



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.

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.



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, 2021 - September 30, 2022.

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, 2021-September 30, 2022;
- 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.



Billboard Advertising Program Application

APPLICANT NAME Kaitlin Gardiner

BUSINESS ENTITY Florida Museum of Natural History

CONTACT PHONE/EMAIL/BUSINESS ADDRESS
352-273-2028/ kgardiner@floridamuseum.ufl.edu/ 3215 Hull Road, Gainesville, FL 32611

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 \$9,725.63

PROPOSED BILLBOARD LOCATION I-75 near the Villages, I-75 near Gainesville

PROPOSED PROJECT DATES April 18, 2022 through August 28, 2022

WEEKLY IMPRESSIONS I-75 near the Villages: 277,551 I-75 near Gainesville: 180,387

DEFINE TARGET AUDIENCE AND GOALS

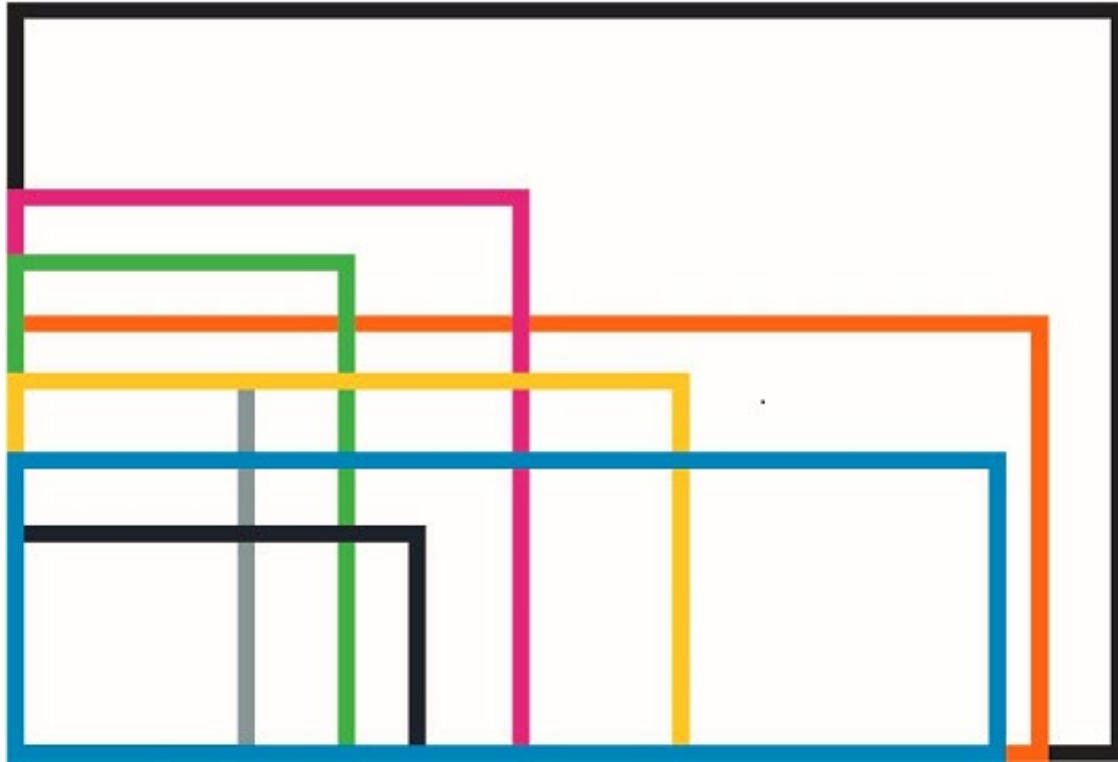
I-75 near the Villages: The target audience is residents of the Villages community with a goal of reaching grandparents with visiting children and grandchildren.

I-75 near Gainesville: The target audience are southbound travelers coming down from Georgia with a goal of reaching families entering the state.

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



Florida Museum Of Natural History

Summer Campaign Coverage

January 25, 2022

Clear Channel Outdoor

Shelly Ashley
731 SW 37th Ave
Ocala Florida 34474

shellyashley@clearchannel.com

**Flight Name:** F-1706769**Start Date:** April 18, 2022**Market Name:** Gainesville FL, Orlando-Daytona Beach-Melbourne FL**End Date:** August 28, 2022**Market Type:** DMA**Duration:** 19 Weeks

Map Loc.#	Media Type	Panel ID	Location Description	Facing	Display Size (h x w)	Illum (Y/N)	4-Wk Proposed Rate	Add'l Costs	Total Est. Tax	Total Price	Current Advertiser
1	Bulletin	002806	I-75 WS 3.5mi N/O SR 222 F/N - 1	N	10' x 40'	No	\$1,550	\$500	\$0.00	\$7,862	Worthmann Roofing
2	Bulletin	002541	I-75 ES 3.4mi S/O SR 200 F/S - 1	S	10' x 40'	No	\$1,180	\$500	\$0.00	\$6,105	Morgan & Morgan PA

Target Demo – Persons 18+ yrs										
Map Loc.#	Media Type	Panel ID	Location Desc.	Plan Total Imps	CPM	Plan Reach %	Plan Frequency	4-Wk Total Imps	Media Product	Weekly Total Imps
1	Bulletin	002806	I-75 WS 3.5mi N/O SR 222 F/N - 1	3,427,361	\$2.15	95.0	3.9	721,550	Bulletin 10x40	180,387
2	Bulletin	002541	I-75 ES 3.4mi S/O SR 200 F/S - 1	5,273,475	\$1.06	22.2	2.7	1,110,205	Bulletin 10x40	277,551
			Totals:	8,700,836	\$1.49			1,831,755		457,939

Flight	Total Price
F-1706769	\$13,968
Totals	\$13,968

Important Notes:

Sizes are approximate and not intended for final production specifications. All calculations are based on four week periods. All space submitted is without reservation and subject to prior sale. This proposal does not include the cost of production or extensions/embellishments unless stated otherwise. All space rates are quoted as net. Any additional costs are not agency commissionable unless otherwise stated. Market may be subject to sales tax, please contact your representative for details. Total Price may include estimated sales tax on media, production, shipping, installation.

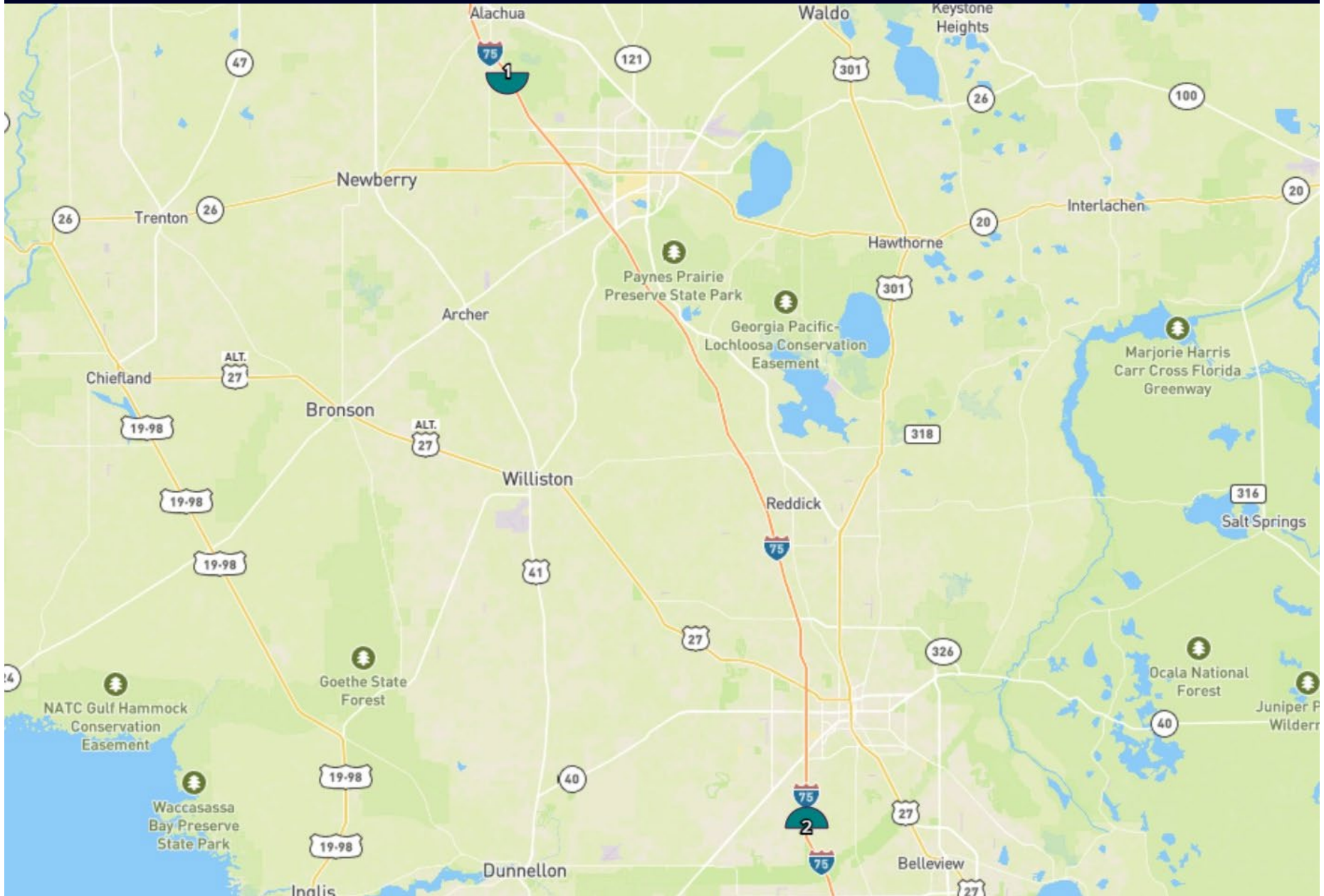
The Total 18+ Imps (Weekly) reported for digital spots now represent only those impressions for a single spot in rotation. They do not represent all impressions available on the structure, since these structures have multiple spots.

Source: 2021r1 Geopath Impressions. Geopath impression information is based on available Geopath data as of the date of this proposal. GEOPATH AUDIENCE LOCATION MEASUREMENT™ data is proprietary intellectual property owned by GeoPath, Inc. and is to be used only by the recipient solely and exclusively for its planning and /or buying of out-of-home media advertisements. © Copyright, 2021 Geopath, All Rights Reserved.

Our records indicate that a tax-exempt certificate has been provided on your behalf to one or more Clear Channel markets associated with this contract. Based on that certificate, taxes were omitted from this contract. If the certificate is no longer valid or is not valid with respect to a specific market or for specific services, applicable taxes will be added to your invoice and you will be responsible for payment of such taxes.

F-1706769 (OCA)

 Clear Channel Outdoor



002806 – Ocala/Gainesville

 Clear Channel Outdoor

Description: I-75 WS 3.5mi N/O SR 222 F/N - 1

Geopath ID: 337011

Media Type: Bulletin

Facing: N

Size: 10' x 40'

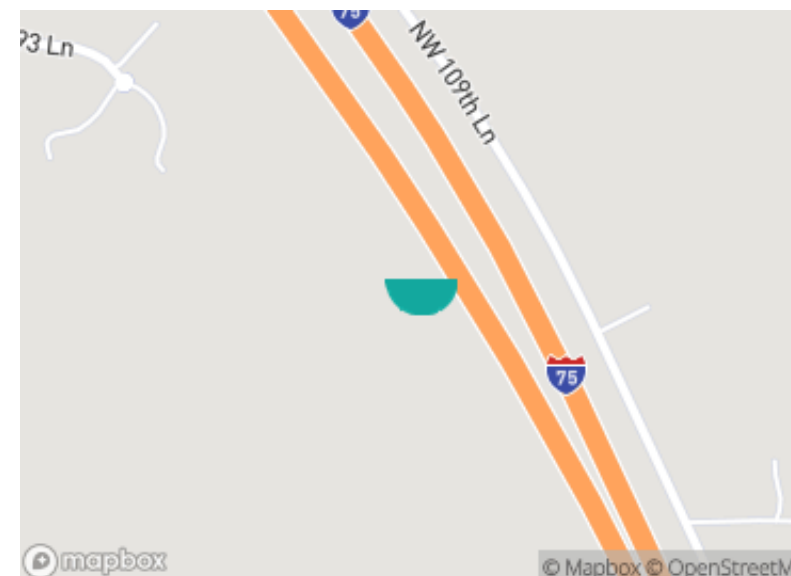
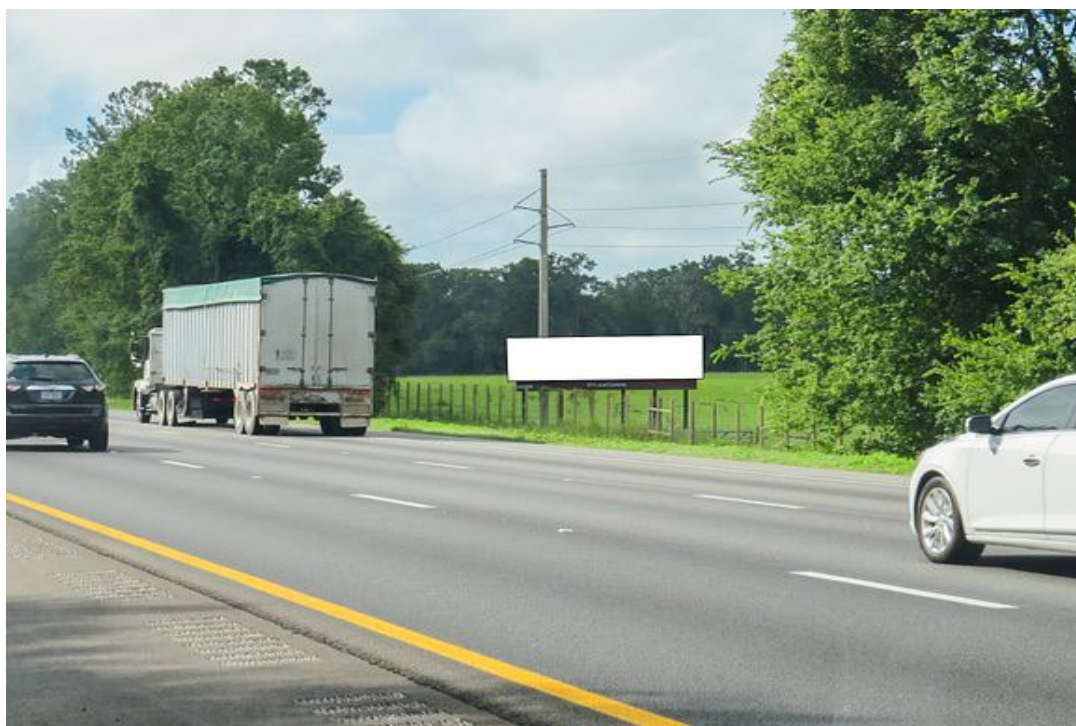
City: Gainesville

Zip: 32615

Latitude: 29.738166

Longitude: -82.4787

Current Advertiser: Worthmann Roofing



Weekly Impressions Gainesville FL (DMA)		
Demo	In Market	Total
Persons 18+ yrs	52,565	180,387

Highlights: I-75 is the major route into and through Florida for tourists, snowbirds and commercial travelers. It is often referred to as "The Gateway To Florida". This bulletin reaches traffic entering the Gainesville area from the north as well as local commuter traffic. Non-Illuminated

Source: 2021r1 Geopath Impressions. Geopath impression information is based on available Geopath data as of the date of this photosheet. GEOPATH AUDIENCE LOCATION MEASUREMENT™ data is proprietary intellectual property owned by GeoPath, Inc. and is to be used only by the recipient solely and exclusively for its planning and/or buying of out-of-home media advertisements. The Total 18+ Imps (Weekly) reported for digital now represent only those impressions for a single spot in rotation. ©Copyright 2021. All rights reserved.

002541 – Ocala/Gainesville

 Clear Channel Outdoor

Description: I-75 ES 3.4mi S/O SR 200 F/S - 1

Geopath ID: 336970

Facing: S

City: Ocala

Latitude: 29.086031

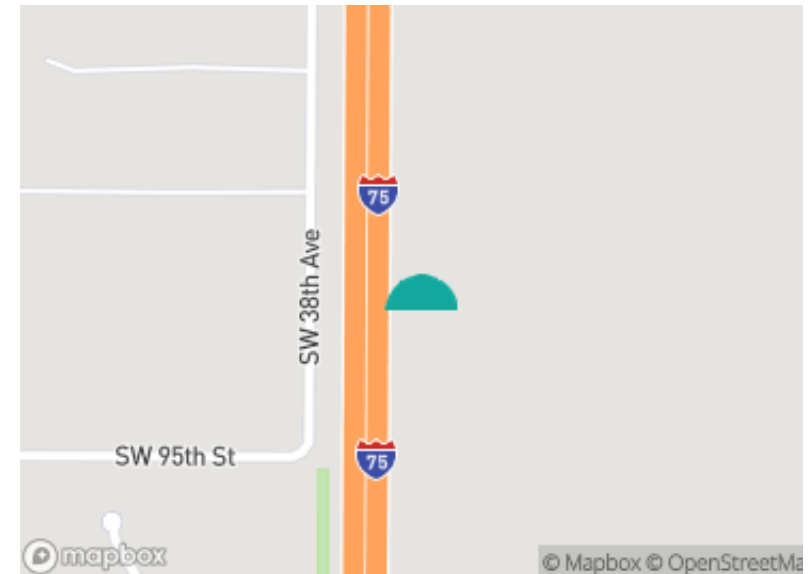
Current Advertiser: Morgan & Morgan PA

Media Type: Bulletin

Size: 10' x 40'

Zip: 34476

Longitude: -82.184483



Weekly Impressions		
Orlando-Daytona Beach-Melbourne FL (DMA)		
Demo	In Market	Total
Persons 18+ yrs	110,347	277,551

Highlights: I-75 is the major route into and through Florida for tourists, snowbirds and commercial travelers. It is often referred to as "The Gateway To Florida". This bulletin reaches Ocala commuters and will draw travelers into the many restaurants, motels and attractions around Ocala and points north. Non-Illuminated

Source: 2021r1 Geopath Impressions. Geopath impression information is based on available Geopath data as of the date of this photosheet. GEOPATH AUDIENCE LOCATION MEASUREMENT™ data is proprietary intellectual property owned by GeoPath, Inc. and is to be used only by the recipient solely and exclusively for its planning and /or buying of out-of-home media advertisements. The Total 18+ Imps (Weekly) reported for digital now represent only those impressions for a single spot in rotation. ©Copyright 2021. All rights reserved.

SALES CONTRACT**ACCOUNT EXECUTIVE**

Shelly Ashley
shellyashley@clearchannel.com

CLEAR CHANNEL OUTDOOR, LLC

731 SW 37th Avenue
Ocala, FL 34474

ORDER #1143951-OCA

Florida Museum Of Natural History - Summer
Campaign Coverage - 04/18/2022

ADVERTISER

Florida Museum Of Natural History
(#119997)

PO Box 117800
Gainesville, FL 32611-7800

BILL TO

Florida Museum Of Natural History
(#119997)

PO Box 117800
Gainesville, FL 32611-7800

OCALA/GAINESVILLE**OOH SERVICES**

Product	Display	Start Week	Period Type	Period Rate	Periods	Total Price
Bulletin	#002541 - I-75 ES 3.4mi S/O SR 200 F/S - 1 - 10' x 40'	4/18/2022	4-Week	\$1,180.00	4.75	\$5,605.00
Bulletin	#002806 - I-75 WS 3.5mi N/O SR 222 F/N - 1 - 10' x 40'	4/18/2022	4-Week	\$1,550.00	4.75	\$7,362.50

PRODUCTION SERVICES

Description	Billable Date	Unit Qty	Unit Rate	Total Price
Ocala/Gainesville: Vinyl Production Cost for Bd # 2806 - \$500 Vinyl Production Cost for Bd # 2541 - \$500	4/18/2022	2	\$500.00	\$1,000.00

COMMENTS

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SUMMARY

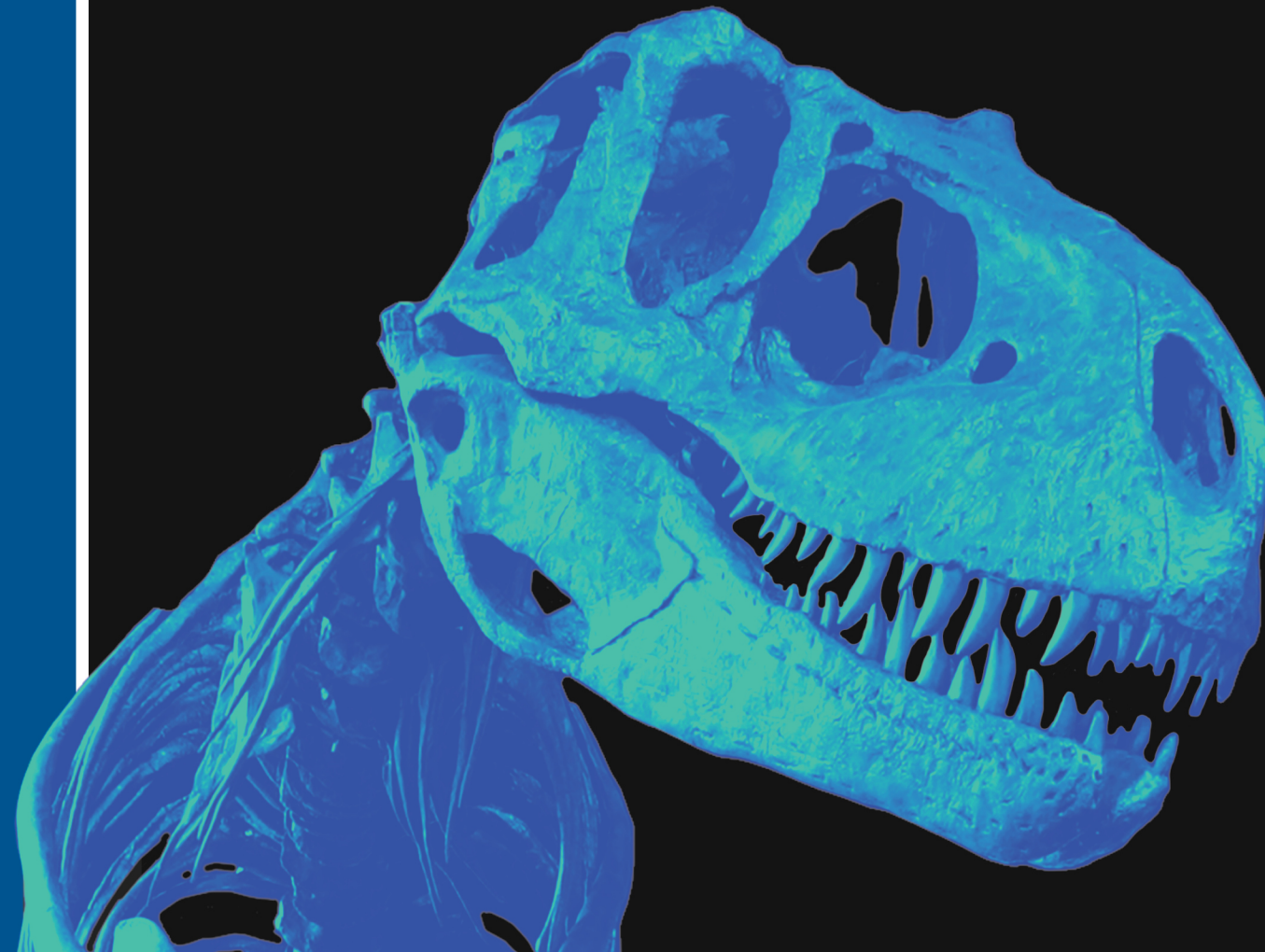
Description	Cost
OOH Services	\$12,967.50
Production Services	\$1,000.00
TOTAL	\$13,967.50

DELIVERY OF PRODUCTION MATERIALS TO CLEAR CHANNEL OUTDOOR

Please deliver production materials to the following addresses (based on your campaign's locations):

Market	Inventory Description	Address	Contact Name	Phone Number
Ocala/Gainesville		731 SW 37th Avenue, Ocala, FL, 34474		(352) 479-6915

EXIT 384



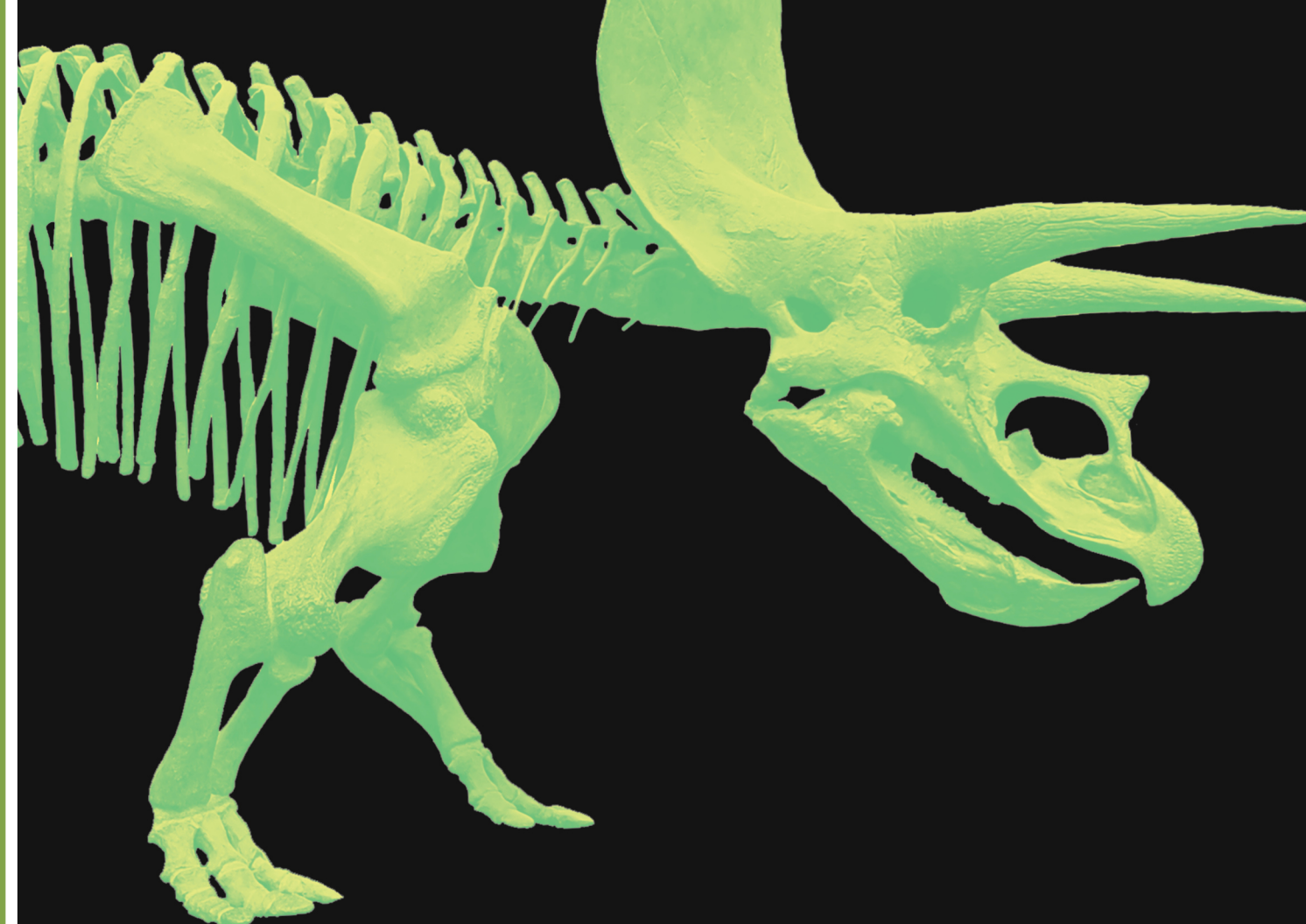
SCIENCE

UP CLOSE

Fantastic Fossils

Visit  **GAINESVILLE**
Alachua County, FL

EXIT 384



SCIENCE
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