

SUPPLEMENTAL INFORMATION CONCERNING TDC REIMBURSEMENT RULES FOR 2014-15 GRANT PERIOD.

WHERE LOGOS ARE USED -- The logo has to be legible. Sometimes the logo is nearly impossible to read when it competes with the design of the ad or is so tiny as to be impossible to read. Legible logos are required for reimbursement.

- **MEDIA PLACEMENT & PRODUCTION COSTS (not more than 30% allowed for advertising inside Monroe County- 70% is to be out of county advertising):**
 - **Out of County Placement** should focus on markets that are the source of tourism to Florida Keys and Key West. This may vary based on the nature of your event(s). The advertising must also be for events not venues. Out-of-county placement is often better served with placement on websites such as the New York Times, Chicago Tribune, fla-keys.com, Miami Herald, Orlando Sentinel, etc. Best value is usually through the Tinsley Co-op advertising in print and internet. TDC grantees receive emails from Tinsley presenting the co-op opportunities.
 - **Print Advertising** includes Newspaper and magazines (inserts will also be considered): Tear sheets must be provided for 'paper' advertising. Ads must have the correct Logo.
 - CULTURE Magazine is considered out of county media.
 - **Radio advertising:** No logo required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council". Invoicing also must contain the airing dates/times (run schedule), script and said documents must be notarized.
 - **TV Advertising:** All TV Advertising must have out of county logo. Call Tinsley for more information.
 - **Internet Advertising:** TDC will pay for the following: digital advertising on websites, website links, pre-roll video, banners, mobile and email blasts. Internet advertising links may go to the event website.
 - **Key item** – Internet advertising (like all other TDC CU advertising) is for specific supported Events – not overall venue marketing!
 - All internet advertising must have out of county logo. **If there are problems using logo in the ad, please contact the TDC office (info below) to work out other acceptable alternatives. Alternatives must be approved in writing in advance in order to support reimbursement.**
 - Correct logo must be placed on all websites, pre-roll video, banners and email blasts if they are to be submitted for reimbursement.
 - Tinsley's co-op electronic ads are all out of county and some of the best value for the money.
 - To ensure reimbursement, please provide a screen print of the banner, button, website link clearly identifying the website, logo, banner, etc. and showing the correct logo was used.
 - The reason we highlight this is we have found that if the event coordinator doesn't access this information while the

button, banner, website link is running, it is very difficult to get the information after the fact.

- Recommendation: when contracting for the banner, button or blast, require the provider to send you the print of it before you pay him.
- For blasts – done by contract (not in-house people)
 - The “blaster” needs to provide you documentation that the majority of the addresses are out of county. This documentation has to be provided with the reimbursement request.
 - Blasts are for events!
- Specific examples:
 - Dave Chesnet's keynoter.com South Florida Arts Guide (distributed in Miami Herald and in hotel rooms in Miami) and his 3 Opt-in Arts E-Blasts. (Oct 10 Dade & Broward Counties; Jan 4 New York City; and Feb Dade & Broward Counties) are all considered Out of County.
 - All of these must use OUT OF COUNTY LOGO IN ORDER TO BE REIMBURSED.

- **PROMOTIONAL SIGNS:**

- These are Posters and Banners only.
- Posters must be at least 11-by-17 inches and on heavyweight/poster stock paper with in county Logo (assuming they are going up in county) -
- a poster has to be submitted with the reimbursement package.
- Flyers (anything smaller than 11 by 17 inches) are not reimbursable.
- Banners: i.e. a banner that would be displayed across Duval Street (from telephone poles, etc.) highlighting an event; a banner announcing the event displayed across a building.
 - There are no specific size/specs but would require the name of the event, the venue, date and logo (if you have a question, before you do it -- call Lynda at the TDC or email her)
 - You must provide a picture of the banner where it is hanging with the reimbursement request—logo has to be visible to show you have in-county logo on the banner.

- **PROMOTIONAL ITEMS:**

- These are now limited to t-shirts and hats.
- Items must be given away -- NO RESALE –
- Logo to use is out of county.

- **DIRECT MAIL/PROMOTIONS:**

- These are Brochures, postcards, and pamphlets, and the associated postage and shipping charges.
- A brochure is on heavier weight paper (NOT 25 LB COPY PAPER) stock with at least one fold no specific size is required.
- All direct mail requires the out-of-county logo;

- TDC requires the WHOLE/ENTIRE mailing list and the corresponding postage costs for reimbursement.
 - POSTAGE CLAIMED OUGHT TO MATCH THE STAMPS TIMES THE NUMER OF PEOPLE ON YOUR MAILING LIST.

- **PROGRAMS/PLAY BILLS:**

- TDC funding is intended for promotion of individual EVENTS as opposed to on-going programs of an organization or promotion of a FACILITY. TDC will only consider reimbursement of advertising and promotional material that highlight an event versus the regular programming of an organization or facility.
- TDC will pay an amount not to exceed 50% of the cost of the program/Playbills including production and printing.
 - The program must list the activities and information on the event(s) that are being supported with the TDC grant
 - You should not include other events/activities in the program -- just those supported by TDC grant and on Schedule C of the contract.
 - Programs use In county Logo.

- **PUBLIC RELATIONS.**

- Print and electronic public relations materials for distribution to media, such as, but not limited to, press releases, public service announcements, photography and videography **as approved** by the public relations agency of record.
- Only permissible PR material produced by the agency of record and/or a professional public relations agency shall be acceptable.
- Must be approved by NewmanPR in advance.
- Must include language "sponsored in part by the Monroe County Tourist Development Council."
- For reimbursement you have to provide the materials that were produced and where they were published.

NOTE: TDC DOES NOT REIMBURSE FOR ANY IN HOUSE COSTS and UNDER FLORIDA LAW THE ITEMS FUNDED BY THE BOCC/ TDC (including creative and resulting work product) ARE OWNED BY THE TDC AND MAY NOT BE SOLD.

If there are any questions regarding TDC permissible issues, I would strongly suggest that you call or email Lynda Stuart at the TDC to seek clarification prior to expenditure to avoid disappointment if an item is found not to be permissible, after the fact.

Lynda's contact info is below:

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