

CULTURAL UMBRELLA

Definitions of Allowable Expenditures

Approved by Monroe County Board of County Commissioners as of 7/21/10

Media Placement & Production Costs: newspaper; magazines, radio; TV; website/internet advertising only. (Reference to TDC Operations Manual.¹)

Promotional Signs: posters and banners

Promotional Items: T-shirts; hats; jackets; koozie cups. (Reference to Sales/Resale statement in the TDC Operations Manual.²)

Direct Mail Promotions: brochures and pamphlets including postage/shipping. This is a direct mail promotional brochure/pamphlet utilized for pre-event advertising.

Programs: TDC will pay for an event program of listed or schedule of activities and information on the event, an amount not to exceed 50% of cost, including production and printing, of program as outlined in contract budget.

Public Relations (PR): Print and broadcast public relations materials for distribution to media, such as but not limited to press releases, public service announcements, photography to be utilized in PR releases and video news releases as approved by the public relations agency of record. Only permissible PR material produced by the agency of record and/or a professional public relations agency shall be acceptable. (7/21/10)

In-House Production: In-house production of any permissible expenditures will not be considered for reimbursement. (7/21/10)

Event Promotions: TDC funding is intended for promotion of events as opposed to the ongoing programs of an organization or promotion of the facility. TDC will only consider reimbursement of advertising and promotional materials that highlight the event versus the regular programming of an organization or facility. (7/21/10)

Items that have not been approved by the appropriate agency of record prior to production/placement shall not be considered for reimbursement/direct payment.

¹ **Advertising through the internet:** The TDC will pay for Internet advertising on web sites (banners, buttons, website links), and E-mail blasts. Internet advertising links may go to the event website. Logo is required on banners and E-blasts. No payment will be made for development or operation (hosting) of website. (BOCC 5/16/06)

² **Sale/resale of TDC funded items:** Items funded, including creative and resulting work product, by the BOCC/TDC, in accordance with Florida Public Records Law, are owned by the BOCC/TDC *and as such may not be sold.* (BOCC 09/14/94)