

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
APPLICATION FOR CULTURAL UMBRELLA EVENT FUNDING**

October 1, 2013 through September 30, 2014

Upon evaluation of the application, the total scores will be tabulated and applications scoring 60 or more out of 100 will be considered for funding. Events that meet the minimum scoring requirements will be ranked starting with the highest score. Then committee members will use their best judgment in determining award recommendations.

NAME OF PROPOSED EVENT: Garden Walk 2014

VENUE: (Location/City): Various Venues in UPPER KEYS

DATE(S) OF EVENT: FEBRUARY 28, 2014

Refer to calendar on last page

INDICATE THE DISTRICT(S) FROM WHICH YOU ARE REQUESTING FUNDS and THE DOLLAR AMOUNT (**Maximum request: \$25,000**)

\$	District I (encompasses the city limits of Key West)
\$	District II (from city limits of Key West to the west end of the Seven Mile Bridge)
\$	District III (from the west end of the Seven Mile Bridge to the Long Key Bridge)
\$	District IV (between the Long Key Bridge and Mile Marker 90.939)
\$ 10,470.00	District V (from Mile Marker 90.940 to the Dade/Monroe County line and any mainland portions of Monroe County)

**\$ 10,470.00** TOTAL AMOUNT REQUESTED (Total Districts I-V)

**Acceptable Event Marketing Expenses for Cultural Events**

Within the Cultural Umbrella events funding category, the allocation received by the event contractor is to be spent on the list of items that have been approved. **Only** the TDC expenses listed below may be included in the proposed budget. The following are the **only** acceptable expenses:

**Media Placement & Production Costs:**

Newspapers and magazines (inserts will also be considered); radio; and TV. The TDC will pay for the following digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, pre roll video, banners and email blasts. Radio advertising does not require the logo but all radio announcements must say "Brought to you by the Monroe County Tourist Development Council". No payment will be made for development or operations (hosting) of websites. **No more than 30% of the Media Placement and Production Costs line item shall be expended on advertising media costs attributable to in-county placement.**

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

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

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

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

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

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

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

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

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

**IF FUNDED, EXHIBITS A, B, C and D WILL BECOME PART OF YOUR CONTRACT AND TRANSMITTED TO THE OFFICE OF THE CLERK OF THE COURT.**

Read & initial MR



**EXHIBIT E**

**TDC RESOURCE MARKETING/SPENDING PLAN:** The marketing plan must be approved ONE WEEK in advance by the advertising and public relations agencies of record. Attach your approval letters at end of application. **Tinsley Advertising, John Underwood. John@tinsley.com 800-273-1242, and NewmanPR Associates, Carol Shaughnessy. Carol@newmanpr.com 305-797-0579.**

Include all aspects of the proposed event with estimated number of persons to be reached through the different media. Provide source of information for estimated numbers.

Specifically state how you plan to spend the Cultural Umbrella funds requested and summarized in Exhibit D. Please discuss **separately**: **A.** your planned activities with TDC funding requested and **B.** your planned out of county marketing with your own (not TDC) funding. (Limit 750 words.)

Garden Walk 2014

A. Cultural Umbrella funds will be used to expand our marketing and advertising outside Monroe County as shown below and explained fully in in Section V. This plan targets the gardener who travels to see flowers and gardens and the general traveler curious to see another side of the Keys. It uses multiple media to reach our age 40 and older audience; it mixes print with website/internet presence to get the word out on Garden Walk 2014.

Media

See attached Exhibit E spreadsheet P.7A

GARDEN CLUB OF THE UPPER KEYS: EXHIBIT E

GARDEN WALK 2014 MARKETING/MEDIA SPENDING PLAN

Media	Category Total	In/Out of County Logo	When	Type	Size	#insertions	EXH. E.B		EXH. E.A						
							Est. GCUK expense	Est. CU expense	Est. reach	Est. CU expense					
Newspaper	\$ 6,122	I	Reporter	C	4c x 4"	2x					13k ea				
			keynoter	C	4c x 4"	2x						14k ea			
			Miami Herald-Neighbors	BW	4c x 4"	6x						781	183.5k		
			OR MH-Tropical Life banner	C	3" banner	1x						1,550	207k		
			Sun Sentinel Community News+ .com	C	3c x 5.25"	3x						975	224k ea		
			Oriando Sentinel Comm. News+ .com	C	3c x 5.25"	2x				\$ 585			500k		
			Free Press	C	4c x 4"	2x							816	18k ea	
			TDC Coop	O		TBD									
			For example, offerings from last year:												
						Oct	C	Full pg 4c						1,000	1.6M
Magazines and Guides	\$ 1,475	O	Visit FL newspaper insert	BW	1/4 Pg BW							100	3.6M		
			Isla Winter newspaper	C	news/enews							800	1.6M		
			NYTimes Winter	BW	1/4 Pg BW							100	4M		
			KL Winter newspaper	C	Full page	1x							600	14k	
For example, offerings from last year:															
Digital	\$ 1,590	O	FL Gardener	Annual	Full pg 4c							500	100k		
			TDC Coop	Annual	2 pg 4c							375	450k		
			FL Travel and Life	Annual	2 1/8 x 2 15/16"									1.1M	
			Events.Miami Herald.com	Jan-Feb		7x								20	3.5M/mo
			Sun-sentinel.com	Feb		7x									
			Orlando-sentinel.com	Feb											
			TDC Coop	TBD											
For example, offerings from last year:															
Placement	\$ 9,187	I	KL Winter newsletter	Jan-Mar	email/banner							450	1.6m		
			KL Fall newsletter	Oct-Nov	email/banner				\$ 450					1.7M	
			Isla Fall newsletter	Oct-Dec	HTML email					\$ 170				484k	
			Isla Winter newsletter	Jan-Mar	HTML email									520	2m
			NYTimes Getaway email	Nov	HTML email					\$ 100				320k	
			Fla-Keys.com	Oct-Nov	banner KL & Isla					\$ 275				200	500k/mo
			KLCC email blast	Jan-Feb	banner KL & Isla									400	500k/mo
			ICC email blast	Feb	Poster image	1x								450	
				Feb	Poster image	1x								700	
														Subtl \$	2,063
Prod/Design	\$ 228														
<b>Total Media</b>	<b>\$ 9,415</b>														
Out of county	\$ 7,818														
% OOC	83%														
Direct Mail	\$ 365	O	Nov	C	5" x 7" postcard								365	400 clubs/circle	
Programs	\$ 170	I	Save the Date mailing FFGC	Jan	Non-allowable for CU							\$ 126		67 clubs/circles	
			Poster mailing Dist 10 11 12 Programs	Feb	8.5"x11"dbiside	Qty: 1500							\$ 170	\$ 170	

## II. PROPOSED EVENT INFORMATION

**A. MONTH(S) OF EVENT:** Please check the appropriate month. If an event takes place over a series of months the scores will be added to a maximum of 7 points.

January	2	<input type="checkbox"/>	July	4	<input type="checkbox"/>
February	1	<input checked="" type="checkbox"/>	August	6	<input type="checkbox"/>
March	1	<input type="checkbox"/>	September	6	<input type="checkbox"/>
April	1	<input type="checkbox"/>	October	4	<input type="checkbox"/>
May	4	<input type="checkbox"/>	November	4	<input type="checkbox"/>
June	4	<input type="checkbox"/>	December	3	<input type="checkbox"/>

1 2 3 4 5 6 7

**B. NUMBER OF DAYS of event per year:** (Please check the appropriate range.)

1 - 14 days    **2**     15 – 120 days    **5**     121+ days    **8**

2 5 8

**C. ATTENDANCE** Number of people anticipated to attend the event, the number attending this current year, and actual past attendance:

### Total Attendance

	Anticipated 2014	Current 2013	Actual 2012
Monroe County Residents	680	454	
Out of County	320	220	
<b>TOTAL</b>	1,000	674	983

## DETERMINATION OF ATTENDANCE

Our target audiences are gardeners and people who are interested in nature, plants, and the tropics. Predominantly women or couples, age 40 and over, they are often members of other garden clubs or botanical societies. Most are gardeners; some are Master Gardeners. All are curious to see how people in the Keys live!

We count total tickets sold as our total attendance. Tickets are sold in advance at local outlets, as well as at our Clubhouse and each property on the day of the event, enabling walk-ins to participate. This is advertised in our promos.

We do a survey of selected guests for feedback. One of the questions this year was "Are you a Monroe County Resident?" Their responses showed 68% were not Monroe County residents. These out-of-county guests represent 20 states and 5 countries. 90% of all guests stated they would return next year, some even arranging their vacation to correspond with our Walk. (The survey used a random sample size to provide a confidence level of 95% +/- 10%.)

**DESCRIBE YOUR AUDIENCE:** How do you determine your numbers, please mention walk-ins, how you count, how you ask county/out of county?

EVENT NAME: Garden Walk 2014

**EXPENSES**

	PROPOSED FY 2014	CURRENT FY 2013	ACTUAL FY 2012
EVENT OPERATING EXPENSES			
<b>C. CULTURAL UMBRELLA FUNDS *</b>	\$ 10,470.00	\$	\$
<b>D. MARKETING/ADVERTISING ADDITIONAL TDC ALLOWABLE</b>	\$ 2,063.00	\$ 1,756.00	\$ 1,599.00
<b>OTHER MARKETING/ADVERTISING TDC NON-ALLOWABLE</b>	\$ 296.00	\$ 118.00	\$ 1,853.00
<b>EVENT OPERATING EXPENSES</b>	\$ 2,200.00	\$ 2,080.00	\$ 1,494.00
<b>OFFICE EXPENSES</b>	\$ 135.00	\$ 130.00	\$ 100.00
<b>RENT</b>	\$	\$	\$
<b>SALARIES</b>	\$	\$	\$
<b>MISCELLANEOUS</b>	\$ 650.00	\$ 630.00	\$ 210.00

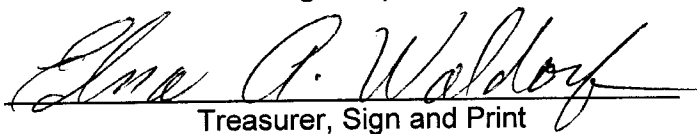
<b>E. TOTAL EVENT EXPENSES</b>	\$ 15,814.00	\$ 4,713.00	\$ 5,276.00
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<b>NET PROFIT/LOSS (B minus E)</b>	\$ 20,856.00	\$ 13,327.00	\$ 15,312.00
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CULTURAL UMBRELLA FUNDS PERCENT OF TOTAL ALLOWABLE ADVERTISING : 86 %

(Compute percent by dividing Line C by the total of C + D and then multiplying the answer by 100)  
 .....This will reflect the percent of the TDC funding to the total allowable funding for the event.....

\*Cultural Umbrella funds may be spent only for allowable advertising and promotion listed on Exhibit A.

  
 Treasurer, Sign and Print

## V. MEDIA/MARKETING PLAN

Describe all plans to market the event(s) to reach visitors outside of Monroe County. Include all marketing activities (paid and unpaid). Address opportunities for creative exposure of the events. (Including website, social media, newspapers and radio) Be specific and include details, how will you EXPAND your plan with the TDC funds. (LIMIT 750 WORDS)

Garden Walk (GW) is our primary fundraiser, and we are committed to increasing our advertising expenditures by 26% if Cultral Umbrella Funds (CUF) are awarded. CUF will be used as outlined on Exhibit E to reach our target audiences in FL and in northern states from which past guests have attended. Our ads focus on the unique opportunity for people to visit distinctive, private tropical gardens that would not otherwise be accessible to them. As a bonus, they are invited to a garden tea party at our historic Francis Tracy Garden Center to further enhance their Upper Keys cultural experience..

Members of other garden clubs, plant and botanical societies are a primary audience and part of our efforts will directly target them. An ad will appear in the Winter issue of Florida Gardener, a publication of the Florida Federation of Garden Clubs (FFGC) distributed to its 13,800 members in the state. With CUF, we will do a direct mail campaign to the 400 garden clubs and circles in the FFGC. The first mailing, in the fall, will be a "Save the Date" postcard with a colorful picture(s) of gardens on previous walks. The second mailing, at our expense, will be the GW poster for posting at Garden Club meetings. The poster will also be distributed electronically to garden clubs and circles, as well as orchid and other botanical societies in Monroe County and south FL, to share directly with their members .

CUF will be used to participate in Tinsley's co-op ads in northern US markets during the fall and winter. Our surveys showed over half of out-of-county guests are from east coast states, IL, MN, MN and OH . The narrative will highlight the unique opportunity GW provides to see private gardens not otherwise available to attendees and to learn about gardening in the Keys. We will also participate in co-op ads in south Florida markets in Jan and Feb, emphasizing the allure of the Keys with basically the same message.

Each year a local artist creates original art that becomes part of our GW poster. Four to six weeks before GW, the poster is placed in stores, restaurants, galleries, social and civic clubs, and retail locations throughout the Upper Keys. For a consistent look and theme, the same art is used in our ad for publications, magazines, and on websites

Based on surveys of guests, approximately 40% learn about our event from their local papers. During the two weeks preceding GW, CUF will be used for ads appearing in the Miami Herald Neighbors (183,500 circ.), the Sun-Sentinel Community sections and website (224,000 circ.) and the Orlando Sentinel Community and web (500,000 circ.) Our ad campaign within Monroe county will be repeated with advertising in the Reporter, Keynoter, and Free Press, using our nonprofit status for reduced rates. CUF will be used to upgrade our ads to color.

We attempt to coordinate ad placement and feature articles to gain the most exposure. A press release will be distributed in Jan. to Keys and south FL media. For further coverage, we will hold a Media Day the first week of Feb. to provide reporters access to the properties and their owners for photos and interviews. The past results of this day have been, at a minimum, a feature article in a local Keys paper and sometimes, a feature article in the Miami Herald (see examples). We will again submit GW for the Miami Herald's Garden Walk article printed 1-2 Sundays before GW.

The date for Garden Walk 2014 has already been published on our website which will be updated as details are finalized. Ads, postings and articles refer people to this website for ticket outlets and information about the Walk, tea party, and art show. Additionally, we will use as many free postings on other websites' and publications' calendars as we can find. These include but are not limited to the Key Largo Chamber of Commerce, Islamorada Chamber and other Keys chambers that allow it, as well as Fla-keys.com, Keys Arts.com, Clearchannel radio stations, Miami TV network stations, MiamiHerald.com, tourists portals, FL Currents magazine, KeysLife Savings, and Culture magazine. We will also submit GW to the semi-annual KLCC Visitor Guides calendar (hardcopy and in PDF on their website).

GW has already been posted on the GCUK's Facebook page and will be posted on the FFGC's Facebook page, again reaching gardeners throughout the state. Our members will be encouraged to Share the posting to gain more exposure.

During the two weeks preceding GW, a GCUK rep will promote it on local radio shows which highlight activities in the Keys. During this same time, as a benefit of our KLCC and ICC memberships , every KLCC and ICC member will receive an email blast about the event asking to share it with their staffs . And, of course, we encourage and remind our membership to get the word out. From our last survey, more than half of guests heard about the walk from family or friends.

## VII. EVENT SUSTAINABILITY ACTION PLAN

A B.C.D.E.

Garden Club of the Upper Keys' mission is to develop, promote, protect and conserve the natural beauty of the Upper Keys. We accomplish this through education and in cooperation with our members, residents and visitors. Our commitment to sustainability is covered by GCUK objective #3: To protect and conserve our natural resources by educating the public. Specifically we will:

- a. include a printed message in our Garden Walk program to recycle at the event AND back home
- b. encourage 'green advertising' by increasing our use of websites, social media (Facebook,other) and broadcast opportunities such as local live radio shows
- c. outline sustainability issues with our vendors: very few of our vendors use bags. Our Clubhouse Tea Party will continue to monitor and adapt more sustainable serving options. We already limit packaging for food and beverage.
- d. make available specific and clearly identified recycle containers at the Clubhouse and on properties, if & as appropriate
- e. discourage single use plastic bags through conversation with our vendors and by providing a display with information for making one's own reusable cloth shopping bags.

## VIII. OVERALL ASSESSMENT OF APPLICATION \_\_\_\_\_ 0 - 10

October 2013							November 2013							December 2013						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5						1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

January 2014							February 2014							March 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29
														30	31					

April 2014							May 2014							June 2014							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
			1	2	3	4	5					1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
27	28	29	30				25	26	27	28	29	30	31	29	30						

July 2014							August 2014							September 2014							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
			1	2	3	4	5						1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30					
							31														

**Holidays and Observances (United States)**

- |                                |                                |
|--------------------------------|--------------------------------|
| Oct 14, 2013: Columbus Day     | Oct 31, 2013: Halloween        |
| Nov 11, 2013: Veterans Day     | Nov 28, 2013: Thanksgiving Day |
| Dec 25, 2013: Christmas Day    | Jan 01, 2014: New Year's Day   |
| Jan 20, 2014: M L King Day     | Feb 14, 2014: Valentine's Day  |
| Feb 17, 2014: Presidents' Day  | Apr 18, 2014: Good Friday      |
| Apr 20, 2014: Easter Sunday    | May 11, 2014: Mother's Day     |
| May 26, 2014: Memorial Day     | Jun 15, 2014: Father's Day     |
| Jul 04, 2014: Independence Day | Sep 01, 2014: Labor Day        |