



## Application Summary of : City of Fort Pierce | Woodruff, Libby

**Program Name : Marketing and Promotion for the Fort Pierce Authentic Tours (FPAT) program**

### Organization Information

<b>Organization Information</b>	
<b>All applicants must meet eligibility requirements for the grant program. The eligibility questions are used to narrow the grant that an applicant is possibly eligible to receive.</b>	
*Are you a Non-for-Profit Company?	No
*Are you a public entity, school district, community college, or university?	Yes
*Are you a current VISIT FLORIDA Premier Partner?	Yes
<b><i>MUST BE to meet eligibility for CHRN grants.</i></b>	
*Are you representing a rural community?	No

### Contact Information

<b>Contact Information</b>	
*Applicant Business Name:	City of Fort Pierce
*Applicant Business Mailing Address:	100 N US HWY 1
*City:	FORT PIERCE
*State:	Florida
*Zipcode:	34950
*Applicant Business Telephone Number:	772-467-3169
<b><i>This is the person whom all correspondence will be directed to with regards to this grant throughout the grant period.</i></b>	
<b>Applicant Contact Information:</b>	
*Applicant Contact Name:	Libby Woodruff
*Applicant Contact Person Email:	ewoodruff@city-ftpierce.com
*Applicant Contact Person Telephone:	772-467-3169

### Support Documentation

<b>Support Documentation</b>	
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<i>Please remember that line 1 of your W-9 form, should match what you list as your legal name on your Minority letter. If you would like checks to be made out to a DBA, please include that on line 2 of your W-9.</i>	
<b><i>Download and fill the IRS W-9 Form and upload it back once filled.</i></b>	
*Upload the completely filled IRS W-9 Form:	<a href="#">Fort Pierce - Substitute W-9.pdf</a>
<b><i>Download and fill the Minority Vendor Letter and upload it back once filled.</i></b>	
*Upload the completely filled Minority Vendor Letter:	<a href="#">Minority Vendor Letter - Signed.pdf</a>

## Project or Program Event

<b>Project or Program Event</b>	
*Program Name:	Marketing and Promotion for the Fort Pierce Authentic Tours (FPAT) program
*Start Date:	7/02/2017
*End Date:	6/14/2018
<b><i>Timeline for Project/Program/Event to take place. Dates must fall after 7/1/17, and before 6/15/18.</i></b>	
<b><i>The maximum value available for the grant program is CHRN-Marketing Max of \$ 5,000</i></b>	
*Grant Amount Requested:	5000.0
*Are you applying for any other grants through VISIT FLORIDA?	Yes
*If so, are they related to this project/program/event?	No
<b>Project/Program/Event Information and Details</b>	
*Briefly describe the mission/purpose of the project/program/event in which funding is requested for the purpose of promoting tourism in (to) Florida. Be sure you are detailed, clear and concise in describing your mission/purpose for the project/program/event. If using an upload please type "See Attached" in the response here. (max. 300 words):	<p>The Fort Pierce Authentic Tours (FPAT) program is an economic development initiative created by the City of Fort Pierce in 2011 to support the development and increase the sustainability and capacity of more than forty (40) Fort Pierce-based tourism businesses engaged in the eco/agri/aqua/nature and cultural heritage tourism industry.</p> <p>To guide the activities of the initiative and to make recommendations for marketing initiatives, the Fort Pierce City Commission appoints a seven-member FPAT Advisory Board with term limits. The Advisory Board elects FPAT officers, conducts monthly meetings, evaluates and recommends FPAT marketing endeavors, and approves membership applications for the program.</p>

	<p>Meetings of the Advisory Board are held monthly at City Hall. All meetings are open to the public and members are encouraged to attend. The City assists FPAT by providing staff support, meeting space, marketing assistance, website management, grant writing and owns the FPAT service mark and name.</p> <p>FPAT is funded by a CDBG economic development grant, administered by the City's Community-wide Council. FPAT's primary mission is to assist in establishing Fort Pierce as a destination for eco/agri/aqua/nature and cultural heritage tourism by promoting its small tourism related venues. To that end, FPAT is focused on marketing the offerings of Fort Pierce area and believes that FPAT members are stronger as a group than they are as individual businesses. This project will entail the graphic design and printing of promotional 4"x9" 2-sided glossy rack cards (50,000 total cards) to promote the Fort Pierce Authentic Tours (FPAT) program, display, radio, and social media advertising.</p>
Upload the Mission/Purpose option.	
*Is this a repeat project/program/event or extension to a previous project/program/event?	Yes
Upload previous year's return on investment (ROI) results:	
*If yes, provide previous year's return on investment (ROI) results. If using an upload please type "See Attached" in the response here.	<p>The City of Fort Pierce received a grant from Visit Florida in 2014 for marketing/promotion of the Fort Pierce Authentic Tours (FPAT) program. The FPAT program has been underway, funded through the City of Fort Pierce since 2011.</p> <p>The City is not able to track tourism numbers for the City; however, the Tourism Development Council (TDC) of St. Lucie County, Florida, where the City of Fort Pierce is located, tracks 'bed tax' to help track tourism to the area. According to the TDC, Fort Pierce 'bed tax' revenue increased a whopping 16% in 2015 over 2014 and 2016 'bed tax' revenues increased an additional 17% over 2015. We believe this is an outstanding ROI since our goal is to increase tourism to Fort Pierce.</p>
If yes, and the program was not successful, what changes are you making?	<p>The program is very successful. In 2014, only about 20 Fort Pierce tourism-related businesses participated in the program; now, more than 40 actively participate. City Staff as well as the FPAT Advisory Board is continuously told that our small tourism-related businesses stay busy now, even when it is not our 'season'. We believe this is a direct result of the FPAT marketing program.</p>
<p><b><i>Examples of ROI: Provide information that identifies the level of increased event attendance; impact to the community; additional travel dollars received; include the measure means used to calculate these increases.</i></b></p>	

<p>*Name the Florida counties/municipalities involved/impacted by the project /program/event. (max. 20 words)</p>	<p>St. Lucie County</p>
<p>*Describe your project/program/event’s expected economic impact in the community. Provide details on what those expectations include. If using an upload please type "See Attached" in the response here.</p>	<p>This project will have a significant positive impact by providing an increase of tourism to Fort Pierce and St. Lucie County. According to the St. Lucie County Tourism Development Council, St. Lucie County (where Fort Pierce is located) is experiencing an average increase of 15%+ a year since this program began. While the TDC partners with the City of Fort Pierce to provide advertising and marketing, we do credit the Fort Pierce Authentic Tours program with helping to increase tourism numbers in St. Lucie County. Direct spending by visitors has a positive impact on business profitability and employment growth. The spent money is circulated and re-spent within the Fort Pierce economy. Tourism increases supports growth in other sectors, such as transport, construction, agriculture and retail. And, as tourism increases, opportunities for small businesses to develop also increase. Further, since it is common for people who visit and are impressed with an area to return as residents, increased demand for housing and other related services will also be a direct benefit of this project.</p>
<p>Upload your expected economic impact in the community option.</p>	
<p>*Detail your strategy for marketing the proposed project/program/event, by providing details of your target market, advertising methods, and marketing goals. If using an upload please type "See Attached" in the response here.</p>	<p>City Staff will oversee the design and printing of the rack cards as well as the creation and purchase of display, radio, and social media advertising. The City has contracted with the FPIS company who regularly stocks FPAT rack cards in practically every hotel, motel, RV park, restaurant, etc. from Orlando through Jupiter. FPAT rack cards are also on display at every Visit Florida Welcome Center throughout the State. FPAT also takes their show ‘on the road’ by providing an information booth where rack cards are distributed at area boat shows, fairs, festivals, etc. FPAT also has created 3 television commercials that are airing on Comcast and AT&amp;T from November 14 through May 30 in Vero Beach, Fort Pierce, Stuart and Okeechobee promoting FortPierceTours.com and fun things to do in Fort Pierce. Radio advertisements will be broadcast in Vero Beach, Fort Pierce, Port St. Lucie, Okeechobee and Stuart. Social media advertising will include FaceBook posts that are ‘boosted’ to display for every ‘friend’ of FPAT’s FaceBook page, as well as their friends, so we are not able to determine the amount of viewership from social media, however, at this time, FPAT’s FaceBook page has over 2,000 followers as of today – January 6, 2017. Staff will also continue partnering with St. Lucie</p>

	<p>County Tourism Development Council to design and purchase display advertisements in Visit Florida magazine, Bird Watchers Digest, National Geographic's Discover Florida edition, the St. Lucie County Traveler's Guide, and various local publications.</p> <p>Marketing goals include continuing to promote the Fort Pierce Authentic Tours program through all of the venues listed in the paragraphs above and continuously looking for new marketing venues to try.</p>
Upload your strategy for marketing option.	
<p>*Detail your marketing plan for implementing the marketing strategy for the proposed project/program/event, which should include a timeline and advertising details. If using an upload please type "See Attached" in the response here.</p>	<p>July 10, 2017 – Publish Press Release announcing grant award from Visit Florida.</p> <p>July 10, 2017 – Ongoing – Design rack cards, magazine advertisements; write radio commercial scripts, social media ads</p> <p>July 30, 2017 – Ongoing – Solicit bids to print rack cards, magazine advertisements, radio spots, etc.</p> <p>August, 2017 – Ongoing – Provide rack cards to FPIS, Visit Florida and FPAT booth workers for distribution</p> <p>Purchase magazine and radio advertising space; run ads</p> <p>Post social media advertisements</p>
Upload your marketing plan for implementing the marketing strategy option.	
*Will this project/program/event happen without VISIT FLORIDA grant funding?	Yes
*Please provide an explanation as to why funding is needed. (max. 300 words):	This funding will increase the amount of advertising we can purchase to promote the Fort Pierce Authentic Tours program, which will increase tourism in Fort Pierce.

**Budget**

<b>Budget Information</b>	
<b>Expenses Categories:</b>	
Contracted Services Description:	N/A
Contracted Services Dollar Amount:	\$0
Speakers Description:	N/A
Speakers Dollar Amount:	\$0
3rd Party Travel Description:	N/A
3rd Party Travel Dollar Amount:	\$0
Newspaper Advertising Description:	N/A
Newspaper Advertising Dollar Amount:	\$0
Billboard or Out of Home Advertising Description:	N/A

Billboard or Out of Home Advertising Dollar Amount:	\$0
Magazine Advertising Description:	Display Ads will include but are not limited to: Indian River Mag; Coastal Angler Mag; TC Almanac
Magazine Advertising Dollar Amount:	\$1,500
Radio Advertising Description:	WOSN Ocean; WFLM Flame; WFAN
Radio Advertising Dollar Amount:	\$5,500
Digital Advertising (i.e. Google AdWords, Banner Ads) Description:	N/A
Digital Advertising (i.e. Google AdWords, Banner Ads) Dollar Amount:	\$0
Social Media Advertising (i.e. Facebook, Twitter) Description:	FaceBook Boosts
Social Media Advertising (i.e. Facebook, Twitter) Dollar Amount:	\$500
TV Advertising Description:	N/A
TV Advertising Dollar Amount:	\$0
Email or E-Newsletter Advertising Description:	N/A
Email or E-newsletter Advertising Dollar Amount:	\$0
Web Development Description:	N/A
Web Development Dollar Amount:	\$0
Website Hosting Description:	N/A
Website Hosting Dollar Amount:	\$0
Graphic Design/Production Description:	N/A
Graphic Design/Production Dollar Amount:	\$0
Technical Web Design/Production Description:	N/A
Technical Web Design/Production Dollar Amount:	\$0
Technical App Design/Production Description:	N/A
Technical App Design/Production Dollar Amount:	\$0
Printing Description:	Rack Card Printing - 50,000 Rack Cards
Printing Dollar Amount:	\$2,500
Shipping/Postage Description:	N/A
Shipping/Postage Dollar Amount:	\$0
Other 1 Description:	N/A
Other 1 Dollar Amount:	\$0
Other 2 Description:	N/A
Other 2 Amount:	\$0
Other 3 Description:	N/A
Other 3 Amount:	\$0
<i>Expected goods or services donated (In-kind) to applicant:</i>	
In-Kind Services Donation 1 Description:	N/A
In-Kind Services Donation 1 Dollar Amount:	\$0

In-Kind Services Donation Description 2:	N/A
In-Kind Services Donation 2 Dollar Amount:	\$0
In-Kind Services Donation Description 3:	N/A
In-Kind Services Donation 3 Dollar Amount:	\$0
<b>*Total Expenses:</b>	10000
<p><b><i>In-kind services or goods must be provided to the applicant by a 3rd party vendor(s). Current Federal Accounting Standards Board require that in-kind services be recognized and recorded. VISIT FLORIDA requires documentation with description of services/goods provided, estimated value, and dates of services/goods provided.</i></b></p> <p><b><i>All project/program/event marketing expenses must be incurred, billed, and paid within the grant timeline of <u>July 1, 2017 through June 15, 2018</u>, in order to be eligible for reimbursement.</i></b></p>	
<p><b>For all Matching Grants:</b></p> <p>Dollar for dollar match &amp;/or in-kind services or goods must be demonstrated.</p> <p>Staff salaries are not eligible.</p>	
<p><b>*Explain how you plan to match the requested grant award amount. (max. 300 words)</b></p>	<p>The Fort Pierce Authentic Tours Program will use \$5,000 allocated to the program by the City of Fort Pierce to provide the 1:1 cash match for this grant award.</p>
<ul style="list-style-type: none"> <li>• <b>CHRN-Marketing Rural Counties Grant Example:</b> Applicant requests \$5,000 in grant funds. Applicant must expend \$7,500 in documented or in-kind donated services, in order to receive a reimbursement of \$5,000</li> <li>• <b>CHRN-Marketing Grant Example:</b> Applicant requests \$5,000 in grant funds. Applicant must expend \$10,000 in documented or in-kind donated services, in order to receive a reimbursement of \$5,000</li> </ul>	

**Confirmation and Signature**

<p><b>Authorized Signature</b></p> <hr/>	
<p><b>Grant applications and any materials included in the applications are subject to Chapter 119, F.S., Florida's public records law. These laws grant the</b></p>	

**right to any person to inspect any non-exempt public record. Applicants are responsible for familiarizing themselves with the application of Florida's public records law and properly declaring, substantiating and defending any confidentiality claim or exemption concerning any submitted information as required by Florida Law.**

**If the application contains information that the applicant believes constitutes trade secrets, intellectual property, proprietary information, or information protected by a specific statutory exemption, the information should be clearly identified with particularity and marked confidential.**

**If a public records request is made involving documents with declarations of confidentiality, VISIT FLORIDA will notify the applicant so that the applicant may substantiate and defend the claim. VISIT FLORIDA will not provide legal representation to assist a confidentiality claim.**

\*I certify that the information contained in this application, including all attachments and support materials, is true and correct to the best of my knowledge and that I will abide by all legal, financial and reporting requirements as outlined in the Grant Program Guidelines.

\*Signature of Applicant:

\*Title:

Document Title	Question	Date Uploaded
<a href="#">Fort Pierce - Substitute W-9.pdf</a>	SD Upload the completely filled IRS W9 Form	1/6/2017 11:47:52 AM
<a href="#">Minority Vendor Letter - Signed.pdf</a>	SD Upload the filled Minority Vendor Letter	1/6/2017 11:47:52 AM