

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL'S

OPERATIONS MANUAL

SECTION II

**TOURIST DEVELOPMENT COUNCIL
POLICIES AND PROCEDURES**

Policies & Procedures
>> Continued

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL **STANDING RULES**

Regular TDC meetings are held on a Tuesday or Wednesday, on an approximate six week schedule as determined by the TDC at the beginning of their fiscal year. All regular TDC meetings, any special meetings or workshops that may be called are advertised according to law. 02/06/91

Once each quarter the meeting will be dedicated and planned with the agencies of record. The only other items placed on the agenda of agency meetings will be necessary financial business. 02/06/91

The agencies of record may have at least one (1) of their staff attend all TDC meetings.

Regular TDC meetings begin at 10:00 a.m., one (1) hour is taken for lunch, at the discretion of the Chairperson, and meetings terminate at 5:00 p.m. Two thirds vote of council members present is required to extend the meeting beyond 5:00 p.m. 10/25/90 TDC meetings rotate throughout the Keys as determined by the TDC.

Regular meetings are noticed to the media (Key West Citizen, The Keynoter, The Reporter) fifteen (15) days in advance of the meeting. Special Meetings are noticed to the media (Key West Citizen, The Keynoter, The Reporter) five (5) days in advance of the meeting. Emergency meetings (so designated by the Chairperson) are noticed four (4) hours in advance through Public Service Announcement by the appropriate radio stations.

Unless there is a special circumstance determined by the Chairperson, once the schedule has been approved by the TDC it becomes the schedule the TDC shall follow. Except for Bulk Approvals each agenda item will be timed at 15 minutes for discussion. Once the initial 15 minutes expires each TDC member will be allowed an additional two (2) minutes for further comments. If at this time a vote or a decision is not reached, discussion of the subject will terminate.

At agency meetings, the agencies of record will be allowed one (1) hour for their presentation. If a major presentation is to be made and more than one hour is required, the agency must notify the Administrative Office prior to the agenda closing date and must obtain the approval of the TDC chairperson. 02/06/91

A change of meeting date can be made if a scheduled meeting conflicts with a scheduled BOCC meeting date, or if the Office Manager notifies the Chairperson that quorum will not be available for the scheduled meeting. The Chairperson can approve the change with proper advanced notice to the TDC. Any other meeting date changes shall be placed on the agenda of the next scheduled meeting. Majority approval is required for the change of date to be implemented. This procedure will also apply to meeting time changes. 01/09/91

Please Note: Dates shown indicate where the TDC meeting policy was approved.

The Monroe County Tourist Development Council operates under Roberts Rules of Order. The rules are strictly observed for the resolution of all disputes and, when necessary for the maintenance of order. Normally, proceedings are conducted with a minimum of formality.

Quorum: Five members of the TDC shall constitute a quorum.

The TDC shall elect it's Chairperson, Vice-Chairperson, and Treasurer at the beginning of the new fiscal year.

The Chairperson of the TDC shall serve as the presiding officer and conduct the business of the TDC.

Responsibilities of the Chairperson: The Director reports directly to the Chairperson and the following are the responsibilities of the Chairperson:

1. Presides at and conducts all TDC meetings.
2. Appoints Committee Chairperson and sub-committees if required.
3. Attends BOCC meetings representing the TDC.
4. Spokesman on behalf of the TDC to the media unless the Chairperson delegates this responsibility on an individual basis.
5. Reviews meeting agendas prior to packet distribution.
6. Approves TDC items, other than expenditures and budget resolutions, to be placed on the BOCC agenda.
7. Authorizes changes in meeting dates as per special circumstances outlined in Section II, Page 3.
8. Is responsible for arranging television and radio communications to the public, utilizing TDC members as panelists to report on activities of public interest.
9. Is responsible to the TDC for implementation of policies determined by major vote of the Council.

In the absence of the Chairperson, the Vice-Chairperson shall preside and assume the responsibilities in the Chairperson's absence.

In the absence of both the Chairperson and the Vice-Chairperson, the member in charge of Advertising shall preside.

In the case when all three of the above listed individuals are not present a majority of the quorum shall determine who shall serve as Presiding Officer. 01/09/91

TDC POLICIES & PROCEDURES

MEETINGS: All professional agencies to provide a written up date of their activities, with brief explanations of items, as requested by TDC members.

Items requiring TDC approval will be fully explained in writing with the statement "APPROVAL REQUESTED" at the bottom of said request. It shall be fully understood that the professionals are to prepare for quarterly meetings with only emergency items to appear on regular agendas. 03/06/91 If the request requires an increase to a Budget Allocation this shall also be stated. Information supporting requests for TDC approval must be received in the Administrative Office on the agenda deadline date for inclusion in the TDC's agenda packets.

MEETING AGENDA: Deadline for TDC meetings is twelve (12) noon Friday, two (2) weeks prior to the meeting. Packets will be distributed by the Wednesday following.

The agenda for each TDC meeting shall be compiled by the administrative office based on submissions from TDC members, administrative staff, legal counsel, and District Advisory Committees. The TDC chairperson will review the agenda.

Deadline for add on agenda items is twelve (12) noon Thursday, prior to the meeting. Add on agenda items will be distributed on the Friday prior to the meeting. The person submitting the item has the responsibility to supply the additional back-up required to the TDC administrative office in time to meet the deadline for add-on agenda items. 02/06/91

The TDC shall approve the agenda at the commencement of business of the meeting and before any action items are heard. Changes to the agenda may be made by appropriate motion, second, and super-majority vote when it becomes apparent that a change to the agenda is necessary or has such importance that the time should not be delayed until the next meeting. However, items added to the agenda on the day of the meeting shall be for discussion purposes only rather than for formal action. BOCC 2/20/08

MEETING MINUTES: Draft copy of the minutes will be distributed to the Chairperson one (1) week after the meeting with draft copy of the minutes distributed to the TDC two (2) weeks after the meeting.

TDC to review and if corrections of substance are to be made, they are to notify the Administrative Office so that a review of the tape can be made for clarification. 04/10/91

BOARD OF COUNTY COMMISSION AGENDA: All items presented to the BOCC must be approved by the Chairperson, other than TDC Bulk Approvals limited to payment requests, and budget resolutions. The Chairperson will provide the Monroe County Board of County Commissioners with a capsule summary of the TDC minutes to be submitted prior to the BOCC meeting. 04/10/91

TDC FUNDING PROCEDURE: All funding from tourist development revenue (hereinafter "TDC funding") shall go through TDC review before being placed on the County Commission agenda.

Procedures:

1. TDC funding is provided through County budget line items for permissible capital projects and maintenance of public beach park and museum facilities, and contracts with the following: agencies providing administrative, advertising and promotional services, chambers of commerce providing tourist information via telephone and walk-in assistance, entities sponsoring events which provide a forum for advertising and promoting the destination, and government agencies and non-profit organizations executing capital projects which are permissible uses (per Statute & Ordinance) of TDC funding. All of these funding mechanisms require application through either the County budgetary process for County-owned facilities which qualify for maintenance, or the application processes set up for event-funding and capital project funding.
2. All of the mechanisms set forth in #1 require, at the very least, that the funding item be reviewed and recommended by the TDC before being acted upon by the BOCC. In the case of event and capital project funding, the items are initially reviewed and recommended by the appropriate District Advisory Council or Umbrella agency (Fishing or Cultural) before going to the TDC.
3. No funding request shall be acted upon by the BOCC without going through the process designated above. More specific policies and procedures applicable to event and capital project funding are available in the appropriate sections of the TDC Policies & Procedures Manual. No item which has the likely effect, directly or indirectly, of utilizing TDC funding shall be considered except through this process.
4. The Umbrella/DAC/TDC process affords applicants an appeal process. The Umbrella agency or DAC reviews the applications for funding in each annual funding program. The DAC or umbrella agency shall set forth a chart or schedule of the applications received, particular information (such as dates, amounts requested, and other information useful for valuation purposes, and the amount which the agency or DAC recommends the TDC fund). The TDC then will have a listing of all applicants and information about the DAC/umbrella allocations including reduced or zero recommendations. Applicants may appear before the TDC to request reconsideration of the amount by submitting to the TDC by no later than the deadline date for the next TDC meeting agenda a written request to address the TDC for this purpose. The TDC meeting at which funding denials or reductions, as recommended by DAC/Umbrella (advisory body), shall be discussed at the TDC meeting at which the remainder of funding applications will be considered for adoption.
5. Should a funding applicant request that the funding application be considered by the TDC notwithstanding the advisory body's recommendation, the total funding for that district may not be approved by TDC until after the item in question is considered by the TDC.

6. TDC shall render findings of fact to support whatever decision they reach. If funding is approved, the TDC should set the amount and from what source the funding should be derived.
7. For those items initiated by the TDC and require approval by the BOCC, the item shall be moved forward to the BOCC.

Any entity that has been denied funding by the TDC may request that the TDC place the item on the next available BOCC meeting agenda. TDC shall, in submitting the item for the agenda, note its recommendation of denial of the item.

If the BOCC approves an allocation to an item previously denied by the TDC, the BOCC shall specify the amount which the TDC shall allocate. (5/21/03)

TDC DESIGNATED SPOKESMAN: The Chairperson is the designated spokesman on behalf of the TDC. If unable to provide the information requested, it is the responsibility of the Chairperson to designate a spokesman other than himself, who may be more informed on the subject matter. In the absence of the Chairperson, questions will be directed to the Vice-Chairperson. 04/10/91 The TDC will continue to expand its availability to public inquiry. 05/15/91 BOCC Individual TDC members may respond to media requests with the understanding that their response is a personal opinion and not that of the full Monroe County Tourist Development Council. 06/12/91

TDC ADMINISTRATIVE OFFICE: The Office Manager oversees and administers the TDC's policy, is the clearing house for all data, and is responsible to the Chairperson. 04/10/91

TDC AGENCIES OF RECORD - RESPONSIBILITIES: The advertising and public relations firms shall act as the agencies of record of the COUNTY/TDC Bed Tax funds for the preparation and placing of all advertising and public relation services, except as mutually agreed otherwise, and for the performance of related special services as requested by the TDC.

The agencies of record will coordinate with the Administrative Office and make all informational material available to the TDC at large. In consultation with the Chairperson, the Office Manager will decide method of distribution. 04/10/91

The agencies of record will present a quarterly update on agency activities for TDC's review beginning with the August 1992 meeting. 07/01/92

The Administrative Office, at their discretion, will forward TDC's expenditures, contracts and dated correspondence wherein a response is requested within a certain period of time "Registered, Return Receipt Requested." 03/06/91

MEETING ATTENDANCE: To insure quorum for all TDC meetings, it is the responsibility of each member of the Tourist Development Council to advise the Administrative Office by phone no later than twenty-four (24) hours prior to a scheduled meeting, if they will not be in attendance at said meeting. 12/16/92

ABSENTEE POLICY: Whereas, Sec.2.299 (B) (4) is amended to read as follows: Any member of the tourist development council who absents himself from any three (3) consecutive regular meetings of said tourist development council, unless excused from such attendance by consent of the council, expressed by action of record in its official minutes, or who is absent from a total of four (4) regular meetings of said council in any fiscal year without having been excused from such attendance by consent of the council expressed by action of record in its official minutes, shall thereby automatically forfeit his position and office as a member of the tourist development council; and the name of such person shall be automatically removed from the membership of said council immediately after the adjournment of any such third consecutive meeting or any such fourth meeting in any fiscal year, as the case may be, at which such member has not appeared. The council shall thereupon promptly notify the member so removed, and the governing board of Monroe County shall thereupon appoint a new member to serve the remainder of the unexpired term of the member so removed. However, the absence of an elected official because of business or travel specifically related to

his/her elected position, who is a member of the TDC by virtue that elected position, shall be considered an excused absence and shall be so noted in the minutes of that meeting. 01/16/08

RESOLUTION PROCEDURE: Upon the approval by the TDC of an allocation of funds which necessitates a transfer of funds from one cost center to another, it shall not be necessary for the Administrative Office to seek approval of the TDC for the resulting Budget Resolution. The Budget Resolution will be presented to the BOCC for final approval. 05/08/91 & 11/06/91

INTRA-COST CENTER TRANSFER PROCEDURE: Intra-cost center transfers may be made upon recommendation and approval of the Office Manager and Tourist Development Council Treasurer as needed. No prior approval of the Tourist Development Council Board is required. 11/06/91

Upon award of funding (if within the same cost center), an intra-cost center transfer will be done to establish the line item within the budget. The signature of the Office Manager is required prior to further execution by the Office of Management & Budget and the Finance Office. 11/06/91

If funds are not within the same cost center, a Budget Resolution is necessary. 10/02/91 See Resolution Procedure. (Section II, Page 8)

CONTINGENCY FUND: Emergency Action Plan: The Chairperson, upon request of any member of the TDC, shall call a special meeting to address whether or not there is an economic/natural disaster and upon two thirds vote of the TDC would declare that an emergency exists. 9/14/94

In the event that communications are severed between the advertising and public relations agencies of record and the TDC Administrative Office, the agencies shall confer with each other and perform the same type of services as found in the scope of services of their agreements, as the agencies deem to be in the best interest of tourism in the Florida Keys. In consideration of the performance of such services, the County shall pay an amount not to exceed \$150,000.00 to each agency, in excess of the compensation required in their agreements. 12/7/94

MARKET SHARE POLICY: The market share shall be adjusted according to the previous fiscal year's bed tax revenue collection percentages, utilizing those percentages as a base for the next year's budget. The Fla-Keys telephone calls allocated to each Chamber, in the next fiscal year, will also be adjusted accordingly. 2/1/95

"AFTER-THE-FACT" POLICY: Expenditures made prior to the final approval of all allocations by the TDC/BOCC will not be reimbursed by the Monroe County Tourist Development Council.

CO-OP POLICY: Due to limited availability, all co-op is on a first come, first served basis. Space/time reservations are your media insertion order form from your agency, or your check made out in the full amount for the co-op you are participating in. **ONLY** Florida Keys and Key West messages are acceptable in any co-op ad. **Television:** One property, or property group, per thirty-second commercial. There must be a minimum of 5 properties/groups on any media plan. Example: if the media plan calls for 20 commercials, no one property may purchase all 20 commercials. There must be at least five properties, each with no more than 4

commercials per property. **Magazines:** There must be at least two participants for each page. Co-op will be offered in 1/2 page, 1/3 page and listing format. **Newspaper Generic/District:** Whether the co-op is display or listing, there must be at least two participants. All advertising materials must be supplied in accordance with the individual co-op offering. The agency of record will have final creative control. If the agency feels that any co-op participant has sent material detrimental to the destination, it will be rejected and all moneys will be returned. **Rate:** 1. The same rate shall be charged for accommodations and tourist attractions due to the advertising value inherent in materials promoting the beautiful surroundings, lush accommodations, historical, eclectic, or other appeal of the property. 2. Other entities may be charged a higher rate based on the fact that the overhead and direct costs are presumed to differ significantly from those for accommodations and attractions and based on the lower degree of innate value to the promotional material of an entity such as reservation services or other providers of goods and services that are not marketing and presenting the images of the Keys which would be inherent in the accommodations and attractions advertisements. 7/26/95

TDC FUNDED ACCOMMODATIONS GUIDES: A property seeking inclusion in any accommodations guides funded by bed tax revenues and provided free of charge by the TDC, shall provide proof of a Florida Division Hotel & Restaurant License and the appropriate city and/or county occupancy license(s) to operate an accommodations' facility. The TDC will notify all properties listed in the current accommodations guide by certified mail of the policy established in this regard and it will be the responsibility of those properties wishing to be listed in the new accommodations guide to provide the appropriate information to the TDC Administrative Office, at their cost and/or means by specified date. 09/14/94

NOTIFICATION TO INDUSTRY OF SALES & MARKETING OPPORTUNITIES: The Monroe County Tourist Development Council's Administrative Office shall notify the public of sales & marketing opportunities offering participation to the accommodations and tourist-related industries pursuant to the following guidelines:

- 1) Notice by FAX, telephone or mail to all associations of accommodations, attractions and/or other tourist-related businesses with TDC Administrative Office has listed.
- 2) Notice by FAX, telephone or mail to those entities which remit bed taxes to the County pursuant to F.S. 125.0104 and Monroe County Code 2.297 et al, and which are registered with the County Tax Collector and which might qualify for participation in the particular offering.

- 3) Public Service Announcements (PSA's) relative to the type and date of offering, with directions to contact TDC by phone if interested. The issuance of a PSA does not guarantee that any or all of the media notified will print or announce same.
- 4) Availability of space within sales & marketing opportunities will be allocated on a first come/first served basis upon payment, if applicable, and those entities which remit bed taxes to the County pursuant to F.S. 125.0104 will be given priority status.

The TDC Administrative Office may modify the above procedures as its managerial/professional staff deems appropriate to particular circumstances, including by not limited to, notice to TDC of the opportunity too late to follow the above guidelines. 8/3/94

NON-DISCRIMINATORY POLICY: It is a requirement of the TDC that chamber members and non-chamber members be treated on an equal basis when tourist development tax funds are involved. Therefore, a discount to chamber members versus non-members would be discriminatory when the item would be utilized or associated with tourist development tax funds. 06/12/91

10% FUNDING OF BEACH AND BEACH PARK FACILITY POLICY: Each District shall not exceed 10% funding of beach and beach park facilities based on the district's four-penny bed tax revenue from the previous fiscal year. BOCC 8/16/01.

PURCHASE OF ITEMS WITH TDC FUNDS: Property being defined as fixtures and other tangible personal property of a non-consumable nature purchased with TDC funds, as stated above, is owned by the BOCC/TDC and therefore must be included in the inventory listing of Monroe County and tagged accordingly as required by the Auditor General. *(F.S. 274.02)

If the purchase price of the item involved is \$500 or more, this item is defined by the Clerk of the Circuit Court for Monroe County as a 'capital outlay' purchase and must be so noted. Capitalized items must be appropriated as such. Disposal of capitalized items will be governed by county policy. 06/12/91

* i.e. computers, paintings, VCR's. Recording equipment, postage machines, FAX machines, copiers, etc.

TDC PURCHASING POLICY: The Monroe County TDC (**also applies to DAC's**) follows the purchasing procedures as outlined in the Monroe County Procurement Policies. There are four (4) levels of purchasing as follows:

- Level "A" - Total \$0.01 through \$5,000.00 that does not require price quotes.
- Level "B" - Total \$5,000.01 through \$10,000.00 - requires at least two (2) price quotes.
- Level "C" - Total \$10,000.01 through \$25,000.00 - requires Competitive bids and approval by the TDC/BOCC.

Level "D" - Purchases \$25,000.01 or greater - requires Competitive bid and approval by the TDC/BOCC.

Full details regarding the Procurement Policies may be obtained from the Administrative Office. BOCC 05/94

All levels of purchase must have TDC approval before purchase.

Acceptable Event Marketing Expenses **(Destination/TurnKey/Cultural/Fishing Events)**

BOCC 9/20/06

ADVISORY COMMITTEES (UMBRELLAS/DISTRICT ADVISORY COMMITTEES) AND EVENT COORDINATORS' RESPONSIBILITY: It is the responsibility of the Advisory Committees (Umbrella/District Advisory Committees (DAC) and Event Coordinators to keep apprised of all Monroe County Tourist Development Council's policies and procedures pertaining to event funding. 01/22/92

When DAC event proposals are received, they will be distributed to DACs for review and recommendations to the TDC. Upon approval of the TDC of any event funding recommendations, a contract will be entered into by the applicant and BOCC. The BOCC has final approval of all contracts.

Any Request for Proposal (RFP) response received after the specified deadline, as determined within the RFP, will not be accepted. TDC 7/21/93 This policy mirrors that of the Board of County Commissioners. BOCC 9/8/93

EVENT FUNDING: The TDC has established several categories of events that may receive funding. There are four categories of events that may receive funding from the TDC; Destination Events; Turnkey Events; Cultural Events and Fishing Events.

All advertising and promotional items shall follow the logo/guidelines found in Section II, page 16 for the Monroe County Tourist Development Council.

TDC funded items are **NOT** to be sold. 9/14/94

Only the items listed will be reimbursed for the described events. All event coordinators will receive a reimbursement/direct payment packet that includes an executed copy of the funding agreement. The packet provides guidelines required for reimbursement/direct payment of Acceptable Event Marketing Expenses.

No individual applications for Event funding will be considered out of the Two Penny Event Fund other than the Umbrellas (Cultural, Fishing & Diving). 7/26/95

DESTINATION EVENTS: Destination events as defined under Section IV-A, page 6 will be paid as per the scope of services within the contract and those acceptable items/expenses listed below. Destination events may utilize up to 10% of their approved line item budgets for in-county hard media and public relations. A general non-allocated line item is not to exceed 15% of the total budget and can only be utilized for acceptable TDC items as listed in this section. There cannot be more than a 10% deviation on the approved line item budget.

Media Placement & Production Costs: newspaper; magazines, radio; TV; website/internet advertising only²

Promotional Signs: posters and banners

Promotional Items: T-shirts; hats; jackets; koozie cups. Refer to Sales/Resale statement in Section II, Page 16.

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

Programs: TDC will pay for an event program of listed or schedule of activities and information on the event, an amount not to exceed 50% of cost, including production and printing, of program as outlined in contract budget.

Public Relations: Public relations expenses that are approved by public relations agency of record.

TURNKEY EVENTS: TurnKey events as defined under Section IV-A, page 7 will be paid based upon the scope of services within the contract.

CULTURAL/FISHING UMBRELLA EVENT FUNDING: Any event of a fishing or artistic/special/dramatic nature shall apply for funding under the appropriate umbrella organization.

Within the Cultural and Fishing Umbrella events funding process, the monies received by the event coordinator is to be used within the approved acceptable list of TDC expenses listed below without any restriction as to out-of-county advertising. Each Umbrella shall appropriate a minimum of 30% of the funds of the Umbrella for out-of-county advertising and public relations. 70% or the remainder that has not been allocated to the advertising/public relations agencies of record within the Umbrellas, shall be allocated by the Umbrella to the applicants for event funding. The budget, which is included with the application, will be individually reviewed by the Umbrella, the applicant and the advertising/public relations agencies of record. There cannot be more than a 10% deviation on the approved line item budget. No amendments to budgets will be permitted after this approval process. 9/14/94 General non allocated line item is not to exceed 15% of the total budget and can only be utilized for acceptable TDC items listed below.

If an Umbrella does not allocate all the funds earmarked for direct event funding within a district, the remaining funds shall be allocated and utilized to advertise that specific district as recommended by the Umbrella committee.

Any event receiving funding under the Umbrella organization will not be eligible for additional funding under another TDC event category. 08/14/91

CULTURAL EVENTS: Definitions and procedures for cultural events can be found in the Monroe County TDC Operations Manual in Section IV-C.

Media Placement & Production Costs: newspaper; magazines, radio; TV; website/internet advertising only²

Promotional Signs: posters and banners

Promotional Items: T-shirts; hats; jackets; koozie cups. Refer to Sales/Resale statement in Section II, Page 16.

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

Programs: TDC will pay for an event program of listed or schedule of activities and information on the event, an amount not to exceed 50% of cost, including production and printing, of program as outlined in contract budget.

Public Relations: Public relations expenses that are approved by public relations agency of record.

FISHING EVENTS: Definitions and procedures for fishing events can be found in the Monroe County TDC Operations Manual in Section IV-B, page 3.

Media Placement & Production Costs: newspaper; magazines, radio; TV; website/internet advertising only²

Promotional Signs: posters and banners

Promotional Items: T-shirts; hats; jackets; koozie cups; trophies/awards (Fishing Tournaments only)¹. Refer to Sales/Resale statement in Section II, Page 16.

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

Programs: TDC will pay for an event program of listed or schedule of activities and information on the event, an amount not to exceed 50% of cost, including production and printing, of program as outlined in contract budget.

Public Relations: Public relations expenses that are approved by public relations agency of record.

¹ **TROPHIES:** framed art work, framed photography, engraved crystal and glass, plaques, trophies, sculptures (fiberglass, metal, glass & wood) and framed certificates shall constitute a trophy. All such trophies must include the appropriate information as outlined in the policies (tournament name, date, and location). 9/14/94 For TROPHY reimbursement, Tournament Directors must present the original invoice of the trophies, a notarized list of winners of the event, and a notarized list of the plates and/or glass etching from the engraving company. 8/20/03.

² **ADVERTISING THROUGH THE INTERNET:** The TDC will pay for Internet advertising on web sites (banners, buttons, website links), and E-mail blasts. Internet advertising links may go to the event website. Logo is required on banners and E-blasts. No payment will be made for development or operation (hosting) of website. BOCC 5/16/06

SALE/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.* 09/14/94

Logo/Acknowledgement Usage Guidelines For Events **Destination/TurnKey/Cultural/Fishing Events**

BOCC 12/20/06

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the Florida Keys and Key West logo in PMS black. 06/12/91

Use on all printed material as listed under the Acceptable Event Marketing Expenses list

TV: logo must appear at the conclusion of commercial

Hats/t-shirts/jackets/koozie cups: must carry the "The Florida Keys & Key West" logo

Radio Advertising: No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council"

Trophies: Logos are not required on trophies.

In-County Logo

The below logo that includes the "Monroe County Tourist Development Council" designation is to be utilized in all approved in-county print newspaper ads, magazine ads, street banners, posters and other approved signage efforts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Sharon Joseph or John Underwood with Tinsley Advertising at 305-856-6060.



MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

Out-of-County Logo

The below logo that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized in all other efforts including any approved out-of-county print newspaper ads, magazine ads, television commercials, internet advertising (banners, buttons, e-mail blasts), direct mail promotions (brochures and pamphlets) and any approved promotional items including programs, T-shirts, hats, jackets, trophies and koozie cups. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Sharon Joseph or John Underwood at Tinsley Advertising at 305-856-6060.



MONROE COUNTY TOURIST DEVELOPMENT COUNCIL **STANDARD MEETING PROCEDURES**

Reading and Approval of Minutes

Bulk Approvals

Treasurer's Report

Reports of Divisions or Agencies:

Budgets

Public Relations

Advertising

Sales & Marketing

Market Research

Administrative

Industry Input 2:00 p.m. Time Certain

Event Applications

Unfinished Business

New Business

Business is brought before the TDC by motion.

In the case where the motion is long and complicated it should take the form of a resolution. A resolution should be prepared in advance of the meeting.

Unless contained in a specific report of the TDC's agencies, business may only be brought before a regularly scheduled, duly called, TDC meeting by motion.

Point of Order may be called when a member believes the rules of the TDC are being violated. A Point of Order takes precedence over any pending question out of which it may arise.

CONFLICT OF INTEREST: If there is a possible conflict of interest, a TDC member must verbally state same before a vote is taken. Full disclosure must be made in writing within fifteen (15) days on the appropriate form which may be obtained from the County Attorney's office. 02/28/90

SPECIFIC PROCEDURES: That no agency of record place any member of the TDC in the position of a possible conflict of interest and that an agency of record contemplating utilization of a Council member's business affiliation for the purpose of conducting TDC directives advise the Administrative Office or the TDC member who may be placed in conflict.

1. All video or film for which TDC funds will be utilized shall be produced and approved under the direction of both agencies of record (Advertising and Public Relations) for the TDC. 03/06/91

2. All advertising that does not go through the agency of record must be brought before the TDC for their approval. 10/25/90
3. The same agency commission be utilized as the agency of record for outside vendors. 9/26/90

SUSPEND THE RULES: When the TDC wishes to entertain an item of business without adhering to its usual rules, it can adopt a motion to suspend the rules.

VOTING: Unless otherwise stated, a simple majority of those TDC members present and constituting a quorum, shall be necessary for approval of an action.

STANDING RULES: It takes a 2/3 vote without notice and a majority vote with notice to amend/rescind standing rules.

BUDGET: Each annual budget is prepared and presented to the full Council for review, and adjustment. The total budget is based upon the actual revenues collected in the prior years, with an adjustment factor for indicated growth or loss, plus anticipated balance brought forward, plus interest brought forward, plus any other miscellaneous revenues required to be recognized as income.

The TDC fiscal year coincides with that of the County, i.e., from October through September. The budget approved by the MCTDC is presented to the County Budget Officer on June 1st, each year, for review and transmittal to the Board of County Commissioners (BOCC) for final approval.

Approved expenditures are initialed by the Treasurer of the TDC and processed at the Monroe County Finance Office. The entire approval/payment process may take as long as 30 to 45 days to complete.

At the last regular meeting of the fiscal year, the MCTDC Administrative Office notifies the full Council of any continuing events or projects for which funds were budgeted, but not completed as of the end of the fiscal year. The full Council will consider these projects and, if appropriate, take action to continue assignment of funds budgeted for these projects, into the next fiscal year.

ALLOCATION OF FUNDS: Monroe County's Local Option Tourist Development Tax, levied pursuant to Florida Statute 125.0104, totals four percent. The annual budget is based upon projected revenue in actual dollars, and the funds are allocated in accordance with requirements of the statute and county ordinances.

Within the limits set by law, Council members exercise their best judgment regarding the most effective use of TDC revenues in assisting the development of a tourism industry for Monroe County. Recommendations to the Board of County Commissioners represent a consensus of the full Council.

Revenues from the four percent levy are apportioned, by county ordinance, into separate budgets for the first two cents, which is directed toward the generic promotion of Monroe County as a tourism destination, and the District Two-Cent budget, which is used for the specific benefit of the TDC taxing district in which it is collected.

Florida Statute 125.0104 requires that, before any other allocation is made, five percent of the first two-cent budget, and five percent of the District Two-Cent budget be set aside. This five percent protects against obligating more in expenses than can be paid from the revenue received, in the event that actual revenues fall short of what was projected. An additional 5% of revenue within fund 116 shall be allocated to a reserve. Utilization of this reserve must be by super majority vote (5+1). 4/21/93

County Ordinance requires that, after setting aside the five percent required by state law, seven percent of the total budget for the first two cents, and three percent of the total budget for the district two-cents be set aside for administrative expenses. The balance is allocated as follows:

THE FIRST TWO-CENT BUDGET AND EXPENDITURES: Sixty-five percent of revenues from the first two cents, termed the Advertising and Promotion budget is apportioned, by county ordinance, for expenditure on national and international advertising, trade mail fulfillment, trade show costs as well as other appropriate promotional items.

The remaining thirty-five percent of the first two cents net revenue constitutes the Events Budget, including Public Relations fees and expenses, mail fulfillment consumer expenses. These funds shall be distributed, by district percentages as it relates to dollar amount (12/12/96) for the purpose of the 'Umbrellas'. After the Umbrella advertising campaign has been set, (Section II, Page 10 - Cultural/Fishing Umbrella for guideline), all Two Cent district events activities will be distributed on the basis of district tax collection percentages with a deviation of no more than 10%. All event funds that are not used by a district will go into the appropriate umbrella advertising campaign. 7/8/96

When Promotional or Events funds are budgeted for use by an event-sponsoring organization, the portion of the budget allocated to the Council's advertising and/or public relations agencies, must be recorded in the minutes of the MCTDC.

Public relations fees and expenses are paid by all districts, in proportion to each district's revenue percentage, this policy received unanimous approval of both the MCTDC and district advisory committee chairpersons. Public relations and consumer mail fulfillment costs are allocated from the Events Budget before the balance is distributed.

However, since the Monroe County TDC is only an advisory body to the Monroe County Board of County Commissioners, the BOCC reserves final authority over all budgets and expenditures.

THE DISTRICT TWO-CENT BUDGET AND EXPENDITURES: It is the intent of the MCTDC and the Board of County Commissioners, that the District two-cent revenues be for discretionary use, by the district in which the revenue is raised, to enhance and support the specific tourism development efforts of the district.

MCTDC recommendations, to the Board of County Commissioners, for expenditure of District two-cent revenues shall, in all cases, be based upon the needs of the specific district, as expressed by the district's designated representatives. The recommendations shall, in all cases, represent a consensus of the council on the most cost-effective means of fulfilling the district's expressed tourism-development goal.

It takes a two thirds vote by the TDC to release contingency funds in the District Two-Cents.
9/26/90

After the five percent contingency fund and three percent for administrative costs are set aside from the total District Two-Cent budget, the balance is divided, by district percentage, into five separate district accounts. The funds in these accounts may be used by the respective districts for any purpose allowed by Florida Statute 125.0104, that is consistent with the district two-cent plan and the overall tourism development plan.

UTILIZATION OF DISTRICT TWO-CENT ADMINISTRATIVE RESOURCES: After April 1st within each fiscal year budget, a District Advisory Committee may recommend to the TDC the utilization of Administrative Resources to be transferred to augment their District Advertising Campaign for the balance of that fiscal year.

Any percentage changes resulting from the above transaction, will not be carried forward to the next year's budget. The next year's budget will revert back to the original percentages established and approved by the TDC. 5/12/98

The District Advisory Committee shall address this issue as a separate item each fiscal year.

Since the District Two-Cent budget is reserved for specific tourism development efforts of each of the districts, the BOCC reserves the final decision as to approval or rejection of those efforts on an individual basis.

TRADE SHOW/PROMOTIONAL TRAVEL: Defined as travel performed to domestic and international trade shows, and other promotional opportunities, for the purpose of promoting and advertising tourism to the Florida Keys and Key West. 10/25/90

Trade shows and promotions shall be attended by the Sales & Marketing Coordinator with assistance, as required, provided by the Administrative professionals under contract to the TDC.

Ordinarily, if TDC board members attend a trade show, they shall do so only as a board member, for educational purposes. Board members travel will be limited to the continental United States, *one TDC member per trade show event*, and expenses will be charged to board member travel. (BOCC 7/20/05)

A TDC Board member's travel would be requested and approved in advance by the TDC. (BOCC 7/20/05)

A listing of all appropriate trade shows and other promotional opportunities for the Florida Keys and Key West shall be compiled for review and approval by the TDC's Sales & Marketing Representative. 10/25/90 The final approved Sales & Marketing Budget & Plan shall be reviewed and approved by the TDC within the Marketing Plan. The budget & plan shall then be submitted to the County Commission for approval as a part of the annual budget package.

When a change to the Sales & Marketing budget and plan is made by the TDC, as long as the budget total does not increase, the change shall be noticed to the BOCC but shall not require approval for implementation. This will permit the TDC to take advantage of last minute sales opportunities not originally incorporated into the Marketing Plan.

Amendments to the Sales & Marketing budget and plan that require a budget increase, also require approval by the BOCC prior to implementation.

Any representative acting on behalf of TDC at TDC trade show/promotions, who finds it necessary to incur incidental expenses to enhance the TDC's representation at the promotion, must inform the TDC Administrative Office of such expenses within three (3) days of return of said show. (BOCC 7/20/05)

All invoices relating to trade show/promotion expenditures shall bear the TDC's official address;
P.O. Box 866; 1201 White St., Suite 102
Key West, FL 33041-3328.

UMBRELLA TRADE SHOW EVENTS PROCEDURES: TDC funding from the specific Umbrella should be allocated to cover trade show registration and booth related costs and also to cover the travel related expenses of up to two (2) umbrella professional representatives to attend these promotional functions.

Wherein the travel and travel related expenses of the representatives are covered under TDC funding, the Umbrella shall ensure that no private business shall be promoted in the manner of collateral, business cards, or other related business materials.

TDC sales staff will attend said show(s) on behalf of the TDC with appropriate expenses coming from the TDC sales budget. (12/11/96)

TRAVEL VOUCHERS:

The procedure for completion of travel vouchers is as follows:

1. Please type or print as clearly as possible.
2. Use mileage chart supplied in this manual by Monroe County. As of **July 28, 2006** the State of Florida approved Travel Ordinance (028-2006) to increase mileage allowance to **44.5¢** per mile. Approved by the Governor of the State of Florida 7/28/06 (BOCC 7/19/06)
3. a. Meal reimbursement: (receipts not required)
 - (i) \$6.50 if travel begins before 6:00 a.m. and extends beyond 8:00 a.m.
 - (ii) \$13.50 if travel begins before 12:00 p.m. and extends beyond 2:00 p.m.
 - (iii) \$27.00 if travel begins before 6:00 p.m. and extends beyond 8:00 p.m.
4. Fill in back of voucher only if airline was used. Credit card vouchers are not acceptable as receipts.
5. Complete original receipts and tickets must be provided. Credit card vouchers are not acceptable as receipts.
6. A boarding pass must accompany voucher or a notarized statement that
 - (a) The airline did not provide one.
 - (b) The boarding pass was lost.
7. Amounts must be clearly legible on all receipts and tickets (dates also).
8. If there are no requests for hotel or meal reimbursements on any given travel day, please explain.
9. Please attach any notes necessary to make processing as expeditious as possible.
10. Dates should clearly correspond to reimbursement requests from any given day.

**MONROE COUNTY MILEAGE CHART
PROVIDED BY THE MONROE COUNTY FINANCE OFFICE**

Key West to:	Bay Point	15
	Big Pine	31
	Big Torch Key	29
	Big Coppitt	10
	Conch Key	55
	Cudjoe Key	22
	Homestead	127
	Islamorada	83
	Key Colony Beach	53
	Key Largo	101
	Layton	70
	Little Torch Key	28
	Long Key	70
	Lower Matecumbe	75
	Marathon	48
	Marathon Shores	53
	Middle Torch	28
	Plantation Key	87
	Rock Harbor	100
	Sugarloaf	17
	Summerland	24
	West Summerland	31
	Stock Island	5
	Sunshine Key	39
	Tavernier	92
	Vacation Village	84
	Duck Key	62
	Ramrod Key	27
	Clearwater Beach	399
	Cocoa	350
	Daytona	416
	Ft. Lauderdale	183
	Gainesville	476
	Hollywood	175
	Jacksonville	505
	Lakeland	365
	Miami	155
	Miami Beach	170
	Naples	236
	Opa Locka	180
	Orlando	378

Key West to:	Palm Beach	223
	Palm Beach Gardens	238
	Panama City	702
	Tallahassee	606
	Tampa	391
	Dania	180
Marathon to:	Big Pine	17
	Conch Key	12
	Islamorada	35
	Key Largo	53
	Long Key	22
	Miami	110
	Plantation Key	39
	Summerland	24
	Sunshine Key	9
	Tavernier	45
Boot Key to:	Long Key	20
Long Key to:	Boot Key	20
	Cudjoe Key	47
	Homestead	61
	Marathon	22
	Miami	109
	Middle Torch	43
	Plantation Key	20
	Islamorada	16
Plantation Key to:	Big Pine	56
	Homestead	42
	Key Largo	14
	Key West	87
	Layton	17
	Marathon	39
	Miami	67
	Sunshine Key	48
	Duck Key	26
Key Largo to:	Big Pine	70
	Islamorada	18
	Homestead	26
	Long Key	40
	Marathon	53
	Miami	54

Policies & Procedures
>> Continued

Key Largo to:	Plantation Key	14
Homestead to:	Key West	127
	Plantation Key	40
	Tavernier	35