

VISIT FLORIDA
2540 W. Executive Center Circle
Suite 200
Tallahassee, Florida 32301

T (850) 488-5607
F (850) 850-201-6908

October 4, 2018

Bradenton Area Convention and Visitors Bureau
c/o Elliott Falcoine, Executive Director
One Haben Blvd
Palmetto, FL 34221

RE: FY18/19 Grant Selection Tourism Recovery Grant Program for Red Tide Application

VISIT FLORIDA has approved the Tourism Recover Grant Program for Red Tide Application submitted by Bradenton Area Convention and Visitors Bureau for \$77,500 for use in the proposed marketing campaign once the red tide subsides.

VISIT FLORIDA will provide a Letter of Agreement via email, which must be signed and returned to VISIT FLORIDA to activate the grant. All funds must be used after red tide subsides, but prior to June 15, 2019.



Please send all questions or concerns to VISIT FLORIDA via email at grants@VISITFLORIDA.org.

Sincerely,

A handwritten signature in black ink that reads "Heather Collins". The signature is stylized and cursive.

Heather Collins
Senior Manager, Procurement & Contracting

**Tourism Recovery Grant Program for Red Tide Agreement between
Florida Tourism Industry Marketing Corporation, Inc.,
doing business as VISIT FLORIDA®,
and Bradenton Area Convention and Visitors Bureau #9075**

The Florida Tourism Industry Marketing Corporation, Inc. (VISIT FLORIDA), as administrator of the Tourism Recovery Grant Program for Red Tide has approved the application for Grant funds submitted by the Bradenton Area Convention and Visitors Bureau (GRANTEE). By reference, the Application attached hereto as Exhibit B is hereby made a part of this Agreement.

The GRANTEE hereby accepts the award of the Grant Program authorized by VISIT FLORIDA and certifies eligibility for the receipt of grant and adherence to the guidelines for the Grant Program attached hereto as Exhibit A.

Purpose: This Agreement establishes the terms and conditions governing GRANTEE's participation in the Grant Program. The Grant Program assists VISIT FLORIDA local tourism development boards in counties affected by the naturally-occurring red tide, which include Collier, Lee, Charlotte, Sarasota, Manatee, Hillsborough and Pinellas counties. Grant funds are to assist local tourism development boards with increasing visitation once red tide has subsided through advertising (print, broadcast, digital, social media or out of home), direct mail, brochure production, website development, as well as other related projects/programs.

The parties agree as follows:

1. The GRANTEE shall:
 - a. Expend all grant funds awarded to execute marketing programs to promote tourism to and in the State of Florida through advertising, direct mail, brochure production, website development, or other related marketing programs as outlined in the application submitted by the GRANTEE, attached as Exhibit B. GRANTEE agrees to perform all acts in connection with this Agreement in full compliance with the guidelines for the Grant Program, attached as Exhibit A.
 - b. Include the VISIT FLORIDA Grant Logo on all marketing in compliance with VISIT FLORIDA's Grant Logo Guidelines. The VISIT FLORIDA Grant Logo Guidelines can be found in the [Grants Toolkit](#) or online at <https://visitflorida.box.com/s/6zzly3gku1kwawtk96ghk077csyt2hze>.



- c. Provide VISIT FLORIDA with statistical, narrative, financial and other evaluative reports as requested.
- d. Retain and make available to VISIT FLORIDA, upon request, all financial and programmatic records, supporting documents, statistical records, and other records for the project.
- e. Retain all records for a period of five years from the date of submission of the final project report. If any litigation, claim, negotiation, audit, or other action involving the records shall be retained until completion of the action and resolution of all issues which arise from it, or until the end of the regular five year period, whichever is later. GRANTEE acknowledges

that they may be subject to audits and/or monitoring as defined by Florida Single Audit Act, Section 215.97(2), Florida Statutes.

- f. Establish and maintain a proper accounting system in accordance with generally accepted accounting procedures. Use and maintain adequate fiscal authority, control, and accounting procedures that will ensure proper disbursement of, and accounting for, project funds.
- g. Perform all acts in connection with this Agreement in strict conformity with all applicable laws and regulations of the State of Florida.
- h. Not use any grant funds for lobbying the legislature, the judicial branch, or any state agency.

2. VISIT FLORIDA shall:

- a. Provide a grant award in accordance with the terms of this Agreement in consideration of the GRANTEE's performance herein under, and contingent upon funding by the Legislature. VISIT FLORIDA's performance and obligation to pay under this Agreement is contingent upon an annual appropriation by the Legislature. In the event that the state funds on which this Agreement is dependent are withdrawn, this Agreement is terminated as VISIT FLORIDA has no further liability to the GRANTEE beyond that already incurred by the termination date.
- b. Calculate the grant amount awarded in accordance with the guidelines for the Grant Program.

3. The GRANTEE and VISIT FLORIDA mutually agree that:

- a. This instrument embodies the whole Agreement of the parties. There are no provisions, terms, conditions, or obligations other than those contained herein; and this Agreement shall supersede all previous communications, representation, or Agreements either verbal or written, between the parties. No amendment shall be effective unless agreed to in writing and signed by the parties.
- b. The Agreement is executed and entered into in the State of Florida, and shall be construed, performed, and enforced in all respects in accordance with the laws and rules of the State of Florida. Each party shall perform its obligations hereunder in accordance with the terms and conditions of this Agreement. If any matter arising out of this Agreement becomes the subject of litigation, venue shall be in Leon County.
- c. If any term or provision of the Agreement is found to be illegal and unenforceable, the remainder of the Agreement shall remain in full force and effect and such term of provision shall be deemed stricken.
- d. No delay or omission to exercise any right, power, or remedy accruing to either party upon breach or default by either party under this Agreement shall impair any such right, power, or remedy of either party; nor shall such delay or omission be constructed as a waiver of any such breach of default, or any similar breach or default.
- e. This Agreement may be terminated by VISIT FLORIDA in the event GRANTEE fails to fulfill its obligations under the Agreement in a timely and satisfactory manner unless the GRANTEE demonstrates good cause as to why it cannot fulfill its obligations. Satisfaction of obligations by GRANTEE shall be determined by VISIT FLORIDA, based on the terms and conditions imposed on the GRANTEE herein. In the event that VISIT FLORIDA determines GRANTEE is not satisfying its obligations, it shall provide GRANTEE a written notice of default letter. GRANTEE shall have 15 calendar days to resolve the default. If the default is not resolved by GRANTEE within the stated period, VISIT FLORIDA may

terminate this Agreement, unless the GRANTEE demonstrates good cause as to why it cannot resolve the default within the prescribed time period. For purposes of this Agreement, "good cause" is defined as circumstances beyond the GRANTEE'S control. Notice shall be sufficient if it is delivered to the party personally or mailed to its specified address.

- f. VISIT FLORIDA is subject to chapter 119, Florida Statutes, and that this Agreement, and any public records, as defined by section 119.011, Florida Statutes, made or received in connection with this Agreement, may be provided by VISIT FLORIDA to anyone upon request. VISIT FLORIDA will post this Agreement on its website for public inspection.
- g. VISIT FLORIDA shall not be liable to pay attorney fees, interest, late charges and service fees, or cost of collection related to the Grant.
- h. VISIT FLORIDA shall not assume any liability for the acts, omissions to act or negligence of the GRANTEE, its agents, servants, or employees; nor shall the GRANTEE exclude liability for its own acts, omissions to act, or negligence to VISIT FLORIDA. In addition, the GRANTEE hereby agrees to be solely responsible for any injury or property damage resulting from any activities conducted by the GRANTEE.
- i. The GRANTEE, unless the State of Florida or agency or subdivision of the State of Florida, agrees to indemnify and hold VISIT FLORIDA harmless from and against any and all claims or demands for damages of any nature, including but not limited to personal injury, death, or damage to property, arising out of any activities performed under this Agreement and shall investigate all claims at its own expense.
- j. The GRANTEE shall be responsible for all work performed and all expenses incurred in connection with the Grant.
- k. The GRANTEE, its, officer, agents, and employees, in performance of this Agreement, shall act in the capacity of an independent contractor and not as an officer, employee or agent of VISIT FLORIDA.
- l. The GRANTEE shall not assign, sublicense, nor otherwise transfer its rights, duties, or obligations under this Agreement without the prior written consent of VISIT FLORIDA.
- m. This Agreement shall bind the successors, assigns, and legal representatives of the GRANTEE and of any legal entity that succeeds to the obligation of VISIT FLORIDA.
- n. If the GRANTEE is in noncompliance with any term(s) of this Grant Agreement or any other Grant Agreement with VISIT FLORIDA, VISIT FLORIDA may withhold Grant payments until the GRANTEE comes into compliance.
- o. This Agreement includes no travel or entertainment expenses for VISIT FLORIDA employees or board members.
- p. VISIT FLORIDA's funding agreement with the State of Florida places limitations on its ability to subcontract with certain vendors. Therefore, GRANTEE affirms that it is not (1) listed on Florida's Scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725, F.S., (2) engaged in a boycott of Israel, (3) listed on Florida's Scrutinized Companies with Activities in Sudan List or Florida's Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473, F.S., (4) engaged in business operations in Cuba, Syria or Venezuela, or (5) listed on the State of Florida's convicted vendor list established pursuant to s. 287.133. GRANTEE agrees that should any of the above affirmations become false during the term of this Agreement that VISIT FLORIDA may terminate this Agreement immediately upon written notice.
- q. GRANTEE agrees to comply with all provisions of United States and Florida law and policy regarding non-discrimination and equal employment opportunities. GRANTEE also agrees to provide a harassment-free workplace and give priority management attention and action to any allegation of harassment.

- r. Pursuant to State of Florida Executive Order No. 11-116, VISIT FLORIDA's funding contract with the Florida Department of Economic Opportunity requires that VISIT FLORIDA include in all of its contracts the requirement that all contractors performing work or providing services to VISIT FLORIDA utilize the E-Verify system to verify the employment eligibility of all new employees hired by the contractor during the term of the subcontract. Therefore, GRANTEE will use the E-Verify system to verify that all new employees it hires to work in the United States that perform services under this Agreement are lawfully authorized to work in the United States.
- s. Unless there is a change of address, any notice required by this Agreement shall be delivered:
To:

GRANTEE: Bradenton Area Convention and Visitors Bureau
c/o Elliott Falcoine, Executive Director
One Haban Blvd
Palmetto, FL 34221

VISIT FLORIDA: Heather Collins, Senior Manager, Procurement & Contracting
2540 W. Executive Center Circle, Suite 200
Tallahassee, FL 32301

- 4. Term: This Agreement shall begin on the date in which the last Party has signed the Agreement and shall end on June 15, 2019. VISIT FLORIDA shall not be obligated to pay for any costs incurred by the GRANTEE that are related to this Agreement prior to its beginning date or after its ending date.
- 5. Grant Reimbursement:

GRANTEE shall provide VISIT FLORIDA with an invoice requesting reimbursement of marketing expenses within 60 days after the completion of the event/project/program, the total invoice is not to exceed \$77,500. All project costs must be paid in full and have been incurred after the start dated of this Agreement and prior to June 15, 2019. All marketing must include the VISIT FLORIDA Grant Logo in compliance with the Grant Logo Guidelines. The invoice and support noted below can be mailed to VISIT FLORIDA to the address outlined in Section 3 or provided electronically to grants@visitflorida.org.

GRANTEE shall provide the following support:

- a. Copies of all paid invoices with clear description of the products/goods purchased or services rendered on 3rd party invoice to document marketing expenses.
- b. Proof of payment of all invoices, which includes either a copy of the bank-issued cancelled check (front and back) or credit card receipt with the corresponding credit card statement.
- c. Proof of performance of all invoices, which includes copy of the work completed displaying the VISIT FLORIDA Grant Logo (see Section 1.b.), see below for specific examples:
 - Printing/Graphics expenditures by GRANTEE shall include all third party related invoices, proof of payment, and proof of performance. Proof of performance includes copies of printed material or copy of graphics developed related to the grant project.
 - Contracted Services expenditures by GRANTEE shall include invoices with details of services provided that are related to the grant project, proof of payment, and proof

of performance. Proof of performance must demonstrate proof of completion of services provided.

- Media expenditures by GRANTEE shall include all third party related invoices, proof of payment, and proof of performance. Proof of performance may include copies of advertising elements (print, broadcast, digital, out of home and social media) displaying/including the VISIT FLORIDA logo/tagline and any analytical reporting received, such as impressions, clicks or distribution.
 - Print advertising copies must include date of publication and name of the publication on the copy provided to VISIT FLORIDA.
 - Digital advertising copies must include screen shots displaying website address on the copy provided to VISIT FLORIDA.
 - Out of home advertising must include photos of advertising with location of advertisement.
 - Social media advertising must include screen shots displaying the social media platform used by GRANTEE.
 - Broadcast advertising must include a copy of the air radio/tv spot or script if live read and time log with station warranty statement or notarized time log.
 - Technical/Production expenditures by GRANTEE shall include all third party related invoices, proof of payment, and proof of performance are required. Proof of performance may include copies of created elements for advertising/marketing purposes.
- d. Post marketing plan, which is documentation of the executed media/marketing showing what marketing was completed, when it was completed, how it was completed, and who it was completed by as the originally submitted plan may change based on needs of the GRANTEE and timing of when red tide subsidies.
- e. An ROI (Return on Investment) report that includes the results of your program/event.

Grant reimbursement request must be received on or before June 15, 2019. VISIT FLORIDA will not allocate funds for any invoice received after June 15, 2019.

The parties agree that the execution of this Agreement may be by electronic signature and maintained and transacted by electronic record.

VISIT FLORIDA



Staci Mellman,
Interim CMO

Oct 19, 2018

Date

THE APPLICANT/GRANTEE


Elliott Falcione (Oct 18, 2018)

Authorized Signer for GRANTEE

Elliott Falcione

Name

Oct 18, 2018

Date

EXHIBIT A: Tourism Recovery Grant Program for Red Tide Guidelines

As directed by Governor Rick Scott, VISIT FLORIDA created a \$500,000 emergency grant program to assist local tourism development boards in counties affected by the naturally-occurring red tide, which include Collier, Lee, Charlotte, Sarasota, Manatee, Hillsborough and Pinellas counties. Grant funds are to assist local tourism development boards with increasing visitation once red tide has subsided through advertising (print, broadcast, digital, social media or out of home), direct mail, brochure production, website development, as well as other related projects/programs.

Submission and Selection Criteria: Local tourism development boards ("Applicant") must demonstrate that the program will directly contribute to increasing visitation to affected counties once the red tide has subsided. All Grant application submissions must:

1. Identify the Applicant as a local tourism development board representing a county affected by red tide listed in Governor Scott's August 2018 emergency order (EO 18-221).
2. Detail marketing strategy and tactics, including target market(s) and audience(s), project goals, anticipated results, and a detailed description of how results will be measured.
3. Give a detailed description of how the project funds will be used. Include an itemized proposed budget and detailed media plan. All grant expenditures must be completed by June 15, 2019.

Application Period: Applications for the Tourism Recovery Grant Program for Red Tide will open on August 17, 2018, and shall remain open until the red tide has subsided.

Requirements for Reimbursement

1. Grant reimbursement requests must be forwarded to VISIT FLORIDA at grants@VISITFLORIDA.org within 60 days after the completion of the event/project/program, or by June 15, 2019, whichever date comes first.
2. All marketing must include the VISIT FLORIDA Grant Logo in compliance with the Grant Logo Guidelines.
3. All project costs must be paid in full. Copies of paid invoices and proof of payment must accompany the grant reimbursement request. Proof of payment must include copy of the invoices and a) copies of bank-issued cancelled checks b) credit card receipts with credit card statement.
4. Grant reimbursement requests must include proof of performance for marketing elements outlined in the marketing plan.
 1. The post marketing plan is documentation of the media/marketing outlined to show what was completed, when it was completed, how it was completed, and who it was completed by.
 2. Proof of performance includes copies of advertising elements (print, broadcast, digital, out of home and social media) displaying the VISIT FLORIDA logo/tagline and any analytical reporting received, such as impressions, click-throughs, or distribution.
5. Grant reimbursement requests must include ROI (Return on Investment) report that includes the results of your project/program/event.

EXHIBIT B: GRANTEE Application

Red Tide Emergency Grant Application

1 message

noreply@formstack.com <noreply@formstack.com>
Reply-To: noreply@formstack.com
To: grants@visitflorida.org

Tue, Oct 2, 2018 at 8:26 AM



**Formstack Submission For: [Tourism Recovery Grant Program](#)
for [Red Tide Application](#)**

Submitted at 10/02/18 8:26 AM

Company Name:	Bradenton Area Convention and Visitors Bureau
Mailing Address:	One Haben Blvd Palmetto, FL 34221
County:	Manatee
Primary Contact Name:	Elliott Falcione
Primary Contact Title:	Executive Director
Primary Contact Phone:	(941) 705-1287
Primary Contact Email:	Elliott.Falcione@bacvb.com
Marketing Strategy/Tactics:	View File
Funds:	View File

2 attachments

 **67453267_BACVB Grant Proposal.docx**
452K

 **67453908_BACVBGrantProposal_Budget_Plan.docx**
680K



**Tourism Recovery Grant Program for Red Tide
Grant Application**

**Submitted by:
The Bradenton Area Convention and Visitors Bureau
Manatee County, Florida**

**October 2, 2018
REVISED ON October 4, 2018**



Bradenton Area Convention & Visitors Bureau
One Haban Boulevard, Palmetto, FL 34221 • Ph: 941.729.9177

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Background:

This grant application is being made by The Bradenton Area Visitor and Convention Bureau, which is the tourism development department of Manatee County, Florida. The destination is one of the Florida destinations most adversely affected by the 2018 red tide outbreak in Florida, and has been listed as one of the affected counties by Governor Scott's August 2018 emergency order (EO 18-221).

This application for funds to be used by Manatee County is being made in conjunction with and in cooperation with the affected Florida counties of Charlotte, Sarasota, Lee and Collier. However, it should be understood that the affected counties are also submitting a grant application for a cooperative, multi-DMO effort in support of the entire, affected region.

The Bradenton Area brand stands strongly on the greatest aspects of Florida living and vacationing identifying itself as the Real, Authentic, Florida. As a coastal destination attracting visitors to Florida who are seeking clean beaches, fresh seafood, fishing, boating and an abundance of recreational activities on, in and dependent upon the water; the destination has experienced a severe downturn in visitation, charter captains on the verge of closure, extensive costs of beach cleanup, and restaurants sitting idle. The adverse effects of the 2018 red tide outbreak have had unprecedented effects upon Manatee County. Since the tide's initial outbreak, press coverage of this issue has increased exponentially. Recent press coverage stands in stark contrast to the destination's offerings and claims, and is greatly affecting the area's visitation marketing efforts.

The CVB is making this application in deep need of the financial resources to allow it to continue to gain awareness of the area as an authentic Florida destination, while assuring potential visitors that area beaches, offshore coastal islands and boating and fishing environments are once again pristine and enjoyable. Efforts will also attempt to encourage those visitors who now have fled to and experienced other destinations, to reconsider the destination and to understand that red tide's effects are incidental and transitory.



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Goal of Effort:

To raise awareness among potential visitors to the Manatee County area while assuring and demonstrating that coastal areas and waterways are clean, clear, unblemished and available for visitation, recreation and enjoyment.

Objectives to Attain the Goal:

- Reach targets within the destination's established target markets
- Portray the destination as a Florida coastal destination with abundant beach and water recreational opportunities, and whose beach and water areas are clean, clear and able to be enjoyed
- Promote the local businesses which have suffered greatly by showcasing the specials and deals that are being offered during this time
- Engage marketing and communications tactics that are proven, measurable and which can demonstrate the assurance of direct Return on Investment
- Offer calls to action which will direct potential visitors to the CVB's website
- Convey information that will encourage potential visitors to seek further information leading to booking reservations in area accommodations as well as planning activities through area purveyors such as charter fishing operators, boat rentals, water recreational activities, area beaches, and local restaurants
- Remind the targets that the beaches they have visited and enjoyed are open for business and are as beautiful as ever before



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Target Audiences:

Demographics:

Primary target of the effort will be women 35–64 years of age with families and exhibiting \$100k+ in household income. Secondly, the effort will target couples with women 45-64 and \$100k+ in household income.

Geographics:

Primary geographic targets for the destination will be local, reaching them by cable TV and Social Media.

Psychographics and Expressed Interests:

Efforts will target individuals seeking relaxation and release through a multitude of experiences which can be found in the “Real, Authentic, Florida” of Anna Maria Island and Longboat Key Beaches. They have been impacted by the red tide also as they are primarily local residents and are anxious to return to the beaches they know and love.

Strategies and Tactics to Achieve the Objectives:

The CVB’s efforts will include a number of strategies and tactics designed to reach the stated Objectives. Using a highly data-driven approach, the CVB favors marketing efforts that are able to effectively demonstrate a strong return on investment.

At the time of execution, any and all existing messaging will convert to post-red tide messaging. Communication will be careful not to continue to negatively promote the destination as associated with red tide, but instead promote the destination positively as Real, Authentic, Florida destination.

The Bradenton Area Convention and Visitors Bureau will communicate such messages through the following channels:

Cable TV and PSA:

Manatee County has partnered with Spectrum and plans to release two spots once the red tide has subsided. One will be released in local markets with a “Staycation” message and the other also in local markets promoting the local businesses and restaurants. This cable buy provides the county with added value with the opportunity to also release a PSA. The county will use this PSA opportunity to thank all the local businesses and residents who have united and worked so diligently to keep the Anna Maria Island and Longboat Key beaches clean and ready for visitation to return.



Bradenton
Anna Maria Island
Longboat Key

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Cable Zones

- Based on the staycation/restaurant mindset the following cable zones will be utilized for the buy:
 - Manatee
 - South and Mid-Pinellas
 - East Hillsborough
 - South Orlando

I have included the cable maps so that the Client can see the actual boundaries of where the advertising message will be seen. The East Hillsborough zone is the only out of the three in Hillsborough County because it represents the largest number of HH's at 475,000 and also is the closest to get to Manatee County.

Flight

- The schedule will run over an 8-week timeframe and start date will depend upon when Red Tide has subsided.

Networks

- The CVB will utilize the following networks within each of the recommended zones:
 - Bay News 9 and MSNBC
 - These are two very strong rated networks, one local (Bay News 9) and MSNBC national news
 - Food Network
 - Very strong ratings skewed toward women
 - Travel Network
 - Niche network which is geared toward both our primary target and travel
 - A&E
 - Skewed toward women and currently one of the top-rated networks on cable
 - ID TV
 - Strong ratings against the female demographic and also very efficient to help increase "frequency of message"
- In addition, Spectrum will be providing the following as "added value":
 - 4,000 total PSA's or approximately 1,000 per zone
 - Networks will be chosen based on availability (not on paid schedule) and will air from 6am to midnight
 - Opportunity to appear on In Focus



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Other Strategies and Tactics:

Paid Digital Advertising:

Once red tide subsides, Manatee County proposes strengthening its local TV buy with paid digital advertising. Messaging will focus on promoting the area's beautiful beaches and islands. Channels will include:

- **Paid Social** – The CVB has been actively utilizing paid social media ads on Facebook, Instagram, Pinterest and Twitter to promote the destination during the summer campaign with an excellent engagement rate and an increase in website traffic. Ensuring paid social media is a part of the digital media buy allows for the CVB to not only target, but engage with potential visitors.
- **StackAdapt**– Incorporating a platform such as StackAdapt will allow the CVB to target, engage and retarget the targeted audience through display, video and native.

Other media tactics that are currently part of the CVB's annual plan and will be employed once red tide subsides include:

- Pitching beach/island focused stories, monitoring coverage and actively reaching out to media to correct any misinformation.
- Deskside visit(s) to key markets.
- Attending major PR events to spread the word that the area's beaches and water areas are clean, clear and enjoyable.

Anticipated Results and Measurement:

Every element of Manatee County's tourism efforts are highly measurable. The destination takes an extremely data-driven approach in its planning, execution, review and analysis.

Along with its marketing partners, the CVB consistently reviews and analyzes all efforts of its marketing investment confirming anticipated return, adjusting for continued or increased outcomes, and/or leveraging opportunities that emerge from efforts or the analysis of those efforts.

Market-Wide Anticipated Results and Measurement:

Through the marketing efforts outlined above, Manatee County anticipates lessening the negative economic impact that red tide has had on our destination's tourism industry.



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Measurement will be as follows:

- Tourist Development Tax collections, reported monthly by County
- ADR, Occupancy and RevPar, reported quarterly through STR Global.
- Estimated total economic Impact, estimated visitation and estimated direct expenditures, reported Q1, Q2/Q3, and Q4 through Research Data Services, Inc.
- Conversions/Bookings – Measured using Adara

Anticipated Results and Measurement by Specific Tactic:

Cable TV Delivery

- The following are the details of the total delivery of the Spectrum Partnership:
 - Total :30 spots – 3,552 or approximately 111 per week and 888 per network
 - The schedule will reach over 70% of our primary demographic over 8.6x
 - Over 4,103,311 total impressions will be delivery against an Adult 35+

Social Media

- Projected results will be an increase in social engagement and user-generated content surrounding area beach and water-related activities. Measurement of these results will be demonstrated through social engagement indicators by platform (reach, shares, comments and likes/love) and use of the destination's hashtag, #BradentonArea, #LoveFL and the hashtag assigned by Visit Florida for this campaign effort.
- Other Tactics:
 - Paid Digital Media – Expected to raise awareness and generate over 3 million impressions during two-month timeframe. Breakout per channel is below:
 - Social – 580 estimated impressions
 - Adara – 580 estimated impressions
 - StackAdapt – 750 estimated impressions
 - Public Relations FAM – The FAM is expected to produce coverage against our campaign target. Although coverage is not guaranteed, the CVB can confidently expect coverage from participating journalists. Specific stats, such as total reach and total publicity value, can be calculated after the media leave the destination but can be projected after we receive confirmation. Our goal with this FAM is to target top-tier media within our key target markets. The CVB utilizes Cision, a powerful media monitoring tool, that has the capabilities to report: Total Mentions, Total Reach, Total Publicity Value, DMA Mentions Over Time, Share of Sentiment, Share of Coverage by Media Type and Share of VoiceSocial:


Bradenton
Anna Maria Island
Longboat Key

Bradenton Area Convention & Visitors Bureau

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- Packing Videos - Anticipated results will be an increase in social engagement and user-generated content surrounding area beach and water-related activities. Measurement of these results will be demonstrated through social engagement indicators by platform (reach, shares, comments and “likes”) and use of the destination hashtag, #BradentonArea.
- Social Influencer – Generate coverage from identified influencer in their market of influence. Coverage measured by CVB Media reporting tool, Cision

Media Plan and Proposed Budget - See attached PDF



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**Submitted by:
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Overall Budget: \$77,500

- **Cable Buy**
 - \$59,500
- **Social Media Plan:**
 - \$18,000

Media Plan:

Cable Buy

- Based on the staycation/restaurant mindset the following 4 cable zones will be utilized for the buy:
 - Manatee
 - South and Mid-Pinellas
 - East Hillsborough
 - South Orlando
 - Over 83,000 household within System 9640

Flight

- Based on the budget and the above zones, the schedule will run over an 8-week timeframe and start date will depend upon when Red Tide is Over

Networks

- The following networks will be utilized within each of the recommended zones:
 - Bay News 9/ Z News (Orlando) and MSNBC
 - Food Network
 - Travel Network
 - A&E
 - ID TV

Delivery

The following are the details of the total delivery of the above recommendation:

- Total :30 spots – 4,440 or approximately 555 per week and 888 per network
- The schedule will reach over 71% of our primary demographic over 8.7x
- Over 4,887,806 total impressions will be delivery against an Adult 35+
- Total Budget: \$59,500 net
- CPM: \$14.00
 - This is a very efficient buy based on an average digital buy is usually a \$12.00 CPM



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In addition, Spectrum will be providing the following as "added value":

- 5,000 total PSA's or approximately 1,000 per zone
- Networks will be chosen based on availability (not on paid schedule) and will air from 6am to midnight

Social Media Plan:

- The \$18,000 is for Netweave's (the BACVB's Social Media agency) time to gather content in support of the BACVB in-house social media team.
- Promoted content on FB and Instagram targeted to potential visitors who do not already follow the BACVB on social media. This effort will have two objectives but will run concurrently to communicate the all-clear status and to encourage visitation.
- Since showing Red Tide is not present is important to convenience the fans/followers, the BACVB will post 3 pictures every week of current water conditions, whether it's an intercostal restaurant, beach activities, the beach itself etc.
- In addition, go live 2 times a week on both Facebook Instagram, and Twitter.
- It would look like this:
 - Monday – post current picture
 - Tuesday – go live
 - Wednesday – post current picture
 - Thursday – go live
 - Friday – post current picture
 - This will be done for 1 month.



Bradenton Area Convention & Visitors Bureau

One Habers Boulevard, Palmetto, FL 34221 • Ph: 941.729.9177

BradentonGulfIslands.com

Real. Authentic. Florida.™

VISIT FLORIDA
2540 W. Executive Center Circle
Suite 200
Tallahassee, Florida 32301

T (850) 488-5607
F (850) 850-201-6908

October 19, 2018

Bradenton Area Convention and Visitors Bureau
c/o Elliott Falcoine, Executive Director
One Haben Blvd
Palmetto, FL 34221

RE: FY18/19 Grant Selection Tourism Recovery Grant Program for Red Tide Application

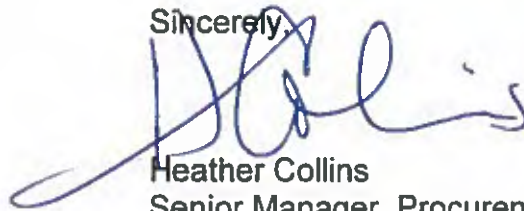
VISIT FLORIDA has approved the Tourism Recover Grant Program for Red Tide Application submitted by Bradenton Area Convention and Visitors Bureau for \$22,500 for use in the Google DMO Content Post Red Tide Support.

VISIT FLORIDA will provide a Letter of Agreement via email, which must be signed and returned to VISIT FLORIDA to activate the grant. All funds must be used after red tide subsidies, but prior to June 15, 2019.

VISITFLORIDA.

Please send all questions or concerns to VISIT FLORIDA via email at grants@VISITFLORIDA.org.

Sincerely,



Heather Collins
Senior Manager, Procurement & Contracting

**Tourism Recovery Grant Program for Red Tide Agreement between
Florida Tourism Industry Marketing Corporation, Inc.,
doing business as VISIT FLORIDA®,
and Bradenton Area Convention and Visitors Bureau #9119**

The Florida Tourism Industry Marketing Corporation, Inc. (VISIT FLORIDA), as administrator of the Tourism Recovery Grant Program for Red Tide has approved the application for Grant funds submitted by the Bradenton Area Convention and Visitors Bureau (GRANTEE). By reference, the Application attached hereto as Exhibit B is hereby made a part of this Agreement.

The GRANTEE hereby accepts the award of the Grant Program authorized by VISIT FLORIDA and certifies eligibility for the receipt of grant and adherence to the guidelines for the Grant Program attached hereto as Exhibit A.

Purpose: This Agreement establishes the terms and conditions governing GRANTEE's participation in the Grant Program. The Grant Program assists VISIT FLORIDA local tourism development boards in counties affected by the naturally-occurring red tide, which include Collier, Lee, Charlotte, Sarasota, Manatee, Hillsborough and Pinellas counties. Grant funds are to assist local tourism development boards with increasing visitation once red tide has subsided through advertising (print, broadcast, digital, social media or out of home), direct mail, brochure production, website development, as well as other related projects/programs.

The parties agree as follows:

1. The GRANTEE shall:
 - a. Expend all grant funds awarded to execute marketing programs to promote tourism to and in the State of Florida through advertising, direct mail, brochure production, website development, or other related marketing programs as outlined in the application submitted by the GRANTEE, attached as Exhibit B. GRANTEE agrees to perform all acts in connection with this Agreement in full compliance with the guidelines for the Grant Program, attached as Exhibit A.
 - b. Include the VISIT FLORIDA Grant Logo on all marketing in compliance with VISIT FLORIDA's Grant Logo Guidelines. The VISIT FLORIDA Grant Logo Guidelines can be found in the [Grants Toolkit](#) or online at <https://visitflorida.box.com/s/6zzly3gku1kwawtk96ghk077csyt2hze>.



- c. Provide VISIT FLORIDA with statistical, narrative, financial and other evaluative reports as requested.
- d. Retain and make available to VISIT FLORIDA, upon request, all financial and programmatic records, supporting documents, statistical records, and other records for the project.
- e. Retain all records for a period of five years from the date of submission of the final project report. If any litigation, claim, negotiation, audit, or other action involving the records shall be retained until completion of the action and resolution of all issues which arise from it, or until the end of the regular five year period, whichever is later. GRANTEE acknowledges

that they may be subject to audits and/or monitoring as defined by Florida Single Audit Act, Section 215.97(2), Florida Statutes.

- f. Establish and maintain a proper accounting system in accordance with generally accepted accounting procedures. Use and maintain adequate fiscal authority, control, and accounting procedures that will ensure proper disbursement of, and accounting for, project funds.
- g. Perform all acts in connection with this Agreement in strict conformity with all applicable laws and regulations of the State of Florida.
- h. Not use any grant funds for lobbying the legislature, the judicial branch, or any state agency.

2. VISIT FLORIDA shall:

- a. Provide a grant award in accordance with the terms of this Agreement in consideration of the GRANTEE's performance herein under, and contingent upon funding by the Legislature. VISIT FLORIDA's performance and obligation to pay under this Agreement is contingent upon an annual appropriation by the Legislature. In the event that the state funds on which this Agreement is dependent are withdrawn, this Agreement is terminated as VISIT FLORIDA has no further liability to the GRANTEE beyond that already incurred by the termination date.
- b. Calculate the grant amount awarded in accordance with the guidelines for the Grant Program.

3. The GRANTEE and VISIT FLORIDA mutually agree that:

- a. This instrument embodies the whole Agreement of the parties. There are no provisions, terms, conditions, or obligations other than those contained herein; and this Agreement shall supersede all previous communications, representation, or Agreements either verbal or written, between the parties. No amendment shall be effective unless agreed to in writing and signed by the parties.
- b. The Agreement is executed and entered into in the State of Florida, and shall be construed, performed, and enforced in all respects in accordance with the laws and rules of the State of Florida. Each party shall perform its obligations hereunder in accordance with the terms and conditions of this Agreement. If any matter arising out of this Agreement becomes the subject of litigation, venue shall be in Leon County.
- c. If any term or provision of the Agreement is found to be illegal and unenforceable, the remainder of the Agreement shall remain in full force and effect and such term of provision shall be deemed stricken.
- d. No delay or omission to exercise any right, power, or remedy accruing to either party upon breach or default by either party under this Agreement shall impair any such right, power, or remedy of either party; nor shall such delay or omission be constructed as a waiver of any such breach of default, or any similar breach or default.
- e. This Agreement may be terminated by VISIT FLORIDA in the event GRANTEE fails to fulfill its obligations under the Agreement in a timely and satisfactory manner unless the GRANTEE demonstrates good cause as to why it cannot fulfill its obligations. Satisfaction of obligations by GRANTEE shall be determined by VISIT FLORIDA, based on the terms and conditions imposed on the GRANTEE herein. In the event that VISIT FLORIDA determines GRANTEE is not satisfying its obligations, it shall provide GRANTEE a written notice of default letter. GRANTEE shall have 15 calendar days to resolve the default. If the default is not resolved by GRANTEE within the stated period, VISIT FLORIDA may

terminate this Agreement, unless the GRANTEE demonstrates good cause as to why it cannot resolve the default within the prescribed time period. For purposes of this Agreement, "good cause" is defined as circumstances beyond the GRANTEE'S control. Notice shall be sufficient if it is delivered to the party personally or mailed to its specified address.

- f. VISIT FLORIDA is subject to chapter 119, Florida Statutes, and that this Agreement, and any public records, as defined by section 119.011, Florida Statutes, made or received in connection with this Agreement, may be provided by VISIT FLORIDA to anyone upon request. VISIT FLORIDA will post this Agreement on its website for public inspection.
- g. VISIT FLORIDA shall not be liable to pay attorney fees, interest, late charges and service fees, or cost of collection related to the Grant.
- h. VISIT FLORIDA shall not assume any liability for the acts, omissions to act or negligence of the GRANTEE, its agents, servants, or employees; nor shall the GRANTEE exclude liability for its own acts, omissions to act, or negligence to VISIT FLORIDA. In addition, the GRANTEE hereby agrees to be solely responsible for any injury or property damage resulting from any activities conducted by the GRANTEE.
- i. The GRANTEE, unless the State of Florida or agency or subdivision of the State of Florida, agrees to indemnify and hold VISIT FLORIDA harmless from and against any and all claims or demands for damages of any nature, including but not limited to personal injury, death, or damage to property, arising out of any activities performed under this Agreement and shall investigate all claims at its own expense.
- j. The GRANTEE shall be responsible for all work performed and all expenses incurred in connection with the Grant.
- k. The GRANTEE, its, officer, agents, and employees, in performance of this Agreement, shall act in the capacity of an independent contractor and not as an officer, employee or agent of VISIT FLORIDA.
- l. The GRANTEE shall not assign, sublicense, nor otherwise transfer its rights, duties, or obligations under this Agreement without the prior written consent of VISIT FLORIDA.
- m. This Agreement shall bind the successors, assigns, and legal representatives of the GRANTEE and of any legal entity that succeeds to the obligation of VISIT FLORIDA.
- n. If the GRANTEE is in noncompliance with any term(s) of this Grant Agreement or any other Grant Agreement with VISIT FLORIDA, VISIT FLORIDA may withhold Grant payments until the GRANTEE comes into compliance.
- o. This Agreement includes no travel or entertainment expenses for VISIT FLORIDA employees or board members.
- p. VISIT FLORIDA'S funding agreement with the State of Florida places limitations on its ability to subcontract with certain vendors. Therefore, GRANTEE affirms that it is not (1) listed on Florida's Scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725, F.S., (2) engaged in a boycott of Israel, (3) listed on Florida's Scrutinized Companies with Activities in Sudan List or Florida's Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473, F.S., (4) engaged in business operations in Cuba, Syria or Venezuela, or (5) listed on the State of Florida's convicted vendor list established pursuant to s. 287.133. GRANTEE agrees that should any of the above affirmations become false during the term of this Agreement that VISIT FLORIDA may terminate this Agreement immediately upon written notice.
- q. GRANTEE agrees to comply with all provisions of United States and Florida law and policy regarding non-discrimination and equal employment opportunities. GRANTEE also agrees to provide a harassment-free workplace and give priority management attention and action to any allegation of harassment.

- r. Pursuant to State of Florida Executive Order No. 11-116, VISIT FLORIDA's funding contract with the Florida Department of Economic Opportunity requires that VISIT FLORIDA include in all of its contracts the requirement that all contractors performing work or providing services to VISIT FLORIDA utilize the E-Verify system to verify the employment eligibility of all new employees hired by the contractor during the term of the subcontract. Therefore, GRANTEE will use the E-Verify system to verify that all new employees it hires to work in the United States that perform services under this Agreement are lawfully authorized to work in the United States.
- s. Unless there is a change of address, any notice required by this Agreement shall be delivered:
To:

GRANTEE: Bradenton Area Convention and Visitors Bureau
c/o Elliott Falcoine, Executive Director
One Haben Blvd
Palmetto, FL 34221

VISIT FLORIDA: Heather Collins, Senior Manager, Procurement & Contracting
2540 W. Executive Center Circle, Suite 200
Tallahassee, FL 32301

4. Term: This Agreement shall begin on the date in which the last Party has signed the Agreement and shall end on June 15, 2019. VISIT FLORIDA shall not be obligated to pay for any costs incurred by the GRANTEE that are related to this Agreement prior to its beginning date or after its ending date.
5. Grant Reimbursement:

GRANTEE shall provide VISIT FLORIDA with an invoice requesting reimbursement of marketing expenses within 60 days after the completion of the event/project/program, the total invoice is not to exceed \$22,500. All project costs must be paid in full and have been incurred after the start dated of this Agreement and prior to June 15, 2019. All marketing must include the VISIT FLORIDA Grant Logo in compliance with the Grant Logo Guidelines. The invoice and support noted below can be mailed to VISIT FLORIDA to the address outlined in Section 3 or provided electronically to grants@visitflorida.org.

GRANTEE shall provide the following support:

- a. Copies of all paid invoices with clear description of the products/goods purchased or services rendered on 3rd party invoice to document marketing expenses.
- b. Proof of payment of all invoices, which includes either a copy of the bank-issued cancelled check (front and back) or credit card receipt with the corresponding credit card statement.
- c. Proof of performance of all invoices, which includes copy of the work completed displaying the VISIT FLORIDA Grant Logo (see Section 1.b.), see below for specific examples:
 - Printing/Graphics expenditures by GRANTEE shall include all third party related invoices, proof of payment, and proof of performance. Proof of performance includes copies of printed material or copy of graphics developed related to the grant project.
 - Contracted Services expenditures by GRANTEE shall include invoices with details of services provided that are related to the grant project, proof of payment, and proof

of performance. Proof of performance must demonstrate proof of completion of services provided.

- Media expenditures by GRANTEE shall include all third party related invoices, proof of payment, and proof of performance. Proof of performance may include copies of advertising elements (print, broadcast, digital, out of home and social media) displaying/including the VISIT FLORIDA logo/tagline and any analytical reporting received, such as impressions, clicks or distribution.
 - Print advertising copies must include date of publication and name of the publication on the copy provided to VISIT FLORIDA.
 - Digital advertising copies must include screen shots displaying website address on the copy provided to VISIT FLORIDA.
 - Out of home advertising must include photos of advertising with location of advertisement.
 - Social media advertising must include screen shots displaying the social media platform used by GRANTEE.
 - Broadcast advertising must include a copy of the air radio/tv spot or script if live read and time log with station warranty statement or notarized time log.
 - Technical/Production expenditures by GRANTEE shall include all third party related invoices, proof of payment, and proof of performance are required. Proof of performance may include copies of created elements for advertising/marketing purposes.
- d. Post marketing plan, which is documentation of the executed media/marketing showing what marketing was completed, when it was completed, how it was completed, and who it was completed by as the originally submitted plan may change based on needs of the GRANTEE and timing of when red tide subsides.
- e. An ROI (Return on Investment) report that includes the results of your program/event.

Grant reimbursement request must be received on or before June 15, 2019. VISIT FLORIDA will not allocate funds for any invoice received after June 15, 2019.

The parties agree that the execution of this Agreement may be by electronic signature and maintained and transacted by electronic record.

VISIT FLORIDA



Staci Mellman,
Interim CMO

Oct 19, 2018

Date

THE APPLICANT/GRANTEE


Elliott Falcione (Oct 19, 2018)

Authorized Signer for GRANTEE

Elliott Falcione

Name

Oct 19, 2018

Date

EXHIBIT A: Tourism Recovery Grant Program for Red Tide Guidelines

As directed by Governor Rick Scott, VISIT FLORIDA created a \$500,000 emergency grant program to assist local tourism development boards in counties affected by the naturally-occurring red tide, which include Collier, Lee, Charlotte, Sarasota, Manatee, Hillsborough and Pinellas counties. Grant funds are to assist local tourism development boards with increasing visitation once red tide has subsided through advertising (print, broadcast, digital, social media or out of home), direct mail, brochure production, website development, as well as other related projects/programs.

Submission and Selection Criteria: Local tourism development boards ("Applicant") must demonstrate that the program will directly contribute to increasing visitation to affected counties once the red tide has subsided. All Grant application submissions must:

1. Identify the Applicant as a local tourism development board representing a county affected by red tide listed in Governor Scott's August 2018 emergency order (EO 18-221).
2. Detail marketing strategy and tactics, including target market(s) and audience(s), project goals, anticipated results, and a detailed description of how results will be measured.
3. Give a detailed description of how the project funds will be used. Include an itemized proposed budget and detailed media plan. All grant expenditures must be completed by June 15, 2019.

Application Period: Applications for the Tourism Recovery Grant Program for Red Tide will open on August 17, 2018, and shall remain open until the red tide has subsided.

Requirements for Reimbursement

1. Grant reimbursement requests must be forwarded to VISIT FLORIDA at grants@VISITFLORIDA.org within 60 days after the completion of the event/project/program, or by June 15, 2019, whichever date comes first.
2. All marketing must include the VISIT FLORIDA Grant Logo in compliance with the Grant Logo Guidelines.
3. All project costs must be paid in full. Copies of paid invoices and proof of payment must accompany the grant reimbursement request. Proof of payment must include copy of the invoices and a) copies of bank-issued cancelled checks b) credit card receipts with credit card statement.
4. Grant reimbursement requests must include proof of performance for marketing elements outlined in the marketing plan.
 1. The post marketing plan is documentation of the media/marketing outlined to show what was completed, when it was completed, how it was completed, and who it was completed by.
 2. Proof of performance includes copies of advertising elements (print, broadcast, digital, out of home and social media) displaying the VISIT FLORIDA logo/tagline and any analytical reporting received, such as impressions, click-throughs, or distribution.
5. Grant reimbursement requests must include ROI (Return on Investment) report that includes the results of your project/program/event.

EXHIBIT B: GRANTEE Application

August 2018

Google DMO Content Post Red Tide Support

Statement of Work

Nate Huff

Senior Vice President

941-342-2367

Nate.Huff@MilesPartnership.com



Google DMO Content Post Red Tide Support Program

Statement of Work

Miles will partner with the Florida West Coast DMOs on a new initiative aimed at improving the quality and visibility of destination-related content within Google's search and travel planning products in response to the red tide emergency.

GOALS OF THE PROGRAM

By participating in this program, the participating DMOs will accomplish the following:

- Enhance the role of the DMOs in facilitating content experiences for potential visitors by influencing the quality and depth of destination content within Google's products:
 - Understand and document how the destination currently appears visually in Google products
 - Identify and address opportunities to minimize the visibility of red tide and improve the quality of the destination's imagery on Google
 - In doing so, improve consumer perception of the destination, encouraging deeper engagement with the destination on multiple platforms through quality content
- Educate the local industry on their ability to manage the image of their business and the destination using Google My Business.

DESTINATION-SPECIFIC IN-MARKET CONTENT CREATION

Miles will provide in-market Content Creation Services that support the Red Tide Recovery Plan that will result in new visual assets which will be owned by the DMOs. Recent images and 360s of the affected areas will be added to the Google listings of the locations to demonstrate that there is no longer impact from red tide.

- **Visual Content Review.** Miles will evaluate the visual content that appears in Google Images, Google Maps, Google Travel Guides and Top Sights for each of the five markets. Miles efforts will focus on flagging content that is not useful/inappropriate or

features red tide. The review will also identify locations with an abundance of red tide-related user-submitted images or an overall lack of quality images. This evaluation will help guide the content creation efforts for the market.

- **Content Creation.** This scope earmarks a budget for 6 days of shooting and 1 day of post processing per market. The shoot schedule, including where and how this time should be applied, will be based on the needs identified by the visual content review. These days can be applied to any of the following:
 - 360 images, candid still photos, aerial photos or video clips - there is a particular need for quality 360 imagery throughout Google
 - Trail/Waterway View – applying the Street View technology to some of the coastal trails or waterways
 - Google Street View driving content – drive the roads and upload this fresh content to Google Street View
 - Images will be captured as best suited for delivery and engagement on Google.
 - Content creation will not include models/talent. Images are not intended for high resolution print use or destination hero imagery.
- **Post Processing.** Miles will provide post processing of captured assets including minor image corrections, optimization of metadata and file name and addition of DMO's logo, where applicable. Miles will upload of all final assets to appropriate locations within Google using the Google Local Guide account of the local DMO.

INDUSTRY EDUCATION

All of Google's travel-planning products are built from the ground up with the information and images from individual businesses and points of interest. This is why the industry plays a critical role in consumer perception of the market. The educational series will inform the market on what actions they can take in Google's products to combat the impact of red tide.

- One-hour educational webinar open to all travel industry partners in all five markets and focused on individual businesses. This webinars will outline what the DMOs are doing to counter the impact of red tide and what free Google products influence travel planning and consumer decision making. It will provide an introductory overview of the features available in Google My Business.
- Five days of educational sessions - One, two-hour session per market that will provide tactical education for businesses on utilizing Google My Business, in particular how to leverage GMB tools to counter impacts from red tide.
- Miles will provide downloadable how-to materials branded to the local DMO to help the operators make updates and access information about exposure within Google.
- Miles can also facilitate instant verification of unverified businesses with appropriate documentation at the event.

RESULTS REPORTING

The participating DMOs will receive results reporting and recommendations maintain the momentum of the efforts in Google. Miles will provide:

- Report on the results from the Google Local Guides accounts and Google posts for the program-to-date. This will also include any other qualitative changes in the destination's presence on Google.
- Recommendations on where the participating DMOs' teams should focus their ongoing Google content creation/upload efforts
- Conference call with the participating DMOs to review and discuss these items, as well as provide an update on what is new in the Google ecosystem

Project Budget

	Budget
CONTENT CREATION <ul style="list-style-type: none"> • Visual content review, image flagging and opportunity documentation for each of the five markets • 6 days of shooting / 1 day post production per market • All assets post processed, uploaded to Google & provided to DMO • Visual assets of candid web/social use quality • Travel expenses • Report on program results & recommendations on action steps 	<p style="text-align: center;">\$97,500 (\$19,500 per market)</p>
INDUSTRY EDUCATION <ul style="list-style-type: none"> • One hour introductory webinar, recording provided • Two-hour In-market industry Workshop on Google My Business in five locations throughout the Gulf Coast • Organization-branded How To Guides & Fact Sheets • Travel expenses 	<p style="text-align: center;">\$15,000 (\$3,000 per market)</p>
TOTAL	<p style="text-align: center;">\$112,500 (\$22,500 per market)</p>

*Each DMO to be billed separately for participation in program.

Schedule

The visual content audit will take place over the course of 2 weeks from the selected kick off date. The schedule for content creation and the education series will be discussed during the kick off.

Billing/Payment Terms

The Organization will be invoiced by Miles Partnership for services after completion. Payment is due 30 days after the invoice date.

Customer Signature: _____ Date: _____

Miles Signature: _____ Date: _____

Kick Off Date Request: _____

RESOLUTION B-19-019
AMENDING THE ANNUAL BUDGET
FOR MANATEE COUNTY, FLORIDA
FOR FISCAL YEAR 2018-2019

WHEREAS, Florida Statutes 129.06, authorizes the Board of County Commissioners to amend its budget for the current fiscal year as follows:

- a) Appropriations for expenditures in any fund may be decreased and other appropriations in the same fund correspondingly increased, provided the total appropriations of the fund are not changed.
- b) Appropriations from reserves may be made to increase the appropriation for any particular expense in the same fund, or to create an appropriation in the fund for any lawful purpose.
- c) Unanticipated revenues, including increased receipts for enterprise or proprietary funds, may be appropriated for their intended purpose, and may be transferred between funds to properly account for the unanticipated revenue.

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Manatee County, Florida that the 2018-2019 budget is hereby amended in accordance with FS 129.06 as described on the attached summary and specified in the budget adjustment batch files which are listed below:

Department: BRADENTON AREA CONVENTION & VISITOR'S BUREAU
Fund: TOURIST DEVELOPMENT TAX
Description: Appropriates \$100,000 in FY19 from Visit Florida Tourism Recovery Grant Program for Red Tide Grant revenues in the Tourist Development Tax fund for the following qualified marketing programs: \$77,500 from Visit Florida for the FY18-19 Tourism Recovery Grant Program (#9075). The grant is being used for marketing campaigns once the red tide subsides. Also, \$22,500 from the Visit Florida for the FY18-19 Tourism Recovery Grant Program (#9119). The grant is being used for Google DMO content post red tide support. The grant agreements are being presented to the Board along with this budget resolution.

Batch ID: EGA3018A/B

Reference: BU19000100

ADOPTED IN OPEN SESSION WITH A QUORUM PRESENT AND VOTING THIS 27th DAY OF November, 2018.



BOARD OF COUNTY COMMISSIONERS
MANATEE COUNTY, FLORIDA

By: *[Signature]*
Chairman

ATTEST: Angelina Colonnese
Clerk of Circuit Court

By: *[Signature]*
Deputy Clerk

November 27, 2018 - Regular Meeting
Agenda Item #21

Approved in Open Session 11/27/18,
Manatee County
Board of County Commissioners

Subject

Visit Florida Red Tide Tourism Recovery Grants

Briefings

None

Contact and/or Presenter Information

Presenter: Elliott Falcione, Exec Director, CVB x3940

Contact: Monica Luff, Sr. Admin. Spec., CVB x3944

Action Requested

Authorization for Convention & Visitors Bureau Director to execute Grant Agreements with Visit Florida AND adoption of Budget Resolution B-19-019 amending the annual budget for Manatee County, FL, for fiscal year 2018/2019.

Enabling/Regulating Authority

N/A

Background Discussion

- Visit Florida has awarded the Bradenton Area CVB with two separate grants to help our area recover from Red Tide:
 - Grant #9075 in the amount of \$77,500 for use in our marketing campaign after Red Tide.
 - Grant #9119 in the amount of \$22,500 for use in the Google DMO Content Post Red Tide Support.
- Visit Florida grants funds to assist local tourism development boards with increasing visitation once red tide has subsided through advertising, direct mail, brochure production, website development, as well as other related projects/programs.
- The CVB Director signed the Visit Florida Grant Agreements on October 18 and 19 since Visit Florida required that the grant agreements be signed prior to our CVB placing Red Tide recovery advertising. Having to wait until November 27 to place that advertising would have further hindered our recovery efforts after Red Tide.
- The Budget Amendment (B-19-019) appropriates \$100,000 in Visit Florida Grant fund revenues into the Tourist Development Tax Fund for the above-mentioned marketing and advertising.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

N/A

Instructions to Board Records

Copy of approved agenda memo to Monica Luff and Eva Galler (CVB) and Claudia Campos (FMD):

monica.luff@mymanatee.org, eva.galler@mymanatee.org, claudia.campos@mymanatee.org.

Also distributed to: L. Stephens, S. Flowers, R. Hamilton & D. Heaton, 11/28/18, RT

Cost and Funds Source Account Number and Name

\$77,500 Grant - 1039000051334918 Misc Grants - Economic Environment (Revenues); 103000051549004 - CVB Marketing Advertising AND \$22,500 Grant - 10939000052334918-Misc. Grants Economic Environment (Revenues); 1039000052549004 CVB Marketing Advertising

Amount and Frequency of Recurring Costs

N/A

Attachment: [VF Red Tide Grant 1-2018.pdf](#)

Attachment: [VF Red Tide Grant 2-2018.pdf](#)

Attachment: [B-19-019.pdf](#)