



FISCAL YEAR 2022-2023

CLAY COUNTY TOURIST DEVELOPMENT COUNCIL

# SPORTS EVENT GRANT FUNDING GUIDELINES



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# PURPOSE OF THIS DOCUMENT

This document sets forth the guidelines and categories for requests for funds from the Tourist Development Taxes for Sports Event Grants. Applications for Tourist Development Council (TDC) Sports Event Grants will be accepted from sports-related organizations and companies that plan to hold sports events or activities within Clay County that have been shown to attract substantial out of county publicity for Clay County or have the potential to attract out-of-town visitors who will occupy overnight accommodations.

The Clay County Board of County Commissioners (BCC) administers the funds collected from the tourist development tax on occupied overnight accommodations, including hotel and motel rooms, campsites, and apartment leases of less than six months. The purpose of the tax, as outlined in Section 125.0104, Florida Statutes, is to provide funds to implement programs to increase the amount of tourist activity in counties within Florida.

The TDC Funds allocated by the BCC will return to the BCC through the collection of additional tourist development tax dollars generated by overnight stays, along with additional sales tax collected on meals, retail items, admissions, etc., and the collection of gas taxes on motor fuel sold and charged by local merchants.





# GRANT PROCESS OVERVIEW

Below you will find a chart outlining the Clay County TDC Sports Event Grant process.



# WHO CAN APPLY FOR A TDC SPORTS EVENT GRANT?

One-, two- or multi-day events sponsored by organizations which focus on an athletic activity requiring skill or physical prowess. The event is usually competitive and governed by a set of rules provided by a nationally recognized sanctioning body or by a local organization engaged in the development and active promotion of the athletic activity.

*The applicant, nor any board member, officer, director, or agent of the applicant, nor any other entity that a board member, officer, director, or agent has previously acted on behalf of, must not owe money to Clay County or any of the municipalities within the County boundary.*

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## ELIGIBLE REIMBURSABLE EXPENSES

For what can the Sports Event Grant dollars be used?

- Promotion, marketing and programming
- Paid advertising and media buys
- Event production and technical expenses
- Site fees/costs (rentals, insurance, etc.)
- Bid Fees, Rights and Sanction Fees
- Non-monetary awards (trophies and medals, etc.)

## OVERALL GUIDELINES

Applications must conform to the guidelines specified by the TDC. Applications that do not conform to these guidelines will not be considered for funding. The funding limits are subject to approval by the TDC, which then makes its recommendations to the BCC. The BCC is not bound by the recommendations of the TDC and may increase or decrease funding. The BCC has the final approval or denial of grant requests.

Use of TDC funding by grant recipients for an event must have one of its main purposes the attraction of tourists into the County as evidenced by the promotion of the event to tourists.

*TDC funds used for advertising and promotion of sports events must be placed in out-of-Clay County media.* This is to ensure that funds will be used to attract event participants who reside outside of Clay County and who may stay at least one night in paid lodging into the County. No media expenditures within Clay County will be reimbursed.

***Applicants receiving TDC Event Marketing Grant funding are required to have their promotional advertising (print, radio, T.V., and digital) pre-approved by the Tourism Director or his/her designee in advance of publication or airing. This pre-approval ensures that the grant required "For visitor information, go to [www.exploreclay.com](http://www.exploreclay.com)." appears in advertising. Ad copy or scripts may be emailed to [Kimberly.morgan@claycountygov.com](mailto:Kimberly.morgan@claycountygov.com).***

***Exemption:*** Ticketed events requiring payment for a ticket using radio advertising to direct consumers to the event's website for ticket sales. In this case, the event is required to have on its ticket purchase page the Clay County logo and the required wording with a link to [www.exploreclay.com](http://www.exploreclay.com). Please contact the Tourism Director at (904) 278-3734 with any questions concerning allowable reimbursable expenses.

The event must take place within Clay County and be accessible to the public and to disabled persons as defined by A.D.A.

Out-of-cycle grant applications will be considered on a case-by-case basis only.

The online TDC Grant Application form must be typed and completed in its entirety.

All event expenditures are on a reimbursement basis only. No funds will be advanced in anticipation of the receipt of an invoice.

Clay County logo and link to [www.exploreclay.com](http://www.exploreclay.com) are required to appear on the event website. The Brand Guidelines policy for use of the County logo is available. A full-screen shot of the County logo on the event website displaying the date and time of the screenshot is required for reimbursement.

Ticketed events, when using broadcast advertising, must show a link on the event ticket purchase page that shows the Clay County logo with a link to [www.exploreclay.com](http://www.exploreclay.com). Other suggestions are including the required wording on a crawler on the screen or mentioning in a radio ad, "Brought to you by [www.exploreclay.com](http://www.exploreclay.com), where you can get visitor information when you attend (insert event name)."

Emergency Plans that are provided in the application will be shared with the County's Emergency Management Division. Emergency Plans should include traffic and parking plans, response plans for a missing child, vehicular accident, inclement weather, pandemic, evacuation plans, etc.

# SUBMITTING YOUR APPLICATION

- The Fiscal Year 22-23 TDC Sports Event Grant application is available online and can be accessed from [www.claycountygov.com](http://www.claycountygov.com) by selecting the 'Business' tab and then selecting 'Hospitality & Tourism.' On the left side of the Hospitality & Tourism homepage, select “Sports Event Grant.” You will then select 'Grant Information for Events Happening 10/1/2022 – 09/30/2023'.
- This selection will open an online application form, which you will complete and upload any required application materials. Acceptable file formats include Adobe PDF, Word, Excel, JPEG, PNG, and Microsoft PowerPoint.
- Applications must be submitted via the online application which will be delivered via email ([Kimberly.morgan@claycountygov.com](mailto:Kimberly.morgan@claycountygov.com)) to Kimberly Morgan, Director of Tourism & Film Development.
- Projects must meet the guidelines and criteria outlined in this document. Grant reimbursement will only be for expenses incurred for events occurring between October 1, 2022, to September 30, 2023.
- The Tourism Division office is located on the 2<sup>nd</sup> Floor of the Clay County Administration Building and is open during the hours of 8 a.m. to 4:30 p.m., Monday through Friday. For further information, call the Tourism Office at (904) 278-3734.

# MATERIALS NEEDED FOR APPLICATION

## SUBMISSION

For an application to be considered, the following documents must be provided:

### *Attendance / Hotel Room Night Projections*

Be prepared to share the number of competitors and fans that are local, in-state, out-of-state or international that will be participating in or attending the event in-person. Provide actual room night history from previous events or projected room night production for new events.

### *Proposed Event Budget (Refer to page 18)*

A complete detailed project budget must be submitted that includes all planned expenses and media placements with corresponding costs and other promotional expenses. The complete detailed project budget must include all anticipated revenues and sponsorships.



***Proposed Marketing Plan (Refer to page 20)***

Applicants must supply a comprehensive marketing plan, if applicable, that shows that the event will be marketed both in and outside of Clay County, even though reimbursement will only be made for out of county marketing buys. Please include Clay County logo usage, social media mentions, various calendar of events listings, etc. in your plan.

***Targeted Sponsors – (optional)***

Applicants must provide that other sponsorship opportunities will be pursued to produce the event.

***S.M.A.R.T. Objectives (Refer to page 17)***

Applicants must submit a statement on three (3) goals for their event. Each goal must be specific, measurable, achievable, relevant, and time-bound (S.M.A.R.T.).

Unacceptable Objective Examples: *"To boost local awareness of our organization."* – This goal is not specific, measurable, or time-bound.

*"We want more older families to attend our event versus what we had last year."* – This goal is not measurable or time-bound.

Acceptable Objective Example: *"Create an event experience that will generate 100 room nights, a 30% increase over last year, by using a digital marketing campaign that will run one month prior to the event targeting southeast Georgia, Orlando, and Tampa."*

***Statement on requested grant award amount***

Applicants must submit a statement clearly defining their request for a grant award amount and for what purpose it will be used.

***Event Emergency Plan***

An emergency management plan must be included in the application to confirm that event organizers have discussed plans with county/ municipality officials to ensure the safety of residents and visitors. An emergency plan should include:

- Traffic and Parking Plans
- Response plans for incidents such as a missing child, vehicular accident, inclement weather, pandemic, etc.
- Evacuation plans for scenarios including a weather incident, active shooter, etc.
- Contact with county/ municipality emergency services for review of emergency plans

*All materials submitted with applications for grant funding, with the exception of the emergency plan, will become a matter of public record, open to inspection by any citizen of the State of Florida, subject to the requirements of Chapter 119, Florida Statutes.*

## **APPLICATION SCORING**

After an application is submitted to the Clay County Tourism & Film Development Division, it is scored based on four weighted factors. Each factor has a maximum number of points that can be awarded. These points are then multiplied based on their weighted value to give the final weighted score of each factor:

Awards:

- 1. Commitment to the expansion of tourism in Clay County*
- 2. Media Value of proposed event*
- 3. Quality of proposed event*
- 4. Stability and management capacity*

### ***1. Commitment to the Expansion of Tourism in Clay County- Maximum 25 points x 4***

Purpose: Commitment to the expansion of tourism in Clay County is evaluated based on evidence of the overall tourism impact of out of county tourists/visitors. The event must be held primarily in Clay County.

High Value Visitors - those tourists/visitors from areas outside of Clay County staying overnight in paid accommodations

Day Visitors - those tourists/visitors from outside of Clay County but not spending the night in paid accommodations

Regional – as defined by the Southeast Tourism Society - Alabama, Arkansas, The District of Columbia, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia.

National/International – those tourists/visitors from the United States of America beyond the Southeast region as defined above or tourists/visitors from countries outside the USA.

- Number of Day Visitors – Event attendees that are local or from a drivable distance that does not usually require an overnight stay
  - a. Less than 10,000 (5 points)
  - b. 10,000 or more (10 points)
- Number of Overnight Visitors – Event attendees that are from a distance that require an overnight stay
  - a. 0-100 room nights (5points)
  - b. 101-500 room nights (10 points)
  - c. More than 500 room nights (15 points)

## **2. *Media Value of Proposed Event - Maximum 25 points x 3***

Purpose: The grant request is evaluated based on the event’s ability to generate marketing opportunities for Clay County as a destination.

1. Earned Media Value
  - a. Under \$5,000 (5 points)
  - b. \$5,000 - \$25,000 (10 points)
  - c. \$25,001 - \$50,000 (15 points)
  - d. More than \$50,000 (25 points)

## **3. *Quality of Proposed Event- Maximum 25 points x 2***

Purpose: The grant request is evaluated based on the event attracting residents and visitors to Clay County with a high quality experience which provides a significant benefit to Clay County. Also, whether the event would not take place in Clay County but for TDC funding assistance.

1. Impact of the Event
  - a. High Impact - Recurring event with increasing levels of participation and significant economic impact. Event uses a systemic approach to data collection and analysis. Event has a well-defined emergency plan. (15 points)
  - b. Medium Impact - Recurring event with steady level of participation and economic impact to the county. Event has an emergency plan. (10 points)
  - c. Low impact - First year event with level of impact unknown, does have positive anticipated level of participation and economic impact to the county OR a recurring event with a declining level of participation and economic impact to the county.

Event has no emergency plan. (5 points)

2. Event dates in the County's Need Period

- Event occurs in January, February, June, July, August, September, November or December (10 points)

#### **4. Stability and Management Capacity- Maximum 25 points x 1**

Purpose: The grant request is evaluated based on the event having a proven record or demonstrated capacity of the applicant to successfully develop resources, effectively plan, organize and implement the proposed event.

1. How long has the event existed?
  - a. Third year or more (10 points)
  - b. Second year (5 points)
  - c. First year (0 points)
2. Event Budget (5 points)
3. Marketing Plan (5 points)
4. Event Emergency Plan (to remain confidential) (5 points)

Grant awards will be calculated based on the scores earned and the approved award scale.

Award Scale:

- 250 – 225 points – 100% of the requested award amount
- 224-200 points – 85% of the requested award amount
- 199-175 points - 65% of the requested award amount
- 174-150 - 55% of the requested award amount
- 149 – 100 points – 40% of the requested award amount

## **APPLICATION AND EVALUATION PROCEDURE**

Applicants are required to direct all questions regarding their request for funding to the Tourism Division Office at (904) 278-3734.

The Director of Tourism or his/her designee will review all applications to determine if they meet the established funding criteria. Applications deemed incomplete or lacking sufficient detail will be returned.

Each grant application will receive a score that will be reviewed by the Director of Tourism. If any award changes are necessary, the Director of Tourism has the authority to make those changes based on reviewing the grant application and alignment with the stated criteria and scoring. The changes described above must be made prior to review by the TDC

The TDC will receive the staff recommended awards for review and consideration based on approved evaluation criteria (see pages 9-11). A copy of each grant application will be available upon request. At the meeting at which the TDC will make recommendations to the BCC for the grant awards, TDC members will have an opportunity to confer and ask questions, if desired, of the applicants. The TDC will vote on each qualifying applicant and prioritize a list of its recommendations for funding for Fiscal Year 2021-22. Funding recommendations will then be presented to the Clay County Finance and Audit Committee and Board of County Commissioners for final approval.

*Grant requests which do not receive a recommendation for funding by the BCC will not be considered again by the TDC, BCC, or County Manager until the following fiscal year. The applicant, nor any board member, officer, director or agent of the applicant, nor any other entity that a board member, officer, director, or agent has previously acted on behalf of, must not owe money to Clay County or any of the municipalities within the Clay County boundary.*

## EVENT CANCELEATION POLICY

It is the event organizer's responsibility to alert the Clay County Tourism & Film Development Division in the event of an event cancelation. In the event of a cancelation due to circumstances outside of the event organizer's control, such as a natural disaster or pandemic, the event organizer may be eligible for reimbursement for marketing that has already ran and paid for prior to the cancelation. If an event is canceled, please contact Kimberly Morgan, Director of Tourism & Film Development, by phone at 904-278-3734 or via email at [Kimberly.Morgan@claycountygov.com](mailto:Kimberly.Morgan@claycountygov.com)

## REIMBURSEMENT PROCEDURES

A representative or designee from the applicant MUST submit the following materials digitally, in the order listed, for reimbursement *within 60 business days* of the event:



- Signed and notarized Reimbursement Affidavit
- A copy of the ad submitted for reimbursement that includes the required wording "For visitor information, go to [www.exploreclay.com](http://www.exploreclay.com)." Scan a copy of newspaper, magazine, or professional periodicals showing coverage of the event. Radio, T.V., and digital advertising must also say "For visitor information, go to [www.exploreclay.com](http://www.exploreclay.com)." in the announcement (submit a duplicate of tape, CD, or DVD used.) Please contact Kimberly Morgan, Director of Tourism & Film Development, if you consider digital advertising efforts (i.e., Facebook advertising, Groupon, etc.)
- Invoices being submitted for reimbursement MUST be scanned and coupled with a copy (showing both front and back) of the canceled check(s) used for payment or a copy of the bank statement highlighting the specified purchase. Corporate credit cards, which are in the name of the organization approved by the Board of Commissioners for TDC funding, may be used to pay invoices that will be submitted for reimbursement. ***PLEASE NOTE: personal credit cards of organization members (i.e., John Q. Smith) used for payment of products or services will not be reimbursed.***
- A post-event report detailing an estimated number of attendees, hotel room nights accounted for, an overview of marketing strategies used, visitor perception of event, the destination of origin of attendees, etc.

*Materials for reimbursement must be submitted **WITHIN 60 BUSINESS DAYS AFTER THE EVENT** before reimbursement will be made.*

After submitting the above materials, if all materials are in order, your request will be forwarded to the Comptroller Office of the Clay County Clerk of the Court for processing and reimbursement. A check should be issued from the Comptroller Office of the Clay County Clerk of the Court following approval by the BCC within 45 days. All expenditures for which funds are requested for reimbursement may be subject to audit by the County Auditor's Office. Any grant recipient which receives a reimbursement which is later determined to have been made in error must be repaid to Clay County immediately upon notice given to said applicant.

# PAYMENT PROCESS

Reimbursement of marketing materials will be mailed to the address provided by the event organizer in their Vendor Information Form.

All new events are required to contact the Clay County Tourism & Film Development Division to receive their Vendor Information Form and a December 2020 Revised W9 Form. These documents are to be submitted to the Clay County Tourism & Film Development Division prior to being awarded any funds by the Clay County Board of County Commissioners. If an event organizer has previously submitted their vendor information but has had a mailing address change, please contact the Clay County Tourism & Film Development Division to update the organization's vendor information.

## ***Contact Information***

For further questions or concerns regarding Clay County TDC Event Grants, please contact the Clay County Tourism and Film Development Division.

***Kimberly Morgan, Director of Tourism & Film Development***

P.O. Box 1366 / 477 Houston Street

Green Cove Springs, Florida 32043

Office: 904-278-3734 / Cell: 904-295-5802

[Kimberly.Morgan@claycountygov.com](mailto:Kimberly.Morgan@claycountygov.com)

***Connor Mathews, Tourism Assistant***

P.O. Box 1366 / 477 Houston Street

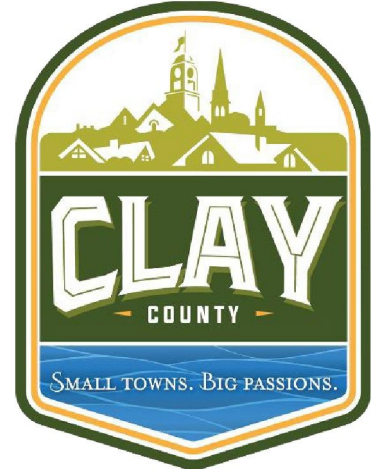
Green Cove Springs, Florida 32043

Office: 904-529-4131 / Cell: 904-540-4726

[Connor.Mathews@claycountygov.com](mailto:Connor.Mathews@claycountygov.com)

**Clay County Tourist Development  
Council Event Marketing Grant  
Reimbursement Affidavit**

*(To be submitted within 60 business days after the event.)*



I, \_\_\_\_\_, authorized representative of

\_\_\_\_\_ verify that the attached

invoices with proper required back up materials are due and payable in

accordance with the grant approved for \$\_\_\_\_\_ by the Board of County

Commissioners of Clay County on \_\_\_\_\_.

Signed: \_\_\_\_\_ Print Name: \_\_\_\_\_

Sworn to and Subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_ 20

Notary Signature \_\_\_\_\_ Commission Expires:

\_\_\_\_\_ The Tourism Division approves the reimbursement of no more than the following amount based on attachments.

\_\_\_\_\_ *Amount*

\_\_\_\_\_ *Initials*

\_\_\_\_\_ *Date*

***Approved for payment based on attachments:***

\_\_\_\_\_ Howard Wanamaker, County Manager

\_\_\_\_\_ Date



## *SMART Objective Worksheet*

**Draft Goal:**

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<i>Definition</i>	Your Objective
<p><b><i>Specific</i></b></p> <ul style="list-style-type: none"> <li>• What is the desired result? (who, what, when, why, how)</li> </ul>	
<p><b><i>Measurable</i></b></p> <ul style="list-style-type: none"> <li>• How can you quantify (numerically or descriptively) completion?</li> <li>• How can you measure progress?</li> </ul>	
<p><b><i>Achievable</i></b></p> <ul style="list-style-type: none"> <li>• What skills are needed?</li> <li>• What resources are necessary?</li> <li>• How does the environment impact goal achievement?</li> <li>• Does the goal require the right amount of effort?</li> </ul>	
<p><b><i>Relevant</i></b></p> <ul style="list-style-type: none"> <li>• Is the goal in alignment with the overall mission or strategy?</li> </ul>	
<p><b><i>Time-bound</i></b></p> <ul style="list-style-type: none"> <li>• What is the deadline?</li> <li>• Is the deadline realistic?</li> </ul>	

**Final Goal:**

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## Sample Budget

<b>INCOME</b>	
<b>Total Sales</b>	<b>\$0</b>
<b>Cost of Goods</b>	
<b>Total Cost of Goods Sold</b>	<b>\$0</b>
<b>Gross Profit</b>	<b>\$0</b>
<b>EXPENSES</b>	
Salaries & Compensation	
Payroll Taxes	\$0
Credit Card Expense	\$0
Repairs & Maintenance	\$0
Bad Debt Expense	\$0
Rent	\$0
Taxes & Licenses	\$0
Depreciation	\$0
Advertising	\$0
Employee Benefit Program	\$0
Insurance	\$0
Supplies	\$0
Telephone	\$0
Utilities	\$0
Accounting & Legal	\$0
Travel & Entertainment	\$0
Dues and Subscriptions	\$0
Miscellaneous	\$0
Other:	\$0
Interest	\$0
<b>Total Expense</b>	<b>\$0</b>
<b>Net Profit</b>	<b>\$0</b>

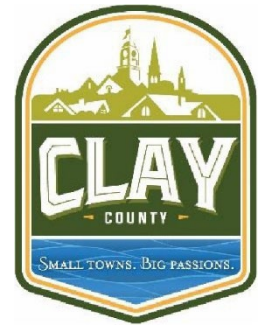
**CASH FLOW**

Beginning cash balance	
Net Profit	\$0
Loan Payment	\$0
Cash from financing/investment	
Owners investment	\$0
Start up costs	
<b>Ending Cash Balance</b>	<b>\$0</b>

*Sample Marketing Plan*

	October				November			
Medium	7	14	21	28	4	11	18	25
Digital/Video								
Facebook Post Boost		x	x		x		x	
Instagram Story				x				x
Groupon	x					x		
Print Media								
Clay Today	x	x	x	x	x	x	x	x
Neighbor to Neighbor	x				x			
Jax4Kids		x	x	x	x	x	x	
Atlanta Parent		x			x			
Promotions								
Radio Ticket Giveaway								x
Public Relations								
VISIT FL				x			x	
Collateral								
Posters		x						
Lure Brochure		x						

# Clay County Tourist Development Council Sports Grant Reimbursement Checklist



Congratulations for being awarded a TDC Sports Grant! This checklist was created in an effort to proactively help you prepare for the reimbursement process of your grant. Remember that we are here to assist you in every way possible. Please do not hesitate to reach out to Kimberly Morgan, Director of Tourism & Film Development at 904-278-3734/cell: 904-295-5802 or via email at [Kimberly.morgan@claycountygov.com](mailto:Kimberly.morgan@claycountygov.com).

## **Use of TDC Funds**

Use of TDC funding by grant recipients for an activity, service, venue or event must have as one of its main purposes the attraction of tourists into the County as evidenced by the promotion of the activity, service, venue or event to tourists. This is in accordance with Florida Statute, Section 125.0104.

TDC funds used for advertising and promotion of special events must be placed in out-of-Clay County media. This is to ensure that funds will be used to attract event participants who reside outside of Clay County and who may stay at least one night in paid lodging into the County. No media expenditures within Clay County will be reimbursed.

***Applicants receiving TDC grant funding are required to have their promotional advertising (print, radio & TV) pre-approved by the Tourism Director in advance of publication or airing.*** This pre-approval ensures that the grant requirement "For visitor information, go to [www.exploreclay.com](http://www.exploreclay.com)." appears in advertising. Ad copy or scripts may be emailed to [Kimberly.morgan@claycountygov.com](mailto:Kimberly.morgan@claycountygov.com).

## ***Prior to Event:***

- Do you need a hotel room block for vendors, attendees, etc.? If so, contact the Director of Tourism.
- Evaluate your SMART Objectives. Are they being met?
- Have you submitted an event description to the Director of Tourism for inclusion on the Calendar of Events?
- Submit your advertising drafts with "For visitor information, go to [www.exploreclay.com](http://www.exploreclay.com)." to the Director of Tourism.
- Share your final marketing plan, if not included in your application, if applicable.
  - Where are you advertising?
  - Are you using digital marketing, print, broadcast, billboards, etc.?
- Make sure that you share with your advertising agency (or if you do it yourself) that you need to

have a copy of the advertisement for reimbursement purposes:

- Digital Media - Screen shot of digital ad that showcases the digital platform (Facebook, website, etc.) and the date the ad ran.
- Print Media – digital version of the actual page on which the advertisement ran on that includes the publication name and date.
- Broadcast (TV/Radio) - actual audio and/or video on a disc or thumb drive (for our files) and dates that it ran.
- Billboard - actual photo of billboard displaying your advertisement.

***During the Event:***

- Are you conducting research to find out where your attendees are coming from?

***Following the event (within 60 business days of the event):***

- Due Date: \_\_\_\_\_
- Sign and notarize the Reimbursement Affidavit
- Invoices for all reimbursable materials must:
  - Include the digital media screen shot, broadcast, print or other types of media screen shots, actual publications or recordings or photos with the itemized invoice.
  - Coincide with a copy of a cancelled check(s) (showing both front and back) for payment.
  - Align with a copy of the bank statement.
  - If a credit card is used for payment, a corporate credit card in the name of the organization that was approved by the Board of County Commissioners for TDC funding must be used for the payment. No personal credit cards of organization members (i.e., John Q. Smith) used for payment of products or services will be reimbursed.
- Share visitor zip code information with the Director of Tourism
- Complete Post Event Comments Sheet and share with the Director of Tourism.



# ***What is Marketing?***

## ***Definition of Marketing***

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Approved 2017 – American Marketing Association)

## ***Types of Marketing***

- **Print Marketing** – Includes advertisements in newspapers, newsletters, magazines, brochures, posters, direct mail pieces, and other printed material for distribution directly to the consumer. Billboards also fall into this type of marketing.
- **Broadcast Marketing** – Includes radio and television commercials, as well as specialized forms like on-screen movie theater advertising.
- **Digital marketing** encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Examples include, but are not limited to:
  - **Search Engine Marketing (SEM)** – Search Engine Marketing (SEM) utilizes paid and unpaid mechanisms for improving visibility on a search engine results page. This increased visibility translates into higher traffic for the ecommerce site and enhanced revenue. These mechanisms may include Search Engine Optimization (SEO) techniques like keyword insertions, backlink building, and content optimization. Paid techniques include paid inclusion, link farming and content marketing.
  - **Pay Per Click Marketing** – Pay Per Click (PPC) is often associated with banner ads, pop up ads and sponsored links. This form of marketing is commonly priced upon the number of clicks upon the ad or link. PPC marketing remains important for its ease of use, highly measurable effectiveness and modest Return on Investment (ROI) but the PPC model of marketing has diminished in importance as consumers have become inured to ubiquitous use of ads and links.
  - **Email Marketing** – Email marketing has been an essential medium for marketing strategies since the inception of online marketing. The use of ads, newsletters and other content that is directly sent to consumers who have expressed interest in the product or business remains a very successful way of generating consumer interest and maintaining a relationship with customers. Due to the narrow window of consumer responses, email conversion rates can be measured with a very high degree of accuracy, which allows marketers to develop very strategic and sophisticated metrics for this important medium.
  - **Social Media Marketing** – Social media sites like Facebook, Instagram and Twitter have huge followings that present enormous marketing possibilities for businesses. The ability to gauge consumer interest in products, brands and social trends offers a huge amount of valuable information that marketers can utilize to create effective and narrowly targeted marketing campaigns. Some options may include, but are not limited to: social media post boosts, social media advertising, coupon/deal sites like Groupon, etc.