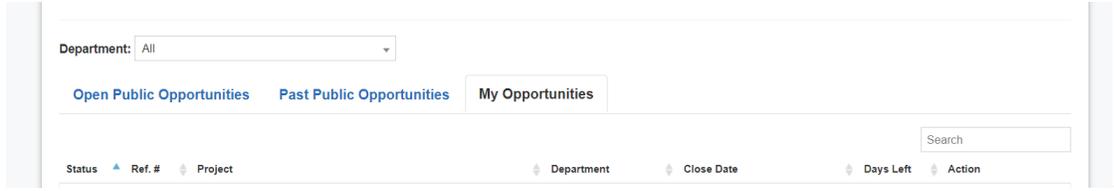
navigate to the **Submissions** section (which you will find at the bottom of the page). Click on **Prepare Your Submission** to begin the upload process.
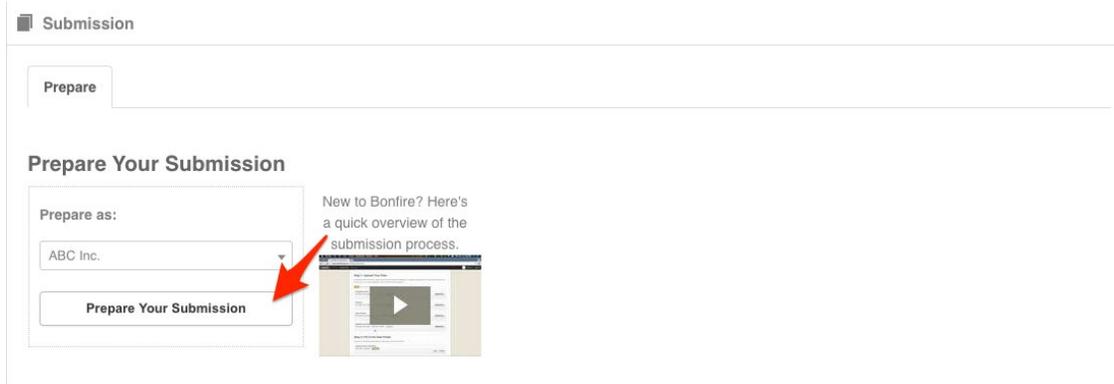
This will direct you to the **Complete Your Submission** page. You will see the current time, the closing time, and a numeric value for days remaining. You will also see your information below, which you can change at any time by clicking **Edit Contact Info**.
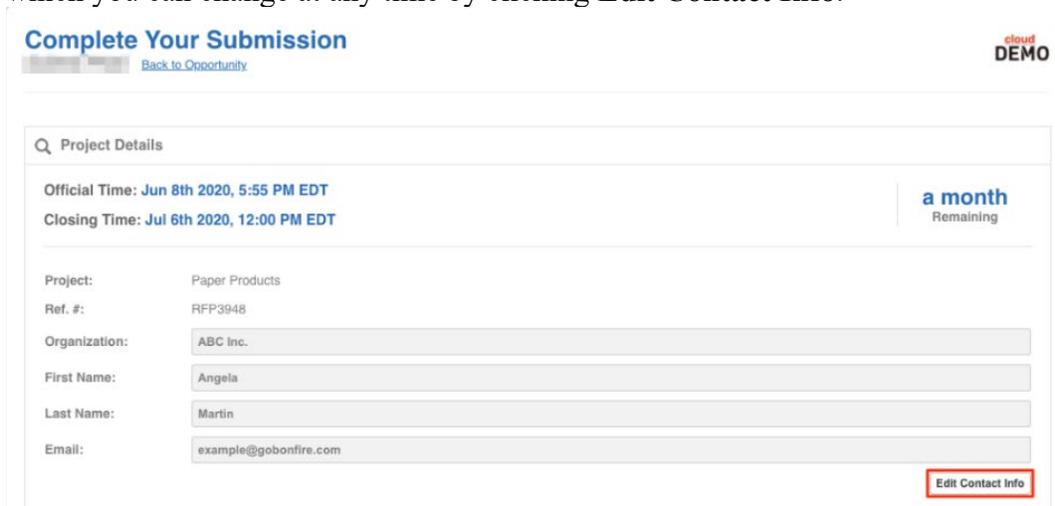
Step 1: Provide Submission Information

Upload your files for the corresponding Requested Document by clicking **Upload File**. Ensure that you have the correct *file type* and template (if applicable).

Once you have uploaded all your documents and inputted your information successfully, you will receive green validation circles (found to the left of each Requested Information). If you still receive red validation circles, please review the corresponding error messages and update your information accordingly.

Step 2: Submit & Finalize

Check mark *"I understand that I can't change any of the submission details or documents once the project closes."* and click on **Submit & Finalize My Submission**.

Submission Receipt

Upon completion, you will be directed to your Submission Receipt. This provides a comprehensive breakdown of all the information from your submission (a Submission Receipt will be sent to your email as well). This is where you can download a copy of all your submission files. If you did not receive this email, you can click **Send Email** at the bottom of the page to have it re-sent.

By scrolling down, you will see a number of options on this page. You are given the option to **Return to Portal Listing**, and view more bid opportunities; **Provide Feedback** to Bonfire Support regarding your submission experience, or **revise your submission** to go back and make changes.

Return to Portal Listing

If you need to access the project details you can find them on the Portal Listing.

Return to Portal Listing »

We Need Your Feedback!

We are continually improving the digitial submission process at **Justine Phan**, but we need feedback from suppliers like you.

Provide Feedback »

Need to Revise Your Submission?

Click here to un-submit your submission. Note that only submissions that have been finalized and submitted will be considered.

If you need to revise your submission, remember that you will need to re-submit and finalize your submission for it to be considered; past submissions that have been un-submitted will not be reviewed. **NOTE**: You can revise a submission as long as the opportunity is still open. For more please see, Can I revise my submission?

APPLICATION AND CHANGES SINCE LAST YEARS APPLICATION

Name of Event: _____   Amount Requested: $ _____

CRITERIA FOR SCORING SUMMARY SHEET
New Event Funding

(The total scores will be tabulated and applications not <mark>scoring 24 points</mark> or above by the majority of the sitting members will not be considered for funding.)

Definition of New Event: An event that has not previously taken place in District I. New Events applying under this category will be considered alongside other New Event applications from a funding resource specifically allocated for new events.

- If a New Event does not achieve the minimum score required by a majority of sitting members, it will not be considered for funding.
- Meeting the minimum score requirement does not guarantee funding.

This applicant has applied as a Destination Event

Destination Event: 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 tourists into the Keys, as well as entertain visitors and brand the destination.

A minimum score of 24 points is required for consideration. Events that score very good to excellent in Primary Purpose/Itinerary/Room Nights, Destination Stewardship & Community Involvement, Marketing Plan & Financial Commitment, and Action Plan are most likely to meet the threshold regardless of Timing of Event. Events with moderate scores in these categories will need to strategically utilize Timing of Event points — such as scheduling during slower months and/or mid-week periods — to reach the minimum. Events with low scores in the core evaluation categories will not meet the minimum threshold.

Scoring Categories	Score Range	DAC Members Score
A.) Primary Purpose of Event; Itinerary; Room Nights - (DAC members shall score on the combination of *Exhibits A-1; A-2; A-3)*	SCORE: 1–10	
B.) Destination Stewardship & Community Involvement - Consideration includes scholarship/charitable components and actions that support the local community, environment, or culture. (*Exhibit B*) (See application prompts for stewardship narrative and documentation.)	SCORE: 1–6	
C.) Local Charity	Score: 0-1	
D.) Timing of Event (*inserted by TDC Staff*) – (*Exhibit C)* Refer to FY 2027 Application – District I Table 3 for occupancy-based scoring guidance.	BASE SCORE: 0–9	
E.) Strength of Marketing Plan and Organization's Financial Commitment to Event Promotion (*Exhibit D)*	SCORE: 1–10	
F.) Action Plan (*Exhibit E)*	SCORE: 1–4	
If this is a NEW event TDC staff will insert 2 additional points	SCORE: 2	**2**
Total	Possible 42	

Check the box below for the level you believe the applicant should be funded:

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

Print Name: _____   **Date:** _____

Sign: _____

Name of Event: _____   Amount Requested: $ _____

CRITERIA FOR SCORING SUMMARY SHEET
(The total scores will be tabulated and applications not <mark>scoring 24 points</mark> or above by the majority of the sitting members will not be considered for funding.)

Destination Event: 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 tourists into the Keys, as well as entertain visitors and brand the destination.

Turnkey Event: A Turnkey event shall be considered an all-inclusive event where event contractor has <u>financial</u> 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 an 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.

Check this box if you believe this event is a Destination event instead of a Turnkey Event ☐
(DAC members should vocalize their choice during the time the event is being reviewed)

Scoring Categories	Score Range	DAC Members Score
A.) **Primary Purpose of Event; Itinerary; Room Nights -** (DAC members shall score on the combination of *Exhibits A-1; A-2; A-3*)	SCORE: 1–10	
B.) **Destination Stewardship & Community Involvement -** Consideration includes scholarship/charitable components and actions that support the local community, environment, or culture. *(Exhibit B*) (See application prompts for stewardship narrative and documentation.)	SCORE: 1–6	
C.) **Local Charity**	Score: 0-1	
D.) **Timing of Event** (*inserted by TDC Staff*) – *(Exhibit C)* Refer to FY 2027 Application – District I Table 3 for occupancy-based scoring guidance.	BASE SCORE: 0–9	
E.) **Strength of Marketing Plan and Organization's Financial Commitment to Event Promotion** (*Exhibit D*)	SCORE: 1–10	
F.) **Action Plan** (*Exhibit E*)	SCORE: 1–4	
Total	Possible 40	

Check the box below for the level you believe the applicant should be funded:

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

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

☐ Level 7: $100,000   ☐ Level 8: $120,000   ☐ Level 9: $150,000

☐ Level 10: $175,000   ☐ Level 11: $200,000

Print Name: _____   **Date:** _____

Sign: _____

Name of Event: _____   Amount Requested: $ _____

CRITERIA FOR SCORING SUMMARY SHEET
(The total scores will be tabulated and applications not <mark>scoring 24 points</mark> or above by the
majority of the sitting members will not be considered for funding.)

Destination Event: 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 tourists into the Keys, as well as entertain visitors and brand the destination.

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Check this box if you believe this event is a Destination event instead of a Turnkey Event ☐

(DAC members should vocalize their choice during the time the event is being reviewed)

Scoring Categories	Score Range	DAC Members Score
A.) Primary Purpose of Event; Itinerary; Room Nights - (DAC members shall score on the combination of *Exhibits A-1; A-2; A-3*)	SCORE: 1–10	
B.) Destination Stewardship & Community Involvement - Consideration includes scholarship/charitable components and actions that support the local community, environment, or culture. (*Exhibit B*) (See application prompts for stewardship narrative and documentation.)	SCORE: 1–6	
C.) Local Charity	Score: 0-1	
D.) Timing of Event (*inserted by TDC Staff*) – (*Exhibit C*) Refer to FY 2027 Application – District I Table 3 for occupancy-based scoring guidance.	BASE SCORE: 0–9	
E.) Strength of Marketing Plan and Organization's Financial Commitment to Event Promotion (*Exhibit D*)	SCORE: 1–10	
F.) Action Plan (*Exhibit E*)	SCORE: 1–4	
Total	Possible 40	

Print Name: _____   **Date:** _____

Sign: _____

Monroe County Tourist Development Council

Destination – Turnkey Event Funding Application

FY 2027

October 1, 2026 – September 30, 2027
Monroe County Tourist Development Council
Destination/Turnkey Event Funding Application

IMPORTANT INSTRUCTIONS

Read all information on pages 2–17 before completing the application.

Submit only the application form (pages 19–38).

Submit each application as a single PDF document. *Confidential Financial Information should be submitted separately to ensure it remains confidential.*

Table of Contents

Table of Contents - Application Section

(Part to be Submitted)

Request for Applications (RFA) for Destination/Turnkey Events

All respondents must use the current application downloaded from the County's electronic bidding platform:
- https://monroecounty-fl.bonfirehub.com **OR** www.monroecounty-fl.gov/BonfireBids

Use of any other application will result in rejection. All instructions within the application must be followed in full; incomplete or incorrectly submitted applications will not be accepted.

APPLICATION DEADLINE: March 25, 2026
Additional access information for the Zoom meeting can be found in the legal notice posted on the County's electronic bidding platform at Bonfire.
All inquiries and correspondence—other than submission of applications—should be directed to the Monroe County Tourist Development Council:
Contact: Maxine Pacini or Crystal Blaskis – grants@Fla-Keys.com

Legal and Public Notice Requirements
Pursuant to F.S. § 50.0211(3)(a), all published competitive solicitation notices can be viewed at www.floridapublicnotices.com, the searchable statewide repository for published legal notices.
Submission requirements and selection criteria may also be accessed through the County's electronic bidding platform:
- https://monroecounty-fl.bonfirehub.com **OR** www.monroecounty-fl.gov/BonfireBids
Public records are available upon request.

Submission Requirements
The Monroe County Purchasing Department **only** accepts bids via the Bonfire electronic bidding platform.

- Do **not** email, mail, or deliver sealed bids in person. Emailed, mailed, or physically delivered submissions **will not be accepted**.

All bids must be submitted electronically through Bonfire no later than **5:00 P.M. on March 25, 2026**.
*There is **no cost** to use the Bonfire platform.*

Confidential Financial Information
Do not include confidential financial information in your main proposal documents. Separate upload categories are provided in Bonfire for confidential financials. All proposals will be made public on the Bonfire platform after an intended decision or **30 days (whichever is earlier)**, unless bids/proposals are rejected under F.S. 119.071. Any financial information submitted within the main proposal will not be treated as confidential and will be viewable to the public under Florida public records law.

Bid Opening
The bid opening for this solicitation will be held **virtually** at **9:00 A.M., on March 26, 2026.**
You may call in by phone or internet using the following:

Join Zoom Meeting
https://mcbocc.zoom.us/j/4509326156
Meeting ID: 4509326156
One tap mobile:
+16465189805,,4509326156# US (New York)
+16699006833,,4509326156# US (San Jose)
Dial by your location:
+1 646 518 9805 US (New York)
+1 669 900 6833 US (San Jose)

FY 2027 Destination/Turnkey Event Funding Application

EVENT FUNDING PROCESS

The Monroe County Tourist Development Council (TDC) administers the four-cent (4¢) tourist development tax to promote the Florida Keys. Each year, eligible Florida-registered entities may apply for event funding, which is reviewed by the District Advisory Committees (DAC) and approved by the TDC. Final contracts are submitted to the Monroe County Board of County Commissioners (BOCC) for approval.

DEFINITION OF AN EVENT

The Special Event Funding Program supports organized annual events that generate overnight visitors for multiple Monroe County lodging properties, provide out-of-area marketing exposure, and are open to the public. Examples of qualifying events include festivals, concerts, and sporting events.

To qualify, events must demonstrate the ability to attract overnight visitors and promote the destination, with event-based entertainment for existing visitors considered a secondary benefit.

The TDC will only consider reimbursement of eligible marketing expenditures that specifically promote the contracted event, as approved by the TDC and the BOCC, and not the regular programming of a business, organization, or facility.

DESTINATION EVENTS

For the purposes of this solicitation, a Destination Event is defined as an event developed and produced to entertain the public and promote tourism in the Florida Keys and Key West. To qualify, the event must demonstrate the ability to generate overnight visitors and enhance the destination's brand, with on-site entertainment for existing visitors considered a secondary benefit. Funding is limited to marketing purposes only (e.g., advertising, promotions, public relations, etc.).

The event sponsor—defined as the production agent primarily responsible for producing the event and requesting funding—shall serve as the contracting party. A list of permissible marketing expenditures is provided in Exhibit A of the Sample Destination Event Agreement, (available on the Monroe County website under Tourist Development Council). Reimbursement will not be provided for items not listed in Exhibit A.

TURNKEY EVENT

A Turnkey Event is defined as an all-inclusive event for which the event contractor assumes full financial responsibility for all aspects of production, promotion, and management. Payment under a Turnkey Event contract will be made only after the event has been completed and documentation has been provided showing that all contracted services have been fulfilled.

When evaluating a request for Turnkey Event funding, the District Advisory Committee (DAC) may specify within the contract scope of services certain marketing components deemed important to the success of the event.

If a Turnkey Event is delayed or canceled for any reason, no payment will be issued, regardless of the contractor's out-of-pocket expenses. The TDC strongly recommends that event contractors obtain insurance covering cancellation or delay due to force majeure or other unforeseen circumstances.

The DAC reserves the right to deny funding for an event proposed as a Turnkey Event and instead consider the application under the criteria for a Destination Event.

APPLICANT RESPONSIBILITIES

Eligibility
Applicants must meet all of the following criteria:
- Be a public entity governed by a county or municipality, **OR**
- Be a for-profit or not-for-profit organization, **OR**
- Be a private business in good standing with the Florida Division of Corporations.
- Have a verified registration at www.sunbiz.org.
- Include a Sunbiz printout confirming registration.

Workshop
- It is strongly recommended to attend the virtual workshop on funding guidelines – <mark>March 4, 2026</mark>

Application Preparation
- All preparation/submission costs are the responsibility of the applicant.
- Required attachments labeled with Exhibit number in the top right corner.

Submission Requirements
- Current application must be submitted via the Monroe County bidding platform.
- Submitted before the exact date, time, and method listed on page 4 of the application.
- Late applications will **not** be accepted.

Reference Materials
- Reviewed online materials listed in the application checklist.
- A sample contract and the scoring system to be utilized are provided for applicants to familiarize themselves with.

IMPORTANT INFORMATION

Applicants who are uncertain whether their event qualifies are encouraged to consult with the TDC Administrative Office prior to beginning the application process by emailing grants@fla-keys.com.

Applicants are strictly prohibited from lobbying, soliciting, or attempting to influence Advisory Committee members and/or TDC Board members in any manner that could affect the outcome of the review, discussion, or negotiations regarding funding allocations or contract awards. Any such action may result in withdrawal of the application from consideration.

Applications are considered complete upon submission and must be able to stand alone. No additional information may be submitted after the deadline, except in response to requests from the TDC Administrative Office or to answer questions posed by the DAC during the allocation meeting DAC recommendations for funding are limited to allocations that do not exceed the amount requested by the applicant. Funding requests may be denied, reduced, or approved at the requested level. Applicants should note that achieving the minimum required score for eligibility does not guarantee funding.

All information submitted as part of the application process is considered a public record under the laws of the State of Florida, except when an exemption is applicable. For example, "financial information" which has been asserted as "confidential" by the applicant may be exempt from public records request.

The Applicant, if awarded funding, understands and agrees to execute an agreement with Monroe County and will be subject to and shall comply with all terms and conditions as set forth in the Sample Destination or Turnkey Event Agreement.

DOWNLOAD AND SUBMISSION OF APPLICATION

All applicants must use the current application form available through the County's electronic bidding platform at https://monroecounty-fl.bonfirehub.com or www.monroecounty-fl.gov/BonfireBids. Applications submitted on any other form will be rejected. **All instructions within the application must be followed precisely; failure to do so will result in the application not being accepted.**

If additional rounds of FY 2027 funding are announced, applicants must download the updated application form provided for that round. Use of a prior version will result in rejection of the application.

Applications must be uploaded to the County's electronic bidding platform by the deadline and in the manner specified on the first page of the application. It is the sole responsibility of the applicant to ensure that the application is successfully submitted and received before the stated deadline.

WORKSHOPS FOR APPLICANTS

A workshop will be held via Zoom for applicants interested in applying for event funding. Attendance is strongly recommended. **(Details are subject to change and may be confirmed by emailing** grants@fla-keys.com**)**

Topic: FY 2027 Destination/Turnkey Event Funding Workshop
Time: March 4, 2026 10:00 AM Eastern Time (US and Canada)

Join Zoom Meeting: https://zoom.us/j/95860265599?pwd=sIfifNZasblXoswnbfKYAMDQ2fAxXz.1
Meeting ID: 958 6026 5599
Passcode: 023599

CRITERIA FOR SCORING OF APPLICATION

Each DAC will review and score event applications during the allocation meeting. Scoring will be conducted on a scale, with 1 being the lowest.

Following evaluation, scores will be tabulated. Applications that do not achieve a minimum score of 24 points or higher from a majority of the seated members will not be considered for funding. Applications meeting the minimum requirement will be ranked in order of average score, with the highest scoring events receiving priority. In the event of a tie, the highest score in the **Timing of Event** category will serve as the determining factor. For ease of reference, point allocations are listed at the end of each Exhibit. A sample scoring sheet is available here: Sample Score Sheets

The minimum threshold has been established to ensure that events demonstrating strong merit in the following areas are prioritized for consideration:

- **Primary Purpose of Event, Itinerary & Room Nights**
- **Destination Stewardship & Community Involvement**
- **Timing of Event**
- **Strength of Marketing Plan and Organizations Financial Commitment to Event Promotion**
  - Clearly define **target audiences** and how they will be reached.
  - Outline **digital and social media strategies**, including platforms, frequency, and engagement goals.
  - Describe how **return on investment (ROI)** will be measured, including overnight room nights and marketing reach.
- **Action Plan**

Events scoring well in these categories should meet the minimum threshold regardless of the **Timing of Event**. Events that are moderately strong in these categories will need to demonstrate thoughtful scheduling—such as being held during slower months or generating mid-week overnight stays—to achieve the minimum score. Events that are weak in these core categories will not meet the threshold for consideration.

Applicants should note that meeting the minimum score requirement does not guarantee funding. Funding decisions remain subject to overall ranking, available resources, and DAC recommendations.

DESTINATION STEWARDSHIP & COMMUNITY INVOLVEMENT

Destination Stewardship & Community Involvement is the ongoing responsibility of managing tourism in a way that creates a net positive impact for people, nature, and communities. It means ensuring that tourism aligns with local values, protects the environment, and supports both residents and visitors.

The goal is to improve the overall quality of life, for the community, for visitors, and for the natural and cultural resources that make the destination unique.

Destination Stewardship & Community Involvement is guided by four key principles:
1. **Economic Prosperity** – sustaining local economies and creating opportunities.
2. **Environmental Conservation & Ecological Balance** – protecting ecosystems and natural resources.
3. **Social Well-Being** – enhancing the quality of life for residents and ensuring equitable benefits.
4. **Cultural Protection & Respect** – safeguarding heritage, traditions, and community identity.

PRE-PROMOTION

Destination Events scheduled to take place between **October 1, 2027, and December 31, 2027** may apply for pre-promotion funding. All promotional activities and related expenditures must be completed and paid for **prior to September 30, 2027**.

Reimbursement will be limited to **eligible marketing expenses** approved in the event contract, in accordance with TDC and BOCC guidelines.

DISTRICT SPECIFIC INFORMATION

Each applicant must review the district-specific pages provided in this packet. These pages include estimates of available room nights in each district and outline the number of room nights required to replenish the bed tax dollars allocated to an event.

Applicants are expected to use this information when preparing funding requests and to demonstrate how their event will contribute to meeting or exceeding these room night requirements.

Because room night generation is a key factor in the scoring process, applicants should clearly connect their event's projected overnight impact to the replenishment of bed tax dollars within the appropriate district.

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

When applying for funding, applicants must consider the number of lodging units available within District I, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:

District I: Key West	Units (Max. daily room nights)
Hotel/Motel/B&B/Guest House/Inn	6230
Vacation Rentals	1125
RV Park & Campground	0
Total:	7355
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the DAC retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

Table 2:

District I: Key West	
Funding Level	Room Nights
$10,000	1,440
$17,000	2,450
$25,000	3,610
$35,000	5,050
$50,000	7,210
$75,000	10,820
$100,000	14,420
$120,000	17,310
$150,000	21,630
$175,000	25,240
$200,000	28,850

Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District I reached each occupancy level.

Table 3:

Events Held when average occupancy is:	Receive score of:	District I: Dates for Each Occupancy Range:
District I – Timing of Event Scoring		
0% to 75%	3	June, August - October
76% to 85%	2	January, April, May, July, November, December 1-22
86% to 100%	0	December 25-31, February – March, Martin Luther King Jr., Memorial Day & Independence Day Weekends, and Lobster Mini Season Week

District I Two Year Average Occupancy Trends By Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Series1	83%	89%	88%	85%	79%	74%	78%	68%	56%	62%	78%	80%
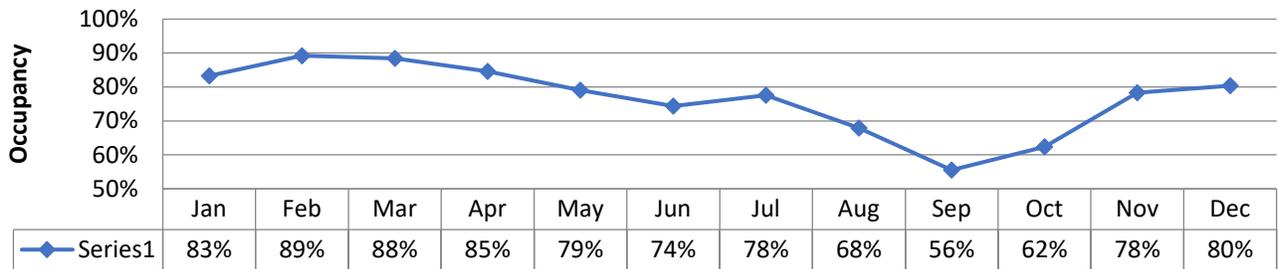
District II Applicants Only

(From the City Limits of Key West to the West end of the Seven Mile Bridge)

When applying for funding, applicants must consider the number of lodging units available within District II, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:	
District II: Big Pine Key & The Lower Keys	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	327
Vacation Rental	295
RV Park & Campground	1,202
Total	1,824
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the DAC retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

| Table 2:		
District II: Big Pine Key & The Lower Keys		
Funding Level	Hotel/Motel/B&B Room Nights	RV/Campground Room Nights*
$5,000	760	1,510
$7,500	1,130	2,270
$10,000	1,510	3,030
$15,000	2,270	4,540
$20,000	3,020	6,050
$25,000	3,780	7,560
*As DAC II has minimal 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.		

DISTRICT II CONTINUED
TIMING OF EVENT

Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District II reached each occupancy level.

Table 3

Events held when average occupancy is:	Receive Score of:	District II: Dates for each occupancy range
0% to 59%	5	September & October
60% to 69%	4	August, November & December 1-24
70% to 79%	3	January & April – July
80% to 100%	2	February - March
	0	December 25-31, Martin Luther King Jr., Memorial Day & Independence Day Weekends, & Lobster Mini Season Week

District II Two Year Average Occupancy Trends By Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Series1	72%	81%	83%	77%	71%	70%	73%	63%	47%	53%	65%	65%
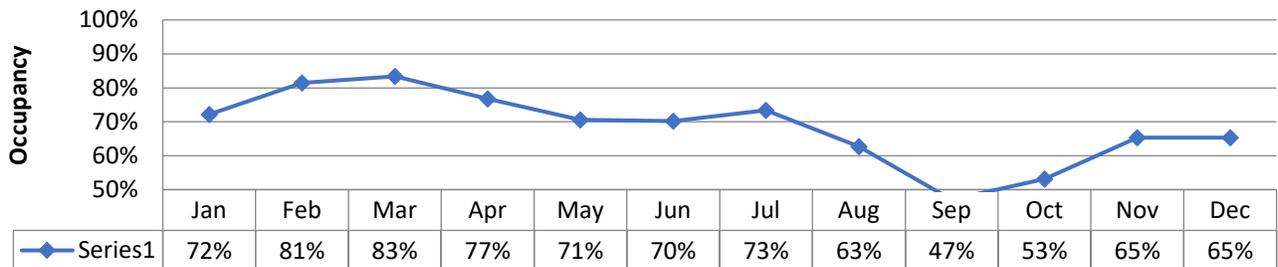
District III Applicants Only
(From the west end of the Seven Mile Bridge to the Long Key Bridge)

When applying for funding, applicants must consider the number of lodging units available within District III, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:	
District III: Marathon	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	2325
Vacation Rental	1884
RV Park & Campground	725
Total	4934
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the DAC retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

| Table 2:	
District III: Marathon	
Funding Level	Room Nights
$5,000	780
$10,000	1,570
$20,000	3,130
$30,000	4,700
$40,000	6,260
$50,000	7,830

DISTRICT III CONTINUED
TIMING OF EVENT

Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District III reached each occupancy level.

Table 3

Events held when average occupancy is:	Receive Score of:	District III: Dates for each occupancy range
		District III – Timing of Event Scoring
0% to 59%	5	September & October
60% to 69%	4	January, May-June, August, November – December 23
70% to 79%	3	February, April and July
80% to 100%	2	March
	0	Martin Luther King Jr., Memorial Day & Independence Day Weekends & Lobster Mini Season Week

District III Two Year Average Occupancy Trends By Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Series1	68%	77%	81%	73%	67%	69%	74%	62%	44%	53%	66%	66%
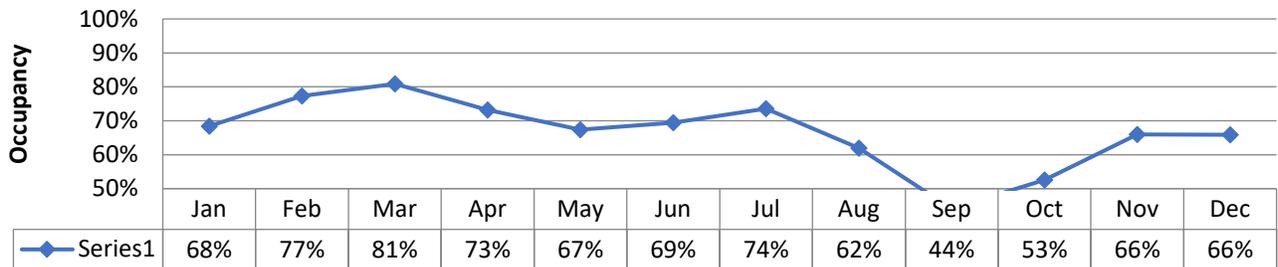
DISTRICT IV APPLICANTS ONLY
(Between Long Key Bridge and mile marker 90.939)

When applying for funding, applicants must consider the number of lodging units available within District IV, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:	
District IV: Islamorada	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	1566
Vacation Rental	467
RV Park & Campground	109
Total	2142
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the DAC retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

Table 2:

| District IV: Islamorada	
Funding Level	Room Nights
$10,000	1,390
$15,000	2,090
$20,000	2,790
$25,000	3,480
$30,000	4,880
$40,000	5,580

Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District IV reached each occupancy level.

Table 3

Events held when average occupancy is:	Receive Score of:	District IV: Dates for each occupancy range
00% to 69%	4	January, August – December
70% to 79%	3	April - July
80% to 84%	2	February - March
85% to 100%	0	Martin Luther King Jr., Memorial Day & Independence Day Weekends & Lobster Mini Season Week

District IV Two Year Average Occupancy Trends By Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Series1	68%	81%	83%	77%	72%	71%	74%	63%	50%	52%	64%	65%
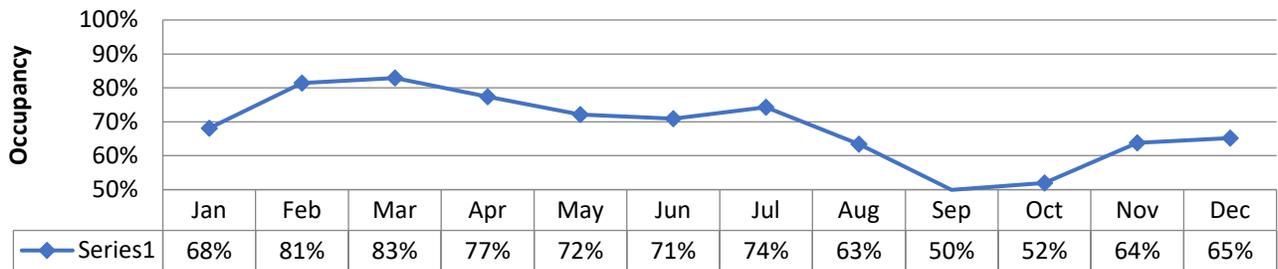
District V Applicants Only
(From mile marker 90.940 to the Dade/Monroe County line
& any mainland portions of Monroe County)

When applying for funding, applicants must consider the number of lodging units available within District V, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:	
District V: Key Largo	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	1906
Vacation Rental	851
RV Park & Campground	379
Total	3136
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the District Advisory Committee (DAC) retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

| Table 2:	
District V: Key Largo	
Funding Level	Room Nights
$10,000	1,620
$15,000	2,430
$20,000	3,250
$25,000	4,060
$30,000	4,870
$35,000	5,680
$40,000	6,490

Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District IV reached each occupancy level.

Table 3

Events held when average occupancy is:	Receive Score of:	District IV: Dates for each occupancy range
0% to 59%	5	September
60% to 69%	4	August, October, November, & December
70% to 75%	3	January, April, May, & June
76% to 85%	2	February, March, & July
86%-100%	0	Martin Luther King Jr., Memorial Day & Independence Day Weekends and Lobster Mini Season Week

District V Two Year Average Occupancy Trends By Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Series1	73%	82%	83%	75%	71%	74%	77%	60%	53%	63%	67%	63%
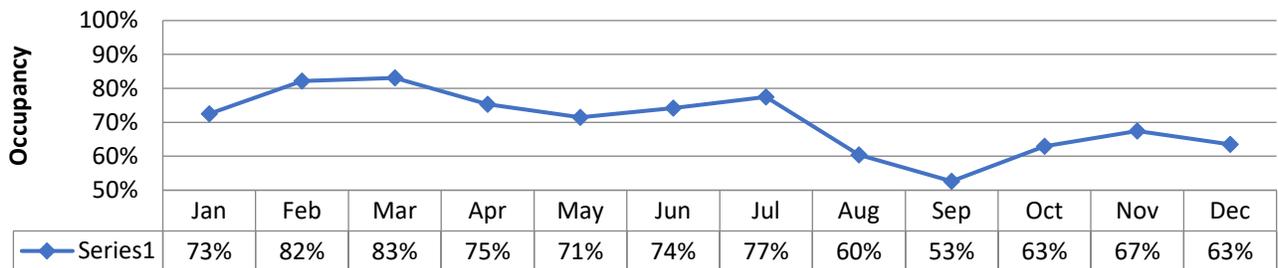
FY 2027 CALENDAR

October 2026
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November 2026
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December 2026
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January 2027
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2027
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March 2027
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April 2027
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 2027
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June 2027
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July 2027
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August 2027
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September 2027
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Holidays:

Oct 12, 2026	Columbus Day	May 31, 2027	Memorial Day
Nov 11, 2026	Veterans Day	Jun 18, 2027	'Juneteenth' day off
Nov 26, 2026	Thanksgiving Day	Jun 19, 2027	Juneteenth
Dec 25, 2026	Christmas Day	Jul 4, 2027	Independence Day
Jan 1, 2027	New Year's Day	Jul 5, 2027	'Independence Day' day off
Jan 18, 2027	Martin Luther King Jr. Day	Sep 6, 2027	Labor Day
Feb 15, 2027	Presidents' Day		

YOUR APPLICATION BEGINS ON THE FOLLOWING PAGE
– THIS IS THE PART YOU SUBMIT

APPLICATION FOR EVENT FUNDING

For Events Taking Place Between October 1, 2026 – September 30, 2027

Note: Destination Events scheduled between October 1, 2027 – December 31, 2027 may apply for pre-promotion funding. All promotional activities must be completed prior to September 30, 2027.

Event Information
- Event Title/Name: _____
- Event Website: _____
- Event Venue(s): _____
- Date(s) of Event: _____
- Rain Date(s): _____

☐ Check this box if applying for pre-promotion funding for an event scheduled between October 1, 2027 – December 31, 2027. Only Destination events are eligible to apply for Pre-Promotion. *(Refer to FY 2027 calendar included in this document.)*

Applicant Information
- Name of Applicant Organization: _____

  Registered Business Name **(**as listed on **www.sunbiz.org)** *(Attach a copy of the Sunbiz printout to this application.)*

☐ For Profit
☐ Not-for-Profit

Primary Contact for Correspondence

(This individual must be able to accept responsibility for receipt of information.)
- Contact Person: _____
- Email: _____
- Telephone (daytime/mobile): _____
- Address: _____

Applicant History
Provide a summary of the applicant organization's history, relevant experience, and background. (300 characters)

Code Enforcement Compliance

Does your organization or property have any outstanding code violations, fines, costs, or liens?

☐ Yes

☐ No

Note: Pursuant to Section 2-25(e), Monroe County Code, and all local municipalities, organizations with outstanding code compliance fines are not eligible to receive grants or contracts from the County until such fines are resolved through payment or settlement.

If yes, please explain: (250 characters)

| |
| |

Event History

Has this event been produced in the past?

☐ Yes*   ☐ No

- **If yes, when?**
- **Was the same applicant the producer?** ☐ Yes   ☐ No – organization that produced:

Authorized Representatives

List the name of the President and other individuals authorized to execute contracts and act on behalf of the applicant organization (your organizations meeting minutes may be requested for backup):

Name	Title

Event Staff and Volunteers

List staff members, including volunteers, who will be responsible for administering and organizing the event. Provide evidence of their qualifications and capabilities to manage the event successfully.

Name	Qualifications	Capabilities

PRIMARY PURPOSE OF EVENT
(Exhibit A-1)

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

☐   To attract out-of-county visitors to the destination and generate overnight stays ("Heads in Beds").

☐   To provide activities and entertainment for visitors already in the destination, enhancing their overall experience

EVENT ITINERARY
(Exhibit A-2)

Provide a detailed outline of the activities that will take place during your event. If the event spans multiple days, list each day separately and include the venue(s) and time(s). Only include activities directly related to the funded event and produced by your organization.

Example:

- **Day 1: Opening / Kickoff** – Registration, welcome events, first-night parties, etc. (venue, time, note any street closures)
- **Day 2: Main Program / Signature Events** – The heart of the festival: races, tastings, concerts, seminars, panels. (venue, time, note any street closures)
- **Day 3: Showcase / Finale** – Community highlights, performances, competitions, closing events. (venue and time, note any street closures)

(750 characters)

NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT
(Exhibit A-3)

Events are evaluated on their ability to attract out-of-county visitors to the district where funding is requested. For the event year covered by this application, provide the number of room nights your event is anticipated to generate within the district:

- If the primary purpose of your event is to **draw out-of-county visitors**, indicate the total number of room nights you expect to generate.
- If the primary purpose is to **enhance the experience for visitors already in the destination**, indicate the number of room nights you anticipate will be influenced by attendees of your event.

Room Nights

Formula to calculate **Room Nights** for this district.

a. How many out of County Visitors to this district	a.
b. How many visitors to a room	b.
c. How many nights will visitors stay?	c.
d. Calculate: **Room nights = (a/b) x c**	* Room Nights:

Method Used to Estimate Out-of-County Visitors and Room Nights – Exhibit A-3

- **Overview of Methodology -** Briefly explain how your organization will determine the number of out-of-county visitors attending the event. Identify whether your method is based on historical data, projections, or a combination of both. (300 characters)

- **Data Sources** *(check all that apply and describe below)*

  ☐ **Ticket Sales:** Describe how ticket purchase data will be collected and analyzed (include zip code capture at point of sale if applicable).

  ☐ **Surveys:** Provide details on how attendee surveys will be distributed, collected, and analyzed (e.g., on-site, digital follow-up, or mailed).

  ☐ **Registrations:** Explain how event registration data will be recorded and tracked.

  ☐ **Group Block Pick-Up Reports:** Describe the process for securing reports from lodging partners and attaching them to your final documentation.

  ☐ **Raffle/Contest Zip Codes:** Explain how raffle or contest entries will be used to capture visitor origin data.

☐ **Other Sources:** List and explain any additional data sources used.
(300 characters)

```
```

- **Activity Type Distinction** Identify which activities are ticketed versus free/open to the public. Explain how this distinction affects visitor tracking and projected room nights. (300 characters)

```
```

- **Contingency Planning** - Outline steps to adjust data collection methods if initial strategies are unsuccessful (e.g., low survey response rate). Mention insurance or backup measures in case of cancellation. (300 characters)

```
```

Example survey format is available here: Survey Example

Scoring 0 – 10 _____

DESTINATION STEWARDSHIP & COMMUNITY INVOLVEMENT (Exhibit B)

Does your event include a scholarship component or local charitable contribution? *Applicants utilizing a verified local charity will receive one (1) additional evaluation point.*

☐ Yes   ☐ No

If yes, please describe the local charity or scholarship program, including the amount being contributed or the projected contribution amount (250 characters)

```
```

☐ **How will your event support the environment, the community, and local culture?** (300 characters)

```



```

Scoring 1 – 6 ____

<div style="text-align:center">

TIMING OF EVENT
(Exhibit C)

</div>

1	**Timing of Event** • Enter your score from **Table 3 (pg. 8-14)** under *Timing of Event* • If more than one box was checked, add all scores together and divide by the number of boxes checked.	Enter Score
3	**Mid-Week Events** *(Sunday–Thursday, excluding holiday weekends)* • Add **four (4) points** if your event falls on at least **two** mid-weekdays. • Add **two (2) points** if your event falls on **one** mid-weekday.	+4 or +2
4	**Total Score** • Calculate and record your **Total Score** after applying all applicable points above.	Enter Score

Scoring 0 – 9____

<div style="text-align:center">

STRENGTH OF MARKETING PLAN AND ORGANIZATION'S FINANCIAL COMMITMENT TO EVENT PROMOTION
(Exhibit D)

</div>

If awarded funding from the TDC, describe in detail how your organization plans to market the event to reach your target audience. If additional space is needed, attach as **Exhibit D**.

When describing your marketing plan, please address the following areas (as applicable):

1. **Target Audience -** Identify the primary and secondary audiences for your event (e.g., geographic markets, age groups, special interest groups). Explain how your marketing will specifically reach out-of-county visitors. (300 words)

2. **Media Strategy –** provide a brief overview of the following media strategies that applies to your event
- **Digital Advertising:** List platforms (Google Ads, Facebook/Instagram, YouTube, etc.), placement details, frequency, engagement and estimated cost.
- **Print Media:** Identify publications, circulation area, run dates, and cost.
- **Broadcast Media:** Outline TV, radio, or streaming ads; station/market reach; cost.
- **Public Relations:** Describe press releases, media partnerships, or earned media strategies.
- **Partnerships:** Include tourism partners, lodging packages, or cross-promotional opportunities (300 characters)

3. **Marketing Timeline -** Provide a brief schedule for when different types of marketing will occur leading up to the event. (300 characters)

4. **Budget Allocation -** Break down projected spending by category (e.g., digital, print, PR, broadcast). Clearly show how TDC funds will be used versus your organization's own contribution. (300 characters)

5. **Measurement of Results -** Describe how you will track and evaluate marketing effectiveness (e.g., impressions, click-throughs, ticket sales, room night tracking). (300 characters)

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│                                                                     │
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```

Marketing Plan Budget

- Total Marketing Plan Amount: $ _____

- Applicant Contribution (Hard Dollars): $ _____
  (Do not include funds requested from the TDC or other grants. Only include funds your organization is directly contributing to marketing the event.)

Budget Documentation

- If you are a **recurring event**, attach as **Exhibit D-1** your operational budget from the last event, detailing income, expenses, and community hard-dollar support contributions.
- If you are a **new event**, attach as **Exhibit D-2** your projected operating budget for the proposed event, including projected income, expenses, and community hard-dollar contributions.

Sample budgets are available here: Sample Destination and Turnkey Budgets

Scoring 1 – 10 _____

```
┌─────────────────────────────────────────────────────────────────────┐
│                                                                     │
│                          ACTION PLAN                                │
│                           (Exhibit E)                               │
│                                                                     │
└─────────────────────────────────────────────────────────────────────┘
```

Please complete the questions below as part of a detailed action plan for your proposed event.
Your plan should address the event's permits, operations, safety, and sustainability components in clear and specific detail.
(*Attach supporting documentation if needed as Exhibit E)*
Road Closures
- Will your event require road closures? If yes, describe how closures will be managed in your event plan.
  Attach a copy of the approval from the appropriate county or municipal entity, if applicable. (250 characters)

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Parking and Transportation
- How will parking be accommodated? Describe any shuttles, rideshare, or transit. (250 characters)

Security
- How will event security be provided? Include staffing, law enforcement, or private security. (250 characters)

Event Sustainability
- Describe your waste reduction and environmental strategies. List measurable goals) (250 characters)

Suggested Sustainability Practices (check all that apply):

☐ Recycling messaging in programs and event communications
☐ "Green" advertising (broadcast and digital)
☐ Vendors use biodegradable/compostable products
☐ Clearly marked recycling containers throughout site
☐ Discourage single-use plastics
☐ Identify and mitigate positive/negative environmental impacts

Scoring 1 – 4 _____

FUNDING REQUEST

For definitions of **Destination Events** and **Turnkey Events**, please refer to the instruction portion of this packet. Applicants may check **only the district(s) and grant level** for which funding is being requested. Please note:
- Applications that do not achieve the minimum required score from a majority of sitting members will not be considered for funding.
- The DAC may decline to fund an application or may recommend funding at a lower level than requested.
- Meeting the minimum required score does not guarantee funding.

☐ I am applying as a **Destination Event**
☐ I am applying as a **Turnkey Event**

District I (City Limits of Key West)

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

Definition of New Event: *An event that has not previously taken place in District I. New Events applying under this category will be considered alongside other New Event applications from a funding resource specifically allocated for new events.*

- If a New Event does not achieve the minimum score required by a majority of sitting members, it will not be considered for funding.
- Meeting the minimum score requirement does not guarantee funding.

New Event Grant Levels:
☐ Level 1: $10,000   ☐ Level 2: $17,000   ☐ Level 3: $25,000

A New Event may also elect to apply under the regular event funding process, competing with previously funded events.

☐ **District I Regular Event Funding Levels (Not a New Event):**

☐ Level 1: $10,000	☐ Level 2: $17,000	☐ Level 3: $25,000	☐ Level 4: $35,000
☐ Level 5: $50,000	☐ Level 6: $75,000	☐ Level 7: $100,000	☐ Level 8: $120,000
☐ Level 9: $150,000	☐ Level 10: $175,000	☐ Level 11: $200,000	

☐ District II
(From the City Limits of Key West to the West End of the Seven Mile Bridge)

☐ Level 1: $5,000   ☐ Level 2: $10,000   ☐ Level 3: $15,000

☐ Level 4: $20,000   ☐ Level 5: $25,000

☐ District III
(From the West End of the Seven Mile Bridge to the Long Key Bridge)

☐ Level 1: $5,000   ☐ Level 2: $10,000   ☐ Level 3: $20,000

☐ Level 4: $30,000   ☐ Level 5: $40,000   ☐ Level 6: $50,000

☐ District IV
(Between Long Key Bridge and Mile Marker 90.939)

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

☐ Level 4: $25,000　　☐ Level 5: $30,000　　☐ Level 6: $40,000

☐ District V

(From Mile Marker 90.940 to the Dade/Monroe County Line, including any mainland portions of Monroe County)

☐ 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

COMPLETE THE W-9:

Click on the LINK *(Ctrl+ left mouse click)* **to fill out the document.**
Save the document to your computer and attach it to your application.

| Form **W-9**
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service | **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. |

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

2 Business name/disregarded entity name, if different from above.

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.

☐ Individual/sole proprietor   ☐ C corporation   ☐ S corporation   ☐ Partnership   ☐ Trust/estate

☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . _____

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☐ Other (see instructions)

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . ☐

(Applies to accounts maintained outside the United States.)

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 *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number
☐☐☐ – ☐☐ – ☐☐☐☐

or

Employer identification number
☐☐ – ☐☐☐☐☐☐☐

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 _____

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*.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

Cat. No. 10231X   Form **W-9** (Rev. 3-2024)

This form must be completed **only** if your organization has not previously conducted business with Monroe County. The completed form must be uploaded as a *Confidential Financial Document* in the Bonfire system. If it is not submitted under the confidential designation, it will become part of the public record.

Click on the LINK *(Ctrl+ left mouse click)* **to fill out the document. Save the document to your computer and attach it to your application.**

MONROE COUNTY, FLORIDA
BOARD OF COUNTY COMMISSIONERS
NEW VENDOR FORM

This form is to be completed to ADD a new vendor information to Monroe County, Florida vendor database. Vendor must complete the entire form and include all required documentations to support the change request.
Use this form for A NEW VENDOR, NAME CHANGE, or TAX ID CHANGE

Individual or Business Name: _____

Vendor EIN or last 4 digits SSN: _____   Vendor Point of Contact:_____

Vendor Point of Contact Email: _____   Phone: _____

Purpose of New Vendor:	

SECTION A – MAILING OR REMITTANCE ADDRESS INFORMATION
Must include a completed IRS Form W9 and a copy of vendor invoice with billing address.

Vendor Mailing Address:	Remittance Address if different from Mailing Address:
Address: _____	Address: _____
City: _____	City: _____
State: _____ Zip: _____	State: _____ Zip: _____

SECTION B– OTHER REQUIRED INFORMATION
Must include a VOIDED check or a Bank Certification Letter. A VOIDED check must have the vendor's preprinted name. A Bank Certification Letter may have the bank representative's signature. We do not accept deposit slips or a vendor's internal remittance letter.

Bank Information for electronic deposit:	1099 Required?
Bank Account Type: Checking Savings	Yes No
Bank Name: _____	If **Yes**, please check 1099 Type:
Name on Account: _____	Attorneys Medical/Healthcare Payments
Bank Routing Number: _____	Non-Employee Compensation Other Income
Bank Account Number: _____	Rentals

SECTION C – VENDOR AUTHORIZATION
The form must be signed by a person with check signing authority for the company listed. Under penalties of perjury, I certify that the above information is complete and accurate. I authorize Monroe County, Florida to remit payment into the bank account or/and address indicated above. This authorization will remain in effect until Monroe County, Florida has received, in writing, a cancellation notification.

_____   _____
Signature   Title

_____   _____   _____
Print Name   Phone Number   Date

STATE OF _____   COUNTY OF _____
The foregoing instrument was acknowledged before me by means of   physical presence or   online notarization, this _____ day of _____ 20____, by _____.
<center>Name and Title</center>

(SEAL)   _____
<center>Print, Type, Stamp Commissioned Name of Notary</center>

Personally Known _____ OR Produced Identification _____
Type of Identification Produced: _____

This form must be completed **only if** your organization **has** previously conducted business with Monroe County and needs to **update vendor information**. <mark>The completed form must be uploaded as a *Confidential Financial Document* in the Bonfire system.</mark> If it is not submitted under the confidential designation, it will become part of the public record.

Click on the LINK *(Ctrl+ left mouse click)* **to fill out the document. Save the document to your computer and attach it to your application.**

MONROE COUNTY, FLORIDA
BOARD OF COUNTY COMMISSIONERS
VENDOR INFORMATION UPDATE REQUEST FORM

This form is to be completed to update vendor information in Monroe County, Florida vendor record. Vendor must complete the entire form and include all required documentations to support the change request.
Do not use this form for name or tax ID change request; this is considered a new vendor creation.

Individual or Business Name: _____

Vendor EIN or last 4 digits SSN: _____

Vendor Point of Contact: _____ **Phone:** _____

Please select the type of change: Banking Information   Mailing or Remittance Address

SECTION A – FINANCIAL INSTITUTION INFORMATION

Must include a VOIDED check or a Bank Certification Letter. A VOIDED check must have the vendor's preprinted name. A Bank Certification Letter may have the bank representative's signature. We do not accept deposit slips or a vendor's internal remittance letter.

New Bank Information:	**Previous Bank Information:**
Bank Account Type: Checking Savings	**Bank Account Type:** Checking Savings
Bank Name: _____	**Bank Name:** _____
Name on Account: _____	**Name on Account:** _____
Bank Routing Number: _____	**Bank Routing Number:** _____
Bank Account Number: _____	**Bank Account Number** _____

SECTION B – MAILING OR REMITTANCE ADDRESS INFORMATION

Must include a completed IRS Form W9 and a copy of vendor invoice with the new billing address.

New Mailing Address:	**Previous Mailing Address:**
Address: _____	**Address:** _____
City: _____	**City:** _____
State: _____ **Zip:** _____	**State:** _____ **Zip:** _____

SECTION C – VENDOR AUTHORIZATION

The form must be signed by a person with check signing authority for the company listed. Under penalties of perjury, I certify that the above information is complete and accurate. I authorize Monroe County, Florida to remit payment into the bank account or/and address indicated above. This authorization will remain in effect until Monroe County, Florida has received, in writing, a cancellation notification.

_____   _____
Signature   **Title**

_____   _____
Print Name   **Phone Number**   **Date**

STATE OF _____   COUNTY OF _____
The foregoing instrument was acknowledged before me by means of   physical presence or   online notarization,
this _____ day of _____ 20 ____, by _____.
                                                                              Name and Title

        (SEAL)   _____
                                                     Print, Type, Stamp Commissioned Name of Notary

                                                     Personally Known _____ OR Produced Identification _____
                                                     Type of Identification Produced: _____

INSURANCE CHECK LIST
(ONLY APPLICABLE FOR EVENTS APPLYING FOR TURNKEY FUNDING)

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 organization. It is required that the Applicant sign requisite form reflecting coverage and submit it with the proposal.

Insurance requirements for Turnkey Events are highlighted below.

WORKERS' COMPENSATION
AND
EMPLOYERS' LIABILITY

		Workers' Compensation	Statutory Limits
	X		
WC1		Employers Liability	Bodily Injury by Accident/Bodily Injury by Disease, Policy Limits/Bodily Injury by Disease each employee $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:
- Premise Operation
- Blanket Contractual
- Products and Completed Operations
- Personal Injury

Required Limits:

GL1 _____ $300,000 Combined Single Limit

GL2 _____ $500,000 Combined Single Limit

GL3   X _____ $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 Endorsements:

GLLIQ _____   Liquor Liability

GLS _____   Security Services

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

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

BR1	_____	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.
PRO2	_____		$500,000 per Occurrence/$1,000,000 Agg.
PRO3	_____		$1,000,000 per Occurrence/$2,000,000 Agg.
POL1	_____	Pollution Liability	$ 500,000 per Occurrence/$(,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.
EDt	_____	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)
MED1	_____	Medial Professional	$300,000/$750,000 Agg.
MED2	_____		$500,000/$1,000,000 Agg.
MED3	_____		$1,000,000/$3,000,000 Agg.
MED4	_____		$5,000,000/$10,000,000 Agg.
IF	_____	Installation Floater	Maximus value of Equipment Installed
VLP1	_____	Hazardous Cargo Transporter	$300,000 (Requires MCS-90)
VLP2	_____		$500,000 (Requires MCS-90)
VLP3	_____		$1,000,000 (Requires MCS-90)
BLL	_____	Bailee Liab.	Maximum Value of County Property that will be in the Bailee's possession

HKL1	_____	Hanger Keepers Liability	$300,000
HKL2	_____		$500,000
HKL3	_____		$1,000,000
HKL4	_____		$5,000,000
AIR1	_____	Aircraft Liability	$1,000,000
AIR2	_____		$5,000,000
AIR3	_____		$50,000,000
AEO1	_____	Architects Errors & Omissions	$250,000 per Occurrence/$500,000 Agg
AEO2	_____		$500,000 per Occurrence/$1,000,000 Agg
AEO3	_____		$1,000,000 per Occurrence/$3,000,000 Agg.
AEO4	_____		$300,000,000 per Occurrence/$5,000,000 Agg.
ARP	_____	All Risk Property	Full Replacement Value of Structure
EOJ	_____	Engineers Errors & Omissions	$250,000 per Occurrence/$500,000 Agg.
EO2	_____		$500,000 per Occurrence/$1,000,000 Agg.
EO3	_____		$1,000,000 per Occurrence/$2,000,000 Agg.
EO4	_____		$5,000,000 per Occurrence/$10,000,000 Agg.
WL1	_____	Watercraft Liability	$500,000 per Occurrence
WL2	_____		$1,000,000 per Occurrence

APPLICANT'S INSURANCE STATEMENT

I understand that insurance will be mandatory.
If awarded the contract all insurance requirements will be satisfied.

Applicant Name		Signature	

Title

Organization Name: _____

APPLICATION CHECK LIST

(Submit with Application)

I have completed the following items:

Applicant has completed the following sections:

☐ Purpose of Event

☐ Destination Stewardship & Community Involvement (with supporting documentation attached)

☐ Event Itinerary

☐ Number of Room Nights (with supporting documentation attached)

☐ Funding Request (Destination or Turnkey, with funding level selected)

☐ Marketing Plan

☐ Action Plan

☐ W9

☐ Applicable Vendor Form

☐ Proof of Insurance *(Turnkey applicants only)*

Reference Materials Reviewed (available on the Monroe County website under Tourist Development Council)

☐ Sample Destination or Turnkey Event Agreements

☐ Sample Reimbursement Packets

☐ Sample Score Sheet used by the District Advisory Committees

☐ I understand that the application must achieve a score of **24 points or higher** by a majority of seated committee members in order to qualify for funding.

EXAMPLES OF DESTINATION STEWARDSHIP AND COMMUNITY INVOLVEMENT

1. Economic Prosperity

Sustaining local economies and creating opportunities

- Generate overnight stays and measurable room nights across Monroe County properties, particularly during need periods.

- Prioritize Florida Keys–based venues, vendors, production companies, restaurants, and small businesses.

- Create local sponsorship, employment, and volunteer opportunities that support year-round economic resilience.

2. Environmental Conservation & Ecological Balance

Protecting ecosystems and natural resources

- Implement waste-reduction strategies, recycling programs, and reduced single-use plastics in alignment with Keys sustainability efforts.

- Select venues and event layouts that protect sensitive coastal and natural areas.

- Incorporate messaging that promotes stewardship of the Florida Keys National Marine Sanctuary and surrounding natural resources.

3. Social Well-Being

Enhancing quality of life and ensuring equitable benefits

- Include community-access opportunities such as discounted local tickets, youth programming, or public engagement components.

- Partner with verified Monroe County nonprofits to provide charitable contributions or community reinvestment.

- Coordinate responsibly with local officials to manage traffic, noise, and public space use to minimize resident disruption.

4. Cultural Protection & Respect

Safeguarding heritage, traditions, and community identity

- Feature Florida Keys artists, musicians, culinary partners, and cultural organizations.

- Integrate programming that reflects the Keys' rich maritime history, island culture, and diverse community heritage.

- Ensure branding and messaging align with the authentic character and values of the Florida Keys.

PROMOTING AND MARKETING YOUR EVENT

(STARMARK PRESENTATION)

WHAT'S NEXT IF YOU GET FUNDED?

==Congratulations you have been recommended for funding from your District Advisory Committee (DAC)==

- The TDC Administrative office will place the recommendation on the next available TDC agenda for approval
- We will start work on a contract for your event and someone will be contacting you to confirm your dates, scope of services (brief description of what your event will entail) and if you are funded as a destination event we will have to get your final budget from you
- Once the TDC has approved the recommendation of the DAC, we will place your contract on either the September or October BOCC agenda for final approval.

TIPS FOR A SUCCESSFUL REIMBURSEMENT

OUT OF STATE VENDORS AND THEIR REGISTRATION WITH SUNBIZ

Approved process going forward:

1.) If an event organizer chooses to work with an out-of-state vendor that is not registered with the State of Florida (Sunbiz), the event organizer must contract with and **pay the vendor directly**.

2.) The event organizer may then submit their own invoice to the TDC for reimbursement, in accordance with the terms of your funding agreement.

This clarification applies to all current AND future contracted event organizers under Destination, Fishing, and Cultural funding. It is intended to ensure compliance with Monroe County Clerk of Court requirements while still allowing flexibility in vendor selection. All other grant funding and reimbursement rules remain the same.

If you have questions about how this applies to your specific contract, please contact grants@flakeys.com.

To confirm whether a vendor is registered with Sunbiz, you may visit:

https://dos.fl.gov/sunbiz/search/.

<u>REIMBURSEMENT OF INVOICES</u>

<mark>**All reimbursement packets should be submitted electronically as one pdf file per vendor submission with the reimbursement page or letter of request as the front pages.**</mark> **Before emailing your pdf open the file and ensure all pages are the correct orientation and in the correct order so they can easily be read.**

All pages/pictures/invoices need to be labeled at the top of the page as to what their content is and dated to when the activity relating to your scope of services took place. Example if you had a 4 day event that took place June 1,2,3,4 you should show a picture of the activity, label and date it. If you had a boat race put the date on 1 picture from each day. You could also provide a copy of your advertisement showing the event was to take place on all 4 days.

 The email address to submit reimbursement packets to is:

<div align="center">

TDCReimbursement@MonroeCounty-fl.gov

</div>

You should receive a confirmation email to say your reimbursement packet has been received. If you do not get that email then call our office at (305) 296-1552 and ask to be directed to a member of the finance team. Please KEEP this email as proof that you sent it and we received it.

It is the responsibility of the submitting party to confirm delivery of the reimbursement request prior to the contract expiration date.

Turnkey Event Funding Submissions:

Provide:

- Letter stating that you are requesting payment in the amount of your contracted funding allocation of (insert amount) and that your event took place with all scope of services listed in your contract being met.
- A labeled picture showing proof of each event/activity listed in your scope of services and the date it took place
- A copy of promotional item showing how your event was advertised for the dates it took place
- Ensure your insurance is ready to begin on date of your event and that you have a note on your calendar to provide to the Monroe County a copy of your insurance listing them as certificate holder no later than 5 days before the event takes place – insurance requirements will be listed in your contract. This is a required document for reimbursement of your event.

Destination Event Funding Submissions:

Provide:

- Reimbursement pages of reimbursement packet
- Invoices with proof of payment submitted behind the invoice
- include all completed vendor's W-9 forms with Monroe County Tourist Development Council direct payment vendor requests
- Where possible label all items so that someone who is not familiar with your event knows what they are looking at

Prior to payment, the TDC and/or the Monroe County Finance Department may require additional documentation in order to process a reimbursement request.

Key West Literary Seminar

Executive Director

Arlo Haskell

Board of Directors

Michael Blades, Vice President
Meg Cabot
Leslie Concepcion, Treasurer
Peyton Evans
Lynn Kaufelt
Nancy Klingener, President
David McConnell
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Phyllis Rose
Janice Stone
Joy Williams

Founder

David A. Kaufelt
(1939–2014)

February 8, 2024

To: Monroe County Tourist Development Council
From: Arlo Haskell
Re: Request for Payment Letter for Key West Literary Seminar FY 2024

Please find enclosed proof that I did, in fact, produce the Key West Literary Seminar in January 2024 (FY 2024) and complied with the scope of services written in my contract (see below):

a) Daily literary walking tours; January 6-15, 2024.
b) Film screening with after screening conversation; January 9, 2024.
c) 4-day writers workshops; January 7–11, 2024.
d) 4-day literary seminar to include readings, lectures, interviews and conversations with distinguished presenters; January 11-14, 2024.

I have attached/submitted promotional, marketing and publicity materials.

On the grounds that we have produced the Key West Literary Seminar according to the guidelines of our contract, I am requesting a check in the amount of $75,000 to Key West Literary Seminar, Inc., sponsor and contract entity.

Arlo Haskell
Executive Director
Key West Literary Seminar
624 White St., Key West, FL 33040
305-293-9291
arlo@kwls.org

Sunday, January 14 Continued

The afternoon session is free and open to the public.

Time	Event
1:30–1:35 pm	Welcome: Arlo Haskell
1:35–2:15 pm	Joy Castro and Patricia Engel: "Building a Faraway World: The Art of the Short Story Collection"
2:15–3:05 pm	Richard Blanco, Billy Collins, and Campbell McGrath, in conversation with P. Scott Cunningham, founder of O, Miami: "Buried at Sea: The Poet in Florida"
3:05–3:15 pm	10-minute break
3:15–3:45 pm	Lily Brooks-Dalton: "How to Feel Better While the World Ends"
3:45–4:30 pm	Jennine Capó Crucet, Rebecca Renner, and Diane Roberts: "The Last Word on Florida"
4–4:30 pm	Book signings with Richard Blanco, Lily Brooks-Dalton, Joy Castro, Billy Collins, Jennine Capó Crucet, P. Scott Cunningham, Patricia Engel, Rebecca Renner, and Diane Roberts

Free

OTHER HAPPENINGS & EVENTS

Exhibitions
- **Florida: The State of Our Nature**
  Jan. 4–25 at Studios of Key West, 533 Eaton St.

Films
- **Double Feature:** *Tarpon* and *All That Is Sacred*
  Jan. 5–11 at Tropic Cinema, 416 Eaton St.; tickets: tropiccinema.com

Karaoke!
- **A Very Important Literary Karaoke Party!**
  Jan. 12, 6 pm at Pilar Rum Distillery, 602 Greene St. Signups start at 5:30

Lectures and Conversations
- **Capt. Will Benson and Arlo Haskell:** "Lines In the Water: Anglers and Writers in the Florida Keys from the 1970s to Today" *[Item (b.)]*
  Jan. 9, 7 pm, at Tropic Cinema, 416 Eaton St.; tickets: tropiccinema.com
- **Craig Pittman:** "Oh, Florida! How America's Weirdest State Influences the Rest of the Country"
  Jan. 10, 5 pm, at Tropic Cinema, 416 Eaton St.
- ***All Things Beautiful:*** A Conversation with Kristen B. Grace and Heather Dewar
  Jan. 12, 1 pm, at Studios of Key West, 533 Eaton St.
- **Jonathan Escoffery:** *If I Survive You*
  Jan. 15, 6 pm, at Key West Public Library Palm Garden, 700 Fleming St.

Open House
- **Elizabeth Bishop House**
  Jan. 15, 11 am–1 pm at 624 White St.

School Events
- **Carl Hiaasen at Key West High School**
  Jan. 12, open to students and teachers only.

Tours *[Item (a.)]*
- **Old Town Literary Walking Tour**
  Jan. 5–15, beginning at Key West Public Library, 700 Fleming St.; tickets: kwls.org/tour

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Key West Literary Seminar | Who We Are

Key West Literary Seminar's mission is to promote the understanding of important literary works and their authors, support new American voices, and preserve Key West's literary heritage while providing resources for readers and writers around the world.

Executive Director
Arlo Haskell

Board of Directors
Michael Blades | Meg Cabot | Leslie Concepcion
Peyton Evans | Lynn Kaufelt | Nancy Klingener
David McConnell | Michael Nelson | Lori Reid
Diane Shelby | Nina Weissberg | Carey Winfrey

624 White Street, Key West, Florida 33040
kwls.org | 305-293-9291 | mail@kwls.org

Writers' Workshop Program *[Item (c.)]*

January 7–11, 2024

Offering writers at all stages of development with opportunities to explore the craft of writing. Faculty include **Matt Bell, Joy Castro, Jonathan Escoffery, Kimiko Hahn, David Heska Wanbli Weiden, Marie Howe, Paul Lisicky,** and **Rebecca Makkai.**

* See kwls.org/workshops

— WITH PRESENTERS —

DAVE BARRY

CARL HIAASEN

TANANARIVE DUE

JEFF VANDERMEER

— & —

RICHARD BLANCO • LILY BROOKS-DALTON • JOY CASTRO BILLY COLLINS • JENNINE CAPÓ CRUCET • JACK E. DAVIS PATRICIA ENGEL • JONATHAN ESCOFFERY • LAUREN GROFF GILBERT KING • CAMPBELL MCGRATH DANTIEL W. MONIZ • CRAIG PITTMAN REBECCA RENNER • DIANE ROBERTS • KAREN RUSSELL LES STANDIFORD AND MORE!

The 41st Annual

Key West Literary Seminar

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FLORIDA: THE STATE WE'RE IN

JANUARY 11–14, 2024 *[Item (d.)]*

*All events at Coffee Butler Amphitheater, 21 Quay Road, unless otherwise noted.

Scan here for online schedule, or go to kwls.org/florida

↓ PLUS ↓

Writers Workshops
Literary Walking Tours • Film Screenings
Exhibitions • and More!

January 4–15

Thursday, January 11

1–3 pm	Audience check-in and registration
5 pm	Doors open
6 pm	Welcome to the 41st Key West Literary Seminar: **Arlo Haskell**, executive director
6:10–7 pm	John Hersey Memorial Address: **Jeff VanderMeer**, "Water Lives Here"
7–7:30 pm	Book signing with **Jeff VanderMeer**
7–9 pm	Reception, with live music by **Sam Carlson Trio**

Friday, January 12

7:30–9 am	Breakfast at Rams Head Southernmost Café, 804 Whitehead Street ($15)
9:20–9:30 am	Morning greetings: **Nancy Klingener**, president and program chair
9:30–10:05 am	**Campbell McGrath**: "At the Ruins of Miami Beach"
10:05–10:50 am	**Jennine Capó Crucet, Jonathan Escoffery, Dantiel W. Moniz**, and **Karen Russell**: "Floridians Abroad: Crafting Home after You've Left It Behind"
10:50–11:25 am	**Joy Castro**: "*One Brilliant Flame*, Anticolonial Revolution, and Key West's *Lector* Tradition"
11:25 am–11:40 pm	15-minute break

Friday, January 12 Continued

11:40 am–12:30 pm	**Lily Brooks-Dalton, Lauren Groff**, and **Jeff VanderMeer:** "Dystopian Realism and Climate Fiction"
12:30–1 pm	Book signings with **Lily Brooks-Dalton, Joy Castro, Jennine Capó Crucet, Jonathan Escoffery, Lauren Groff, Campbell McGrath, Dantiel W. Moniz, Karen Russell**, and **Jeff VanderMeer**
12:30–1:30 pm	Lunch break
1:30–2:25 pm	**Gilbert King**: "Writing History and Righting Wrongs in the Sunshine"
2:25–3:20 pm	**Jack E. Davis, Craig Pittman, Diane Roberts**, and **Les Standiford**: "Something in the Water: How Florida's Wild Places and Weird Politics Inspired a Literary Tradition"
3:20–3:35 pm	15-minute break
3:35–4:30 pm	**Dave Barry**: "On *Swamp Story* and Other Topics, including Why We Should Elect Him President"
4:30–5 pm	Book signings with **Dave Barry, Jack E. Davis, Gilbert King, Diane Roberts**, and **Les Standiford**
6:30–9:30 pm	Patrons Dinner (Patrons will receive an email with details)

Saturday, January 13

7:30–9 am	Breakfast at Rams Head Southernmost Café, 804 Whitehead Street ($15)
9:20–9:30 am	Morning greetings: **Arlo Haskell**
9:30–10:05 am	**Billy Collins**: "Adventures in Poetry"
10:05–10:55 am	"Unburying the Ghosts of the Past: **Tananarive Due** on *The Reformatory*." Interview by **Regis M. Fox**
10:55–11:05 am	10-minute break
11:05–11:55 am	**Patricia Engel, Lauren Groff**, and **Karen Russell**: "Stories and Floridas"
11:55 am–12:45 pm	**Jack E. Davis** and **Gilbert King**: "Truth and Justice by Land and by Sea: Race and Place in Nonfiction"
12:45–1:15 pm	Book signings with **Billy Collins, Jack E. Davis, Tananarive Due, Patricia Engel, Lauren Groff, Gilbert King**, and **Karen Russell**
12:45–2 pm	Lunch break
2–2:55 pm	**Dave Barry** and **Carl Hiaasen**: "Don't Blame Us: We Just Live Here"
2:55–3:05 pm	10-minute break

The Florida Keys
Key West
Close To Perfect - Far From Normal
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

Saturday, January 13 Continued

3:05–4 pm	"Book Bans: What We're Doing to Fight Florida's Anti-Reader Policies," with **Katie Blankenship** (PEN America Florida), **Judy Blume, Lauren Groff, Mitchell Kaplan**, and **Stephen Tremaine** (Bard Early College)
4–5 pm	Book signings with **Dave Barry, Lauren Groff**, and **Carl Hiaasen**
4–5 pm	Information session: **Katie Blankenship**, PEN America Florida director, and **Stephen Tremaine**, Bard Early College leader
5–7:30 pm	John Malcolm Brinnin Memorial Event
5:15 pm	Opening act: **Daniel Milewski**
5:40 pm	**Brendan Greaves**: "Today's Rainbow Is Tomorrow's Tamale: On Terry Allen and *Truckload of Art*"
6–7:30 pm	**Terry Allen** with **Jo Harvey Allen, Bukka Allen**, and **Richard Bowden**: "Songs and Stories from Juarez, MemWars, and the White Whale"
7:30–8 pm	Record and bookplate signings with **Terry Allen** and **Brendan Greaves**

Sunday, January 14

7:30–9 am	Breakfast at Rams Head Southernmost Café, 804 Whitehead Street ($15)
9:20–9:30 am	Morning greetings: **Arlo Haskell**
9:30–10:05 am	**Richard Blanco**: "The Journey Is Home"
10:05–10:30 am	Readings by the Emerging Writer Award Winners: **Prittha Bhattacharyya** (Cecelia Joyce Johnson Award), **Veronica Silva** (Scotti Merrill Award), and **Erika Higgins Ross** (Marianne Russo Award), introduced by **Katrin Schumann**
10:30–11:25 am	**Tananarive Due, Jonathan Escoffery**, and **Dantiel W. Moniz**: "More than What Makes the News: Putting Black Florida on the Page." Moderated by **Sika Dagbovie-Mullins**.
11:25–11:40 am	15-minute break
11:40 am–12:30 pm	**Craig Pittman** and **Rebecca Renner**, moderated by **Eve Samples**: "The Best Beat in American Journalism: Covering the Florida Environment"
12:30–1 pm	Book signings with **Richard Blanco, Tananarive Due, Jonathan Escoffery, Dantiel W. Moniz, Craig Pittman**, and **Rebecca Renner**
12:30–1:30 pm	Lunch

Proof for Scope of Services Item (a.) "Literary Walking Tours"
The list below is a detail of all Walking Tour participants from January 6–15, 2024

Tour Date	Qty	Name	Email	Phone
1/15/24	1	Bonnie Morrissey	bmorrissey@madriver.com	(802) 355-2546
1/15/24	1	Caitlin Niznik	csniznik1@gmail.com	(540) 419-9683
1/15/24	2	Carlos Xavier Leal	xavier110271@gmail.com	(585) 469-4731
1/15/24	1	Carolyn Skelton	csskelton01@gmail.com	(913) 488-4499
1/15/24	2	Elizabeth Bailey	elizaabailey@mac.com	(917) 696-4538
1/15/24	1	Frances Wilson	frances.wilson@eatitaly.co.uk	+44 7801 659808
1/15/24	2	Frank Kemp	FrankBKemp@gmail.com	(203) 550-1129
1/15/24	1	Nancy Bullock	nbullock85@gmail.com	(740) 404-6849
1/15/24	1	Ricardo Gonzalez-Rothi	ricg23@gmail.com	(352) 359-4929
1/14/24	1	Debra Butler	dbutle37@jhu.edu	(727) 420-7562
1/14/24	2	James Stroud	stroudjb@gmail.com	(650) 714-4178
1/14/24	1	Mary Vollmer	vollmer.mary@gmail.com	(239) 472-1070
1/14/24	1	Pritha Bhattacharyya	p.bhattacharyya2012@gmail.com	(703) 888-6971
1/13/24	1	Amber Joseph	amber.r.joseph@gmail.com	(347) 332-3523
1/13/24	1	Gavriel Cutipa-Zorn	gavcutipazorn@gmail.com	(407) 729-1805
1/13/24	1	Charlotte Wyatt	charlotte.wyatt@gmail.com	(615) 944-5204
1/13/24	2	Jo Ann Hofheimer	jmhofh@gmail.com	(757) 373-2008
1/13/24	1	Mary Greenwood	mgreen464@aol.com	(786) 897-3366
1/13/24	1	Michele Nereim	michele.nereim@gmail.com	(407) 267-5628
1/13/24	1	Reena Mukamal	reena.mukamal@gmail.com	(650) 218-3139
1/13/24	1	Veronica Silva	verolil99@gmail.com	(786) 486-5601
1/12/24	2	Brenda Bengis	brendabengis@gmail.com	(954) 461-8423
1/12/24	1	Catherine Manfra	cmanfra@dadeschools.net	(786) 859-3273
1/12/24	1	Jenn Gilgan	jagilgan@gmail.com	(513) 382-1121
1/12/24	1	Lori Neilson	lorineilson111@gmail.com	(305) 240-0985
1/12/24	1	Lori Neilson	lorineilson111@gmail.com	(305) 240-0985
1/12/24	2	Marie Kilroy	marie.kilroy@gmail.com	(540) 850-1759
1/12/24	1	Megan Spring	mspring2020@fau.edu	
1/12/24	1	Rachel Knox	rachelfortknox@gmail.com	(727) 238-4875
1/12/24	1	Randall Roden	rroden@tharringtonsmith.com	(919) 612-0153
1/12/24	1	Susan Davis Patterson	spatters@uvm.edu	(802) 777-1832
1/12/24	1	Clint King	clintonbking@aol.com	(323) 449-4244
1/12/24	1	Denise Cline	denisecline1@gmail.com	(919) 602-6225
1/12/24	1	Fran Hawthorne	fran.n.hawthorne@gmail.com	(917) 324-6372
1/12/24	1	Leah Devlin	Leahmdevlin@gmail.com	(919) 696-7095
1/12/24	2	Lisa Manfredonia	manfredonial@aol.com	(914) 391-0619
1/12/24	2	Martha Davis	martha.sw4@gmail.com	(240) 643-5192
1/12/24	4	Misty Aldrich	mistyaldrich@gmail.com	(614) 395-6220

Date		Name	Email	Phone
1/11/24	1	Shelby Little	Shelby@yarrowcreative.com	(541) 678-3395
1/11/24	1	Diana Dunn	dunndat@comcast.net	(408) 393-1568
1/11/24	1	Michael Cooper	Mikecooperbend@hotmail.com	(541) 633-6839
1/11/24	2	Pat Marino	phmarino@aol.com	(609) 558-9606
1/11/24	2	Tom Quinn	quinntmp@hotmail.com	+353 85 139 4044
1/10/24	6	Ann Orr-Weil	annorrweil@gmail.com	(734) 945-9096
1/10/24	2	Carolyn Mainardi	carolyndaymainardi@gmail.com	(973) 897-9217
1/10/24	3	Rachel Possinger	rachelpossinger@gmail.com	(484) 994-4323
1/10/24	2	Rachel Possinger	rachelpossinger@gmail.com	(484) 994-4323
1/9/24	4	Al DeVaney	jazzonorleans@aol.com	(312) 505-8767
1/9/24	1	Denise Cline	denisecline1@gmail.com	(919) 602-6225
1/9/24	1	Jean Churan	jchuranreb@aol.com	(847) 293-3906
1/9/24	1	Melissa Batavia	melbatavia@comcast.net	(510) 418-7696
1/9/24	2	michael coleman	coleman.mmc@gmail.com	(215) 530-5787
1/8/24	1	Cassidy Brallier	cassidybrallier@gmail.com	(417) 880-4112
1/8/24	1	Evan Fackler	evan.fackler@gmail.com	(419) 961-1695
1/8/24	1	Evan Fackler	evan.fackler@gmail.com	(419) 961-1695
1/8/24	2	Gillian Barth	gillian_barth@verizon.net	(713) 542-3659
1/8/24	1	Julie Savitch	JKSavitch@yahoo.com	(610) 964-2500
1/8/24	1	Kate Senecal	klynnsenecal@gmail.com	(413) 519-3313
1/8/24	1	Kirsten Bengtson-Lykoudis	kbviking@gmail.com	(718) 415-1890
1/8/24	1	Linda Girardi	lindagirardi76@gmail.com	(202) 215-6447
1/8/24	1	Michele Kaminski	babystasiu@yahoo.com	(443) 938-5010
1/8/24	1	Nancy Freund	nancyfraser11@gmail.com	011-41797092984
1/8/24	2	Robyn Stratton-Berkessel	robynsb@mac.com	(732) 939-8239
1/8/24	1	Ruth Spack	rks0212@gmail.com	(617) 838-4732
1/8/24	1	Valentina Tsoneva	valentina67bg@gmail.com	(727) 290-7512
1/6/24	1	John Keenan	jjkeenan2@gmail.com	(410) 433-4542
1/6/24	3	Mary Gregory	marydgregory@yahoo.com	(704) 651-0833

Proof for Scope of Services Item (b.) "Film Screening w/ after-screening conversation"
The photo shows the Carper Theater at Tropic Cinema on January 9, 2024, during
a double-feature screening of "Tarpon" and "All That Is Sacred."
#1 of 2 for Scope of Services Item (b.)

Proof for Scope of Services Item (b.) "Film Screening w/ after-screening conversation" The photo shows Capt Will Benson and Arlo Haskell onstage during the after-screening conversation at the Carper Theater at Tropic Cinema on January 9, 2024.
#2 of 2 for Scope of Services Item (b.)

Workshop	Participant Name	Address

Matt Bell: Refuse to Be Done: Planning for Success in Writing and Rewriting the Novel or Memoir / January 7-11, 2024

	Gillian Barth	609 Northwood Trail, Southlake, TX 76092
	Pritha Bhattacharyya	3805 Audley Street, Apartment 25301, Houston, TX 77098
	Jen Dary	840 S Barton St, Arlington, VA 22204
	Miriam Eisenstat	1314 Pleasant St. Apt. B, New Orleans, LA 70115
	Luke Fredland	206 57th Street, Pittsburgh, PA 15201
	Laura Duarte Hazan	1016 S. Conkling Street Unit C, Baltimore, MD 21224
	Annette Holmstrom	Box 239, Southworth, WA 98386
	Mark Lupinetti	PO Box 218, Tesuque, NM 87574
	Valerie Patterson	306 Foxridge Drive SW, Leesburg, VA 20175
	Andrea Rinard	3401 Country Woods Court, Lutz, FL 33559
	Kate Senecal	29 Briggs Street, Easthampton, MA 01027
	Jillian Wendt	42230 Piebald Square, Aldie, VA 20105

Joy Castro: Making the Marble: A Generative Workshop for Writers of Memoir and Personal Narratives / January 7-11, 2024

	Kirsten Bengtson-Lykoudis	816 Oak Drive, Bradenton, FL 34210
	Michele Brown	4724 Wieuca Rd. NE, Atlanta, GA 30342
	Rebecca Feaster	8200 Dixon Ave #1723, Silver Spring, MD 20910
	Donald Gean	11 Sentry Hill Rd., York, ME 03909
	Diane Hunter	13902 Bardmoor Place, Tampa, FL 33618
	Hal Pittman	8200 Dixon Ave #1723, Silver Spring, MD 20910
	Craig Slingluff	256 Woodlands Rd, Charlottesville, VA 22901
	Samantha Moe	101 Northfield Drive, Normal, IL 61761
	Christina Berke	3937 Elkwood St., Newbury Park , CA 91320
	Brittany Brewer	1538 Cahill Drive, East Lansing, MI 48823
	Robyn Stratton-Berkessel	6402 Tailfeather Way, Bradenton, FL 34203
	Luis Guzmán Valerio	145 W 96th St Apt 7A, New York, NY 10025

Jonathan Escoffery: The Final Drafts: Revising Your Short Stories / January 7-11, 2024

	Myra Alperson	900 West 190th Street, apt. 16D, New York, NY 10040
	Kate Farrell	1871 Mill Creek Rd., Manahawkin, NJ 08050
	Fannie Gray	30 Plymouth Street, Montclair, NJ 07042
	Amber Joseph	5610 Larchwood Avenue, Philadelphia, PA 19143
	Julie Reiser	718 Bay St., Baltimore, MD 21211
	Lisa Slage Robinson	1814 Tyris Drive, Pittsburgh, PA 15241
	Jeannine Vesser	589 Eagles Nest Court, Ballwin, MO 63011
	Alex Romero	
	Subraj Singh	6009 Pontiac St, Berwyn Heights, MD 20740
	Ruth Spack	35 Commonwealth Avenue, Apt 401, Newton, MA 02467
	Peggy Neill	621 Route 9D, Philipstown, NY 10524

Kimiko Hahn: Japanese Forms to Tilt the Western Mind: For Poets and Poetry Lovers / January 7-11, 2024

	O-Jeremiah Agbaakin	
	Julie Benesh	1000 N Lake Shore Dr. Apt 2302, Chicago, IL 60611-5348
	Martha Davis	105 Nutley St, Ashland, OR 97520
	Kathleen Goldblatt	160 Eustis Avenue, Newport, RI 02840
	Michele Kaminski	9532 Bauer Avenue, Baltimore, MD 21236
	Diana Lueptow	2050 White Pond Drive, Akron, OH 44313

Betsy Nelson	55 Hillside Road, Dedham, MA 02026
Ann Orr-Weil	511 Frances Street, Key West, FL 33040
Morgan Ray	1779 E Kensington Ave, Salt Lake City, UT 84108
Randi Sanders	725 Taplow Road, Venice, FL 34293
Dorinda Woodley	218 Park View Ave., Piedmont, CA 94610
Alecia Beymer	3124 Beaver Ave, Cincinnati, OH 45213

Marie Howe: Doing It Differently: A Poetry Workshop / January 7-11, 2024

Eleanor Altman	210 N. Queen Street, Chestertown, MD 21620
Marita Anderson	1686 Northridge Road, Atlanta, GA 30350
Janine Certo	429 Kensington Road, East Lansing, MI 48823
Linda Girardi	15 Sweetwater Oaks Drive, Fletcher, NC 28732
Clint King	515 N. Larchmont Blvd. #205, Los Angeles, CA 90004
Annie Newcomer	2424 W 71St Street, Prairie Village, KS 66208
Travis Russ	51 Jane Street Apt. 10, New York, NY 10014
Danielle Snyder	5604 Southwest Parkway #1326, Austin, TX 78735
Nicole Tallman	253 NE 2nd Street #907, Miami, FL 33132
Will Russo	5014 N Glenwood Ave Apt 1, Chicago, IL 60640
Anne Neubauer	1146 Edgemound Dr, Santa Barbara, CA 93105-2140
Veronica Silva	15955 SW 140th St, Miami, FL 33196

Paul Lisicky: On Urgency: A Memoir Workshop / January 7-11, 2024

Frank Bolaños	19440 West Saint Andrews Drive, Miami, FL 33015
Rebecca Bruff	16 Oyster Catcher Rd., Beaufort, SC 29907
Rebecca Efroymson	132 Maple Drive, Asheville, NC 28805
Ashley George	12669 Headwater Way, Wellington, FL 33414
C.J. Hawn	210 Rocketts Way Unit 409, Richmond, VA 23231
Reshmi Hebbar	1394 Logan Circle, Marietta, GA 30062
Gabriel X. Hendrix	7561 Rio Pinar Lakes Boulevard, Orlando, FL 32822
Kurt David	
Julie Savitch	490 Glenmary Lane, Radnor, PA 19087
Jason Masino	1777 N Williams St, Denver, CO 80218
Wayne Jessup	1933 Coral Gardens Dr, Wilton Manors, FL 33306

Rebecca Makkai: Advanced Fiction for Novelists: What Makes the Story "Go"? / January 7-11, 2024

John Baum	555 Cambridge Way Northeast, Atlanta, GA 30328
Denise Cline	1327 Rand Drive, Raleigh, NC 27608
Nancy Freund	Route de Burtigny 32, Begnins, 1268 SWITZERLAND
Lu Han	500 W 43rd St #4J, New York, NY 10036
Annie Lareau	3822 Densmore Ave N., Seattle, WA 98103
Carolyn Mainardi	42 Main Street #2, Dover, NH 03820
Erika Higgins Ross	PO Box 195, Deerfield, MA 01342
Laura Williams	303 Robineau Road, Syracuse, NY 13207
Evan Fackler	303 Mimosa Dr, Greensboro, NC 27403
Donette Plaisance	6 Alton Ct, Newark, DE 19711

David Heska Wanbli Weiden: Focus on Fiction: Techniques to Heighten Plot, Dialogue, Setting, Scene, and Theme in Novel and Short Story / January 7-11, 2024

Audrey Altstadt	PO Box 2321, Amherst, MA 01004
Cassidy Brallier	992 Democracy Dr, Rogersville, MO 65742
Leone Ciporin	2759 Peppervine Court, Charlottesville, VA 22911

Jenn Gilgan	700 S Harbour Island Blvd Unit 713, Tampa, FL 33602
London Griffith	50 Durham Rd, Easton, PA 18042
Brenda Horrigan	PO Box 4423, 40 Norton Ave., Vineyard Haven, MA 02568
Priscilla Mainardi	119 Walnut St. #2, Montclair, NJ 07042
Carolyn Mason	6 Veridian Park West, Lady's Island, SC 29907
Gary Young	PO BOX 4302, Key West, FL 33041
Fran Hawthorne	443 Fifth Street, Brooklyn, NY 11215
	11704 Raintree Village Blvd Unit A, Temple Terrace, Florida, FL 33617
Valentina Tsoneva	
David Richardson	7509 Harrison Ave, Mount Healthy, OH 45231

January 11, 2024

Proof for Scope of Services Item (d.) "Literary Seminar."
The photos show Seminar activities on January 11, 2024,
including a lecture by keynote speaker Jeff VanderMeer.
#1 of 4 for scope of services Item (d.)
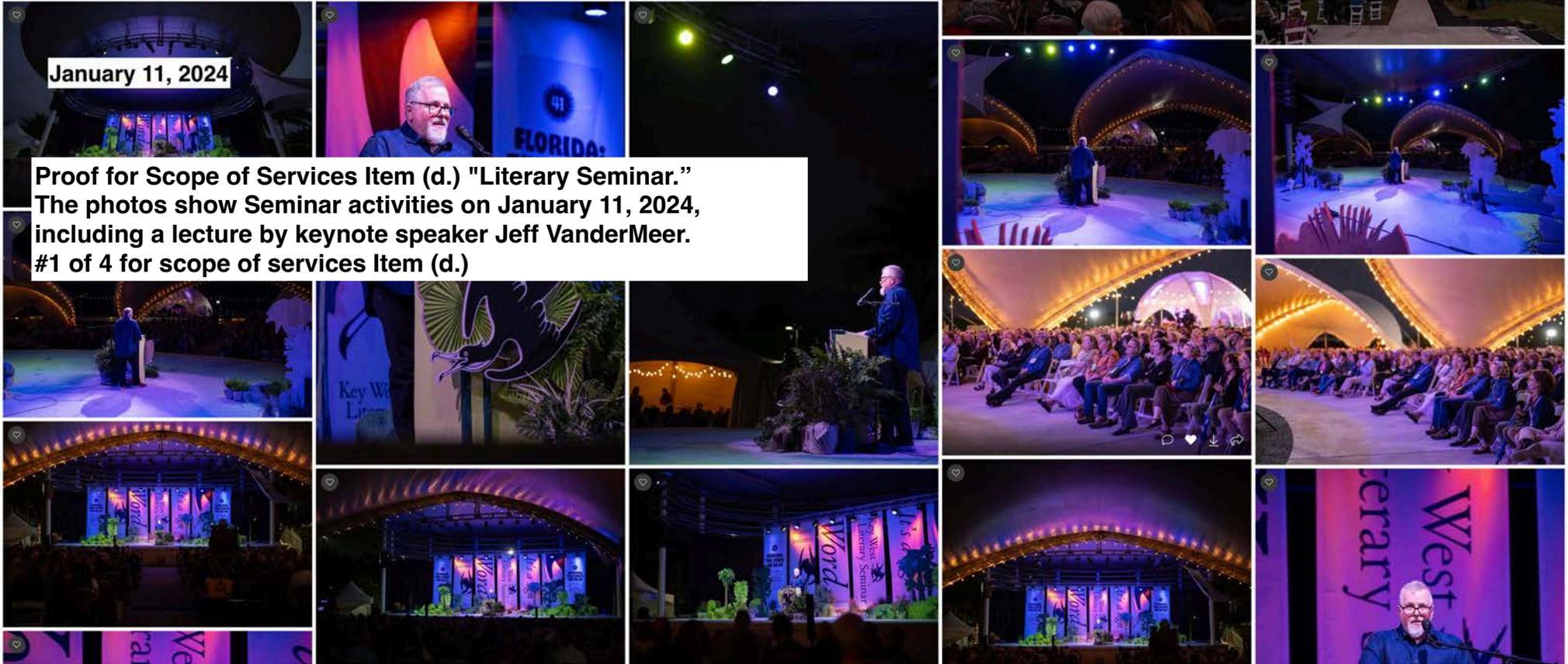
Proof for Scope of Services Item (d.) "Literary Seminar."
The photos show Seminar activities on January 12, 2024, including a conversation with Jonathan Escoffery, Dantiel W Moniz, and Karen Rusell; and a lectures by Gilbert King and Joy Castro.
#2 of 4 for scope of services Item (d.)

January 13, 2024

Proof for Scope of Services Item (d.) "Literary Seminar."
The photos show Seminar activities on January 13, 2024,
including an interview of Tananarive Due by Regis Fox; a
conversation with Lauren Groff and Patricia Engel; and a reading
by Billy Collins.
#3 of 4 for scope of services Item (d.)

January 14, 2024

Proof for Scope of Services Item (d.) "Literary Seminar."
The photos show Seminar activities on January 14, 2024, including a reading by Richard Blanco.
#4 of 4 for scope of services Item (d.)

DIRECT PAYMENT REQUEST

REIMBURSEMENT REQUEST COVER SHEET

FEB 1 6 2024

Name of Organization:

The Mel Fisher Maritime Heritage Society, Inc. **Name of Event**: Mel
Fisher Maritime Museum (MFMM)

Finance Dept.

Funds Allocated: $ **Contract ID**: 3052   **Agreement Expiration Date**: Nov 29, 202
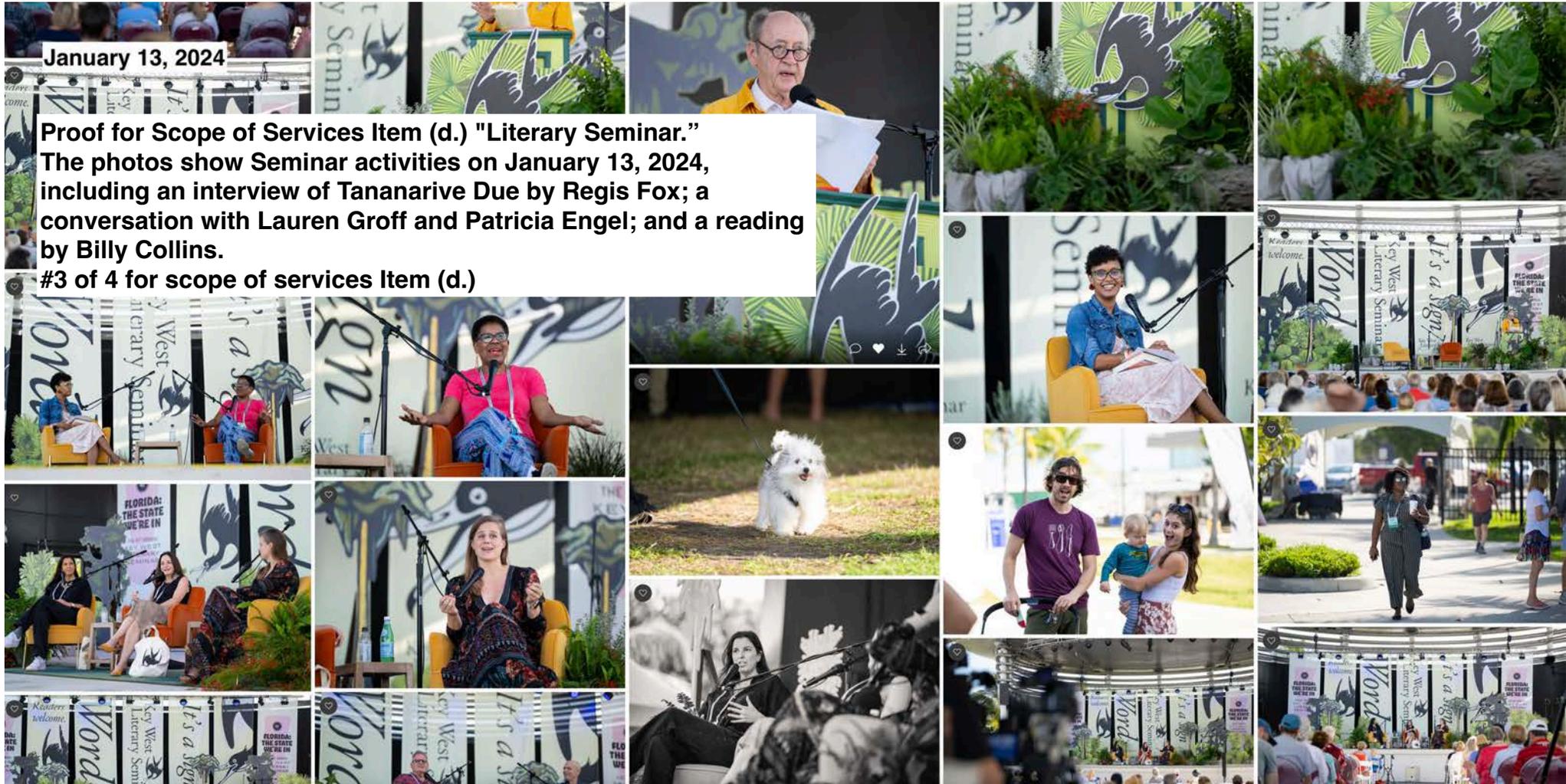**Line Item Number**:115 75011 SC_00066

Check # or Name of Credit Card Used	Check or Credit Card Date	Payee	Reason	Amount Paid
INV # 6105	2/11/24	DESTINATION FLORIDA KEYS	OUT OF COUNTY ADVERTISING	2400 00

(Extra expenditure listing sheets are available for your use at the back of this packet – please insert behind page 1 if needed.)	Total of Above Submissions: **2400 00**
	Total of Prior Payments:
	Total Requested and Paid *(this request plus all previous payments)*
	Total Contract Award: $33,007.00
	Balance of Contract (*Total Contract Award* minus *Total Requested and Paid*):

I certify that the goods/services on the attached original invoices, submitted to the Monroe County Tourist Development Council for direct payment, have been received

I certify that the above checks, submitted for reimbursement, have been submitted to the vendors as noted and that the expenses are accurate and in agreement with the records of this organization. Furthermore, these expenses are in compliance with this organization's contract with the Monroe County Tourist Development Council and the Monroe County Board of County Commissioners and will not be submitted for reimbursement to any other funding source.

Cancelled checks, when required, must include a copy of the bank statement showing that the check has cleared and a copy of the actual check from statement back-up. All other personal information may be blacked out for privacy.

_____ Date **2/13/2024**
President of Organization

Melissa Kendrick

Please Print Name

59-2207143

Federal I.D. or Social Security Number

Subscribed and sworn to before me, by means of ☒ physical presence or ☐ online notarization, on **2/13/2024** _____ (date) by
Melissa Kendrick _____ (name of affiant). He/She is personally known to me or has produced _____ (type of
(identification) as identification.

_____
NOTARY PUBLIC   My Commission Expires: **3/18/2026**

(Notary seal: DYLAN T. KIBLER, NOTARY PUBLIC, MY COMMISSION EXPIRES 3-18-2026, STATE OF FLORIDA, HH 129254)

Page | 1

ID#: 3052

ATTACHMENTS AND CHECK LIST
(Complete and Submit with Reimbursement Request)

PLEASE contact the TDC office ahead of reimbursement at (305) 296-1552, if you have any questions.

☐ I am the President or Board Officer of the Organization listed within the signed Contract (If this has changed at any time during the term of the contract, please contact the TDC office immediately (305-296-1552 and ask for Ammie Machan or Maxine Pacini).

☐ I have reviewed and followed Exhibit A of the Contract: Acceptable Event Marketing Expenses for Cultural Event.

☐ I have received and followed Exhibit B of the Contract: Logo / Acknowledgement Usage Guidelines for Cultural Events.

☐ I understand that I will only be reimbursed for costs directly related to items listed in Exhibit A. The TDC does not pay for telephone charges; mailing or postage costs; travel expenses such as airline tickets, gas, rental cars, etc. I will contact the TDC office ahead of reimbursement at (305) 296-1552, if I have any questions regarding my submission.

☐ I have enclosed invoices, supporting documentation in context, and proof of payment to that entity in the form of a copy of the check with bank statement showing check has cleared; or credit card statement showing payment made – credit card used must be in the name of the organization that the agreement is entered into.

☐ I have included all completed vendor's W-9 forms with Monroe County Tourist Development Council direct payment vendor requests. (Blank W9 Attached)

☐ I have enclosed labeled photographs of the event that illustrate the contractor's scope of services.

☐ I have completed the Reimbursement Request Cover Sheet and have securely attached all of the above mentioned documentation.

☐ The notarized verification statement shown below my request for reimbursement, or direct payment to vendors, has been signed and notarized.

ID#: 3052

DESTINATION FLORIDA
Florida Keys & Key West

PO BOX 1233
KEY WEST, FL 33041

Invoice

Invoice #	6105
Date	2/11/2024
Phone #	305.849.3482
Fax #	774.233.8047
Terms	Net 30
Due Date	3/12/2024

E-mail	floridakeysbilling@gmail.com
Rep	

Bill To

MEL FISHER MUSEUM
MELISSA KENDRICK
200 GREENE ST
KEY WEST, FL 33040

Item	Description	Amount
REGIONAL AD	1/3 PAGE AD REGIONAL AD DESTINATION SOUTHWEST FLORIDA AND DESTINATIONFLORIDAKEYS.COM AND REGIONAL PRINT AD DESTINATION SOUTHWEST FLORIDA EDITIONS COMPLIMENTARY ADS PRINT & DIGITAL FOR TURTLE MUSEUM SPRING ISSUE SCREENSHOTS ATTACHED FROM DESTINATIONFLORIDAKEYS.COM DEADLINE FOR NEXT ISSUE IS MARCH 20, 2024 THANK YOU FOR YOUR BUSINESS!	2,400.00

Payments/Credits	$0.00
Total	$2,400.00

Web Site	**DESTINATIONFLORIDAKEYS.COM**

Inbox (2) - floridakeysbilling@   What's Up | DESTINATION

destinationfloridakeys.com/whats-up-2/

Apps   A/P   Destination   Karen   Mail - Karen Davis -...   Google Calendar -...   (153) The Quickboo...   My Cloud Home   All Bookmarks

Call for advertising rates! 📞 305-304-2100 ✉ info@destinationfloridakeys.com   Contact Us   Privacy Policy

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Florida Keys & Key West

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Top Picks   Blog   Find Your Destination ⌄

March 2

24th Annual Schooner Wharf Ope

Key West: This eclectic one-of-a-kin
artists and crafters whose work isn
from 10 am to sunset; Live music fr
Historic Seaport at the foot of Willia

March 2

Gardenfest & Green Market Plac

Key West: This annual native plant
healthy living vendors, and a specia
music in the Beer Garden. Free gar
am – 4 pm at Key West Tropical For
296-1504; keywest.garden

March 3

Key Colony Beach Day

Key Colony Beach: This old-fashion
gather for a lazy day of good food,
Breakfast at 8 am, stroll the art and
barracuda races, or bet on your favorite plastic ducky in a "swim" against all odds across
the 7th Street Canal. Free admission and parking. Takes place from 8 am – 4 pm at City
Hall Park, 600 West Ocean Dr. Info: KCBCA.org.

March 9

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Top Picks   Blog   Find Your Destination ⌄

March 2

24th Annual Schooner Wharf Open Air Art & Music Affair

Key West: This eclectic one-of-a-kind show features award-winning local and national artists and crafters whose work isn't shown anywhere else. The Art Show takes place from 10 am to sunset; Live music from 10 am – 11:30 pm at Schooner Wharf Bar in the Historic Seaport at the foot of Williams St. Info: 305-292-9520; schoonerwharf.com.

March 2

Gardenfest & Green Market Place

Key West: This annual native plant sale also features arts and crafts, green products, healthy living vendors, and a special Kids Science Corner. You can also enjoy food and music in the Beer Garden. Free garden tours at 11am and 2 pm. Takes place from 10 am – 4 pm at Key West Tropical Forest & Botanical Garden, 5210 College Rd. Info: 305-296-1504; keywest.garden.

March 3

Key Colony Beach Day

Key Colony Beach: This old-fashioned, annual event draws a local island crowd who gather for a lazy day of good food, drinks, and music. Start with the Shriners' Pancake Breakfast at 8 am, stroll the art and crafts booths, try your luck at the world-famous barracuda races, or bet on your favorite plastic ducky in a "swim" against all odds across the 7th Street Canal. Free admission and parking. Takes place from 8 am – 4 pm at City Hall Park, 600 West Ocean Dr. Info: KCBCA.org.

March 9

Please take a moment to review additional Event Funding Information provided at:

WWW.MonroeCounty-FL.Gov/TDC

- Contact Information for Agencies
- Fishing Workshop Packet

Tourist Development Council Market Research

- Third Quarter 2023 Visitor Profile Study
- 2022 Tourism Report
- Examining the LGBTQ+ Market
- Key West International Airport Visitation Analysis
- Benefits of a Tourism Economy
- International Visitor Report
- Four Penny Revenue Report
- Italian Consumer Perception Study
- Film Impact Study: Netflix's Bloodline
- Economic Impact Study Monroe County
- Sargassum in the Florida Keys
- Vacation Home Rental Study

## Tourist Development Council Event Funding

- General Information on Event Funding
- Sample Destination and Turnkey Budgets
- Sample Turnkey Event Funding Agreement
- Sample Destination Event Funding Agreement
- Sample Fishing Event Funding Agreement
- Sample Cultural Event Funding Agreement
- Sample Destination and Turnkey Event Score Sheet
- Sample Destination Reimbursement Packet
- Sample Turnkey Event Reimbursement Packet
- Sample Cultural Event Reimbursement Packet
- Sample Fishing Event Reimbursement Packet
- Charity and Scholarship
- Survey Example
- Workshop Packet Events

Tourist Development Council Capital Project Funding

- General Information on Capital Project Funding
- Sample Capital Project Funding Agreement
- Sample TDC Project Summary Sheet for Projects $19,999.99 and Under
- Sample Reimbursement Packet
- Sample Capital Worksheet
- Public Facilities Flow Chart
- Capital Workshop

ADA Assistance
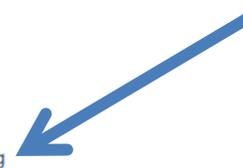
Q&A

THANK YOU FOR JOINING US

FOR FURTHER INFORMATION YOU CAN REACH US BY EMAIL AT

grants@fla-keys.com

OR visit our website for more grant related information

https://visitfloridakeys.com/industry-partners/grant-funding

Maxine Pacini – Sr. Director of Grants and Budget

Crystal Blaskis – Sr. Director of Community Programs & Events