



**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
APPLICATION FOR CULTURAL UMBRELLA EVENT FUNDING**

October 1, 2009 through September 30, 2010

Please number pages. The page numbers and page breaks should be the same as this application. Pages may be inserted as needed. Number inserted pages the same as the page before plus sub-numbers. Example: 2.1, 2.2, 2.3, etc.

**SCORING SYSTEM**

Scoring will be considered under the following criteria:

For 5-point items

(1) unacceptable      (2) below average      (3) average      (4) above average      (5) excellent

For 10-point items

(1-2) unacceptable      (3-4) below average      (5-6) average      (7-8) above average      (9 - 10) excellent

Upon evaluation of the application, the total scores will be tabulated and applications scoring 45 or more will be considered for funding. Events that meet the minimum scoring requirements will be ranked starting with the highest score. Then committee members will use their best judgment in determining award recommendations.

NAME OF PROPOSED EVENT: \_\_\_\_\_

VENUE (location/city): \_\_\_\_\_

DATE(S) OF EVENT: \_\_\_\_\_

**INDICATE THE DISTRICT(S) FROM WHICH YOU ARE REQUESTING FUNDS and THE DOLLAR AMOUNT (Maximum request: \$25,000)**

District I (encompasses the city limits of Key West)

District II (from city limits of Key West to the west end of the Seven Mile Bridge)

District III (from the west end of the Seven Mile Bridge to the Long Key Bridge)

District IV (between the Long Key Bridge and Mile marker 90.939)

District V (from Mile marker 90.940 to the Dade/Monroe County line and any mainland portions of Monroe County)

TOTAL AMOUNT REQUESTED (Total Districts I-V) \_\_\_\_\_

**I. EVENT PRODUCER INFORMATION** (The event producer is the organization or individual who is responsible for the event. In some cases, the event producer and the event are the same, for example: The Key Players. In other cases, they are different, for example: the Pigeon Key Arts Festival is the event; the Pigeon Key Foundation is the producer.)

A. NAME OF CONTRACTING ORGANIZATION: \_\_\_\_\_  
(Registered Business name)  
FICTITIOUS NAME IF USED: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_  
TELEPHONE NUMBER: (Daytime) (\_\_\_\_) \_\_\_\_\_  
FAX NUMBER: (\_\_\_\_) \_\_\_\_\_  
E-MAIL ADDRESS: \_\_\_\_\_  
YEAR LEGALLY ESTABLISHED \_\_\_\_\_  
FEDERAL I.D. #/E.I.N. #: \_\_\_\_\_

SUMMARIZE HISTORY OF EVENT PRODUCER:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

INDICATE FOR PROFIT OR NOT FOR PROFIT STATUS: \_\_\_\_\_

HAS THIS EVENT BEEN PRODUCED IN THE PAST AND WHEN?

\_\_\_\_\_

DID THE SAME ORGANIZATION PRODUCE IT? \_\_\_\_\_

B. CONTACT PERSON: \_\_\_\_\_

(should be familiar with application and authorized to speak for event sponsor)

ADDRESS: \_\_\_\_\_

TELEPHONE: (\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_

E-MAIL: \_\_\_\_\_

C. ALTERNATE CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: (\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_

E-MAIL: \_\_\_\_\_

D. AUTHORIZED PERSON List name of President and other individual(s) authorized to execute contracts and otherwise act on behalf of event producer:

Name Title

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E. STAFF List staff members including volunteers responsible for administering and organizing this event with evidence of their qualifications and capabilities to accommodate the demands of the event.

Name Qualifications and Capabilities


**II. HISTORY OF PROPOSED EVENT**

A. NUMBER OF YEARS this event has received Cultural Umbrella funds. Check one:

- Never received CU funds (5 points)
- Received CU funds 1 year (5 points)
- Received CU funds 2 years (3 points)
- Received CU funds 3 years (2 points)
- Received CU funds 4 or more years (0 points) 0 1 2 3 4 5

B. PREVIOUS FUNDING of this event from the Monroe County Tourist Development Council and by other state or federal agencies during the last five years.

Source of funding	Amount Requested	Amount Received	Year

**III. PROPOSED EVENT INFORMATION**

A. MONTH(S) OF EVENT: (Please check the appropriate month. Shoulder and off-season events will receive higher scoring. If an event takes place over a series of months the scores will be added to a maximum of 5 points.)

_____ January	2	_____ July	3
_____ February	1	_____ August	5
_____ March	1	_____ September	5
_____ April	1	_____ October	5
_____ May	3	_____ November	4
_____ June	3	_____ December	3

**0 1 2 3 4 5**

B. Number of days of event per year: \_\_\_\_\_

1 - 2 days	1	40 - 59 days	6
3 - 4 days	2	60 - 79 days	7
5 - 9 days	3	80 - 99 days	8
10 -19 days	4	100 - 149 days	9
20 - 39 day	5	150 + days	10

**0 1 2 3 4 5 6 7 8 9 10**

**C. NARRATIVE SUMMARY OF EVENT**

Outline goals and objectives and describe in detail the proposed event. (What are you going to do and how are you going to do it?)

**0 1 2 3 4 5**



**E. MARKETING PLAN (PAID ADVERTISEMENTS & UNPAID PROMOTIONAL ACTIVITIES)**  
The marketing plan must be approved in advance by the advertising and public relations agencies of record. See cover letter for contact information. Attach approval letters at end of application.

Include all aspects of the proposed event with estimated number of persons to be reached through the different media. Provide source of information for estimated numbers. Specifically state how you plan to spend the Cultural Umbrella funds requested and summarized in Exhibit D.

**0 1 2 3 4 5**

#### **IV. QUALITY OF PROPOSED EVENT**

A. NARRATIVE Discuss the overall excellence of the event. Discuss the artistic excellence, the tourist appeal, and the extent to which the event is unique to Monroe County or the district. How does it promote and showcase the destination's cultural, historic, and/or environmental resources?

B. ATTENDANCE Number of people anticipated to attend the event, the number attending this current year, and actual past attendance:

	Vendors/Participants			Attendance		
	Anticipated 2010	Current 2009	Actual 2008	Anticipated 2010	Current 2009	Actual 2008
Monroe County Residents						
Out of County, Florida						
Out of State						
TOTAL						

**0 1 2 3 4 5 6 7 8 9 10**

C. DETERMINATION OF ATTENDANCE

1. HOW WAS PAST ACTUAL ATTENDANCE DETERMINED?

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2. HOW WAS ANTICIPATED ATTENDANCE AT PROPOSED EVENT ESTIMATED?

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3. PLAN FOR DETERMINING ACTUAL ATTENDANCE AT PROPOSED EVENT?

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**0 1 2 3 4 5**

**D. UNPAID MEDIA EXPOSURE OUTSIDE OF MONROE COUNTY**

1. Have you received any media exposure outside of Monroe County that was not paid advertising (i.e. newspaper articles, radio, TV coverage)? If so, submit a detailed history of state, national and/or international media exposure of events of last year, including estimated reach and source of information. **DO NOT INCLUDE PAID ADVERTISING. DO NOT INCLUDE MONROE COUNTY MEDIA.**

**OR**

2. For a new event, submit the anticipated value of the new event to tourism. Include estimated media vendor circulation of your target market outside of Monroe County. **DO NOT INCLUDE PAID ADVERTISING.**

**0 1 2 3 4 5 6 7 8 9 10**

**Allowable Expenditures**

BOCC 9/20/06

**Cultural Events:** Definitions and procedures for cultural events can be found in the Monroe County TDC Operations Manual in Section IV, page 70.

**Media Placement & Production Costs:** newspaper; magazines, radio; TV; website/internet advertising only<sup>2</sup>

**Promotional Signs:** posters and banners

**Promotional Items:** T-shirts; hats; jackets; koozie cups. Refer to Sales/Resale statement in Section II, Page 15.

**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:** Public relations expenses that are approved by public relations agency of record.

<sup>2</sup> **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

**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.* 09/14/94

**Logo/Acknowledgement Usage Guidelines For Events**  
**Destination/TurnKey/Cultural/Fishing Events**

BOCC 12/20/06

Color ads four (4) color processing printing (06/12/91)

Black & white ads shall include the Florida Keys and Key West logo in PMS black. (06/12/91)

Use on all printed material as listed under the Acceptable Event Marketing Expenses list

TV: logo must appear at the conclusion of commercial

Hats/t-shirts/jackets/koozie cups: must carry the "The Florida Keys & Key West" logo

**Radio Advertising:** No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council"

**Trophies:** Logos are not required on trophies.

**In-County Logo**

The below logo that includes the "Monroe County Tourist Development Council" designation is to be utilized in all approved in-county print newspaper ads, magazine ads, street banners, posters and other approved signage efforts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Sharon Joseph or John Underwood with Tinsley Advertising at 305-856-6060.



MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

**Out-of-County Logo**

The below logo that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized in all other efforts including any approved out-of-county print newspaper ads, magazine ads, television commercials, internet advertising (banners, buttons, e-mail blasts), direct mail promotions (brochures and pamphlets) and any approved promotional items including programs, T-shirts, hats, jackets, trophies and koozie cups. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic

format (eps or jpg file), contact Sharon Joseph or John Underwood at Tinsley Advertising at 305-856-6060.



A. EVENT PRODUCER'S FINANCIAL STATEMENT    Insert producer's total budget and financial statement, compilation, review or audit for the last completed fiscal year. Number as page 13.1, 13.2, etc.

B.

**STATEMENT OF INCOME & EXPENSE**  
**FOR PROPOSED EVENT, CURRENT YEAR, AND LAST COMPLETED YEAR**

The treasurer of the producer must sign this statement. The signature must be notarized. The figures for the last completed year should be actual. The items listed are for example only. Individual items can be changed or deleted to fit your event's income and expense except items listed under advertising & promotion.

EVENT NAME: \_\_\_\_\_

**INCOME**

INCOME FROM SALES & ADMISSIONS

	PROPOSED FY 2010	CURRENT FY 2009	ACTUAL FY 2008
FOOD	\$ _____	\$ _____	\$ _____
BEVERAGE	\$ _____	\$ _____	\$ _____
BOOTH RENTAL	\$ _____	\$ _____	\$ _____
ENTRY /ADMISSION FEES	\$ _____	\$ _____	\$ _____
PHOTO CONTEST	\$ _____	\$ _____	\$ _____
PROMOTIONAL ITEMS	\$ _____	\$ _____	\$ _____
OTHER	\$ _____	\$ _____	\$ _____

OTHER INCOME  
(DO NOT INCLUDE IN-KIND)

A).CULTURAL UMBRELLA	\$ _____	\$ _____	\$ _____
SPONSORS/CONTRIBUTIONS	\$ _____	\$ _____	\$ _____
GRANTS	\$ _____	\$ _____	\$ _____
OTHER	\$ _____	\$ _____	\$ _____

B). TOTAL INCOME                   \$ \_\_\_\_\_                   \$ \_\_\_\_\_                   \$ \_\_\_\_\_

Cultural Umbrella funds for the proposed FY are \_\_\_\_\_% of Total Income (A divided by B)

# EXPENSE

	PROPOSED FY 2010	CURRENT FY 2009	ACTUAL FY 2008
OPERATING EXPENSES			
* ADVERTISING & PROMOTION			
Media Placement/Production (newspaper, magazines, radio, TV, website/internet advertising only)	\$ _____	\$ _____	\$ _____
Promotional Signs (Posters/Banners)	\$ _____	\$ _____	\$ _____
Promotional Items (t-shirts, hats, jackets, koozie cups)	\$ _____	\$ _____	\$ _____
Direct Mail Promotions (brochures, pamphlets, postage & shipping)	\$ _____	\$ _____	\$ _____
Programs	\$ _____	\$ _____	\$ _____
Public Relations	\$ _____	\$ _____	\$ _____
General non-allocated	\$ _____	\$ _____	\$ _____
SECURITY/CROWD CONTROL	\$ _____	\$ _____	\$ _____
SET-UP & CLEAN UP	\$ _____	\$ _____	\$ _____
EQUIPMENT RENTAL	\$ _____	\$ _____	\$ _____
INSURANCE	\$ _____	\$ _____	\$ _____
OFFICE EXPENSES	\$ _____	\$ _____	\$ _____
POSTAGE	\$ _____	\$ _____	\$ _____
RENT	\$ _____	\$ _____	\$ _____
DIRECTOR'S FEES	\$ _____	\$ _____	\$ _____
SALARIES	\$ _____	\$ _____	\$ _____
MISCELLANEOUS	\$ _____	\$ _____	\$ _____
OTHER	\$ _____	\$ _____	\$ _____
C). TOTAL EXPENSES	\$ _____	\$ _____	\$ _____
NET PROFIT/LOSS (B minus C)	\$ _____	\$ _____	\$ _____

\*Cultural Umbrella funds may be spent only for advertising and promotion.

\_\_\_\_\_  
Treasurer

SWORN AND SUBSCRIBED before me this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_.

My Commission Expires:

\_\_\_\_\_  
Notary Public at Large  
State of Florida (SEAL)

**0 1 2 3 4 5**

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
CULTURAL UMBRELLA EVENT BUDGET  
BUDGET BREAKDOWN**

Line items listed below must be approved by the appropriate agency of record

There will be no amendments to this budget (Exhibit D) after BOCC approval of Agreement

EVENT NAME: \_\_\_\_\_

MEDIA PLACEMENT & PRODUCTION COSTS: newspaper, radio, magazines,  
TV, website/internet advertising only  
\_\_\_\_\_ \$ \_\_\_\_\_

PROMOTIONAL SIGNS: posters/banners  
\_\_\_\_\_ \$ \_\_\_\_\_

PROMOTIONAL ITEMS: t-shirts, hats, jackets, koozie cups  
\_\_\_\_\_ \$ \_\_\_\_\_

DIRECT MAIL PROMOTIONS: brochures/pamphlets/postage & shipping  
\_\_\_\_\_ \$ \_\_\_\_\_

PROGRAMS:  
\_\_\_\_\_ \$ \_\_\_\_\_

PUBLIC RELATIONS:  
\_\_\_\_\_ \$ \_\_\_\_\_

\*GENERAL NON-ALLOCATED:  
\_\_\_\_\_ \$ \_\_\_\_\_

TOTAL: \_\_\_\_\_ \$ \_\_\_\_\_

\*GENERAL NON ALLOCATED MAY NOT EXCEED 15% OF THE ABOVE BUDGET AND CAN ONLY BE UTILIZED FOR ACCEPTABLE TDC ITEMS

ACTUAL EXPENDITURES MAY DEVIATE NO MORE THAN 10% FROM THE BUDGETED LINE ITEMS NOTED ABOVE.



E. CONTRIBUTIONS IN-KIND, ANTICIPATED

1. List all **e-mails or letters of commitment** of anticipated in-kind contributions (including complimentary rooms, functions, services, and volunteer hours at up to \$10 an hour).

2. E-MAILS OR LETTERS OF COMMITMENT

Provide a CD containing an **e-mail or letter of commitment** for each in-kind contribution.

CONTRIBUTOR	TYPE	DOLLAR VALUE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

TOTAL \$ \_\_\_\_\_

3. TOTAL CASH AND IN-KIND CONTRIBUTIONS \$ \_\_\_\_\_

0 1 2 3 4 5

**NON-COLLUSION AFFIDAVIT  
AND VERIFICATION**

I, \_\_\_\_\_, of the city of \_\_\_\_\_ according to law on my oath, and under penalty of perjury, depose and say that:

- 1) I am \_\_\_\_\_, the bidder making the Proposal for the project described as follows:
- 2) The prices in this bid have been arrived at independently without collusion, consultation, communication or agreement for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;
- 3) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to bid opening, directly or indirectly, to any other bidder or to any competitor; and
- 4) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit, or not to submit, a bid for the purpose of restricting competition;
- 5) The statements contained in this affidavit are true and correct, and made with full knowledge that Monroe County relies upon the truth of the statements contained in this affidavit in awarding contracts for said project.

**VERIFICATION**

I HEREBY CERTIFY that I have read the forgoing application and that the facts stated herein are true and correct to the best of my knowledge and belief.

\_\_\_\_\_  
President's Name Typed

\_\_\_\_\_  
President's Signature

Sworn to and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

personally appeared \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_, known to be the persons named in and who executed the foregoing document.

\_\_\_\_\_  
Notary Public - State of \_\_\_\_\_

My commission expires \_\_\_\_\_

\_\_\_\_\_  
(Printed, typed, or stamped commissioned  
Name of notary public)

## **SAMPLE FUNDING AGREEMENT**

THIS AGREEMENT is made and entered into by and between the Board of County Commissioners of Monroe County, Florida, a political subdivision of the state of Florida, ("County") and \_\_\_\_\_, a Florida corporation ("Event Sponsor").

WHEREAS, the umbrella organization under contract to the County has recommended to the Monroe County Tourist Development Council ("TDC"), which has endorsed the recommendation, that certain monies be allocated for promotion of an event by Event Sponsor;

NOW THEREFORE, in consideration of the mutual promises contained herein, the parties agree as follows:

1. Amount: County shall pay a sum not to exceed \$ \_\_\_\_\_ ( \_\_\_\_\_ Dollars) for promotion and related expenditures, as described in the event budget, attached hereto as Exhibit B, for production of the \_\_\_\_\_ between \_\_\_\_\_. Payment will be made only after Event Sponsor submits invoices and support documentation acceptable to the County's Finance Department. The advertising and promotion budget using County funding may be altered as to the individual line items, or components, within 10% of the amount stated for that item or component, without increasing the total dollar amount and without requiring a written amendment to this agreement. The general non-allocated section of an Umbrella event budget may be utilized for unforeseen permissible expenditures and for those budget lines that may require additional funds. Monroe County's performance and obligation to pay under this agreement is contingent upon an annual appropriation by the County.

2. Duties of Event Sponsor: Event Sponsor shall provide promotion and related services as described in the Sponsor's application for funding, Exhibit A, attached hereto. All advertising and public relations services or supervision of advertising and public relations will be provided through the contracted agencies of the TDC and County.

3. Invoicing: The contracted agencies of record shall receive payment of work in progress upon submission of documented invoices associated with the event. Event sponsor fully understands that funding is obtained from tourist development taxes for which the fiscal year ends September 30, 200\_. Event sponsor also understands that the funding process through which this contract was made available by County requires event sponsors to submit their payment requests as quickly as possible and to finalize all such requests before the end of the fiscal year, if at all possible. In order for the tourist development taxes to be utilized most effectively for the purpose for which they were authorized, attracting and promoting tourism, the budgeting process of the County requires the event's funding to be concluded in a timely manner. In recognition that the timeliness of payment requests is of extreme importance to the funding of future advertising and promotion for the stability of the tourist-based economy, Event Sponsor agrees to submit by September 30, 200\_, all invoices and support documentation as required by the County's Finance Department rules and policies. Event Sponsor shall not be reimbursed nor will Event Sponsor's vendors be paid directly for any invoices received by the County after September 30, 200\_, except that for events with promotional expenditures incurred between July 1 and September 30, 200\_, invoices must be submitted within ninety (90) days of the conclusion of the event.

4. Reimbursement to County: Event Sponsor shall reimburse County for any amount of funds expended by County in connection with an event which does not occur as a result of any act or omission by Event Sponsor.

5. Indemnification: Event Sponsor covenants and agrees to indemnify and hold harmless Monroe County Board of County Commissioners from any and all claims for bodily injury (including death), personal injury, and property damage (including property owned by Monroe County) and any other losses, damages, and expenses (including attorney's fees) which arise out of, in connection with, or by reason of the services provided, event sponsored, or other activities and funding associated with this agreement. Should event involve the serving or distribution of alcoholic beverages, Event Sponsor shall obtain prior to the event a Liquor Liability insurance policy naming Monroe County as a co-insured.

6. Records: Event Sponsor shall maintain records pursuant to generally accepted accounting principles for three (3) years after the event and shall permit County and its agents and employees access to said records at reasonable times.

7. Termination: County may terminate this agreement without cause by providing written notice to Event Sponsor, through its officer, agent, or representative, no less than sixty (60) days prior to the event and may terminate for breach upon providing to Event Sponsor, through its officer, agent or representative, notice at least seven (7) days prior to the effective date of the termination. Notice is deemed received by Event Sponsor when hand delivered, delivered by national courier with proof of delivery, or by U.S. mail upon verified receipt or upon the date of refusal or non-acceptance of delivery.

8. Conflicts: Event sponsor is an independent contractor and shall disclose any potential conflicts of interest as defined by Florida Statutes, Chapter 112 and Monroe County Code, Article XXI.

9. Non-Collusion: By signing below, Event Sponsor warrants that he/she/it has not employed, retained or otherwise had act on his/her/its behalf any former County officer or employee in violation of Section 2 of Ordinance No. 10-1990 or any County officer or employee in violation of Section 3 of Ordinance No. 10-1990. For breach or violation of the provision the County may, at its discretion terminate this contract without liability and may also, at its discretion, deduct from the contract or purchase price, or otherwise recover, the full amount of any fee, commission, percentage, gift, or consideration paid to the former or present County officer or employee.

10. Public Entities Crimes: A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

11. Logo: All promotional literature and display advertising with the exception of generic advertising must display the "Florida Keys & Key West Come As You Are" logo/trade mark (as per attached logo sample). This logo/trade mark was adopted by the TDC and County in December 2006.

In-County Logo: The logo that includes the “Monroe County Tourist Development Council” designation is to be utilized in all approved in-county print newspaper ads, magazine ads, street banners, posters and other approved signage efforts. Radio commercials should include “Brought to you by The Monroe County Tourist Development Council”. To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Lauren Bernat or John Underwood with Tinsley Advertising at 305-856-6060.

Out of County Logo: The out of county logo does NOT include the “Monroe County Tourist Development Council” designation and is to be utilized in all other efforts including any approved out-of-county print newspaper ads, magazine ads, television commercials, internet advertising (banners, buttons, e-mail blasts), direct mail promotions (brochures and pamphlets) and any approved promotional items including programs, T-shirts, hats, jackets, trophies and koozie cups. Radio commercials should include “Brought to you by The Monroe County Tourist Development Council”. To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Lauren Bernat or John Underwood at Tinsley Advertising at 305-856-6060.

12. Insurance Requirements: Event Sponsor, as a pre-requisite of the Special Event governed by this agreement, shall obtain, at its own expense, insurance as specified in this section.

Event Sponsor will not be permitted to commence work associated with the Event (including pre-staging of personnel and material) until satisfactory evidence of the required insurance has been furnished to the county as specified below. Event Sponsor shall maintain the required insurance throughout the entire duration of the Special Event and any extensions specified in any attached schedules. Failure to comply with this provision may result in the immediate suspension of the Event until the required insurance has been reinstated or replaced. Event Sponsor shall provide, to the County, as satisfactory evidence of the required insurance, either:

- \* Certificate of Insurance
- or
- \* Certified copy of the actual insurance policy

A certified copy of any or all insurance policies required by this contract shall be filed with the Clerk of the BOCC prior to the Event.

All insurance policies must specify that they are not subject to cancellation, non-renewal, material change or reduction in coverage unless a minimum of thirty (30) days prior notification is given to the County by the insurer.

Acceptance and/or approval of Event Sponsor’s insurance shall not be construed as relieving Event Sponsor from any liability or obligation assumed under this contract or imposed by law.

The Monroe County Board of County Commissioners, its employees and officials will be included as “Additional Insured” on all policies.

Any deviations from these General Insurance Requirements must be requested in writing on the County form titled “Request for Waiver of Insurance Requirements” and must be approved by Monroe County Risk Management.

Event Sponsor shall furnish the County with a certificate evidencing the insurance required by this paragraph not later than twenty (20) days prior to the event.

Prior to commencement of work governed by this contract, Event Sponsor shall obtain General Liability Insurance. Coverage shall be maintained through out the life of the contract and include, as a minimum:

- \* Premises Operations
- \* Products and Completed Operations
- \* Blanket contractual Liability
- \* Personal Injury Liability
- \* Expanded Definition of Property Damage

The minimum limits acceptable shall be:

- \* \$1,000,000.00 combined Single Limit (CSL)

If split limits are provided, the minimum limits acceptable shall be:

- \* \$500,000.00 per person
- \* \$1,000,000.00 per Occurrence
- \* \$100,000.00 Property Damage

An Occurrence Form policy is preferred. If coverage is provided on a Claims Made policy, its provisions should include coverage for claims filed on or after the effective date of this contract. In addition, the period for which claims may be reported should extend for a minimum of twelve (12) months following the acceptance of work by the County.

Recognizing that the work governed by this contract involves the sales and/or distribution of alcoholic beverages, the Contractor's General Liability Insurance policy shall include Liquor Liability with limits equal to those of the basic coverage.

A separate Liquor Liability policy is acceptable if the coverage is not more restrictive than the contractor's General Liability policy.

IN WITNESS WHEREOF, each party has caused this Agreement to be executed by its duly authorized representative, the \_\_\_\_\_ day of \_\_\_\_\_, 200\_.

(SEAL)  
Attest: Danny L. Kolhage, Clerk

Board of County Commissioners  
of Monroe County

Deputy Clerk

Mayor/Chairman

(CORPORATE SEAL)  
Attest:  
By: Secretary

\_\_\_\_\_  
By: President

\_\_\_\_\_  
Print Name  
**OR TWO WITNESSES**  
(1) \_\_\_\_\_

\_\_\_\_\_  
Print Name  
(2) \_\_\_\_\_

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

In-County Logo



Out-of-County Logo

