

## TDC TRAVEL AND ENTERTAINMENT REIMBURSEMENT POLICY

### Organization of the Policy Document:

As to the organization of the Travel and Entertainment Reimbursement Policy ("T&E Policy") document, I would suggest that the policy be separated into three major sections as follows:

1. Entertainment Expenses;
2. Local travel and meals for Visit Jacksonville ("VJ") employees; and
3. Out-of-town travel and meals for VJ employees.

### Entertainment Expenses:

*Based on the Ordinance Code and Florida Statutes, entertainment expenses are limited to entertaining (locally or out-of-town) travel writers, tour brokers, or other persons connected with the tourist industry. This could include food and beverages, gifts, tickets to events or admissions to attractions, etc.*

1. **Is there a maximum amount that can be spent on dinner per guest? Should there be a per day maximum food and beverage per guest? Is there a maximum that could be spent on admission fees or tickets per guests? While TDC approves a budget for a particular entertainment event or type of event in the aggregate, could the entire budget be spent on one person absent any direction (Jaguars Suite, Broadway tickets, etc.?)**
2. **Can VJ solicit sponsors for gifts, dinners, hotel stays, or other tourist industry related entertainment expenses? If VJ can secure sponsors for certain entertainment expenses how should the remaining budgeted amount be spent (i.e. for a different event or to enhance the event)?**
3. **Is there a maximum reimbursable gift amount or parameters around gifts? Is a birthday gift sent to a meeting planner a reimbursable entertainment expense? Should gifts even be allowed and for what purposes (welcome basket, birthday, anniversary)? Should the gifts represent Jacksonville (i.e. coffee from a local roaster, VJ promotional items, chocolate from a local chocolatier, etc.)?**
4. **Is there any reason to distinguish between entertaining eligible guests at out of town events versus entertaining those VJ brings in to town? Although both scenarios are considered entertainment expenses, should the maximum per day per guest be different in Jacksonville versus New York City, for example?**
5. **How many VJ employees per eligible guest is a reasonable amount? Without parameters, would it be acceptable for 5 VJ employees to entertain 2 travel writers at the same function or event?**
6. **Is there a limit on gratuity? Should VJ be allowed to provide gratuity over 20%?**
7. **Should we address employee alcohol consumption while on duty? Should there be a limit of drinks? Should we rely VJ employees to use good judgment? Should alcohol consumed by employees be reimbursable?**
8. **Whose expenses, in addition to VJ employees can be reimbursed when entertaining guests? TDC members and VJ board members are not eligible guests for a meal or function to qualify as entertainment. The statute limits eligible entertainment expenses to VJ employees "meeting with travel writers, meeting planners and others persons connected with the tourism industry." Who can be included in that list on TDC's tab for**

*reimbursement? Can local hoteliers, attraction operators, etc. (by themselves or if in part of a group) have their meals paid for if at a meal with a travel writer or other industry person?*

9. **Should we require a list of those guests in attendance at each meal or event? Are names and affiliation sufficient or should the reason for attendance be included as well?**
10. **Gift cards- what standard is appropriate for gift cards given to guests? Who can they be given to? Are there limits on usage (daily maximum or overall visit maximum)? What supporting documents does TDC require for reimbursement? Does the card have to be used at restaurants for example, for example? What about limiting to local (non-national franchise) restaurants? What about soliciting donated gift cards from certain local food and beverage businesses instead of purchasing?**

#### **Local Travel & Meal Expenses**

1. **Travel to and from primary place of work is not reimbursable. Travel to and from, and parking for, TDC meeting attendance is not reimbursable. Should there be other exclusions? What about travel from downtown office to beaches visitor center or Airport?**
2. **Local meals are not reimbursable unless they are entertaining an eligible guest. For example, TDC should not reimburse daily lunch or meals to facilitate sampling of new restaurants or new attractions.**

#### **Out of Town Travel & Meal Expenses**

1. **Per Diem in general. Is TDC comfortable with using the GSA per diem versus the COJ per diem? Are we comfortable with per diem as an alternative to receipts? If so, TDC would need to adopt a per diem policy. Is per diem a maximum daily amount or if receipts are provided, can the per diem be exceeded? Although, per diem is not related to authorized entertainment expenses, can full per diem be sought if on the same day the employee submits an entertainment expense where he or she consumed a meal? If not, what is the amount deducted from the per diem if a meal is paid for through an entertainment expense (i.e. Breakfast- \$10; Lunch- \$15; Dinner- \$25)?**
2. **Per Diem and partial work days. Should employees receive full per diem for out of town travel that begins in the middle of the day? If not, how should it be broken down?**

RESOLUTION NO. 2006- 40

**A RESOLUTION ADOPTING A POLICY FOR THE APPROVAL OF FUNDS FOR TRAVEL EXPENSES FOR PERSONS CONDUCTING OFFICIAL TOURISM BUSINESS AND SUPERSEDING RESOLUTION NO. 2004-370.**

WHEREAS, it is the intent of Collier County to reimburse Tourism Department employees and agents under contract with Collier County for travel on official tourism business in accordance with Section 125.0104, Florida Statutes, and Section 112.061, Florida Statutes; and,

WHEREAS, all authorized travel expenses will be reimbursed to County Tourism Department employees or to employees of companies or individuals contracted for tourism services on behalf of the County at the actual expense; and,

WHEREAS, the Board of County Commissioners has the legal authority to adopt a resolution authorizing the expenditure of County funds for valid and proper public purposes.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF COLLIER COUNTY, FLORIDA, that the expenditure of funds for any and all travel by Tourism Department employees and authorized agents under contract with Collier County are as follows:

- A. APPROVAL REQUIRED. All travel for Tourism Department staff and authorized agents under contract must be authorized and approved by the Tourism Department Director, and by the County Manager for the Tourism Department Director, and funds must be available in the approved Tourism Department Budget. Those travel events that are not covered in the budgeted or contingencies categories in the Tourism Department Budget must be presented to the Tourist Development Council and Board of County Commissioners for approval.

The Board of County Commissioners must approve travel by authorized persons not employed or under contract by the County who are called upon to contribute time and services as consultants or advisors or participants for travel on County tourism business.

All travel reimbursements require receipts.

B. DOMESTIC TRAVEL.

1. Common Carrier. Travel shall be booked at the best available coach price.
2. Ground Transportation. Taxi, shuttle and public transportation shall be reimbursed at actual cost including up to a 15% gratuity. Rental car use shall be booked or reimbursed for domestic travel at best compact rate available. Travelers shall use the rental car company holding the county bid, where available.
3. Meals. Meals shall be reimbursed at actual cost plus gratuity up to 15%, if not included in bill, and up to 20%, if included in bill, for groups or special menus or events. Continental breakfasts, snacks, drinks or other small incidental food items provided under a registration fee will not be considered a provided meal and a full meal substitute would be reimbursable at actual cost.
4. Accommodations/Lodging. In-state travel outside 50 miles of office location is reimbursable at actual cost for single occupancy at the best available rate or at the headquarters hotel.

Travel within 50 miles of the office – Accommodations expense reimbursement must be authorized by the Tourism Director if travel to home after the daily activities is deemed unsafe, or supervision of guests being entertained is necessary.

Travel to destinations within Florida is tax exempt for accommodations. Travelers shall supply the hotel/motel with a Florida Sales Tax Exemption Certificate when checking in

Expenses for the use of in-room dispensers or movies are not reimbursable.

5. Other expenses.

Reimbursable expenses include tolls, ferry fares, tuxedo and costume rental, parking fees, charges for business telephone calls, including cell phone roaming charges, facsimiles, or high speed internet access charges for use of computer, actual mileage reimbursement at the current Collier County rate, mandatory valet parking, including a 15% gratuity, hotel resort fees, tips to bellmen, parking attendants, and shuttle drivers, charges for changes in travel dates or departure times for airline ticket and hotel accommodations if pre approved by the Tourism Director or County Manager, laundry and dry cleaning charge for travel of five (5) or more days. Business association, trade association, tourism industry association, Chamber of Commerce meetings, or event expenses are authorized for payment or reimbursement if subject matter is tourism related.

C. TRAVEL IN FOREIGN COUNTRIES.

Foreign travel will be conducted in compliance with federal standards detailed in the publication, "Standardized Regulations (Government Civilians, Foreign Areas)".

1. Common Carrier. Travel shall be booked at the best available coach price.
2. Ground Transportation. Taxi, shuttle and public transportation shall be reimbursed at actual cost with receipt including up to a 15% gratuity. Rental car use shall be booked or reimbursed at best compact rate available.
3. Meals. Meals shall be reimbursed at actual cost plus gratuity up to 15%, if not included in bill, and up to 20%, if included in bill, for groups or special menus or events. Continental breakfasts, snacks, drinks or other small incidental food items provided under a registration fee will not be considered a provided meal and a full meal substitute would be reimbursable at actual cost.
4. Accommodations/Lodging. Reimbursable for actual cost for single occupancy at the best available rate or at the headquarters hotel.

Expenses for the use of in-room dispensers or movies are not reimbursable.

5. Other expenses.

Reimbursable expenses include tolls, ferry fares, tuxedo and costume rentals, parking fees, foreign currency exchange fees, travelers checks fees, maps, charges for business telephone calls, including access, air time and phone rental charges for cell phones, facsimiles, or high speed internet access charges for use of computer, actual mileage reimbursement at the current Collier County rate, mandatory valet parking, including a 15% gratuity, hotel resort fees, tips to bellmen, parking attendants, and shuttle drivers, charges for changes in travel dates or departure times for airline ticket and hotel accommodations with prior approval of the Tourism Director or County Manager, laundry and dry cleaning charge for travel of five (5) or more days.

D. TRAVEL INVOLVING TRADE SHOWS / CONVENTIONS / TOURISM INDUSTRY AND ASSOCIATION MEETINGS.

Expenses related to attendance at trade shows, conventions, association and tourism industry meetings, sales meetings and receptions and events are authorized for payment or reimbursement at actual cost pursuant to this Resolution depending on whether the travel is foreign or domestic.

Pursuant to Section 125.0104, Florida Statutes, registration fees for Tourism Department employees and authorized agents under contract with Collier County shall be paid in advance by County check or credit card or be paid by reimbursement.



## HALIFAX AREA ADVERTISING AUTHORITY GROUP SALES POLICY & PROCEDURES

REVISION DATE: FEBRUARY 7, 2018

### ALL FORMS TO BE UPDATED IN FOLDER ON U DRIVE

#### KEY:

**CSC:** Convention Services Coordinator

**DGS:** Director, Group Sales

**IP:** Industry Partner

**SA:** Sales Administrative Assistant

**SM:** Sales Manager

**\*Denotes required form**

*No Private Dollars*

#### \*SITE VISIT:

##### 1. Itinerary

- Each sales manager will complete the itinerary sent to CSC and attach to Simpleview Account and or lead.
- Include: How many people on site, Group Name, Dates, and Estimated Economic Impact calculated from DMAI Impact Calculator and what partners / properties are involved.
- CVB provides: Transportation, In-room amenity and meals only when no sponsorship is available.
- Fine dining requires pre-approval from DGS and a pre-fixed menu will be discussed

**\*\*If IP attends off-site meal function, the CVB must be reimbursed\*\***

##### 2. Transportation

- Full-size rental for all visits 3 -4 people, over 4 Mini-Van. No SUV

##### 3. In-Room Amenity

*Use CVB inventory \* to be coordinated by CSC with sales manager, no purchasing of in-room amenities/gifts without prior approval \*In- room amenities/gifts based on inventory. Below is an example, please refer to the In-room amenity choices provided by CSC. Trace CSC with in-room amenity request.*

- **1<sup>st</sup> visit:** Hand written note / Padfolio (or similar gift of quality) / Angell & Phelps Chocolate (\$10) or Bottle of Wine / 2 bottles of DB water
- **2<sup>nd</sup> visit:** Hand written note / Angell and Phelps Small Chocolate (\$5 -7 range)
- **3<sup>rd</sup> visit:** Hand written note / 2 bottles of DB water
- **Arrival (definite business):** Hand written note / Padfolio (or similar gift of quality) / Angell & Phelps Chocolate (\$10) or Bottle of Wine / 2 bottles of DB water

**\*\*Opposite of what was given at 1<sup>st</sup> visit\*\***

**\*FAM / SUMMIT:**

- All coordination is handled by the DGS, CSC, and SM's based on market, with back up support from the sales administrative assistant.
- Accommodations should meet the requirement(s) of the planners, sports rights holders, and buyers.
- Obtain sponsorship for the meals when possible with one open evening sponsored by the CVB open to all area partners for networking purposes.
- Cost for partner dinner with meals, drinks, and entertainment not to exceed \$150.00 per attendee.
- Based on program, cost for partners range from \$0 - \$30 for CVB sponsored dinner.
- In-room amenities are based on the market and should include branded items in stock.
  - Additional items can be purchased under the approved client gift line item and should represent/support a local business.
- Estimated cost per attendee \$50 - \$150 based on the potential economic impact
- All activities should be sponsored or offered at a discounted ticket cost.
- All airline travel should reflect the lowest possible rate and should not exceed \$450 and use Daytona Beach International Airport as first choice.
- Round trip airport transportation is provided and should be coordinated with groups arriving together when possible.
- Mileage reimbursement will be offered to attendees driving own car, CVB will pay for gas in destination for attendee utilizing a rental car.
- Based on group needs and potential cost, the CVB will obtain a bid for ground transportation

**Project Report –**

- Report must be completed immediately following the FAM reflecting all associated costs.

**\*\* Identify on project report if the CVB is partnering with VISIT FLORIDA**

**\*TRADESHOWS:**

All registration is submitted to SA; if SM receives material please forward to SA.

**1. Pre-Show Report –**

- Report must be completed 1 month before tradeshow and attached in Simpleview under DMO events.
- Report must include hotel, airfare and/or rental car.

**2. Post-Show Recap –**

- Report must be completed 1 week after tradeshow and attached in Simpleview under DMO events.

**3. Project Report –**

- Report must be completed immediately following the tradeshow for client dinners, sponsorships, and sales missions

**\*\* Identify on project report if the CVB is partnering with VISIT FLORIDA**

4. **Fairshare Opportunities – Review fairshare form and update**
  - Note all tradeshow fairshare opportunities on travel and promo schedule
  - Refer all IP's to SA
  
5. **Booth Décor (Regional / Appointment) –**
  - SA will coordinate all tradeshow booth detail, with input from SM's. DGS had final approval on cost.
  
6. **Booth Giveaway / Silent Auction –**
  - Destination Basket – Includes the following sponsored items: hotel stay, attraction passes and meal certificates.
  - Fill basket with CVB Inventory.
  - All booth giveaways / Silent Auction are coordinated with the SA and must be included in the tradeshow report.

**\*\*no gift cards**
  
7. **Tradeshow sponsorship –**
  - DGS approval for all, CSC (may move to SA) will coordinate all sponsorships once approved

**\*RFP's received from tradeshow activities must be tagged in Simpleview**

**TRADESHOW RECEPTION / CLIENT EVENTS:**

1. **Please use the following scale:**
  - 5 or less Meeting Planners: \$750
  - 5 – 10 Meeting Planners: \$1500
  - 10 – 15 Meeting Planners: \$2250
  
2. **Any client event over 10 people will be coordinated by CSC**
  - 10 – 20 Meeting Planners: \$3000
  - 20 – 25 Meeting Planners: \$3750
  - 25 – 30 Meeting Planners: \$4500
  - Max \$5000 per reception / event. DGS approval
  - Amounts exceeding \$5000 must have prior approval
  
3. **Not to exceed \$150 per attendee**
  - Make every attempt to limit alcoholic beverages to 2 per person, can be totaled and divided by number of guests.

**\*\*fairshare \$150 or less based on program**

  - Table favor - \$3 max per item and prefer CVB inventory.

**\*RFPs received from any client event/sales mission must be tagged in Simpleview**

## **STAFF TRAVEL:**

### **1. Itinerary –**

- Detailed flight information or car rental scheduled pick-up, hotel, show agenda, as well as any sales calls or events on pre-show report/folder.
- Please attach in Simpleview under DMO events, place in appropriate show folder.

### **2. Expense Checks –**

- Not to exceed \$50 for all domestic travel.
- Please use Credit Card for as many charges as possible (Taxi, Dining etc.).
- Additional amount requires approval.
  - Request must include itinerary / agenda of show and be submitted two weeks prior to departure.

### **3. Airfare –**

- Always compare Daytona Beach vs. Orlando; please fly MCO when the cost reflects a \$200.00 + savings.
- Airfare not to exceed \$450 without approval, must include an Expedia comparison from Orlando.
- All documentation must be included as with credit card statement and pre-show report/folder.

### **4. Car Rental –**

- Standard car only, anything other size requires approval.
- Compare mileage (own car) vs. rental for all in-state travel and research drop-car option.
- Any rental under 100 miles requires DGS approval.
- Utilize pre-paid fuel if competitive per gallon cost.

### **5. Insurance –**

- Refer to HAAA current requirements for rental cars.

### **6. Lodging –**

- Host hotel or closest hotel to meeting functions.
- Follow policy guidelines, anything outside policy guidelines requires approval

### **7. Meals –**

- Itemized receipts for everything.
  - Room service, tip is included.
- No alcohol unless entertaining a planner, sports rights holder, buyer on personal meal receipt.
- When entertaining a planner, please list name and business.

## **\*CREDIT CARD:**

### **1. American Express/VISA:**

- Re-cap due per finance deadline date on statement, please return to SA.
  - Please provide as much detail as possible in re-cap and itemized receipts for all meals.



## 2. Check Requests / Invoicing

- All check requests or invoices must be submitted every Tuesday for processing to the SA.
  - Finance needs a 2 week lead time, please include full detail when submitting: who, what, where and why.
- \*\*Missing information will delay the process\*\***

Please submit invoices via email to the AP email address [AP@daytonabeach.com](mailto:AP@daytonabeach.com)

## 3. SimpleView:

- Accounts / Profiles / Leads: All Information must be filled out!
- Key information Includes: Dates, Market Segments, Room Nights and Group History.
- Please attach Site Visit Itinerary to Account level.
- Attach meeting specs instead of free-form, this will reduce errors.
- All tentative leads must have communication distributed to partners or it is an assist lead.

All convention services/amenities to be traced and all convention services to be handled by CSC only.

### \*CONVENTION SERVICES:

- All concessions and services must be approved prior to submitting to planner.
- Any services that fall outside policy will require approval from DGS.
- Please refer to list of Convention Services for detailed information, can be obtain from CSC

## 1. Incentive/rebate dollars

- **\*All rebate dollars must be approved prior to submitting letter of concession.**
  - Formula; \$5.00 per room night contracted, divide amount in half
  - Negotiations proceed from that point based on the necessity of securing the group to the destination, cannot exceed the \$5.00 per night amount without executive approval.
  - Requirements; **MUST** be competing with another destination and have a minimum of 50 room nights.
  - Repeat business will only be considered if Daytona Beach is competing with another destination, amount will be lowered; not to exceed the \$ 2.50 per room night amount.
  - RFP **MUST** be submitted to the CVB for distribution by planner.
  - All approved documentation must be submitted to SA prior to letter of concession being presented to planner.
  - **NO** rebate will be awarded if procedure not followed.
    - All rebate documentation will be provided to HAAA upon request and during the fiscal year budgeting process.

## 2. Reporting:

### a) Leads:

- All leads must be updated from tentative to definite with hotels and contracted rooms, or lost by the end of every month.
- Automated booking reports are generated to our committees and HAAA board the 2<sup>nd</sup> of every month.
- The above information is also reflective in our convention services report.

**b) HAAA Executive Update: Complete on a weekly basis**

- **Site visits:** to include group name and date only
- **Meetings attended:** to include meeting name, market, and date only
- **Sales calls/missions:** to include market, date, area partners, and region only
- **Action Items:** Must be updated monthly with progress

**\*TIME OFF:**

**1. Process**

- Please check office coverage prior to time off request.
- No excused time / comp time unless all requirements are met (credit card recaps, Project Reports, HAAA updates, etc.).
- Comp time form must be submitted and approved prior to use
- Do not post PTO/comp time on calendar until approved
- Please notify DGS / SA when leaving for sites / extended time periods for coverage.

**2. Alcohol**

- Policy for alcohol during CVB sponsored reception or dinner: The CVB sets the tone for the evening event, max 2 drinks.