

# **GADSDEN COUNTY TOURIST DEVELOPMENT COUNCIL TOURISM ADVERTISING FUNDING AGREEMENT TERMS, CONDITIONS AND RECIPIENT OBLIGATIONS**

## **SECTION 1. LEGAL AUTHORITY AND PURPOSE**

This funding is awarded pursuant to Florida Statute 125.0104, governing the use of Tourist Development Tax revenues.

Recipient acknowledges that TDC funds are public funds restricted for the purpose of promoting tourism and increasing overnight visitation to Gadsden County. Funds may not be used for general operational support, local-only promotion, or community programming that does not demonstrate tourism impact.

### **Primary Objective**

Recipient must demonstrate that funded activities are intended to increase overnight stays in:

- Hotels
- Bed and breakfasts
- Short-term rentals
- Campgrounds / RV parks

### **Secondary Objective**

Recipient must support measurable economic impact in restaurants, retail, gas stations, and other tourism-related businesses.

Failure to align activities with tourism objectives may result in denial of reimbursement or disqualification from future funding.

## **SECTION 2. PRE-AWARD SUBMISSION REQUIREMENTS**

Before funding is released, Recipient must provide:

### **1. Legal and Organizational Information**

- Legal entity name
- FEI/EIN number
- Mailing address
- Primary contact name, email, and phone
- W-9
- Certificate of Insurance, if applicable

### **2. Digital Presence Disclosure**

Recipient must provide:

- Official website URL
- Event website or ticketing page URL
- Facebook page URL
- Instagram handle
- YouTube channel (if applicable)
- TikTok handle (if applicable)
- Any additional active promotional channels

All digital assets must be fully disclosed. Failure to disclose active channels may result in ineligibility for advertising reimbursement related to those platforms.

### 3. Event Marketing Plan

Recipient must submit a written marketing outline including:

- Target markets and geographic reach
- Media channels to be used
- Paid vs organic strategy
- Lodging partnerships
- Estimated visitor draw and origin markets

### SECTION 3. 60-DAY LEAD TIME REQUIREMENT

Recipient must submit complete event information no less than 60 days prior to event date, including:

- Event name
  - Date, time, location
  - Tourist-facing description
  - Graphics or save-the-date artwork
  - Confirmed website/ticket links

Failure to meet the 60-day requirement may reduce or eliminate eligibility for paid tourism advertising support.

### SECTION 4. ADVERTISING & TARGETING REQUIREMENTS

TDC funds may not be primarily used for hyper-local advertising.

Recipient agrees that:

- A majority of paid media must target audiences outside Gadsden County
- Tourism markets must include audiences 90+ minutes away
- Out-of-county targeting must be documented

When using media vendors, Recipient must provide:

- Coverage maps
- DMA or distribution data
- Audience geography breakdown
- Written confirmation of market reach

Recipient must clearly distinguish:

- Local marketing expenditures
  - Tourism-focused expenditures
  - Which line items are TDC-funded

### SECTION 5. SOCIAL MEDIA COLLABORATION REQUIREMENTS

If TDC funds are used, Recipient agrees to:

#### 1. Add Visit Gadsden County as collaborator on:

- Facebook posts
- Instagram posts
- Facebook events (as co-host)
- YouTube posts (tag/partner when available)

#### 2. Use official tag and hashtag:

- @VisitGadsdenCounty
- #SmallCountyBigHeart

#### 3. Accept collaboration requests within 48 hours.

#### **4. Maintain public visibility of posts for no less than 12 months following event.**

Failure to comply may result in reimbursement denial.

### **SECTION 6. CONTENT PRODUCTION REQUIREMENTS**

Recipient agrees to provide:

#### **A. Pre-Event Content**

- Event flyer graphics (Specs to current Meta & YouTube Formats)
- At least 3 promotional posts prior to event
- Performer/vendor spotlights (if applicable)

#### **B. During Event Content**

- Minimum 20 high-quality photos
- Minimum 6 short-form vertical video clips
- At least 2 horizontal video clips suitable for YouTube
- If these services can not be accommodated – the vendor can request services from Visit Gadsden County – which will have an expense approval by the TDC Board

#### **C. File Delivery**

All media must be uploaded within 5 business days after event to a shared Google Drive or Dropbox folder provided to Visit Gadsden County.

Files must be labeled with event name and date.

### **SECTION 7. LODGING DOCUMENTATION REQUIREMENT**

Recipient must designate at least one host lodging partner.

Recipient must provide one of the following:

- Booking code report showing event-related stays
- Written occupancy comparison statement from hotel/B&B
- Room block usage documentation

Documentation must clearly show increased occupancy during event dates.

### **SECTION 8. ECONOMIC IMPACT SUPPORT**

Recipient agrees to collect and submit:

- Feedback from local restaurants or retailers
- Estimated attendance
- Visitor origin data if available

Suggested: If ticketed event, ZIP code report from ticketing platform must be submitted.

### **SECTION 9. DIGITAL METRICS & REPORTING**

Because Visit Gadsden County will be added as collaborator, digital performance data will be accessed directly.

Recipient must additionally submit:

- Paid ad invoices
- Proof of ad placement
- Performance summaries from vendors

## **SECTION 10. REIMBURSEMENT CONDITIONS**

No reimbursement will be issued without:

- Completed reimbursement form
- All invoices
- Proof of payment
- Media coverage documentation
- Lodging documentation
- Required digital assets
- Confirmation of social collaboration compliance

TDC reserves the right to:

- Reduce reimbursement for non-compliant marketing
- Deny reimbursement for local-only advertising
- Audit digital and vendor documentation

## **SECTION 11. ASSET USAGE RIGHTS**

Recipient grants Gadsden County TDC and Visit Gadsden County non-exclusive rights to:

- Use submitted photos and videos for future tourism marketing
- Edit content for promotional use
- Archive media for reporting and grant compliance

## **SECTION 12. NON-COMPLIANCE & FUTURE ELIGIBILITY**

Failure to comply with these terms may result in:

- Denial of current reimbursement
- Reduction in future award eligibility
- Suspension from future TDC funding cycles

## **RECIPIENT ACKNOWLEDGEMENT**

By accepting TDC funds, Recipient acknowledges full understanding of these requirements and agrees to abide by all tourism-focused conditions outlined herein.

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**SIGNATURE**

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**NAME**

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**TITLE / ORGANIZATION**

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**DATE**