



ALACHUA COUNTY BOARD OF COUNTY COMMISSIONERS Visitor and Convention Bureau

COOPERATIVE BILLBOARD ADVERTISING CAMPAIGN APPLICATION

Purpose

The Alachua County Board of County Commissioners has allocated a portion of the Tourist Development Tax revenue to aid in a Cooperative Billboard Advertising Campaign to attract tourists and increase visitation by the promotion of the destination to tourists.

The Cooperative Billboard Advertising Campaign will enable Alachua County tourism businesses and organizations to leverage Tourist Development Tax (TDT) funds via the cost sharing of expenses associated with independently developed marketing campaigns.

The Alachua County Visitors and Convention Bureau Cooperative Billboard Advertising Campaign amplifies the diverse marketing and advertising efforts of hospitality industry partners through the financial support of billboard campaigns with the following objectives:

- Increase visitation to Alachua County in the transient (highway), consumer and leisure sectors;
- Increase the marketing reach and visibility of local tourism and hospitality entities;
- Increase revenue and economic activity for the hospitality sector and support Covid-19 recovery plans.

\$250,000 of Tourist Development Tax has been allocated for this initiative for FY21.

Application Submission

Applications should be submitted with all requested information. Each applicant is responsible for full and complete compliance with all laws, rules and regulations which may be applicable.

One (1) Original should be submitted via email to info@visitgainesville.com
The email subject line should state: "Cooperative Billboard Advertising Campaign"

It is the complete responsibility of the applicant to compile and package its proposals and provide all requested documentation.

Inquiries/Questions

Questions regarding any portion of the application or application process must be made in writing via email to the VCB at info@visitgainesville.com.

Acceptance/Rejection of Applications

This program supports tourism advertising that aligns with the brand messaging and identity of Alachua County whose slogan is "Where Nature and Culture Meet." Alachua County reserves the right to reject any application which may be considered irregular, show serious omission, or unauthorized alteration of form. Alachua County reserves the right to accept any application in whole or in part, to waive technicalities, or to accept applications which, in the County's judgment, best serve the interests of the County.

Public Records

Responses to this grant, upon receipt by the County, become public records subject to the provisions Chapter 119 F.S., Florida Public Records Law.



Billboard Advertising Program Application

Program Guidelines/Funding Levels

Applicants may request up to 75% of costs associated, not to exceed \$7,500, for each qualified billboard. Each applicant may request funding for two (2) qualified billboards, for a total of \$15,000, for the time period of October 1, 2020 - September 30, 2021.

Eligibility

Applicants must fulfill the following at the time of application.

1. Be an Alachua County business engaged in the hospitality or tourism sector, including:
 - a. **Providers of Paid Overnight Accommodations:** Hotels, motels, B&B's, or other provider of paid overnight accommodations within Alachua County that are currently registered with the Alachua County Tax Collector and collect and remit bed tax;
 - b. **Businesses in the Food and Beverage Industry:** Restaurants, dining establishments, bars or breweries within Alachua County;
 - c. **Venues, Recreation and Attractions:** Including nature-based, cultural and sporting attractions; places of special interest, including zoos, music venues, theatres and museums; venues for spectator and participatory sports; parks and outdoor activities.
 - d. **Municipalities and CRA's** within the boundaries of Alachua County are eligible to apply.
2. Political and religious entities are not eligible.
3. Events and attractions that are restricted to limited membership or participation; including fundraisers, camps, social, or private events are not eligible.
4. The proposed billboard project must have as its main purposes the attraction of tourists.
5. The proposed billboard project must be located within the defined geographical area focused on drive-in markets within the state of Florida and extending north to Atlanta. Proposals that fall outside the geographic target markets will be rejected.

Credit Attribution Requirements

All grantees must include the Visit Gainesville, Alachua County, FL logo and "Funded in part by Visit Gainesville, Alachua County" and "Find Events, Attractions and What's Good at VisitGainesville.com" on all billboards at a size and visibility comprising no less than 10% of the billboard advertisement.

Non-Allowable Expenditures

This grant will only reimburse for approved paid billboard advertising. It will not reimburse for the following disallowed expenditures:

- Creative costs associated with the design of a billboard(s);
- Billboards executed outside of the application submittal dates October 1, 2020-September 30, 2021;
- Real property; capital improvements, including but not limited to new construction, renovation, restoration, installation or replacement of fixtures, and tangible personal property;
- Expenses incurred or obligated prior to or after funding period;
- Member-only events, entertainment, food or beverages for private events;
- Events which are restricted to private or exclusive participation;
- Making payments or reimbursements for goods or services purchased for previous or other events, invoices paid outside of contract period;
- Advertising, printing or other expenses that omit the required attribution credits including the Visit Gainesville, Alachua County, FL logo and other required recognition;



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- Benefits and projects planned primarily for fundraising purposes;
- Political or religious entities;
- Any expenditure not authorized by Alachua County Code of Ordinances
- Events and activities that do not comply with Alachua County's current COVID emergency orders, which may be amended from time to time.

Reimbursement

All funds are available on a reimbursement basis only. Proof of payment and proof of performance must be submitted with the reimbursement request. Examples of proof of payment includes copies of paid invoices, cancelled checks, or credit card receipts. Proof of performance includes run dates, location, printed samples and other backup with required Visit Gainesville, Alachua County credit attribution.



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INSTRUCTIONS

The Alachua County Visitors and Convention Bureau will review all submitted billboard advertising co-op applications to determine eligibility. Projects that meet funding eligibility criteria and have provided all required documentation as outlined below will then be provided to the Alachua County Tourist Development Council for review prior to submittal to the Alachua County Board of County Commissioners for final funding approval.

Applications will be reviewed and funding recommendations will be made on a first-come, first-served, rolling basis. Final decisions are at the sole discretion of Alachua County. There are no guarantees that applicants will be awarded funding. Even though a billboard may qualify, limited funds may not allow that project to receive assistance or the proposed billboard may fall outside the funding period or scope of the goals to attract tourists through the advertisement of hospitality-related businesses, as outlined above.

Funding is limited to billboard advertising that promotes tourism to Alachua County.

Applications must include:

1. Location and Directional Focus of the Billboard

Billboards must be within Georgia or Florida, extending as far north as the southern border of Atlanta, as far west as Pensacola and as far South as the northern border of Miami-Dade County. Billboards cannot be within the boundaries of Alachua County, with the exception of billboards on I-75 at Alachua County exits.

- a. Provide a map showing the location and directional focus of the billboard;
- b. Provide the dates and duration of the billboard campaign.

2. Billboard Design

- a. Provide proposed billboard artwork, including all required Visit Gainesville, Alachua County logos and credit attribution.
- b. Provide text and photos associated with the billboard.

3. Define Target Audience and Goals of the Billboard

- a. Provide weekly out-of-home impressions;

4. Pricing/proposal from billboard vendor (Please attach.)

Grant applications will be reviewed according to the following criteria:

- Execution strategy including the quality, scope, location and strategy of the campaign;
- Excellence and professionalism of proposed artwork, messaging and creativity;
- Consistency and alignment with Alachua County tourism marketing efforts;

If approved, applicants will have 6-months from the date of award announcement to execute the billboard. To receive grant funding reimbursements, applicants must submit proof of execution and payment. No reimbursements or payments will be made prior to billboard execution. All reimbursement documentation must be submitted to Alachua County Visitors and Convention Bureau within ninety (90) days after the advertising has been executed. If supporting documentation is not received within ninety (90) days, co-op funding may be denied.



Billboard Advertising Program Application

APPLICANT NAME _____

BUSINESS ENTITY _____

CONTACT PHONE/EMAIL/BUSINESS ADDRESS

HOSPITALITY SERVICE/INDUSTRY (Check all that apply)

- Hotel, motel, B&B, or campground
- Restaurant or dining establishment
- Brewery or bar
- Recreation or attraction – museums, zoos, music venues, etc.
- Municipality or CRA

AMOUNT REQUESTED _____

PROPOSED BILLBOARD LOCATION _____

PROPOSED PROJECT DATES _____

WEEKLY IMPRESSIONS _____

DEFINE TARGET AUDIENCE AND GOALS

ATTACH PRICING/PROPOSAL FROM BILLBOARD VENDOR

ATTACH BILLBOARD DESIGN ARTWORK including all required Visit Gainesville, Alachua County logos and credit attribution.

Email complete information and application to Info@VisitGainesville.com