



Billboard Advertising Program Application

APPLICANT NAME David Sutton, CRA Coordinator City of High Springs

BUSINESS ENTITY City of High Springs CRA

CONTACT PHONE/EMAIL/BUSINESS ADDRESS

(352) 318 0533 dsutton@highsprings.us
23718 W US Hwy 27 High Springs FL 32643

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 \$15049.00

PROPOSED BILLBOARD LOCATION I 75 SB MM 440 (existing location)

PROPOSED PROJECT DATES 11/7/21 - 11/7/22

WEEKLY IMPRESSIONS 109224

DEFINE TARGET AUDIENCE AND GOALS

The High Springs CRA and City of High Springs would like to target families and adults. The objective of our billboard campaign is to promote awareness of High Springs and increase commercial traffic. A healthy economy relies on visitors dining in our restaurants and shopping in our stores. While the springs have their own natural draw, of which we want to further promote, we need to encourage visitors to make High Springs a feature destination.

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

FAIRWAY

**FAIRWAY OUTDOOR LLC
VALDOSTA**

369 Enterprise Dr
Valdosta, GA 31601
Tel: 800.732.8261 Fax: 229.247.9570

PURCHASE AGREEMENT

Date 8/3/2021
Client City of High Springs CRA

Contract # _____
Posting Date _____

We, the undersigned, acting as the authorized agent, hereby authorize and direct FAIRWAY OUTDOOR LLC ("FAIRWAY") to execute for us this agreement for the printing /production/construction of the following 1709 W/S I-75 .72 mi N/O Exit 439 F/N 12'x42'

Design _____ Square footage of extensions _____

In consideration, we, as authorized agent, agree to pay Fairway Outdoor Advertising as follows:

Poster/Vinyl Production	<u>\$882.00</u>
Embellishments	_____
Posting/Service Fees	_____
Shipping/Other	_____
Total Balance	<u>\$882.00</u>

TERMS: All accounts payable under the stipulations of this contract are payable monthly, net cash, thirty (30) days after invoice date. Any amounts not paid within thirty (30) days following the billing date are subject to a late fee of 1.5% per month. In the event that payment per the terms of this contract becomes delinquent and it becomes necessary, at the sole discretion of Fairway, to convey the collection of amounts due to a collections specialist, all fees charged by said specialist shall be borne by the advertising agency or client. TOTAL CONTRACT AMOUNT QUOTED IS FOR PAYMENT IN CASH OR ITS EQUIVALENT. PAYMENT MADE, IN WHOLE OR IN PART, BY CREDIT CARD SHALL BE SUBJECT TO A 3% SURCHARGE, WHICH AMOUNT IS NOT GREATER THAN OUR COST OF ACCEPTANCE. WE DO NOT SURCHARGE CARDS USED AS A DEBIT TRANSACTION WITH A PIN.

This order is signed and accepted subject to the terms and conditions stipulated on this contract which are all of the agreements and representations as to this contract made by either party hereto.

If Advertiser elects to sign this Contract and then forward a facsimile copy to Fairway, Fairway will accept same in lieu of an original signature contract form. However, Advertiser agrees to be bound to the terms and stipulations hereunder as if Advertiser had affixed and forwarded to Fairway an original signature to the Contract. **SPECIAL PROVISIONS:**

Fairway Outdoor LLC

The within agreement shall not bind FAIRWAY until accepted by Fairway Outdoor LLC by signature below.

REPRESENTATIONS: Any person (either an individual or an advertising agency) executing this contract on behalf of an Advertiser warrants that he/she has full authority to do so. Said person accepts full personal liability for all relevant obligations herein if he/she is not authorized to execute this contract in a representative capacity in behalf of an Advertiser.

BY: Deb Enfinger
Account Executive

Sales Manager

ACCEPTED BY:
FAIRWAY OUTDOOR LLC

Client/Agency Signature _____ Date _____

Printed Name

City of High Springs CRA MR100180

Bill To 23718 W US Hwy 27

High Springs, FL 32643

General Manager _____ Date _____

PLEASE REVIEW THIS PAGE, INITIAL
AND RETURN WITH
PAGE 1

FAIRWAY

FAIRWAY OUTDOOR LLC - VALDOSTA

PURCHASE AGREEMENT

TERMS AND CONDITIONS

COPY APPROVAL: If an advertising message is to be suggested by FAIRWAY, Advertiser shall not withhold, or delay, acceptance and approval unreasonably. If Advertiser rejects the advertising message suggested by FAIRWAY, Advertiser shall furnish Advertiser's own message at least thirty (30) days before the scheduled display date(s). Regardless of which party ultimately provides the advertising production, the start date(s) reflected on the face of this contract shall be considered immutable, and billing will commence on the contracted start date. Copy approval for digital display advertising, or Advertiser's own message if Advertiser is providing, must be received by FAIRWAY at least seven (7) days prior to the scheduled display date.

PRODUCTION: All production costs for display materials shall be paid by the Advertiser. If the Advertiser/Client is to provide display materials, said materials must be received by FAIRWAY no less than seven (7) days prior to the scheduled start date. Further, if the Advertiser/Client is tardy or negligent in the delivery of completed display materials, the space in question will go into billing on the scheduled display date(s). In that event, the Advertiser/Client will be obligated to pay the invoices from that billing date. All creative will remain the property of FAIRWAY. Further, any production materials, including but not limited to vinyls and electronic formats, conveyed or provided to FAIRWAY by an Advertiser or an independent third party shall be and will remain the property of FAIRWAY. Said production and creative materials will be discarded within seven (7) days of the end date of this Contract.

CREDIT: It is agreed that no claim resulting from failure of FAIRWAY to properly execute the display shall be valid unless reported to FAIRWAY promptly on discovery by Advertiser. Credit for total loss of service to Advertiser will be based on the "per period" rate herein set forth prorated on a daily basis for such period of time as there shall be a total loss of service. Unless otherwise stipulated, contracts for multiple faces will be scheduled with an allocation of illuminated and non-illuminated faces in a proportion consistent with the percentage of illuminated/non-illuminated faces for each media type existing in the market at the time of contracting. Illumination will be provided on a schedule determined by FAIRWAY based on local and seasonal conditions. Credit for loss of illumination due to any temporary condition not covered by the "Disaster Contingency" below will be given at a rate of twenty percent (20%) of the "per period" rate for any given face, prorated on a daily basis for the period of documented loss of illumination and FAIRWAY receipt of written notification thereof.

DISASTER CONTINGENCY: Should the display of an Advertiser's advertising message be interrupted for more than five (5) days due to natural events beyond the control of FAIRWAY (e.g. hurricane, tornado, wind storm, fire, earthquake, or similar Act of God), FAIRWAY will at its discretion provide as sole remedy for such interruption an extension of the contracted display period equal to the period of time in which the advertising was not displayed. In the case of a scheduling conflict for such extension, FAIRWAY reserves the right to provide at its discretion the extended advertising period on an available display unit of similar market value. Further, FAIRWAY may remove advertising displays in advance of a forecast severe weather event if such removal may result in minimizing potential damage to the structure. In such cases, should the interruption of the display exceed five (5) days, FAIRWAY will at its discretion provide an extension to the contracted advertising period as outlined above.

CONTINGENCIES: If by reason of strikes, concerted action by employees or labor organizations, shortages of labor or other materials, present or future governmental laws, ordinances, rules or regulations, expiration or other termination of FAIRWAY lease of any of the space(s) contracted for, or for any reason whatsoever FAIRWAY shall be delayed or unable to post and maintain any of the space(s) covered hereby, such shall not constitute a breach of this Contract, and this Contract shall not terminate either in whole or as to any part, but FAIRWAY shall allow Advertiser credit at the rate for such space shown on the face hereof for the period during which services shall not be furnished or shall be discontinued or suspended. Such a credit shall be the exclusive remedy for FAIRWAY failure to perform any obligation under this Contract, and in no event shall FAIRWAY be liable for any consequential damages. Digital Media: FAIRWAY warrants that all scheduled digital advertising will display at least ninety percent (90%) of the contracted cumulative display time per each twenty-eight (28) day advertising period. Further, in the event of national, regional or local emergencies, advertising time may be interrupted to disseminate messages concerning public safety and welfare.

COPY: FAIRWAY reserves the right at any time, either before or after advertising is displayed, to censor, reject or withdraw any advertising message under this Contract if FAIRWAY believes, in good faith, the advertising message is unlawful or detrimental to the image of the Advertiser or FAIRWAY in the community.

EMBELLISHMENTS: The useful life of embellishments (cut-outs, pop-ups and extensions) is guaranteed for one year. All embellishments will remain the property of FAIRWAY.

TERMS: Advertiser agrees to pay all installments as and when due, and in the event of a default to make any required payment, the full contract price should then become payable to Fairway Outdoor. All accounts payable under the stipulations of this Contract are payable net cash, thirty (30) days after invoice date. Any amounts not paid within thirty (30) days following the billing date are subject to a late fee of 1.5% per month. In the event that payment per the terms of this Contract becomes delinquent and it becomes necessary, at the sole discretion of FAIRWAY, to convey the collections of amounts due to a collections specialist, all fees charged by said specialist shall be borne by the advertising agency or client. TOTAL CONTRACT AMOUNT QUOTED IS FOR PAYMENT IN CASH OR ITS EQUIVALENT. PAYMENT MADE, IN WHOLE OR IN PART, BY CREDIT CARD SHALL BE SUBJECT TO A THREE PERCENT (3%) SURCHARGE, WHICH AMOUNT IS NOT GREATER THAN OUR COST OF ACCEPTANCE. WE DO NOT SURCHARGE CARDS USED AS A DEBIT TRANSACTION WITH A PIN.

AGENCY LIABILITY: In the event this Contract is signed by an Advertising Agency, both the Advertising Agency and its principal shall be jointly and severally liable hereunder for all terms and conditions, including payment.

LOSS OF LOCATION: Any specific display locations indicated in this Contract are subject to the terms of the lease agreements between FAIRWAY and its lessors. If any location becomes unavailable for use by FAIRWAY in its display inventory, whether by cancellation of lease or any other means, FAIRWAY will provide an alternate similar location, if available. In such an event, any advertising time lost during the relocation of the advertising copy will be added to the contracted display period. In the event that FAIRWAY, in its sole discretion, determines to convert any display which is subject of this Contract to enhanced technological capabilities, FAIRWAY shall give sixty(60) days notice of such conversion to the Advertiser/Client, who shall then have the first option to enter into a new Contract for space on the enhanced display at the prevailing market rates.

ASSIGNMENT: Advertiser may not assign or subcontract this Contract, in whole or in part, without the prior written consent of FAIRWAY, which shall not be unreasonable withheld. FAIRWAY may assign this Contract, in whole or in part, in its sole discretion.

TERMINATION: In the event of any proceedings brought by or against Advertiser, whether or not voluntary, in bankruptcy or insolvency, or in the event of an appointment of a receiver or of an assignee for the benefit of creditors, FAIRWAY shall be entitled to cancel any unfilled portion of this Contract.

TRANSPARENCY: If this contract is executed by an Advertising Agency on behalf of the Advertiser, Advertising Agency agrees to provide Advertiser full disclosure of the net rates charged by FAIRWAY under this Contract. Advertising Agency acknowledges that transparency is important to FAIRWAY'S reputation and goodwill in its business and agrees that the failure to provide such disclosure will cause irreparable damage to FAIRWAY.

INTEGRATION: IT IS EXPRESSLY AGREED THAT FAIRWAY IS NOT BOUND BY ANY STIPULATION, REPRESENTATION OR AGREEMENTS, VERBAL OR OTHERWISE, WHICH ARE NOT PRINTED OR WRITTEN IN THIS CONTRACT, AND THAT THIS CONTRACT REPRESENTS A COMPLETE INTEGRATION OF ALL PRIOR NEGOTIATIONS, AND THAT ANY MODIFICATION OF THIS CONTRACT SHALL BE IN WRITING.

FAIRWAY

FAIRWAY OUTDOOR LLC - VALDOSTA

MEDIA DISPLAY CONTRACT

369 Enterprise Dr
Valdosta, GA 31601
Tel: 800.732.8261 Fax: 229.247.9570

CONTRACT # _____

ACCOUNT EXECUTIVE Deb Enfinger

(Print Name)

DATE 8/3/2021

☐ N ☐ R ☐ I ☐ P

ADVERTISER/CLIENT City of High Springs CRA

PRODUCT/CATEGORY Bank

BILL TO City of High Springs CRA MR100180

23718 W US Hwy 27

High Springs, FL 32643

TEL 386-454-1416

FAX _____

E-MAIL dsutton@highsprings.us

The undersigned Advertiser hereby authorizes Fairway Outdoor LLC - Valdosta (hereafter referred to as "FAIRWAY") to display outdoor advertising upon the following terms and conditions:

Posting Dates: Week of <u>11/15/2021-11/13/2022</u>													
Year	Unit #	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
20													
20													
20													
LOCATION/BOARD NO.							ALLOTMENT		NO. OF WEEKS		NET RATE PER PERIOD		
1709 W/S I-75 .72 mi N/O Exit 439 F/N							Bulletin		52		\$450.00		

☐ Addendum attached and incorporated herein by reference.

INSTALLATION: Advertiser agrees that performance shall be deemed rendered if copy is displayed within FIVE (5) WORKING DAYS of the scheduled start date and continues to be displayed for a period of not less than twenty-five (25) days for each display period indicated. If FAIRWAY fails to display the copy within the five (5) working day limit, credit shall be issued to the Advertiser based on the contracted per period rate herein set forth prorated on a daily basis for each and every unit not displayed within said limit.

TOTAL PER PERIOD: \$ 450.00

TOTAL SPACE AMOUNT: \$ 5,850.00

TOTAL PRODUCTION COST: \$ billed separately

ADDITIONAL ILLUMINATION: \$

TOTAL CONTRACT AMOUNT: \$ 5,850.00

TERMS: Should credit be approved. Advertiser agrees to pay the full invoiced amount not later than thirty (30) days following the billing date. Any amounts not paid within thirty (30) days following the billing date are subject to a late fee of 1.5% per month. All payments in arrears shall bear interest at the highest rate permitted by law. In the event of default, Advertiser agrees to pay, in addition to any amount required hereunder, either reasonable collection fees or reasonable attorney's fees as by law provided. TOTAL CONTRACT AMOUNT QUOTED IS FOR PAYMENT IN CASH OR ITS EQUIVALENT. PAYMENT MADE, IN WHOLE OR IN PART, BY CREDIT CARD SHALL BE SUBJECT TO A 3% SURCHARGE, WHICH AMOUNT IS NOT GREATER THAN OUR COST OF ACCEPTANCE. WE DO NOT SURCHARGE CARDS USED AS A DEBIT TRANSACTION WITH A PIN.

THIS ORDER IS SIGNED AND ACCEPTED SUBJECT TO THE TERMS AND CONDITIONS STIPULATED ON BOTH SIDES OF THIS CONTRACT WHICH ARE ALL OF THE AGREEMENTS AND REPRESENTATIONS AS TO THIS CONTRACT MADE BY EITHER PARTY HERETO.

RESCISSION: THIS CONTRACT IS NON-CANCELABLE BY THE ADVERTISER, ITS ADVERTISING AGENCY, OR BY ITS SUCCESSORS OR PERMITTED ASSIGNS. If Advertiser elects to sign this Contract and then forward a facsimile copy to FAIRWAY, FAIRWAY will accept same in lieu of an original signature contract form. However, Advertiser agrees to be bound to the terms and stipulations hereunder as if Advertiser had affixed and forwarded to FAIRWAY an original signature to the Contract.

SPECIAL PROVISIONS: Customer has first right of renewal up to 60 days prior to contract expiration

REPRESENTATIONS: Any person (either an individual or an advertising agency) executing this contract on behalf of an Advertiser warrants that he/she has full authority to do so. Said person accepts full personal liability for all relevant obligations herein if he/she is not authorized to execute this contract in a representative capacity in behalf of an Advertiser.

The within agreement shall not bind FAIRWAY until accepted by Fairway Outdoor LLC by signature below.

Fairway Outdoor LLC

ADVERTISER/CLIENT

AUTHORIZED BY: _____

SIGNATURE OF AUTHORIZED SIGNER

Fairway Outdoor LLC General Manager

DATE

PRINTED NAME OF AUTHORIZED SIGNER

DATE

PLEASE REVIEW THIS PAGE
INITIAL _____ AND RETURN
WITH PAGE 1

FAIRWAY

FAIRWAY OUTDOOR LLC - VALDOSTA

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PLAY IT COOL IN HIGH SPRINGS.



FAIRWAY

MINNESOTA

Dragonfly Trace Farms
4963 SW Idelucine Ave
Fort White, FL 32038

By *William*
Jerry R. Parham

059162 0061201754 5 00 561 8*

04/05/2022 59162 \$7.00

Galney Auto
3408 SW CR 138
Fort White, FL 32038

By *William*
Jerry R. Parham

059165 0061201754 5 00

04/12/2

04/02/2022
502 - GAINESVILLE 39TH BRANCH
7594
263078278
7155

By *William*
Jerry R. Parham

059162 0061201754 5 00 561 8*

By *William*
Jerry R. Parham

059165 0061201754 5 00

CITY OF HIGH SPRINGS
23716 W US HWY 27
HIGH SPRINGS, FLORIDA 32643

AMERUS BANK
HIGH SPRINGS, FLORIDA
81-373
612

059163

Date 3/31/2022 Amount 126.00

Pay: ONE HUNDRED TWENTY-SIX AND XX/100

To the order of:
Fairway Outdoor LLC
420 H The Parkway
Greer, SC 29650

CITY OF HIGH SPRINGS - CLEARING ACCOUNT

By *William*
Jerry R. Parham

059163 0061201754 5 00 561 8*

04/27/2022 59163 \$126.00

CITY OF HIGH SPRINGS
23716 W US HWY 27
HIGH SPRINGS, FLORIDA 32643

059166

Date 4/11/2022 Amount 3465.00

Pay: THREE THOUSAND FOUR HUNDRED SIXTY-FIVE AND XX/100

To the order of:
Michael Galpeau
23862 NW 187th Ave
High Springs, FL 32643

CITY OF HIGH SPRINGS - CLEARING ACCOUNT

By *William*
Jerry R. Parham

059166 0061201754 5 00 561 8*

04/11/2022

Account Number

***5618

Date 04/30/2022

FOR DEPOSIT ONLY
CAMERUS USA CREDIT UNION
4/9/2022 12:14:05

By *William*
Jerry R. Parham

059163 0061201754 5 00 561 8*

By *William*
Jerry R. Parham

059166 0061201754 5 00

CITY OF HIGH SPRINGS
23716 W US HWY 27
HIGH SPRINGS, FLORIDA 32643

AMERUS BANK
HIGH SPRINGS, FLORIDA
81-373
612

059167

Date 3/31/2022 Amount 555.00

Pay: FIVE HUNDRED FIFTY-FIVE AND XX/100

To the order of:
GRUcom Fiber Optic Communications
PO Box 919772
Orlando, FL 32891-9772

CITY OF HIGH SPRINGS - CLEARING ACCOUNT

By *William*
Jerry R. Parham

059167 0061201754 5 00 561 8*

04/07/2022 59167 \$555.00

CITY OF HIGH SPRINGS
23716 W US HWY 27
HIGH SPRINGS, FLORIDA 32643

059170

Date 4/04/2022 Amount 195.00

Pay: ONE HUNDRED NINETY-FIVE AND XX/100

To the order of:
High Springs Tea Agency
C/O City of High Springs
110 NW 1ST Avenue
High Springs, FL 32643

CITY OF HIGH SPRINGS - CLEARING ACCOUNT

By *William*
Jerry R. Parham

059170 0061201754 5 00 561 8*

04/04/2022

CITY OF HIGH SPRINGS23718 W US HWY 27
HIGH SPRINGS, FLORIDA 32643AMERIS BANK
HIGH SPRINGS, FLORIDA

058412

81-175
612Date
12/2/2021Amount
6,606.00

Pay: SIX THOUSAND SIX HUNDRED SIX AND XX / 100

To the order of:

Fairway Outdoor LLC
420 H The Parkway
Greer, SC 29650

CITY OF HIGH SPRINGS - CLEARING ACCOUNT

Heily B.
Floria James

⑈058412⑈ ⑆061201754⑆ 5 00 56 8⑈

1

The security features listed below, as well as those not listed, are provided for your information. Absence of these features may indicate a counterfeit.

Security Features:

- Optically Variable Ink (OVI) - The ink changes color when viewed from different angles.
- Microprint - Tiny, repetitive text that is difficult to reproduce.
- Security Thread - A thread woven into the paper that is visible when held up to the light.
- Watermark - A faint image or design that is visible when the paper is held up to the light.
- Color Shifting Ink - The ink changes color when viewed from different angles.
- Security Features - The security features listed below, as well as those not listed, are provided for your information.

ENDORSE CREDIT TO THE ACCT OF THE
NAMED PAYEE-W/O PREJUDICE
X WELLS FARGO BANK N.A.

Acct. #4257712372
Doc. Num. 835423
ELECTRONICALLY DEPOSITED 20211230
Date: 20211230

☐ CHECK HERE IF MOBILE DEPOSIT
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

⑈058412⑈ ⑆061201754⑆ 5 00 56 8⑈



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;



Billboard Advertising Program Application

- 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.



Billboard Advertising Program Application

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.



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.