



**DESTIN | FT. WALTON BEACH
OKALOOSA ISLAND**

TOURIST DEVELOPMENT COUNCIL BYLAWS

AND

**TOURIST DEVELOPMENT DEPARTMENT
OPERATIONS & PROCEDURES MANUAL**

TDC July 23, 2019

BCC August 6, 2019

TABLE OF CONTENTS

Section One: Tourist Development Council ByLaws

A. General

A.100	Legal Authority	4
A.200	Statement of Organization	4
A.300	Mission	4
A.400	Location of Office	4
A.500	Council Composition and Vacancies	4
A.600	Council Chairman	5
A.700	TDC Bylaws and TDD Operations and Procedures Manual Amendment	6

B. Council Meetings

B.100	Regular Council Meetings	6
B.200	Location and Notice	6
B.300	Agenda	6
B.400	Rules of Participation	6
B.500	Minutes	7

Section Two: Tourist Development Department Operations and Procedures Manual

C. Tourist Development Plan, Sales & Marketing Plan, and Budget

C.100	Tourist Development Plan	8
C.200	Sales & Marketing Plan	8
C.300	Budget	8
C.400	Accounts	9

D. Financial and Tourism Promotion Monitoring

D.100	Financial Reports	9
D.200	Tourism Promotion and Marketing Reports	9

E. Procurement Procedures

E.100	General	9
E.200	Contracts	10

F. Promotional and Entertainment-Related Expenses

F.100	Promotional and Entertainment-Related Expenses	10
-------	--	----

G. Partner Program

G.100	Partner Program	11
-------	-----------------------	----

H. Social Marketing

H.100	Social Marketing	12
-------	------------------------	----

I. Bidding for Sports Events

I.100	Bidding for Sports Events	13
-------	---------------------------------	----

J. Sponsorships

J.100	Sponsorships	13
-------	--------------------	----

K. Paid Media for Local Events

K.100	Paid Media for Local Events	14
-------	-----------------------------------	----

Section Three: Operational & Capital Funding Requests

L. Operational & Capital Funding

L.100	Purpose	15
L.200	Application Process	15
L.300	Reimbursement Process	15

Section Four: Crisis Management

M. Crisis Management

M.100	General	17
M.200	Media Spokesperson	17
M.300	Public Relations	17
M.400	Travel	17
M.500	Paid Media	17

Appendix

Conflict of Interest Disclosure	18
Voting Conflict Form	19

SECTION ONE: TOURIST DEVELOPMENT COUNCIL BYLAWS

A. GENERAL

A.100. LEGAL AUTHORITY

Legal authority for the Okaloosa County Tourist Development Council (the "Council") is found under Section 125.0104, Florida Statutes, known as "The Local Option Tourist Development Act", Okaloosa County Ordinance 89-23 as subsequently amended, and Resolution No. 89-40 establishing the Council and stating the intent to levy a Tourist Development Tax (the "Act"). As an appointed Advisory Board, the Council is bound by State and County Laws, ordinances, and procedures governing the Council members and their activities, as well as procedures for reviewing expenditures of tourist development tax revenues.

A.200. STATEMENT OF ORGANIZATION

Pursuant to the Act, Okaloosa County (the "County") has: established an advisory group known as the Okaloosa County Tourist Development Council; imposed a 5% Tourist Development Tax; and approved a Tourist Development Plan pursuant to the mission set forth in A.300.

The Council is responsible for advising the Okaloosa Board of County Commissioners (the "Board") on the implementation of the Tourist Development Plan in accordance with State and County laws, regulations and procedures and within budgetary limitations imposed by the Tourist Development Tax Revenues.

In order to establish the procedures by which the Council will carry out its business and the Tourist Development Plan will be implemented, the Board has approved this TDC Bylaws and TDD Operations and Procedures Manual (the "Manual") as the guiding instrument.

A.300. MISSION

The Council's primary responsibility is to advise and make recommendations to the Board on matters related to tourism sales, marketing, and advertising in order to help increase overall visitation and lodging facility occupancy. The Council shall advise and make recommendations to the Board for the effective operation of the special projects and for uses of the Tourist Development Tax revenue. The Council shall continuously review expenditures of revenues from the Tourist Development Trust Fund and shall receive expenditure reports, at least quarterly, from the Tourist Development Department Director (the "Director").

The Council shall also make recommendations on the annual Sales & Marketing Plan and Budget to ensure conformity with the Tourist Development Plan and the provisions of Section 125.0104, Florida Statutes.

A.400. LOCATION OF OFFICE

The Council has established its business offices at 1540 Miracle Strip Parkway SE, Fort Walton Beach, FL 32548. All official business correspondence with the Council or any of its members shall be directed to the Okaloosa County Tourist Development Council at this address.

A.500. COUNCIL COMPOSITION AND VACANCIES

1) **Composition.** The composition of the Council shall be as set forth in the Act. The Council shall be composed of nine (9) members, all of whom shall be appointed by the Board, including the Chair of the Board, or any other member of the Board as designated by the Chair. Two (2) members of the Council shall be elected municipal officials, at least one of whom shall be from the most populous

municipality in the sub-county taxing district. These two (2) members shall be appointed by their respective governing bodies. Six (6) members of the Council shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, of which members, not less than three (3) nor more than four (4) shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County and subject to the tax. All members of the Council shall be electors of Okaloosa County.

- 2) **Terms.** All Council members shall serve for staggered terms of four (4) years, with the exception of the members of the municipalities and the Board who serve as appointed by their respective governing bodies. Their terms are subject to re-appointment or term expiration, whichever comes first. No Council member shall serve more than two (2) consecutive terms which shall be no more than eight (8) consecutive years. The Council member terms shall begin on October 1st of the year of appointment and terminate on September 30th of the fiscal year the term expires. The Board may designate the Council Chairman or allow the Council to elect a Chairman. Terms for the Chairman and Vice-Chairman of the Council shall be for one (1) fiscal year and they may be reappointed.
- 3) **Orientation.** All newly appointed Council members shall participate in an orientation process, which shall include, but is not limited to, an overview of Sunshine Law, Public Records, Ethics (financial disclosure, gifts law, conflicts of interest) and relevant statutes, ordinances and TDD operating policies. From time-to-time, the Council shall participate in a refresher briefing on the topics included in the orientation.
- 4) **Vacancies.** Should any seat on the Council become vacant, a replacement to serve the remainder of that term shall be appointed in the same manner as the appointment of the person whose absence created the vacancy.
- 5) **Removal/Resignation.** Any member may be subject to removal from the Council if they miss three (3) Council meetings per fiscal year or upon a majority vote of the Board. Special consideration/leniency will be given for any absences due to Acts of God, personal illness/medical, and/or family emergencies. If one of the elected municipal or county officials on the Council is removed for this reason, the applicable governing entity shall be required to appoint another elected representative as their replacement. In the event a Council member no longer conforms to the criteria listed in Section A.600(1) above to hold the seat to which they were appointed, said Council member shall forward a letter to the Council and the Board stating these facts and shall additionally tender a letter of resignation along with this submittal.

A.600. COUNCIL CHAIRMAN

The principal role of the Council Chairman is to provide leadership to the Council and manage Council meetings. The Chairman is accountable to the Council and acts as a direct liaison between the Council and the leadership of the Tourist Development Department, through the Director. The Council Chairman's responsibilities include, but are not limited to:

- 1) Presiding over Council meetings.
- 2) Presiding over the annual Tourism Summit.
- 3) Reviewing and signing minutes of Council meetings.
- 4) Calling special meetings as necessary.
- 5) Representing the views of the Council to the Board as appropriate.
- 6) Acting as the communicator for Council decisions as appropriate.
- 7) Nurturing positive industry relationships and working with industry leaders to maintain open communication and a positive working relationship.
- 8) Keeping generally abreast of activities of the TDD.

- 9) Assisting in the preparation of Council meeting and Tourism Summit agendas in coordination with the Director.
- 10) Recommending an annual schedule of the date, time and location of Council meetings in coordination with the Director.
- 11) Providing independent advice and counsel to the Director.
- 12) Consulting with the Council attorney on Council matters when appropriate.

A.700. TDC BYLAWS AND TDD OPERATIONS AND PROCEDURES MANUAL AMENDMENT

This Manual may be amended from time to time by the Board. The Council may provide recommendations to the Board as to proposed modifications.

B. COUNCIL MEETINGS

B.100. REGULAR COUNCIL MEETINGS

The Council shall meet at least once each quarter. To the extent that more meetings are necessary, they may be called by the Director and/or the Chairman.

B.200. LOCATION AND NOTICE

Council meetings will be held at the Emerald Coast Convention Center or as otherwise designated by the Director. All meetings shall be duly noticed within the sub-county taxing district and open to the public. The Director shall be responsible for placing notice on the Okaloosa County website on the Commissioners monthly meeting calendar.

B.300. AGENDA

There shall be an official agenda for every Council meeting, which shall determine the order of business conducted at the meeting. The agenda will be prepared for each Council meeting by the Director and reviewed by the Chairman. Individuals or entities wishing to place an item on an upcoming agenda for Council action must submit a written request to the Director at least two (2) weeks prior to a regularly scheduled meeting along with any supporting documentation. Department staff, and the Council attorney if necessary, shall provide background information on each agenda item and such information shall be available to Council members at least two (2) business days prior to a scheduled meeting. Items may be added to the agenda when deemed necessary, by majority vote of the Council, in emergency situations when the issues are time critical or cost sensitive. Except as otherwise provided for herein, non-agenda matters shall be confined to items that are informational only.

B.400. RULES OF PARTICIPATION

- 1) **Rules.** The Council meetings shall be subject to all the procedural requirements of Chapter 286, Florida Statutes. All Council meetings must be duly noticed and open to the public. Council members are prohibited from discussing with any other Council member any matter on which foreseeable action will be taken by the Council.
- 2) **Public Participation.** Council meetings will be conducted by the Council Chairman, the Vice-Chairman, or a designee, in a manner to permit the greatest possible participation by all Council members and the interested public.
- 3) **Council Participation.** Council members must be present at the meeting to participate. Participation by electronic participation or proxy vote is prohibited.

- 4) **Majority/Quorum.** Approval of a motion requires an affirmative vote of a simple majority vote of the Council members present and voting. Five (5) Council members shall constitute a quorum of the Council for purposes of conducting business.
- 5) **Abstention.** Any Council member desiring to abstain from voting shall publicly disclose the reason for the abstention before the vote is taken, in compliance with Section 286.012 and Chapter 112, Florida Statutes. Full disclosure must be made in writing within fifteen (15) days after the date of such meeting by completing a Voting Conflict Form (see Appendix) and filing it with the Director. The Voting Conflict Form shall be attached to the minutes of the meeting in which the abstention took place.

B.500. MINUTES

Written minutes shall be kept of each Council meeting. A written summary of each meeting shall be presented at the next Council meeting for approval by Council members and signed by the Council Chairman and Director. Such written summary shall include the Council members in attendance, major items of discussion, formal action taken at such meetings, and items presented during public comments. The Council shall abide by Florida Statutes in regard to minutes and public participation.

SECTION TWO: TOURIST DEVELOPMENT DEPARTMENT
OPERATIONS AND PROCEDURES MANUAL

C. TOURIST DEVELOPMENT PLAN, SALES & MARKETING PLAN, AND BUDGET

C.100. TOURIST DEVELOPMENT PLAN

- 1) Pursuant to Section 125.0104(4)(d), Florida Statutes, the County has adopted a Tourist Development Plan by ordinance enacted by the Board. The Tourist Development Plan may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the Board.
- 2) As necessary, the Director shall present a revised Tourist Development Plan to the Council.
- 3) As necessary, the Council shall recommend to the Board any proposed changes to the Tourist Development Plan.

C.200. SALES & MARKETING PLAN

- 1) The Director is responsible for preparing an annual Sales & Marketing Plan identifying goals & objectives and an allocation of funds (e.g. media plan, public relations, sales activities), which shall be presented to the Council for review and recommendation. The Council's recommendation shall be presented to the Board for final approval.
- 2) Funds may be allocated to a "Promotional Reserves" category to provide for promotional opportunities that may arise which are not identified in the Sales & Marketing Plan. Promotional reserve funds may be spent with concurrence of the Council Chairman and in accordance with County purchasing policies and approval authorities and the Act. A monthly reconciliation of the use of promotional reserve funds will be provided to the Council for informational purposes.
- 3) The County recognizes the importance of flexibility to respond to market conditions and that deviations from the approved Sales & Marketing Plan may occur during the year. The Director will apprise the Council and the Board of these changes as they become known.

C.300. BUDGET

The budget process is governed by Florida Statutes, Department of Revenue rules, and County policies. Additionally:

- 1) **Initial Draft Budget.** The Director is responsible for compiling the initial draft of the proposed annual budget for presentation to the Council prior to submission of the annual budget proposal to the County Administrator. This draft shall contain, at a minimum, the following items:
 - a. Projected tourist development tax revenues for the budget period.
 - b. Projected expenses by account number and summarized by category for the budget period.
 - c. Proposed capital projects.
 - d. Recommendation on staff positions and salaries, if position changes.
 - e. Recommendation on reserve levels.
- 2) **Council Review.** The Council is responsible for conducting at least one public meeting on the proposed budget recommended by the Director before the proposed budget is submitted to the County Administrator.
- 3) **Board Review.** The Director will present the Council's recommended budget to the County Administrator, who will use the recommendation in preparing the budget submission to the Board during its budget review process.

- 4) **Council Review of Adopted Budget.** The Director will present the budget adopted by the Board to the Council. The Council shall review the adopted budget to ensure conformity with the Tourist Development Plan and the provisions of Section 125.0104, Florida Statutes. If the Council has any objections to the adopted budget, the objection(s) shall be presented to the Board.
- 5) **Budget Modifications and Reserve Expenditures.** The Director shall present to the Council any proposed modifications to approved budget line items or allocation of reserve funds during the course of the budget year which require Board action. The Council shall provide its recommendation on the proposed changes to the Board.

C.400. ACCOUNTS

All present tourist development tax revenues and those carried forward from year-to-year shall be placed in an interest-bearing trust fund in accordance with Florida Statutes, which shall then be re-allocated to various areas as required by Section 125.0104, Florida Statutes. In no case shall the Tourist Development Trust Funds be co-mingled with the general revenue of the County.

D. FINANCIAL AND TOURISM PROMOTION MONITORING

Financial and tourism promotion monitoring is governed by Florida Statutes and the County's Tourist Development Plan ordinance. Specifically:

D.100. FINANCIAL REPORTS

- 1) The Director is responsible for presenting financial reports, at least quarterly, to the Council and Board. Financial reports shall contain, at a minimum, the following budget-to-actual information:
 - a. Revenues.
 - b. Expenditures.
- 2) The Director is responsible for presenting detailed expenditure information, at least quarterly, to assist the Council in identifying possibly unauthorized expenditures.

D.200. TOURISM PROMOTION AND MARKETING REPORTS

- 1) The Director is responsible for presenting reports on tourism promotion and marketing campaigns, at least quarterly, to the Council and Board. Reports shall address, at a minimum, the following areas:
 - a. Advertising Campaigns.
 - b. Public Relations.
 - c. Social Media.
 - d. Website Analytics.
 - e. Research.
 - f. Convention Center.
 - g. Film Commission.

E. PROCUREMENT PROCEDURES

E.100. GENERAL

- 1) All operating, advertising/marketing/promotional, and capital expenditures made during the fiscal year shall be in conformity with the County Purchasing Manual and Property Manual. Additionally, the County recognizes the importance of working with vendors experienced in the tourism industry:

- a. Competitive solicitations (e.g. RFP's) may be posted to industry websites such as, but not limited to, EmeraldCoastFL.com, Florida Association of Destination Marketing Organizations, and Southeast Tourism Society to facilitate a more comprehensive reach to potential respondents familiar with the tourism industry.
- 2) In the event a portion of an invoice submitted to the County for payment is disputed, payment for the disputed amount may be withheld pending resolution of the dispute, and the remainder of the invoice may be processed for payment without regard to that portion which is in dispute.
- 3) All insurance requirements shall be coordinated with Risk Management.

E.200. CONTRACTS

- 1) All functions to be handled by contract with third parties shall be entered into in accordance with the County Purchasing Manual. Additionally:
 - a. To the extent practical and feasible, contracts shall include a provision for submission of written monthly and/or quarterly reports as to the status of all matters which are the subject of the contract.
 - b. The Council shall review and provide a recommendation for all proposed contracts and grant agreements requiring Board approval and expenditure of tourist development tax dollars.

F. PROMOTIONAL AND ENTERTAINMENT-RELATED EXPENSES

F.100. PROMOTIONAL AND ENTERTAINMENT-RELATED EXPENSES

- 1) This section applies to promotional and entertainment-related expenses incurred in the performance of job duties carried out pursuant to the Tourist Development Plan, Sales & Marketing Plan, and/or annual budget including, but not limited to, trade shows, sales missions, road shows, familiarization tours, press trips, ECCC site visits, and film festivals. The Tourist Development Department is authorized and approved to make expenditures of tourist development tax revenues in accordance with Section 125.0104(9), Florida Statutes. Reimbursement for promotional and entertainment-related expenses is governed by County policies as applied under the provisions of Section 112.061, Florida Statutes, as well as the provisions of Section 125.0104(9), Florida Statutes and this Manual. Additionally:
 - a. Travel associated with job duties carried out pursuant to this section shall be pre-approved in accordance with the County's travel approval thresholds. Travel outside the United States requires approval in advance from the Board. Travel shall be booked in a manner to allow sufficient time to accommodate potential flight delays and cancellations to avoid missing actual trade show days.
 - b. Promotional and entertainment-related expenses shall be pre-approved in accordance with County purchasing policies and approval authorities.
 - c. The County recognizes the rental of space, furniture, services, and accessories that may be required in connection with the performance of promotional duties (e.g. trade show, road show, sales mission) meets the statutory requirement of being essential to tourism promotion and only available if advance payment is made. These types of purchases shall not be considered payment in advance requiring Board approval.
 - d. The County recognizes that success in the groups, convention center, and film sales industries is often the result of sales calls, continual networking, and relationships cultivated over a period of time through meetings and discussions for which no published, posted, or emailed agenda or correspondence exist. In such case, an outline of activities including names, titles, dates,

locations, and purpose/discussion shall be provided to document travel settlement and/or entertainment-related expenses.

- e. The County recognizes that tips and gratuities are customary within the tourism industry (e.g. tours, excursions). As long as these expenses are in connection with the performance of promotional duties, they are authorized by Florida Statutes. County staff will remain cognizant of the public perception of county funds being used for this purpose and will limit tips and gratuities to no more than 20% of the retail cost exclusive of taxes or other fees.
 - f. The County recognizes that providing meals (e.g. familiarization tour participants) is customary within the tourism industry. Partnership with the Florida Restaurant & Lodging Association (FRLA) is authorized for the provision of meal vouchers.
 - g. The County recognizes that providing transportation (e.g. familiarization tour participants) is customary within the tourism industry. Either airfare or mileage reimbursement may be provided, considering the most efficient and economical means as well as participant convenience and preference. Purchase of airfare for a participant meets the statutory requirement of being essential to tourism promotion and only available if advance payment is made, and shall not be considered payment in advance requiring Board approval. Participants for whom airfare is purchased may be required to sign an agreement identifying the terms under which reimbursement to the County will be required in the event the participant cannot attend or reschedule.
 - h. The County recognizes that promotional incentives (e.g. overnight stay, tour tickets, airline tickets) are customary within the tourism industry (e.g. familiarization tours, road shows, sweepstakes) for the promotion of the destination. As long as these expenses are in connection with the performance of promotional duties, they are authorized by Florida Statutes. County staff will remain cognizant of the public perception of county funds being used for this purpose and will attempt to receive such items on a complimentary basis from partners prior to purchase with tourist development tax dollars. TDD staff shall adhere to the code of conduct applicable to County employees.
- 2) The Promotional and Entertainment-Related Reimbursement Request form shall be prepared to account for the expenditure of funds as provided for herein.

G. PARTNER PROGRAM

G.100. PARTNER PROGRAM

- 1) A partner program fosters strong relationships between the TDD and industry partners to broaden awareness and present a unified brand. A multi-tiered partner program enables industry partners to participate in jointly marketing the destination through various initiatives.
- 2) Partner program categories and fees or in-kind values shall be identified in the Sales & Marketing Plan.
- 3) TDD staff shall maintain a list of participating partners and contribution per partner.
- 4) TDD staff shall invoice partners, with a copy of the invoice forwarded to the Clerk's office.

H. SOCIAL MARKETING

H.100. SOCIAL MARKETING

- 1) Social marketing is defined as creating web content through social media. The Tourist Development Department is authorized to engage online travel writers (e.g. bloggers) to promote brand awareness and image to specific demographic groups by covering specific topics in their posts written specifically for publication on the County's leisure website.
- 2) The following factors may be considered as appropriate to determine whether a particular blogger meets the needs of the County:
 - a. Target audience (e.g. demographics, geography, reach)
 - b. Relevance of usual posts and expertise to Emerald Coast's current campaign
 - c. Success rate for this blogger (e.g. number of website clicks, Facebook friends, Twitter followers, etc generated from previous posts)
- 3) Bloggers may be utilized to build the Emerald Coast message and drive traffic to the website on a "pay per blog" basis, including base pay and performance pay.
- 4) To ensure consistency and continued reader engagement, bloggers may be expected to produce a certain number of words per week or the equivalent of several shorter posts or a few longer articles. The following factors may be considered as appropriate in determining the base price per blog:
 - a. Target audience (e.g. demographics, geography, reach)
 - b. Length and/or frequency of post(s)
 - c. Use of photos and/or video
 - d. Amount of research required
 - e. Whether social promotion is included
 - f. Byline location
 - g. Inclusion of blogger bio and/or link to blogger's website or social accounts
 - h. Success rate for this blogger (e.g. number of website clicks, Facebook friends, Twitter followers, etc generated from previous posts)
- 5) To incentivize bloggers to focus on building better content rather than just counting words, performance pay per blog may be provided based on the following metrics as appropriate:
 - a. New Comments
 - b. New Subscribers
 - c. Unique Visitors
 - d. Increase in Inbound Links
- 6) All blogs must include at least one photo. Bloggers shall be responsible for obtaining releases, licenses, permits or other authorization to use photographs, copyrighted materials, artwork or any other property or rights belonging to third persons. Bloggers shall indemnify and hold the County harmless from any and all such claims arising from their blog(s) and provide a conflict of interest form.
- 7) All blog submissions will be reviewed to determine whether a particular blog meets the needs of the County.
- 8) Approved blogs will be posted on EmeraldCoastFL.com.

I. BIDDING FOR SPORTS EVENTS

I.100. BIDDING FOR SPORTS EVENTS

- 1) The sports sector of the recreation industry abounds with events at the regional, national, and international level for which organizations submit bids to demonstrate they can best host the event. Bidding for sports events provides an opportunity to increase visitation during periods of low occupancy. The process of submitting a proposal, application, or bid to host an event is often referred to as the “bid process” and shall not be confused with the bid process outlined in the County’s Purchasing Manual.
- 2) The Tourist Development Department is authorized to engage in the bid process for sports events. Bid applications shall be processed in accordance with County Purchasing Manual approval thresholds. Determination of the appropriate bid (e.g. cash, in-kind) is based on available budget fund and the following factors as appropriate:
 - a. Summary information (e.g. sport type, dates, venues/facilities)
 - b. Management team (e.g. TDD staff, local club, regional association)
 - c. Financial information (e.g. budget, community support, contingency funds)
 - d. Anticipated return on investment / Metrics for success (e.g. out-of-area visitors, sports industry prestige)
- 3) Any contracts or agreements resulting from sports event bids awarded to the County shall be approved in accordance with section E.200 of this Manual.

J. SPONSORSHIPS

J.100. SPONSORSHIPS

- 1) The Tourist Development Department is authorized to provide sponsorships for trade shows, media events, and travel and tourism industry events to promote/heighten brand awareness and differentiate itself from the competition to a target audience.
- 2) Any contracts or agreements related to sponsorships shall be approved in accordance with section E.200 of this Manual.
- 3) The County recognizes the purpose of sponsorships is typically to raise funds to hold an event and therefore meets the statutory requirement of being essential to tourism promotion and only available if advance payment is made. Sponsorships shall not be considered payment in advance requiring Board approval. Payment may be issued upon receipt of an invoice.
- 4) Proof of performance shall be the deliverable(s) to which the sponsor is entitled. Proof of performance will be forwarded to the Clerk’s office upon completion of the event.
 - a. If complimentary event tickets are provided, tickets shall be used to promote the destination (e.g. generate event publicity, staff attendance for educational purposes, sweepstakes giveaways). A listing of to whom complimentary tickets were given and how used will be provided.

K. PAID MEDIA FOR LOCAL EVENTS

K100. PAID MEDIA FOR LOCAL EVENTS

- 1) Paid media is defined as external marketing that involves a paid placement (e.g. print, broadcast, digital). Paid media for local events complements the core campaign and connects visitors to lodging options.
- 2) Applications received by the deadline will be incorporated into the annual media plan as determined by the County. Applications received after the deadline may be considered for new events only, provided budget funds are available for this purpose and the new event is at least six months out to ensure adequate lead time to properly market the event through paid media.
- 3) The event must be open to the public. The local event organizer may request certain media, but paid media will be placed and paid by the County through its advertising agency. Consideration may be made for events able to independently secure media coverage superior to that which the County's advertising agency can secure for the approved local event category.
- 4) The marketing approach for local events shall be year-round messaging promoting events in the destination, complemented by monthly newsletters and targeted messaging 90 days out prompting click-throughs to accommodations.
- 5) Events held outside the taxing district must have room blocks and provide lodging reports to document room night pickup within the taxing district. First-year events outside the taxing district may be eligible for Seasonal or Brand Awareness funding levels if all other eligibility criteria are met, but must provide lodging reports to receive funding in subsequent years.
- 6) Paid media dedicated to an event will be evaluated based on available budget funds and the following factors as appropriate:
 - a. Extent to which event is synonymous with or showcases a unique feature of the destination
 - b. Seasonality (*Note: events held during peak summer season will not be considered*)
 - c. Target audience (e.g. demographics, geography, reach)
 - d. Success rate (e.g. results from prior year or similar event)
 - e. Ability to document attendance and lodging rooms generated
- 7) Criteria used to categorize events for purposes of determining maximum paid media value per event shall be identified in the Sales & Marketing Plan. The Council shall approve requests for paid media for local events. Council members shall adhere to the requirements of Chapter 112, F.S. with respect to conflicts of interest.

SECTION THREE: OPERATIONAL & CAPITAL FUNDING REQUESTS

ANNUAL APPLICATION DEADLINE: APRIL 20

L100. PURPOSE

The TDD may provide operational and capital funding support to organizations promoting tourism within the sub-county taxing district, as authorized under Section 125.0104, Florida Statutes, and Okaloosa County's Tourist Development Plan.

L200. APPLICATION PROCESS

- 1) The application must be completed in its entirety in order for the funding request to be presented to the Tourist Development Council for consideration. Supplemental information may be provided, but summary information must be provided in each section of this form.
- 2) **Applications are due by April 20** to be considered for the upcoming fiscal year budget. If April 20 is a Saturday or Sunday, applications are due the preceding Friday.
For example, applications for expenses to be incurred October 1, 2020 through September 30, 2021 are due no later than April 20, 2020.
- 3) The individual signing the Application must be authorized to enter into agreements on behalf of the requesting organization.
- 4) Applications may be electronically submitted or hand-delivered or mailed to the Tourist Development Department, 1540 Miracle Strip Pkwy SE, Fort Walton Beach, FL 32548. Incomplete applications and applications received after 5pm on April 20 may not be considered. A Conflict of Interest form must be submitted with the application.
- 5) Applications received by April 20 shall be presented to the Tourist Development Council during its May budget meeting to be considered for funding as part of the annual budget process.
- 6) Upon final adoption of the annual budget by the Board of County Commissioners in mid-September, applications will be processed in accordance with County Purchasing approval authority limits and a purchase order or contract issued.
- 7) Applicants shall be notified of their funding status in mid to late September.
- 8) An exception to the April 20 application deadline may be granted by the Tourist Development Director for emergency situations when the issues are time critical. If an exception is granted, the application will be presented to the Council for consideration. If funding is approved by the Council and budget funds are available, the application will be executed in accordance with County Purchasing approval authority limits. If funding is approved by the Council and a budget amendment from reserves is required, recommendation of the Council and approval by the Board is required regardless of dollar amount. If the budget amendment is approved, the application will be executed in accordance with County Purchasing approval authority limits.

L300. REIMBURSEMENT PROCESS

- 1) Payments are on a reimbursement basis only. Copies of proof of performance and proof of payment for approved expenditures must accompany the organization's invoice.
- 2) **Reimbursement requests are due no later than October 15.** Funding lapses at fiscal year end (September 30). Failure to submit a timely invoice along with proof of performance and proof of payment may result in forfeiture of funding.
- 3) The TDD recognizes that amounts requested on the Operational & Capital Funding Request may vary from amounts actually incurred. While variances in dollar amounts among approved

expenditures are acceptable, only expenditures approved on the application will be paid and the total invoiced for reimbursement may not exceed the total approved on the Funding Request.

- 4) In the event a portion of an invoice submitted to the County for payment, as specified above, is disputed, payment for the disputed amount may be withheld pending resolution of the dispute, and the remainder of the invoice will be processed for payment without regard to that portion which is in dispute.

SECTION FOUR: CRISIS MANAGEMENT

M.100.GENERAL

- 1) The County recognizes the Tourist Development Department's primary audience is outside the local area and therefore requires crisis management authority beyond the scope of the County's Comprehensive Emergency Management Plan.
- 2) The Director is responsible for maintaining a Crisis Communications Plan that identifies County and advertising agency responsibilities necessitated by any natural or man-made disaster including, but not limited to: acts of God, fires, casualty, riots, floods, storms, terrorism, or travel restrictions.
- 3) The Crisis Communications Plan shall be reviewed at least annually before the start of hurricane season.
- 4) When the County's Emergency Operations Center (EOC) is activated, the following policies shall be effective:

M.200.MEDIA SPOKESPERSON

- 1) In addition to the Director, the Marketing & Communications Manager is authorized to act as a spokesperson to media outlets.

M.300.PUBLIC RELATIONS

- 1) Messaging based on information from County Administration, EOC, and VisitFlorida, as appropriate, shall be created.

M.400.TRAVEL

- 1) The Director is authorized to perform Out-of-County travel to facilitate implementation of the Crisis Communications Plan with notification to the Deputy County Administrator-Operations rather than County Administrator pre-approval pursuant to travel policy.
- 2) The Marketing and Communications Manager is authorized to travel up to 100 miles to facilitate uninterrupted digital communication with notification to the Deputy County Administrator-Operations rather than County Administrator pre-approval pursuant to travel policy.
- 3) Travel settlement requirements pursuant to Travel Policy shall be adhered to.

M.500.PAID MEDIA

- 1) The Director is authorized to modify, pause, or institute new media to ensure appropriate messaging.
- 2) Documentation requirements pursuant to Purchasing Manual Section 17 Emergency Procurement shall be adhered to.

CONFLICT OF INTEREST DISCLOSURE FORM

For purposes of determining any possible conflict of interest, all bidders/proposers, must disclose if any Okaloosa Board of County Commissioner, employee(s), elected officials(s), or if any of its agencies is also an owner, corporate officer, agency, employee, etc., of their business.

Indicate either "yes" (a county employee, elected official, or agency is also associated with your business), or "no". If yes, give person(s) name(s) and position(s) with your business.

YES _____

NO _____

NAME(S)

POSITION(S)

FIRM NAME: _____

BY (PRINTED): _____

BY (SIGNATURE): _____

TITLE: _____

DATE: _____

ADDRESS: _____

PHONE NO. _____

E-MAIL _____

Voting Conflict Form

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS	
LAST NAME—FIRST NAME—MIDDLE NAME	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE
MAILING ADDRESS	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:
CITY	<input type="checkbox"/> CITY <input type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
DATE ON WHICH VOTE OCCURRED	NAME OF POLITICAL SUBDIVISION:
	MY POSITION IS:
	<input type="checkbox"/> ELECTIVE <input type="checkbox"/> APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; and

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
 - The form must be read publicly at the next meeting after the form is filed.
- IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:**
- You must disclose orally the nature of your conflict in the measure before participating.
 - You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, _____, hereby disclose that on _____, 20 ____ :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of _____, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

_____ Date Filed

_____ Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.