

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL'S**

# **OPERATIONS MANUAL**

**SECTION IV- D**

**Acceptable Event Marketing  
Expenses & Logo Usage Guidelines**

*Events Procedures – Acceptable Expenses & Logo Usage*  
*>> Continued*

## **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 only<sup>2</sup>

**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 only<sup>2</sup>

**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 only<sup>2</sup>

**Promotional Signs:** posters and banners

**Promotional Items:** T-shirts; hats; jackets; koozie cups; trophies/awards (Fishing Tournaments only) <sup>1</sup>. 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.

<sup>1</sup> **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). <sup>9/14/94</sup> 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. <sup>8/20/03</sup>.

<sup>2</sup> **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. <sup>BOCC 5/16/06</sup>

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**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.

### **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.