

**FLAGLER COUNTY
TOURIST DEVELOPMENT
COUNCIL**

REGULAR MEETING

PACKET AUGUST 19, 2015

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
August 19, 2015
10:00 A.M.**

AGENDA

PLEDGE TO THE FLAG AND MOMENT OF SILENCE

1. ATTENDANCE
2. Adoption of Minutes from the June 17, 2015 meeting.
3. Accept Financial Status Reports for Review.
4. Accept Flagler County Chamber Monthly Reports for Review.
5. Final Status presentation for the Town of Beverly Beach Walkover Renovation and Reconstruction project by Commissioner Larry Mathies.

FUND 109 CAPITAL IMPROVEMENT FUNDING

6. Review and recommendation to the Board of County Commissioners to grant \$150,000 from Fund 109 Capital Improvements Public Tourism Infrastructure Grants to the Flagler County Board of County Commissioners for the River to Sea Cottages project estimated between July 2015 through July 2016.

Craig Coffey, Administrator
Flagler County Board of County Commissioners

7. Review and recommendation to the Board of County Commissioners to grant \$2,700 from Fund 109 Capital Improvements Not-For-Profit Operational Costs Grants to the Flagler County Historical Society for the Holden House Museum and Annex operational and promotional expenses from July 2015 through July 2016.

MaryAnn Clark
Flagler County Historical Society

8. Review and recommendation to the Board of County Commissioners to grant \$4,381 from Fund 109 Capital Improvements Not-For-Profit Operational Costs Grants to the Palm Coast Historical Society & Museum for operational and promotional expenses from June 2015 through May 2016.

William Venne
Palm Coast Historical Society & Museum Vice President

9. Review and recommendation to the Board of County Commissioners to grant \$5,000 from Fund 109 Capital Improvements Not-For-Profit Operational Costs Grants to the Flagler Beach Historical Museum for operational and promotional expenses from October 2015 through September 2016.

Teri Pruden / Virginia Giaramita
Flagler Beach Historical Museum

FUND 110 SPECIAL EVENT QUALITY OF LIFE FUNDING

10. Review and recommendation to the Board of County Commissioners to grant \$1,500 from Fund 110 Quality of Life Special Events to Florida Agricultural Museum, Inc. for the Pellicer Creek Raid: A Civil War Reenactment event being held October 9, 10 & 11, 2015.

Mary Herron
FL Agricultural Museum, Inc.

11. Review and recommendation to the Board of County Commissioners to grant \$1,500 from Fund 110 Quality of Life Special Events to Triumph Endurance Events, LLC for the Oceans 50 Relay Race event being held November 7th, 2015.

Carrie Meng
Triumph Endurance Events, LLC

12. Review and recommendation to the Board of County Commissioners to grant \$1,500 from Fund 110 Quality of Life Special Events to Choral Arts Society for the 3 Concert Series: Christmas, Broadway, July 4th to be held December 4 & 6, 2015, May 20 & 22, 2016, and July 4, 2016.

Roger Lacallade
Choral Arts Society

FUND 110 SPECIAL EVENT OVERNIGHT STAY FUNDING

13. Review and recommendation to the Board of County Commissioners to grant \$10,000 from Fund 110 Overnight Stay Special Events to Palm Coast Tennis Center for the USTA Pro Circuit Men's Futures Tournament at Palm Coast event to be held January 29, 2016 – February 7, 2016.

Deborah Stanfield
Kemper Sports

FUND 110 SPECIAL EVENT DISCRETIONARY FUNDING

14. Review and recommendation to the Board of County Commissioners to allocate \$3,500 from the Discretionary Event Funding budget for the Teen Masters Bowling event to be held January 22 - 24, 2016.

15. Review and recommendation to the Board of County Commissioners to allocate \$25,000 from the Discretionary Event Funding budget for the Reebok Spartan Race event to be held March 18 - 20, 2016.
16. Update as to current activities of Chamber representatives. Including:
 - Letter from Gerry Falconer, President of United States Lifesaving Association - Southeast Region.
 - Brief presentation of the FY2015-16 Budget & Marketing Campaign.
17. Community Outreach

A thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.
18. Board Member Commentaries
19. Adjournment.

PLEASE TAKE NOTICE THAT INDIVIDUAL COMMISSIONERS OF THE BOARD OF COUNTY COMMISSIONERS MAY ATTEND THIS MEETING. THE COMMISSIONERS, WHO ATTEND, WITH THE EXCEPTION OF COMMISSIONERS WHO SERVE ON THE DESIGNATED BOARD BEING NOTICED, WILL NOT TAKE ANY ACTION OR TAKE ANY VOTE AT THIS MEETING.

THIS IS NOT AN OFFICIAL MEETING OF THE BOARD OF COUNTY COMMISSIONERS OF FLAGLER COUNTY. THIS NOTICE IS BEING PROVIDED TO MEET THE SPIRIT OF THE SUNSHINE LAW TO INFORM THE PUBLIC THAT COMMISSIONERS MAY BE PRESENT AT THESE DISCUSSIONS.

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN THIS MEETING SHOULD CONTACT THE NUMBER LISTED ABOVE AT LEAST 48 HOURS PRIOR TO THE MEETING.

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
June 17, 2015
10:00 A.M.
Minutes**

MEETING CALLED TO ORDER BY ACTING CHAIRMAN BILL MCGUIRE at 10:00 A.M.

Acting Chairman McGuire led the pledge to the flag and a brief moment of silence.

1. Attendance

PRESENT: Councilman Bill McGuire, Mayor Linda Provencher, Pamela Walker, Tim Digby, Tom Grimes, Ryan Crabb, Rich Stanfield, Kurt Allen

ABSENT: Chairman Nate McLaughlin

2. Adoption of Minutes from the May 20, 2015 meeting.

Grimes/Walker. Motion to Adopt the May 20, 2015 Minutes carries unanimously.

3. Accept Financial Status Reports for Review.

Grimes/Provencher. Motion to Accept Financial Status Reports carries unanimously.

4. Accept Flagler County Chamber Monthly Reports for Review:

- Marketing Activity Report (March 2015)

Provencher/Walker. Motion to Accept Marketing Activity Report carries unanimously.

- Google Analytics Reports (March 2015)

Walker/Digby. Motion to Accept Google Analytics Reports carries unanimously.

- Florida's First Coast of Golf Report (February 2015)

Allen/Provencher. Motion to Accept Florida's First Coast of Golf Report carries unanimously.

5. Review and recommendation to the Board of County Commissioners to grant \$4,808 from Fund 109 Capital Improvements Not-For-Profit Operational Costs Grants to the Palm Coast Historical Society & Museum for operational and promotional expenses from June 2015 through May 2016.

Brief presentation by Mr. William Venne, Palm Coast Historical Society and Museum Vice President.

Discussion ensued regarding the printing of more visitors guides, resulting that it might be wise to enhance existing publications (like Fantastic Flagler) rather than being duplicative. There was a question regarding whether a security system would be a qualifying expenditure using tourism tax dollars for a city-owned building. Mr. Venne explained that a security system was needed to maintain and secure several historical artifacts and information the Museum has accumulated and his understanding was that this was an allowable expense for this type of grant.

Item fails due to lack of a Motion.

6. Review and recommendation to the Board of County Commissioners to grant \$10,000 from Fund 110 Overnight Stay Special Events to Davidson Day School for the 9th Annual Maya at the Playa event being held September 17 - 20, 2014.

Brief description and the tourism impact of the event was given by Thea Hein-Mathen for Mat Saunders.

Mr. Matt Dunn, VP Tourism, clarified the balance for Overnight Stay funding is \$5,351.34 at this time.

Walker/Allen. Motion to recommend to the Board of County Commissioners to allocate \$5,351.34 from Fund 110 Overnight Stay Special Events to Davidson Day School for the 9th Annual Maya at the Playa event being held September 17 - 20, 2014 carries unanimously.

7. Update as to current activities of Chamber representatives.

Mr. Matt Dunn reported statistics, logistics, and possible upcoming events and opportunities.

8. Community Outreach

None

9. Board Member Commentaries

Mr. Kurt Allen mentioned that numbers are up for the first couple of weeks in June. There will be an Art & Photography program available July to December.

Mayor Linda Provencher praised Channel 13 for highlighting Flagler Beach in an episode of Florida on a Tankful.

Mr. Timothy Digby recognized the length of hotel stays have gotten longer.

Ms. Pamela Walker and Mr. Rich Stanfield recognized Matt and his staff for the phenomenal and progressive results.

10. Adjournment.

Walker. Motion to adjourn at 10:29am carries unanimously.

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

<http://www.flaglercounty.org/index.aspx?NID=675>

If a person decides to appeal any decision made by the Tourist Development Council with respect to any matter considered at the meeting, a record of the proceedings may be needed and, for such purposes, the person may need to ensure that a verbatim record is made, which record includes the testimony and evidence upon which the appeal is to be based.

[BACK TO AGENDA](#)

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AGENDA ITEM #3
FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS
TDC FINANCIAL REPORTS

MONTHLY TAX COLLECTIONS

ANALYSIS OF REVENUES AND EXPENDITURES BY FUND

FY2015 PROMOTION AND MARKETING BUDGET BY CATEGORY

[BACK TO AGENDA](#)

**Flagler County Board of County Commissioners
Analysis of Monthly Tourist Development Tax Collections
Fiscal Year 2010-11 Through 2014-15
(to Date)**

Prepared By: Financial Services Department

Month	Fiscal Year 2010-11		Change		Fiscal Year 2011-12		Change		Fiscal Year 2012-13		Change		Fiscal Year 2013-14		Change		Fiscal Year 2014-15		Change	
	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage		
October	\$45,113		\$ 3,303	7.90%	\$72,490		\$ 27,377	60.68%	\$75,602		\$3,112	4.29%	\$87,503		\$11,900	15.74%	\$91,481		\$3,979	4.55%
November	51,081		9,878	23.97%	\$80,313		\$ 29,231	57.22%	\$75,705		(\$4,608)	-5.74%	\$92,058		\$16,353	21.60%	\$108,167		\$16,109	17.50%
December	42,756		(2,871)	-6.29%	\$73,076		\$ 30,319	70.91%	\$72,826		(\$250)	-0.34%	\$80,927		\$8,101	11.12%	\$87,147		\$6,220	7.69%
January	54,211		13,310	32.54%	\$69,713		\$ 15,502	28.60%	\$70,091		\$378	0.54%	\$82,743		\$12,652	18.05%	\$115,326		\$32,583	39.38%
February	62,275		15,208	32.31%	\$82,448		\$ 20,173	32.39%	\$103,054		\$20,605	24.99%	\$108,639		\$5,586	5.42%	\$118,732		\$10,092	9.29%
March	124,043		37,355	43.09%	\$145,946		\$ 21,904	17.66%	\$129,850		(\$16,096)	-11.03%	\$158,536		\$28,686	22.09%	\$191,669		\$33,133	20.90%
April	167,208		65,241	63.98%	\$205,861		\$ 38,653	23.12%	\$236,514		\$30,653	14.89%	\$234,908		(\$1,606)	-0.68%	\$268,542		\$33,634	14.32%
May	146,762		62,051	73.25%	\$168,483		\$ 21,720	14.80%	\$149,402		(\$19,081)	-11.33%	\$196,862		\$47,460	31.77%	\$198,906		\$2,044	1.04%
June	105,932		38,738	57.65%	\$118,228		\$ 12,296	11.61%	\$127,865		\$9,638	8.15%	\$149,053		\$21,187	16.57%	\$161,328		\$12,275	8.24%
July	157,948		42,433	36.73%	\$190,555		\$ 32,608	20.64%	\$206,746		\$16,190	8.50%	\$229,923		\$23,177	11.21%				
August	213,529		62,907	41.76%	\$230,128		\$ 16,599	7.77%	\$247,548		\$17,420	7.57%	\$269,928		\$22,380	9.04%				
September	105,691		26,140	32.86%	\$131,753		\$ 26,062	24.66%	\$157,032		\$25,279	19.19%	\$168,298		\$11,266	7.17%				
Totals	\$1,276,550		\$ 373,693	41.39%	\$1,568,993		\$292,443	23%	\$1,652,235		\$83,241	5%	\$1,859,378		\$207,143	13%	\$1,341,299		\$150,069	13%

The tourist development tax rate increased from 3% to 4% effective December 1, 2010.

[BACK TO CONTENTS](#)

Analysis of Revenues and Expenditures Within the Tourist Development Capital Project Fund 109

FY2014-2015

Prepared by: BCC Financial Services Department

Account	Description	Budget	Actual	Encumbrances	Balance
REVENUES AND OTHER SOURCES					
109-0000-312.10-00	Sales, Use and Fuel Taxes / Tourist Development	\$ 350,000.00	\$ 289,318.09		\$ 60,681.91
109-0000-361.10-00	Interest Earnings / Interest-MMIA & Investmts	\$ 3,000.00	\$ (4,816.94)		\$ 7,816.94
109-0000-361.30-00	Interest Earnings / FAIR VALUE OF INVESTMENTS	\$ -	\$ 11,766.47		\$ (11,766.47)
109-0000-398.00-00	Other Uses / 5% STATUTORY REV REDUCTN	\$ (17,500.00)	\$ -		\$ (17,500.00)
TOTAL REVENUE AND OTHER SOURCES		<u>\$ 335,500.00</u>	<u>\$ 296,267.62</u>		<u>\$ 39,232.38</u>
EXPENDITURES					
109-4600-581.91-10	Interfund Transfer / Interfund Transfer	\$ 328,370.00	\$ -		\$ 328,370.00
109-4700-573.81-05	Grants/Aid/Contributions / AID TO OTHER GOVTS	\$ 493,370.00	\$ 165,000.00		\$ 328,370.00
109-4700-573.82-53	Grants and Aids / OTHER ENTITIES	\$ 1,273,450.00	\$ 15,320.35		\$ 1,258,129.65
109-4700-575.31-10	Operating Expenses / Professional Services	\$ 1,500.00	\$ 935.75		\$ 564.25
109-4700-575.34-10	Operating Expenses / Other Contracted Services	\$ -	\$ -		\$ -
109-4700-575.34-20	Operating Expenses / Governmental Services	\$ -	\$ -		\$ -
109-4700-575.46-10	Operating Expenses / Bldging/Equipt Repairs	\$ -	\$ -		\$ -
109-4700-575.49-18	Operating Expenses / BANK ANALYSIS FEES	\$ 300.00	\$ 166.20		\$ 133.80
109-4700-575.62-10	Capital Outlay / Buildings	\$ -	\$ -		\$ -
TOTAL EXPENDITURES		<u>\$ 2,096,990.00</u>	<u>\$ 181,422.30</u>	<u>\$ -</u>	<u>\$ 1,915,567.70</u>
EXCESS OF REVENUE OVER/UNDER EXPENDITURES		\$ (1,761,490.00)	\$ 114,845.32		\$ (1,876,335.32)
109-0000-399.00-00	Other Uses / Cash Carry Forward	\$ 1,761,490.00	\$ 1,196,422.98		\$ 565,067.02
ENDING FUND BALANCE		<u>\$ -</u>	<u>\$ 1,311,268.30</u>		<u>\$ (1,311,268.30)</u>

Analysis of Revenues and Expenditures Within the Tourist Development Promotions Advertising Fund 110

FY2014-2015

Prepared by: BCC Financial Services Department

Account	Description	Budget	Actual	Encumbrances	Balance
REVENUES AND OTHER SOURCES					
110-0000-312.10-00	Sales, Use and Fuel Taxes / Tourist Development	\$ 1,105,000.00	\$ 913,156.06		\$ 191,843.94
110-0000-361.10-00	Interest Earnings / Interest-MMIA & Investmtns	\$ 2,000.00	\$ (2,795.83)		\$ 4,795.83
110-0000-361.30-00	Interest Earnings / FAIR VALUE OF INVESTMENTS	\$ -	\$ 5,647.63		\$ (5,647.63)
110-0000-398.00-00	Other Uses / 5% STATUTORY REV REDUCTN	\$ (55,250.00)	\$ -		\$ (55,250.00)
TOTAL REVENUE AND OTHER SOURCES		\$ 1,051,750.00	\$ 916,007.86		\$ 135,742.14
EXPENDITURES					
110-4700-559.31-10	Operating Expenses / Professional Services	\$ 450.00	\$ 629.02		\$ (179.02)
110-4700-559.34-20	Operating Expenses / Governmental Services	\$ 15,000.00			\$ 15,000.00
110-4700-559.41-10	Operating Expenses / Communications Recurring	\$ 400.00			\$ 400.00
110-4700-559.42-01	FREIGHT & POSTAGE / POSTAGE	\$ 650.00	\$ 20.85		\$ 629.15
110-4700-559.46-30	Operating Expenses / Maintenance Agreements	\$ -	\$ 10,275.00	\$ 3,250.00	\$ (13,525.00)
110-4700-559.48-10	Operating Expenses / Promotional Activities	\$ 1,740,417.00	\$ 584,139.97	\$ 105,000.00	\$ 1,051,277.03
110-4700-559.48-11	Operating Expenses / Promotional-FC Chamber	\$ 304,533.00	\$ 233,425.72	\$ 36,877.53	\$ 34,229.75
110-4700-559.48-45	Operating Expenses / PROMOTIONAL-DISCRETIONARY	\$ 165,000.00	\$ 117,450.08		\$ 47,549.92
110-4700-559.49-18	Operating Expenses / BANK ANALYSIS FEES	\$ 500.00	\$ 149.58		\$ 350.42
110-4700-559.51-10	Operating Expenses / Office Supplies	\$ -	\$ 16.99		\$ (16.99)
110-4700-559.51-11	Operating Expenses / Office Equipt	\$ -	\$ 1,045.54		\$ (1,045.54)
110-4700-559.52-10	Operating Expenses / Gas, Oil & Lubricants	\$ -	\$ 229.35		\$ (229.35)
110-4700-559.52-12	Operating Expenses / Other Operating Expenses	\$ 200.00	\$ 214.15		\$ (14.15)
110-4700-559.64-10	Capital Outlay / Equipment	\$ 24,600.00	\$ 24,487.00		\$ 113.00
TOTAL EXPENDITURES		\$ 2,251,750.00	\$ 972,083.25	\$ 145,127.53	\$ 1,134,539.22
EXCESS OF REVENUE OVER/UNDER EXPENDITURES		\$ (1,200,000.00)	\$ (56,075.39)		\$ (1,143,924.61)
110-0000-399.00-00	Other Uses / Cash Carry Forward	\$ 1,200,000.00	\$ 1,684,591.96		\$ (484,591.96)
ENDING FUND BALANCE		\$ -	\$ 1,628,516.57		\$ (1,628,516.57)

Analysis of Revenues and Expenditures Within the Tourist Development Beach Restoration Maintenance Fund 111

FY2014-2015

Prepared by: BCC Financial Services Department

Account	Description	Budget	Actual	Encumbrances	Balance
REVENUES AND OTHER SOURCES					
111-0000-312.10-00	Sales, Use and Fuel Taxes / Tourist Development	\$ 168,000.00	\$ 138,824.41		\$ 29,175.59
111-0000-334.39-01	Physical Environment / Beach Restoration Project	\$ -	\$ -		\$ -
111-0000-361.10-00	Interest Earnings / Interest-MMIA & Investmts	\$ 1,200.00	\$ (1,889.47)		\$ 3,089.47
111-0000-361.30-00	Interest Earnings / FAIR VALUE OF INVESTMENTS	\$ -	\$ 4,073.02		\$ (4,073.02)
111-0000-398.00-00	Other Uses / 5% STATUTORY REV REDUCTN	\$ (8,400.00)	\$ -		\$ (8,400.00)
	TOTAL REVENUE AND OTHER SOURCES	<u>\$ 160,800.00</u>	<u>\$ 141,007.96</u>		<u>\$ 19,792.04</u>
EXPENDITURES					
111-4700-537.31-10	Operating Expenses / Professional Services	\$ 400.00	\$ 468.09		\$ (68.09)
111-4700-537.34-10	Operating Expenses / Other Contracted Services	\$ 949,651	\$ -		\$ 949,651.00
111-4700-537.49-18	Operating Expenses / BANK ANALYSIS FEES	\$ 250.00	\$ 62.32		\$ 187.68
111-4700-537.81-20	Grants/Aid/Contributions / Aid to other government:	\$ -	\$ -		\$ -
111-6010-572.62-10	Capital Outlay / Buildings	\$ -	\$ -		\$ -
	TOTAL EXPENDITURES	<u>\$ 950,301.00</u>	<u>\$ 530.41</u>	<u>\$ -</u>	<u>\$ 949,770.59</u>
	EXCESS OF REVENUE OVER/UNDER EXPENDITURES	\$ (789,501.00)	\$ 140,477.55		\$ (929,978.55)
111-0000-399.00-00	Other Uses / Cash Carry Forward	\$ 789,501.00	\$ 1,614,647.90		\$ (825,146.90)
	ENDING FUND BALANCE	<u>\$ -</u>	<u>\$ 1,755,125.45</u>		<u>\$ (1,755,125.45)</u>

[BACK TO CONTENTS](#)

WORKING BUDGET

	BUDGET	EXPENDITURES / ENCUMBERED	REPLENISHED	YTD BALANCE
1 - UNDESIGNATED	\$30,000	\$29,868.02		\$131.98
2 - MULTIMEDIA	\$157,900	\$98,664.68		\$59,235.32
3 - ADVERTISING	\$369,892	\$312,549.68		\$57,342.32
4 - PRODUCT DEVELOPMENT	\$42,675	\$35,510.76		\$7,164.24
5 - STAFF	\$217,783	\$177,211.87		\$40,571.13
6 - FULFILLMENT	\$86,750	\$58,519.33		\$28,230.67
7 - DISCRETIONARY EVENT	\$165,000	\$166,750.00	\$10,437.43	\$8,687.43
8 - SPECIAL EVENT	\$100,000	\$146,851.34	\$50,541.62	\$3,690.28
Grand Total	\$1,170,000.00	\$1,025,925.68	\$60,979.05	\$205,053.37
FIREWORKS	\$30,000			\$30,000.00

[BACK TO AGENDA](#)

AGENDA ITEM #4
FLAGLER COUNTY CHAMBER
MONTHLY REPORTS

MARKETING ACTIVITY REPORT

June 2015

July 2015

GOOGLE ANALYTICS REPORTS

June 2015

July 2015

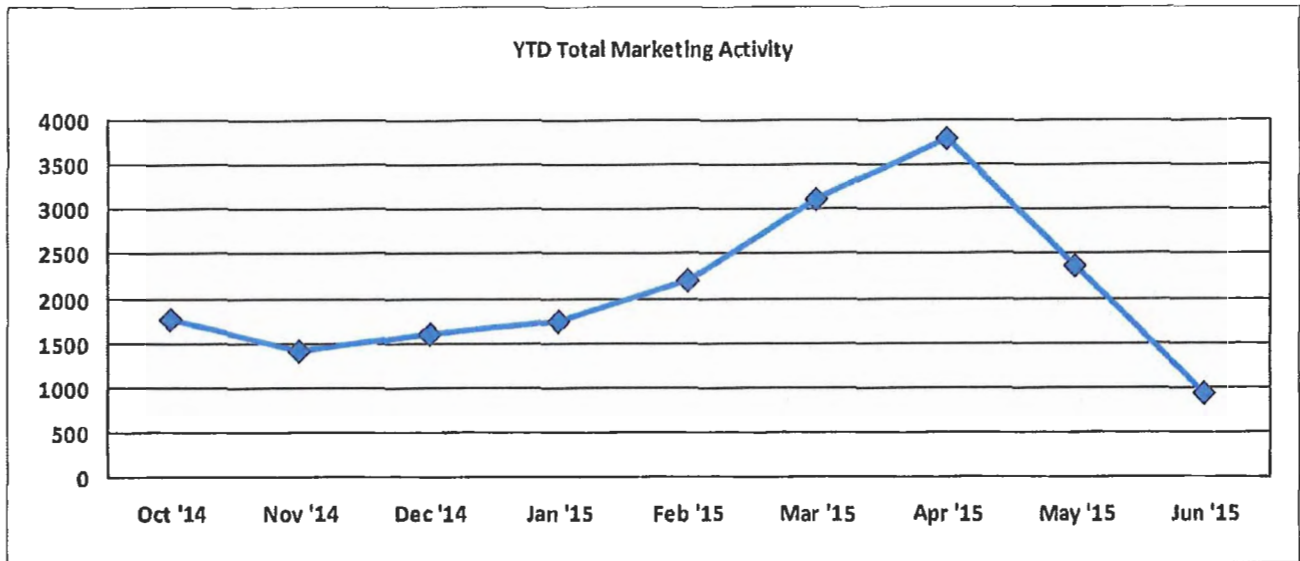
FLORIDA'S FIRST COAST OF GOLF REPORT

May 2015

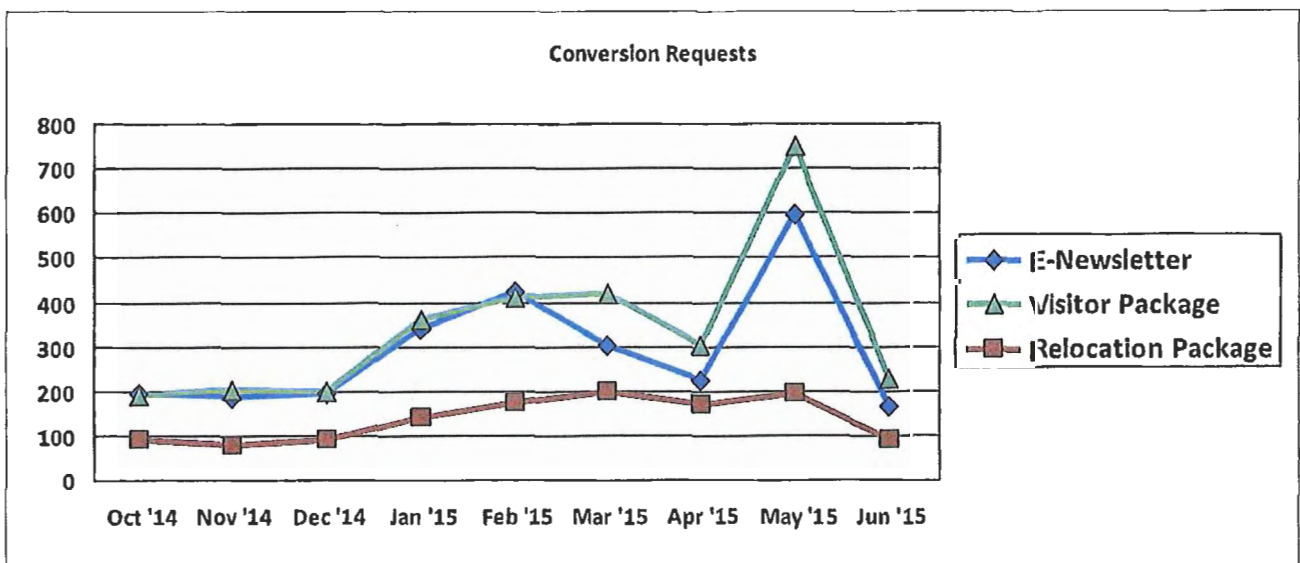
June 2015

[BACK TO AGENDA](#)

Marketing Activity	Month	YTD
Total Activity	933	18896
Leads	77	3773
Conversions	856	15123



Conversion Requests	Month	YTD
Visitor Package	155	1766
An E-newsletter	109	1478
Relocation Package	43	521



Top Leads	Month	YTD
AAA	75	
Miles Media		1210

Leads by Source		
Print	Month	YTD
AAA	75	667
Southern Living	2	25
Woodall's		7
Snowbird		531
Orlando Sentinel		1034
Miles Media		1210
Good Sam		3
Trade Show	Month	YTD
West Palm Beach		133
C & L Atlanta		163

Visitor Center Walk Ins	Month	YTD
Chamber of Commerce	12	150
Flagler Beach Historical Museum	357	8024
Holden House	69	590
Jacksonville Airport	52	718

Social Media	This Month	Grand Total
Facebook Likes	-92	3693
Twitter Followers	27	2988

YouTube	Month	YTD
Total Views	787	13157

Top Conversions	Month	YTD
Solodev Adwords Pet Friendly (lp)	86	
Solodev Adwords Pet Friendly (lp)		1359

Conversions by Source		
Direct Contact	Month	YTD
Pet Friendly	39	300
Radio	2	4
Magazine	2	28
TV	1	3
Newspaper	1	15
Website		137
Friends/Family		17
Previous Visitor		6
Chamber		8
E-news		6
Travel Expo at the Villages – Jan 2013		1
Facebook/Twitter/Other Social Media		11

Landing Page	Month	YTD
Solodev Adwords Pet Friendly (lp)	86	1359
Visit Florida Pet Friendly 2015 (lp)	27	426
Solodev Retargeting (lp)	19	204
PB Post Pet Friendly (lp)	7	7
FL Travel & Life eNewsletter (lp)	4	400
Kayaking Adwords	1	40
Orlando Sentinel Pet Friendly 2015 (lp)		2
BrightHouse (lp)		20
Florida Travel & Life -Flagler Fish Company (lp)		26
AJC Pet Friendly 2015 (lp)		37
FTL_eneews (lp)		35
Garden & Gun Pet (lp)		2
Halifax Media - 2015 Bike Week (lp)		1
AJC Local Soul (lp)		16
News Journal-Spring Specials (lp)		3
Flagler360		3
Pet Friendly TripAdvisor		3
Orlando Sentinel Flagler Fish (lp)		1
TripAdvisor - C Kelley (lp)		1
Trip Advisor Banner (lp)		682
The Bark 2015 (lp)		29
paddling.net 2015 (lp)		256
Orlando Sentinel 2015 (lp)		9

Newspaper or Magazine	Month	YTD
VISIT FLORIDA		11
Audubon		1
DREAMSCAPES		2
Sports Magazine		1
Florida Travel & Life		4
Orlando Sentinel		5
Floridians Insiders Guide		1
People Magazine		2
Other Newspaper or Magazine		10
Horizon Travel		1



Other Advertising		12
AAA		12
SEE Visitors Guide		3
Radio, TV or Internet	Month	YTD
Other Radio or TV		5
TripAdvisor		12
WNZF		3
WESH		3

Wednesday, July 8, 2015

Page 3

Top Visitor Interests	Month	YTD
Beach	110	
Beach		1285

Visitor Interests	Month	YTD
Beach	110	1285
Parks & Preserves	84	922
Hiking, Biking, Trails	74	775
Arts and Culture	62	692
Fishing	46	525
Paddling	44	430
Camping	40	324
Sports Event	33	353
Birding	25	319
Golf	23	274
Weddings	7	57
Visit Friends/Family		136





STAFF ACTIVITY REPORT – JUNE 2015

6/1/2015 Call w/ wedding brochure designer (AL)

6/1/2015 Travel writer coordination (AL)

6/1/2015 EVP Signage (DC)

6/1/2015 Event Numbers Request for MISC Sports/Meetings (DC)

6/1/2015 Fuego Event Flyers (DC)

6/1/2015 Finns Event Flyers (DC)

6/1/2015 Arrange Conference Call Tommy FOWA (DC)

6/1/2015 BOCC Meeting (MD)

6/1/2015 EVP Tour checklists/rooming list/excursions (MD)

6/2/2015 Fairgrounds meeting (MD)

6/2/2015 The Voice article (MD)

6/2/2015 Social media/website content call (AL)

6/2/2015 Website updates (AL)

6/2/2015 App training (AL, DN)

6/2/2015 FL on a Tankful coordination (AL)

6/3/2015 Thrive content (MD)

6/3/2015 EVP Final Prep (MD, AL, DC, DN)

6/4-7/2015 EVP Tournament (MD, AL, DC, DN)

6/5/2015 PDA Soccer Meeting (DC, MD)

6/8/2015 Event Numbers Request (DC)

6/8/2015 Self Business Development Meeting Sales UF (DC)

6/8/2015 DMAI Report PDA Soccer (MD, DC)

6/8/2015 FOWA Invites/Finalize Banquet Menu (MD, DC)

6/9/2015 Meeting w/ Frank Meeker (MD)

6/9/2015 Chamber Marketing Committee Mtg. (AL)

6/9/2015 Conference Call FOWA Banquet (MD, DC)

6/9/2015 Reservations for FOWA Banquet (DC)
6/9/2015 USLA Planning Committee Agenda Prep (MD, DC)
6/9/2015 Sales Meeting Planner Package Mailed to AMS (DC)
6/9/2015 Spread Sheet all Meeting and Contacts (DC)
6/9/2015 USLA Planning Committee Meeting (DC, MD)
6/10/2015 NASC Membership Meeting conference call (MD)
6/10/2015 Production shoot w/ Ch. 13 Scott Fais (AL)
6/10/2015 Palm Coast Arts Foundation Ribbon Cutting (DN)
6/11/2015 Annual Health Insurance review (MD)
6/11/2015 Met w/AJC rep (AL)
6/11/2015 Self Business Development Sales Follow up emails (DC)
6/11/2015 Conference Call National Pastime Cheer (MD, DC)
6/11/2015 Pre-Grant Meeting FL Ag Museum (DC)
6/11/2015 Business after Hours (DC)
6/11/2015 Florida on a Tankful airing (MD, DC, AL, DN)
6/11/2015 WNZF Radio Show
6/12/2015 Call w/ Interfuse rep (AL)
6/13/2015 Father's Day Lacrosse ITSC (DC)
6/15/2015 BOCC Workshop – Cottages (MD)
6/15/2015 Meeting with TDC Chair McLaughlin (MD)
6/16/2015 Florida Assoc. of Counties Conference, Sawgrass (DC, DN)
6/16/2015 EVP invoice review (MD)
6/16/2015 Team IP conference call (MD, DC)
6/16/2015 NASC Board Meeting conference call (MD)
6/17/2015 TDC Board Meeting (MD, AL, DC, DN)
6/17/2015 Establish USLA Event Breakfast & Lunch Orders (DC)
6/17/2015 USLA Planning Committee Meeting (MD, DC)
6/17/2015 Meeting w/ Rich Stanfield (MD)

6/17/2015 Meeting w/ Mayor Provencher (MD)

6/18/2015 Arts Alliance Mtg. (MD, AL, DC, DN)

6/18/2015 Meeting w/ Tim Digby (MD)

6/18/2015 Meeting w/ Ryan Crabb (MD)

6/18/2015 Chamber Board Meeting (MD)

6/18/2015 Florida Sports Foundation Annual Mtg conference call (MD)

6/19/2015 Meeting w/ Kurt Allen (MD)

6/19/2015 Conference call with FFCG (MD)

6/19/2015 Mtg w/ Bill Venne (MD)

6/20/2015 3V3 Soccer ITSC (DC)

6/22/2015 NASC Membership materials review (MD)

6/22/2015 NASC Membership Co-Chairs conference call (MD)

6/22/2015 USA Ultimate Frisbee Event Follow up (DC)

6/22/2015 FCCC Staff Meeting (MD, AL, DC, DN)

6/23/2015 EVP Tour/HBR meeting (MD)

6/23/2015 Self Business Development Meeting Sales UF (DC)

6/23/2015 Sales Call Evan Boutwell American Bass Anglers

6/23/2015 USLA Agenda/Notes Distribution (MD, DC)

6/23/2015 USLA Planning Committee Meeting (MD, DC)

6/23/2015 Pickup Fuego Coupons USLA (DC)

6/23/2015 NASC Membership Committee Mtg (MD)

6/23/2015 Preferred Management Reception (MD)

6/24/2015 Meeting Planner Meeting with Judi Evans Florida Bar (DC)

6/24/2015 Heritage Crossroads Committee Meeting (DC)

6/24/2015 Finalize USLA Event Program (MD)

6/24/2015 USLA Planning Committee Mtg (MD, DC)

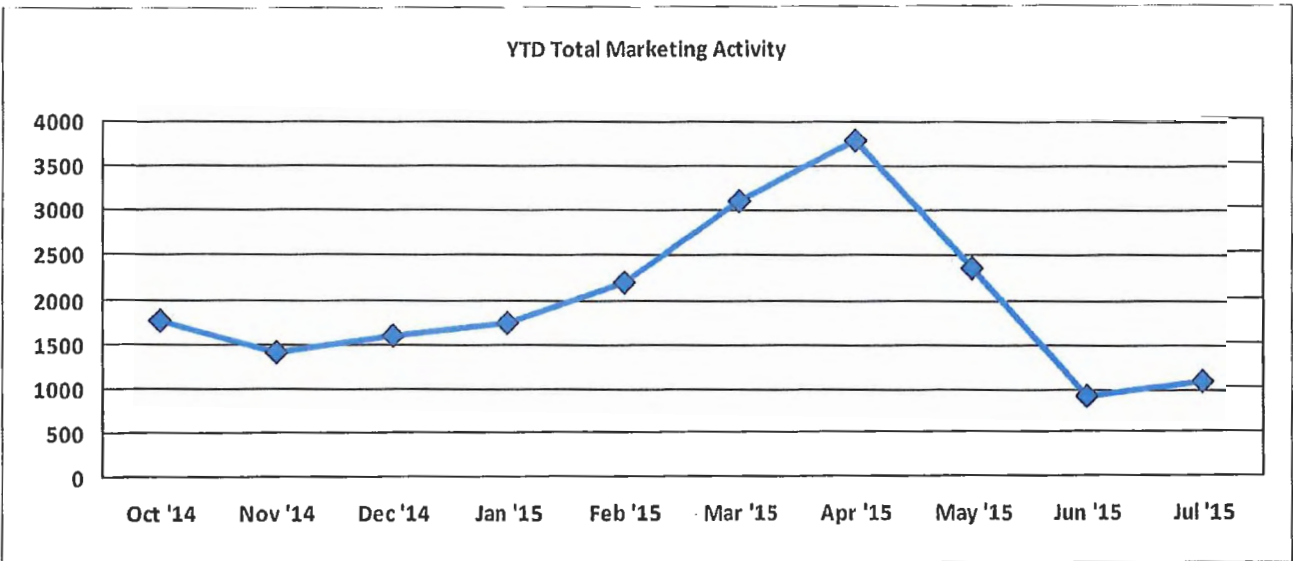
6/25/2015 Chamber Eggs & Issues (AL, MD)

6/25/2015 Robert Pozo conference call (MD)

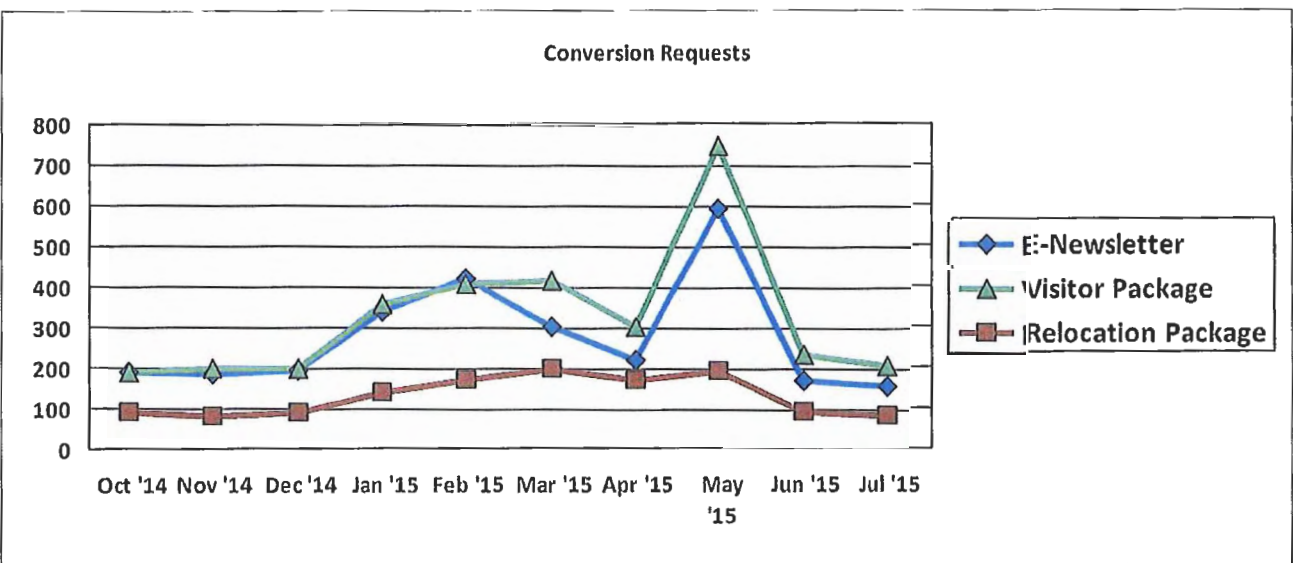
6/25/2015 Meeting w/ Bill McGuire (MD)
6/25/2015 Mtg w/ County Finance (MD)
6/25/2015 Chamber Mtg w/ Bill Johnson (MD)
6/25/2015 Sales Call Jason Ortiz UF Pharmacy (DC)
6/25/2015 Sales Package Meeting Janice HGI (DC)
6/25/2015 Bill Johnson Reception (MD)
6/26/2015 Mtg w/ Gamble Rodgers Music Fest (MD)
6/26/2015 Mtg w/ County Finance (MD)
6/26/2015 Call w/Katie Reeder for press releases (AL)
6/26/2015 Finalize Food orders for USLA Event (DC)
6/26/2015 Self Business Development Meeting Sales Military, SGMP (DC)
6/27/2015 Florida Flag Football State Championships ITSC (DC)
6/29/2015 Call re: Response to Space X (AL)
6/29/2015 Conference call with EVP Tour (MD)
6/29/2015 NASC survey results review (MD)
6/29/2015 Florida Sports Foundation survey results review (MD)
6/29/2015 City of PC presentation prep (MD)
6/29/2015 BMX Mtg (MD)
6/30/2015 City of PC Workshop presentation (MD)
6/30/2015 USLA merchandise orders (MD, DC)

Tourism Monthly Marketing July, 2015

Marketing Activity	Month	YTD
Total Activity	1098	19998
Leads	100	3873
Conversions	998	16125



Conversion Requests	Month	YTD
Visitor Package	135	1904
An E-newsletter	96	1577
Relocation Package	42	564





Tourism Monthly Marketing July, 2015

Top Leads	Month	YTD
AAA	94	
Miles Media		1216

Top Conversions	Month	YTD
Solodev Adwords Pet Friendly (lp)	70	
Solodev Adwords Pet Friendly (lp)		1430

Leads by Source		
Print	Month	YTD
AAA	94	761
Miles Media	6	1216
Woodall's		7
Southern Living		25
Snowbird		531
Orlando Sentinel		1034
Good Sam		3
Trade Show	Month	YTD
West Palm Beach		133
C & I Atlanta		163

Conversions by Source		
Direct Contact	Month	YTD
Pet Friendly	38	340
Magazine	2	30
Radio	2	6
TV	1	4
Newspaper	1	16
Website		137
Friends/Family		17
Previous Visitor		6
Chamber		8
Travel Expo at the Villages – Jan 2013		1
E-news		6
Facebook/Twitter/Other Social Media		11

Visitor Center Walk Ins	Month	YTD
Chamber of Commerce	4	154
Flagler Beach Historical Museum	500	8524
Holden House	66	656
Jacksonville Airport	100	818

Landing Page	Month	YTD
Solodev Adwords Pet Friendly (lp)	70	1430
Visit Florida Pet Friendly 2015 (lp)	19	446
Solodev Adwords Quiet Beach (lp)	17	15
Solodev Retargeting (lp)	12	217
Budget Travel (lp)	12	12
Kayaking Adwords	1	41
Orlando Sentinel Pet Friendly 2015 (lp)		2
Flagler360		3
BrightHouse (lp)		20
Florida Travel & Life -Flagler Fish Company (lp)		26
AJC Pet Friendly 2015 (lp)		37
FTL_ews (lp)		35
Garden & Gun Pet (lp)		2
Halifax Media - 2015 Bike Week (lp)		1
AJC Local Soul (lp)		16
News Journal-Spring Specials (lp)		3
FL Travel & Life eNewsletter (lp)		400
Pet Friendly TripAdvisor		3
Orlando Sentinel Flagler Fish (lp)		1
TripAdvisor - C Kelley (lp)		1
Trip Advisor Banner (lp)		682
The Bark 2015 (lp)		29
paddling.net 2015 (lp)		256
PB Post Pet Friendly (lp)		7
Orlando Sentinel 2015 (lp)		9

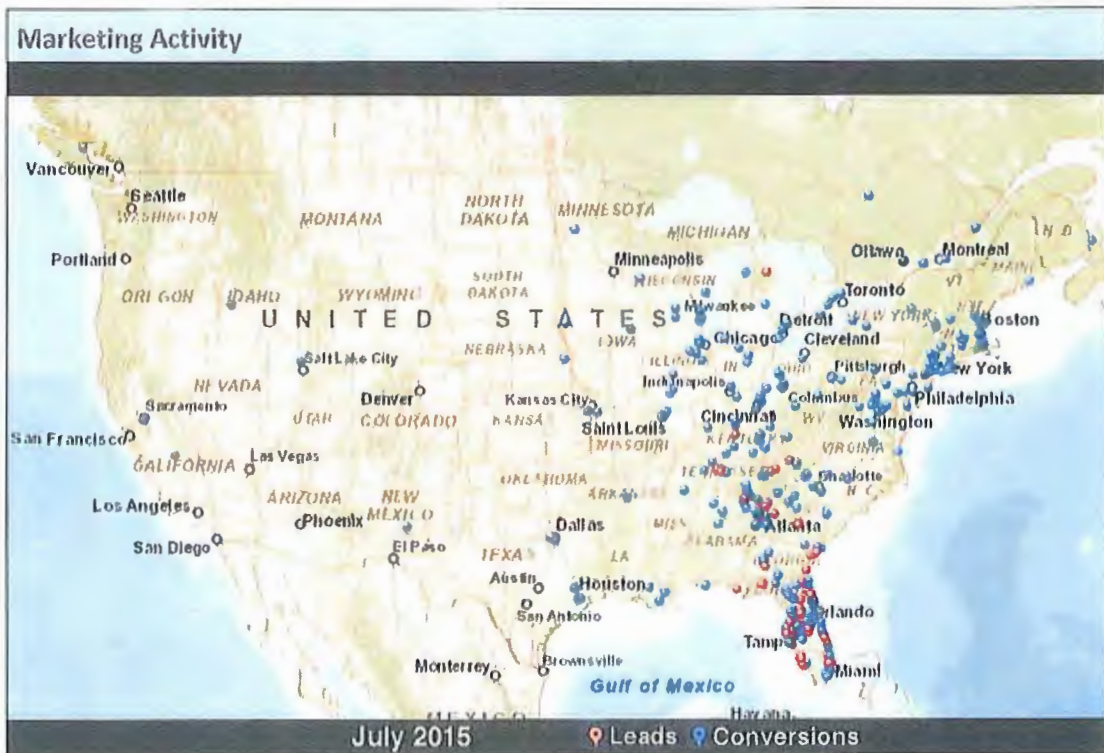
Social Media	This Month	Grand Total
Facebook Likes	65	3758
Twitter Followers	12	3000

YouTube	Month	YTD
Total Views	994	14151

Newspaper or Magazine	Month	YTD
VISIT FLORIDA		11
Audubon		1
DREAMSCAPES		2
Sports Magazine		1
SEE Visitors Guide		3
People Magazine		2
Orlando Sentinel		5
Floridians Insiders Guide		1

Tourism Monthly Marketing July, 2015

Top Visitor Interests	Month	YTD	Visitor Interests	Month	YTD
Beach	94		Beach	94	1381
Beach		1381	Parks & Preserves	72	996
			Hiking, Biking, Trails	65	842
			Arts and Culture	50	745
			Fishing	39	566
			Paddling	37	468
			Sports Event	28	381
			Birding	25	345
			Golf	21	295
			Camping	19	345
			Weddings	7	64
			Visit Friends/Family		136





STAFF ACTIVITY REPORT – JULY 2015

7/1/2015 Sales Meeting Janice Nickol Villages Pkg. (DC)
7/1/2015 Sales Call Faith Conference Joe Cappuzzello (DC)
7/1/2015 Website Content Updates (AL)
7/1/2015 Call w/Solodev (AL)
7/1/2015 Approve Quarterly Dining Guide (AL)
7/2/2015 Review Google Analytics & Ad Words (AL)
7/6/2015 BOCC Meeting (MD)
7/6/2015 Event contracts review (USLA, FSAE, FOWA, EVP, etc...) (MD)
7/6/2015 Event Numbers Requests (DC)
7/6/2015 Request for FSAE CEO Retreat (DC)
7/6/2015 Life Guard Event Flyers Fuego (DC)
7/6/2015 Finalize FOWA Banquet (DC)
7/6/2015 Coordinate Travel Writer Lodging (AL)
7/6/2015 Review Media Proposals (AL)
7/6/2015 Meeting MD discuss Sales Boomer Conference (MD, DC)
7/7/2015 County Administration Mtg (MD)
7/7/2015 The Voice article (MD)
7/7/2015 NASC Mentoring Committee (MD)
7/7/2015 NASC Leads Follow Ups (DC)
7/7/2015 Sales Calls SGMP, FL Bar Assoc. (DC)
7/7/2015 Secure Volunteers USLA (DC)
7/7/2015 Review Media Proposals (AL)
7/8/2015 Mtg w/ Pam Walker (MD)
7/8/2015 Florida Flag Football Meeting Norm (MD; DC)
7/8/2015 USLA Planning Committee Meeting EOC (MD; DC)
7/8/2015 Website Content Updates (AL)

7/8/2015 Mtg/ Allen Goodman (MD)
7/9/2015 Meet w/ PCO re: Wedding Brochure (AL)
7/9/2015 Meet w/ Brighthouse Media (AL)
7/9/2015 FCTV Meeting (AL)
7/9/2015 Heidi P. conf call (MD)
7/9/2015 Tom Gillin mtg (MD)
7/9/2015 RFP Information NASC Meetings (DC)
7/9/2015 Post Grant Meeting Choral Arts Foundation (MD, DC)
7/9/2015 Meeting for Website Additions (AL, DC)
7/9/2015 USLA Equipment Shopping (MD, DC)
7/9/2015 Distribution of Arts & Culture Cards. Palm Coast (DN)
7/10/2015 USLA event shopping (MD, DC)
7/10/2015 Meetings and Event Follow ups (DC)
7/10/2015 Update USLA budget (MD)
7/10/2015 USLA Equipment List (MD)
7/10/2015 Email Linda Provencher (MD)
7/10/2015 Gerry Falconer, USLA conf call (MD)
7/10/2015 E-news and Blogs (AL)
7/10/2015 Collected information for Primary Care Conference (DN)
7/12/2015 Hosted Visitor Table Primary Care Conference (DN)
7/13/2015 Event Numbers Requests (DC)
7/13/2015 NASC market Segment Mtg planning call (MD)
7/13/2015 Meeting Holiday Inn Meeting Space (AL, DC)
7/13/2015 USLA Event Bag Stuffing (MD, AL, DC, DN)
7/13/2015 VF Visitor Services Committee Call (AL)
7/13/2015 FL on a Tankful Coordination-S. Fais (AL)
7/13/2015 Distribution of Arts & Culture Cards Flagler Beach (DN)
7/14/2015 P/U Supplies at Walmart for USLA (DN)

7/14/2015 Mtg w/ Nate McLaughlin (MD)
7/14/2015 P/U Supplies at Publix for USLA (DN)
7/14/2015 Self Business Development Sales (DC)
7/14-18/15 DMAI Conference (AL)
7/15/2015 Gamble Rogers Ribbon Cutting (DC, DN, MD)
7/15/2015 USLA Event Agenda Meeting (MD, DC)
7/15/2015 USLA Captains Meeting COFB (MD, DC)
7/15/2015 USLA Final Planning Committee Meeting (MD, DC)
7/16/2015 Food Confirmation USLA Event (DC)
7/16-17 USLA Event Flagler Beach (MD, DC, DN)
7/18/2015 USLA Jr. Lifeguard Event Flagler Beach (MD, DC, DN)
7/20/2015 Unload USLA Equipment (MD, AL, DC, DN)
7/20/2015 Register for FADMO (MD)
7/20/2015 Lori Gamble, NASC (MD)
7/20/2015 BOCC Workshop (MD)
7/20/2015 Follow up FLW Event RFP Info (DC)
7/21/2015 Self Business Development Sales (DC)
7/21/2015 Meet w/HGI (AL, MD)
7/21/2015 FL on a Tankful Coordination (AL)
7/21/2015 NASC Membership Committee Mtg (MD)
7/21/2015 NASC Board Mtg (MD)
7/21/2015 Marineland Stakeholders Mtg (MD)
7/21/2015 Tom Grimes (MD)
7/22/2015 Sales Emails (DC)
7/22/2015 FHSAA Flag Football RFP (DC)
7/22/2015 Teen Masters Bowling follow- up (DC)
7/22/2015 Filming for FL on a Tankful (AL)
7/23/2015 Golf Channel video shoot (MD)

7/23/2015 Dave Reese & Allen Goodman mtg (MD)
7/23/2015 SGMP Emails (DC)
7/23/2015 USLA Equipment Follow Up (MD, DC)
7/23/2015 Work Chamber Business After Hours (MD, DC, DN)
7/24/2015 Meeting Janice, Jeri Package Discussion (DC)
7/24/2015 FL Summer Goalie Camp (DC)
7/24/2015 PDA Florida/Matanzas HS Mtg (MD)
7/24/2015 Call w/ E-quest (AL)
7/24/2015 FRW Committee Meeting (AL)
7/24/2015 Call w/Solodev (AL)
7/27/2015 Event Numbers Request (DC)
7/27/2015 Continuing Education Company (MD, DN)
7/27/2015 Tom West Mtg (MD)
7/27/2015 Discussion for Overnight Package completion (DC)
7/28/2015 The Voice article (MD)
7/28/2015 NASC Membership Committee (MD)
7/28/2015 Sales Follow up Kelli Williams FAC (DC)
7/28/2015 TDC Event Funding Requests Meeting (MD; DC)
7/28/2015 FLW Event Discussion (MD; DC)
7/28-31/15 Vacation (AL)
7/29/2015 Meetings and Seminars Follow up Molly (DC)
7/29/2015 FCAR Presentation (MD)
7/29/2015 Tommy Thompson, FOWA (MD)
7/29/2015 TDC Event Funding Reports (MD, DC)
7/29/2015 John Webb, Florida Sports Foundation (MD)
7/29/2015 Work on NJCAA and NHSAA RFP (DC)
7/31/2015 Sales Follow up with Molly Mordocco (DC)

[BACK TO CONTENTS](#)

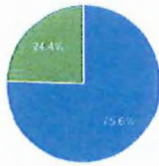
Amy's Dashboard

Jun 1, 2015 - Jun 30, 2015

All Sessions
100.00%

Visits by Visitor Type

New Visitor Returning Visitor



Visits

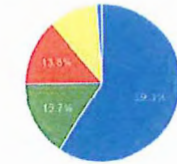
18,976
% of Total: 100.00% (18,976)

Unique Visitors

15,582
% of Total: 100.00% (15,582)

Visits by Traffic Type

organic direct referral
paid Email Other



Pageviews

50,152
% of Total: 100.00% (50,152)

Pageviews by Page Title

Page Title	Pageviews
Palm Coast and the Flagler Beaches Palm Coast and The Flagler Beaches	4,456
Things To Do Palm Coast and The Flagler Beaches	2,811
The Best Dog Friendly Florida Beach Palm Coast and The Flagler Beaches	2,067
Campgrounds & RV Parks	2,040
Webcams and Weather Palm Coast and The Flagler Beaches	1,936
Hotels, Motels & Resorts	1,915
Dining and NighlLife Palm Coast and The Flagler Beaches	1,842
Vacation Rentals	1,673
Top 10 Things To Do Palm Coast and The Flagler Beaches	1,458
Events Palm Coast and The Flagler Beaches	1,235

Visits by City

City	Sessions
Palm Coast	3,405
Orlando	1,063
(not set)	584
Jacksonville	438
Daytona Beach	328
Miami Beach	326
Panama City Beach	292
Bay Lake	291
New York	273
Atlanta	247

Goal Completions and Goal Conversion Rate

Source	Goal Completions	Goal Conversion Rate
google	11,663	100.00%
(direct)	2,979	100.00%
yahoo	721	100.00%
bing	613	100.00%
flunitedlax.com	473	100.00%
m.facebook.com	273	100.00%
Interfuse	198	100.00%
flaglercounty.org	164	100.00%
aol	136	100.00%
cityofflaglerbeach.com	112	100.00%

Visits and Avg. Visit Duration by Country/Territory

Country	Sessions	Avg. Session Duration
United States	18,211	00:02:15
Canada	274	00:01:17
United Kingdom	104	00:01:32
Brazil	51	00:00:19
Germany	49	00:00:47
India	22	00:00:11
China	14	00:00:00
Italy	14	00:00:00
France	12	00:03:11
Netherlands	12	00:00:41

Visits by Social Network

Social Network	Sessions
Facebook	432
Twitter	33
TripAdvisor	21
Pinterest	12
Blogger	1
paper.li	1

Visits by Keyword

Keyword	Sessions
(not provided)	9,748
dog friendly beaches	689
pet friendly florida vacation rentals	353
pet friendly hotels florida	178
dogs friendly beaches	104
pet friendly beaches	64
swimming with dolphins in florida	46
palm coast florida	41
pet friendly beaches in florida	36
flagler beach	32

Total Unique Searches by Search T...

Search Term	Total Unique Searches
fishing	3
Search	3
camp	2
european village	2
Hammock	2
jet ski	2
marineland	2
surf fishing	2
wadsworth park	2
"best of"	1

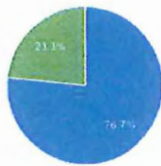
Amy's Dashboard

Jul 1, 2015 - Jul 31, 2015

All Sessions
100.00%

Visits by Visitor Type

■ New Visitor ■ Returning Visitor



Visits

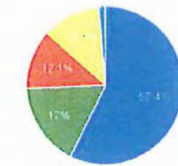
20,346
% of Total: 100.00% (20,346)

Unique Visitors

16,854
% of Total: 100.00% (16,854)

Visits by Traffic Type

■ organic ■ direct ■ referral
■ paid ■ Email ■ Other



Pageviews

50,302
% of Total: 100.00% (50,302)

Pageviews by Page Title

Page Title	Pageviews
Palm Coast and the Flagler Beaches Palm Coast and The Flagler Beaches	4,491
Things To Do Palm Coast and The Flagler Beaches	2,624
The Best Dog Friendly Florida Beach Palm Coast and The Flagler Beaches	2,382
Campgrounds & RV Parks	2,248
Top 10 Things To Do Palm Coast and The Flagler Beaches	1,979
Webcams and Weather Palm Coast and The Flagler Beaches	1,976
Dining and Nighliffe Palm Coast and The Flagler Beaches	1,639
Hotels, Motels & Resorts	1,620
Events Palm Coast and The Flagler Beaches	1,204
Vacation Rentals	1,197

Visits by City

City	Sessions
Palm Coast	3,867
Orlando	861
Miami	773
Jacksonville	513
(not set)	495
Daytona Beach	430
New York	404
Allanta	258
Ormond Beach	233
Gainesville	226

Goal Completions and Goal Conversion Rate

Source	Goal Completions	Goal Conversion Rate
google	12,909	100.00%
(direct)	3,463	100.00%
yahoo	642	100.00%
bing	409	100.00%
Interfuse	261	100.00%
m.facebook.com	194	100.00%
flaglercoun ty.org	165	100.00%
aol	141	100.00%
bing.com	126	100.00%
palmcoast gov.com	120	100.00%

Visits and Avg. Visit Duration by Country/Territory

Country	Sessions	Avg. Session Duration
United States	19,216	00:02:00
Canada	577	00:00:58
United Kingdom	134	00:01:20
India	63	00:01:33
Brazil	61	00:01:52
Germany	48	00:01:18
Netherlands	32	00:00:19
Ireland	14	00:02:47
Philippines	12	00:01:31
Australia	10	00:00:20

Visits by Keyword

Keyword	Sessions
(not provided)	10,457
dog friendly beaches	1,010
pet friendly florida vacation rentals	371
dogs friendly beaches	238
pet friendly hotels florida	175
pet friendly beaches	65
swim with dolphins florida	49
pet friendly beaches in florida	37
swim with dolphins in florida	35
dog beaches in florida	34

Visits by Social Network

Social Network	Sessions
Facebook	336
TripAdvisor	28
Twitter	26
Pinterest	10
paper.li	3
Weebly	2
reddit	1
Vkontakte	1

Total Unique Searches by Search T...

Search Term	Total Unique Searches
pool	4
golf	3
map	3
Search	3
marineland	2
palm coast	2
real estate	2
Shopping	2
2014 5k road race results	1
4th parade	1

[BACK TO CONTENTS](#)



Flagler County May 2015

Total Golf Tourism

	2015	2014	% Change
Rooms	949	892	6%
Rounds	2,233	2,099	6%
	2015 YTD	2014 YTD	% Change
Rooms	4,012	3,815	5%
Rounds	9,439	8,976	5%

Precipitation

2015	2014	Change
.01	.07	-0.06

Temperature (Average High)

2015	2014	Change
85	85	0°

Website Traffic

2015	2014	*% Change
14,346	4,334	231.01%
2015 YTD	2014 YTD	
232,399	31,902	628.48%

*Monthly % change calculated by adding totals from FFCG Co-Op Landing Pages on a separate tracking account which generated 5,572 visits.

YTD Promotional Media Exposure (In Kind)

Impressions	Value
32,554,501	\$214,148,741.96

Top Five Markets - Web Visitation for Month

States	Countries
Florida	United States
Ohio	Canada
Maryland	United Kingdom
New York	Germany
Michigan	India



Flagler County June 2015

Total Golf Tourism

	2015	2014	% Change
Rooms	683	750	-9%
Rounds	1,608	1,765	-9%
	2015 YTD	2014 YTD	% Change
Rooms	4,695	4,565	3%
Rounds	11,047	10,741	3%

Precipitation

2015	2014	Change
2.10	3.10	-1

Temperature (Average High)

2015	2014	Change
90	89	0°

Website Traffic

2015	2014	*% Change
6,716	3,210	109.22%
2015 YTD	2014 YTD	
239,115	35,496	573.64%

*Monthly % change calculated by adding totals from FFCG Co-Op Landing Pages on a separate tracking account which generated 5,572 visits.

YTD Promotional Media Exposure (In Kind)

Impressions	Value
32,571,167	\$216,290,220.00

Top Five Markets - Web Visitation for Month

States	Countries
New York	United States
Illinois	Canada
Texas	United Kingdom
Tennessee	Mexico
North Carolina	Australia

[BACK TO AGENDA](#)

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
Town of Beverly Beach			
FY13/14			
Walkover Renovation			
109 - Local Govt			
6/13/14: PLEASE NOTE - UNABLE TO BEGIN PROJECT. WILL NEED TO WAIT UNTIL TURTLE SEASON IS OVER. WILL COME BEFORE TDC TO ASK FOR AN EXTENSION. 8/20/14: Mayor Jim Ardell, Town of Beverly Beach, explained that the Walkover Renovation and Reconstruction project has been delayed due to turtle nesting season. Plans are to begin project after October 31, 2014 and complete by end of November 2014. 1/21/15 - Status Update @ meeting - Mayor Jim Ardell, Town of Beverly Beach, explained the issues that have prevented the project from being completed on time. New procedures and contracts are in process. Building should commence any day now with project completion expected in a month and a half. Chairman McLaughlin requested a final update with pictures be provided for the Council. 5/6/2015 - To answer your question, the contractor started work about two weeks ago and it is nearly complete. We have paid the first 50% of the fees and will be cutting a check today for the next 40%. A change order for \$3,850 had to be added to the original estimate and the Town Commission approved that on Monday night at the Commission meeting. 6/22/15: Just to give you an update, the dock had an inspection rejection (nothing serious) that had to be corrected, so we have not yet made the final payment to the contractor. August 2015: Project Complete and Reimbursed.			
Grand Total	\$15,000.00	\$15,000.00	\$0.00

BACK TO AGENDA

Fund 109 Open Grant Financial

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
FY06/07			
Flagler Parks and Rec			
PPP-Local Match for museum exhibit	\$28,370.00		\$28,370.00
FY11/12			
Flagler Co BOCC			
Princess Place Preserve Rehab	\$150,000.00		\$150,000.00
FY13/14			
Town of Marineland			
Marina Phase 2	\$150,000.00		\$150,000.00
PC Historical Society - 8515			
FY14/15 Operational Support	\$4,245.00	\$3,649.38	\$595.62
Flagler Co Historical Society - 6339			
FY14/15 Operational Support	\$2,830.00	\$2,198.06	\$631.94
Grand Total	\$335,445.00	\$5,847.44	\$329,597.56

Fund 109 Open Grant Status

FY06/07

Flagler Parks and Rec

PPP-Local Match for museum exhibit

Prior to Fund 109 Policy Changes - this is in process. 1/21/2015 - RFP had no responses last year. Item for BOCC approval to find firm & negotiate is pending. 4/14/2015 - AI is aware of the issue but has no additional information—just that Purchasing didn't hear from a proposer. 5/21/15: Being that it has been a year since we advertised, we really should put the RFP back out and see if we get a response.

FY11/12

Flagler Co BOCC

Princess Place Preserve Rehab

2012 02 - 2014 02

1/21/15: Architectural Drawings are 100% complete (Ken Smith Architect). We advertised and awarded for the Construction (It was awarded to DiMare Construction out of St. Augustine).

They have recently signed the contract and secured their performance bond. We are in the process of scheduling a pre-construction meeting with both firms (Ken Smith & DiMare). 4/14/15: DiMare Construction has completely elevated the structure and stabilized the walls. They have formed and poured a new foundation on the north section. They are in the processing of forming and preparing for foundation work on the remaining part of the building. According to the contractor's schedule they are right on task as far as time.

7/6/15: Framing work at the south roof is completed and some of the wood shingles are installed at the south and west sides of the roof area and about three rows of shingles are installed on the east side of the roof area. Tie-rod diagonal bracing is installed. Cupolas have been rebuilt. Framing at the north addition is proceeding well. The north columns and beams are in place and roof framing is about 75% completed at this area. Wood flooring is installed at the interior of the barn. Electrical rough-in has been completed and the electrical panel and feed from the adjacent building is installed. New and restored barn doors were delivered to the job site. As work is proceeding nicely, they are on schedule to be complete by the end of July.

FY13/14

Town of Marineland

Marina Phase 2

2015 06 - 10

1/21/15: 3 of the 4 grants that we applied for have announced and so far we have around \$600,000 for Phase II construction for the Town of Marineland Marina. The Boaters Infrastructure Grant (BIG) will not announce until March or April and is the source of the remaining \$400,000 that we very much need to complete Phase II. Our target to begin construction is in May, 2015 with completion by October. We plan on a grand opening celebration in November coupled with the 75th anniversary of the Town of Marineland

PC Historical Society - 8515

FY14/15 Operational Support

2014 05 28 - 2015 05 28

Annual operational support

Flagler Co Historical Society - 6339

FY14/15 Operational Support

2014 07 - 2015 07

Annual operational support



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Flagler County

Posted on: July 29, 2015

Princess Place livery stable restoration nearly complete



The restoration of the Princess Place livery stable is nearly complete. Exterior painting, the finishing touch, could be completed by Friday if dry weather prevails. Flagler County contracted with DiMare Construction – a company that also does restoration at Flagler College – to complete the work, which included replacing the foundation, re-framing the front and back of the stable and adding interior

supports, replacing termite-damaged siding and stalls, new windows, and a new roof. Ken Smith Architects, also specializing in historic restoration, provided the architectural services.

“We are really pushing to finish the work by Friday (July 31), but the rain may not allow it,” project manager Charlie Owen said. “You really can’t paint while it is raining.”

The total project budget is \$440,000 and is currently \$45,000 under budget.

“We probably won’t spend all of that,” said Heidi Petito, Flagler County General Services Director.

Funding for the project is coming from a Florida Bureau of Historic Preservation grant in the amount of \$183,400; a \$150,000 Tourist Development Council grant; and, from money raised for capital projects through the half-cent sales tax to cover the remaining \$106,600.

“I am thrilled with the restoration of the Princess Place stable and bathhouse,” Commissioner George Hanns said. “The restoration has been needed for a long time.” Cherokee Grove, locally known as Princess Place Preserve, was listed on the National Registry of Historic Places in 1997. The Flagler County Board of County Commissioners documented its vision of preservation of historical places by including it in the 2010-2015 Strategic Plan.

The lodge was built in 1888 and was restored by the county from 1997 to 1999 and remains much as it was in 1888. The Princess Place livery stable is located within the preserve and is included in the historic designation. It is the largest outbuilding in a complex of the oldest standing buildings in Flagler County.

“The stable will be restored to its original appearance,” Petito said. “We have recreated the north portion, using old photos, which had been removed prior to the county’s ownership. Additionally, it will be restored to its original color – light tan with white trim and dark green windows and doors.”

Environmentally, the property is the anchor for a coastal greenway system that runs some 30 miles along the Atlantic Coast and 7 miles west into the interior, and is within a designated National Estuarine Research Reserve and State Aquatic Preserve. The preserve plays an integral part in the Guana Tolomato Matanzas National Estuarine Research Reserve.



[Previous](#)

Matanzas Woods Parkway to reopen

[Next](#)

Nominate a favorite for Veteran of the Year

Other News in Flagler County

Flagler firefighter deployed to battle California wildfires

Posted on: August 7, 2015



Matanzas Woods Parkway to reopen

Posted on: August 7, 2015

Flagler County Open Bids

Job Postings

Human Resources

Economic Opportunity
Department

Central Permitting

Citizen's Academy

Contractor Licensing

Building Department

County Administration

BCC Upcoming Meetings

Parks & Recreation

Planning & Zoning

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Florida Hardest Hit Program
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Flagler County
1769 E. Moody Blvd Bldg. 2
Bunnell, FL 32110
P: (386)313-4000
E: info@flaglercounty.org

[BACK TO AGENDA](#)

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
Flagler Co BOCC			
FY11/12			
Princess Place Preserve Rehab			
2/6/2012			
109 - Local Govt	\$150,000.00		\$150,000.00
Grand Total	\$150,000.00		\$150,000.00



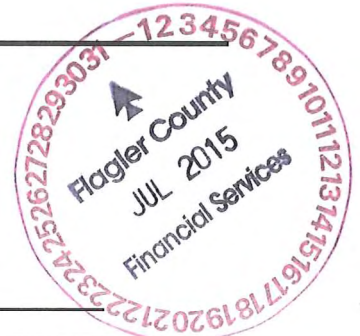
Flagler County Tourist Development Council

1769 East Moody Boulevard, Suite 311
Bunnell, Florida 32110
(386) 313-4013

Fund 109 Capital Improvements Request for Public Tourism Infrastructure Funding

Organization Information

Organization Name Flagler County Board of County Commissioners
Contact Person Ben Hogarth, Special Projects Coordinator
Email Address bhogarth@flaglercounty.org
Mailing Address 1769 E. Moody Blvd. Bldg 2, Bunnell, FL 32110
Phone 386-313-4040 Fax 386-313-4101



For Public Tourism Infrastructure Grants to a Local (City or County) Government Organization:

- * Maximum of \$150,000 per project;
- * No more than two public tourism infrastructure projects will be funded to an organization at one time;
- * Maximum of two projects every five years; and
- * Public tourism infrastructure projects will be evaluated based on multiple criteria.

Project Description

Project Name: River to Sea Preserve Cottages - A Nature-Based Tourism Concept
Est. Project Start Date October 2015 Est. Project Completion Date June 2016

Brief Description of Project

Construction of nature-based "eco-cottages" in the River to Sea Preserve, a 90-acre passive preserve jointly owned by Flagler County and the Town of Marineland. The cottages will bring new life to the River to Sea Preserve and the Town of Marineland, being utilized by all the Town's anchor entities to include the GTMNERR, Whitney Lab, Marineland Dolphin Adventure, and the Marineland Marina.

Please attach a typed sheet and answer the following questions: (No Longer than one page)

- 1 What is the intended use of funds requested for Project?
- 2 How will the project enhance Flagler County tourism?
- 3 What are the operation aspects of the project (i.e. hours of operation)?
- 4 How will this project promote or enhance overnight stays in Flagler County?

Funding

Amount of TDC funding Requested \$ 150,000

What is the total budget amount for the Project? \$ 950,000

***A line item budget must be submitted together with this application showing all funding sources and expenditures for the project**

If the entire request cannot be funded, can the project be phased for less funding? Yes No

If yes please indicate minimum amount necessary for next phase \$ _____

If the project cannot be phased, please explain.

This project has already been divided into phases. The first phase of this project is to construct ten cottages with scalable future phases to accommodate demand. The initial ten cottages are needed to accommodate Whitney Lab's facility needs together with both peak and off-peak availability to the public.

List past TDC funding in last five (5) years:

Year	Project	Requested Amt	Award Amt	Spent Amt
2011	Princess Place Stables Rehab.	\$150,000	\$150,000	\$150,000
***	REINBURSEMENT	PENDING	IN	SEPTEMBER

Provide all additional outside contributors, sponsors, and sources of funding for this project. (If not applicable, please explain.)

Flagler County will contribute \$300,000 from passive park funds. In addition, the County will generate \$100,000 from sponsorships of each cottage from individuals, agencies, and organizations; and the remaining \$400,000 in capital costs will be financed through an internal loan. All other funding is in place with the sponsorships occurring during the project.

What funding and in kind service is your organization providing?

In addition to providing funding, Flagler County will also provide in-kind services including labor and equipment for physical construction of the cottages.

What additional sources of funding has your organization sought?

Flagler County has initiated discussions with prospective cottage sponsors and is developing a sales package for sponsorship opportunities. In addition, Whitney Laboratory has committed to a guaranteed occupancy of no less than 60 room-nights per year, which will support ongoing operations of the cottage rental program.

How will TDC funding help this project?

The allocation of grant funds from the Flagler County Tourist Development Council is a critical component of the capital financing plan for this project, which is an innovative approach to generating new overnight tourism stays in Flagler County. TDC funding for this project will enhance public exposure for the River to Sea Preserve as well as all other Marineland area institutions, leading to future tourism growth and environmental research in the area.

I am the Authorized Agent of the organization requesting TDC funds. I have reviewed this Application for Funds from the Flagler County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all policies of the Flagler County Tourist Development Council relative to this grant. I also understand that funds will be provided on a reimbursement basis as a lump sum payment upon project completion and upon meeting of all grant award requirements. I understand that I can only apply for two grants every five years.

Craig M. Coffey

Authorized Agent Signature

31 July 2015

Date

Print Name: Craig Coffey

Title: County Administrator

Flagler County Tourist Development Council

Grant Application: River to Sea Preserve Cottages - A Nature-Based Tourism Concept

Attachment A: Responses to Supplemental Questions

1. *What is the intended use of funds requested for Project?*

Requested funds will be used to construct ten eco-cottages in the River to Sea Preserve, a 90-acre passive preserve owned jointly by Flagler County and the Town of Marineland. This project is an innovative approach to enhance Flagler County's offerings in the area of nature-based tourism. Cottages constructed under this project will exhibit principles of environmental sustainability and stewardship, and each cottage will connect with the natural and cultural history of the Marineland area. This grant will allow the County to better promote nature-based tourism as a key component of Flagler County's overall tourism offering. *[See addendum packet for additional details]*

2. *How will the project enhance Flagler County tourism?*

Flagler County's strongest tourism assets are its natural, cultural, and historical resources. The County has developed a top-notch system of parks and preserves which draw visitors from around the world. This project will enhance one of these vibrant parks – the River to Sea Preserve – by providing amenities that complement the area's unique environmental assets in a responsible and sustainable manner. In addition, this project will greatly benefit the institutions in the Marineland area by providing a place for visitors to stay in Marineland. The Marineland Dolphin Adventure, Whitney Laboratory, the Marineland Marina, Ripple Effect Eco-Tours, and the GTM National Estuarine Research Reserve each draws visitors interested in the Marineland area's natural environment, and by creating a venue for overnight stays, this project will multiply the opportunities for visitors to stay and spend tourism dollars in Flagler County. Finally, once complete, guests in the cottages will have easy access to destinations throughout Flagler County, including Princess Place Preserve, Bings Landing, the Florida Agricultural Museum, etc. County staff will create excursion packages that could include surf lessons, fishing charters, kayak tours, and other tourism activities with local outfitters. *[See addendum packet for additional details]*

3. *What are the operation aspects of the project (i.e. hours of operation)?*

Once complete, the cottages in the River to Sea Preserve will be available 365 days per year. Cottages will be booked either in person through the Flagler County Parks and Recreation office or online through the County's new web-based reservation portal. Check-in time will be 3:00 P.M. Rental units may be available earlier depending on prior bookings. Check-out time will be 11:00 A.M. in order to allow Parks staff to clean and prepare units for the next guest. Housekeeping will be done either by County staff or by a private contractor. Cottage guests will also have access to kayaks and beach cruiser bicycles to allow them to explore the area's natural setting. *[See addendum packet for additional details]*

4. *How will this project promote or enhance overnight stays in Flagler County?*

This project will directly create facilities for guests to stay overnight in Flagler County. Each unit will accommodate up to six guests. In order to maximize weekday occupancy, marketing efforts will emphasize multi-day vacation packages. Staff will aggressively market five-day and seven-day vacation packages at reduced daily rates in order to maximize mid-week occupancies. In addition, vacation packages will be marketed together with excursion packages, described above, to maximize the tourism value generated by this project. *[See addendum packet for additional details]*

Administration
 1769 E. Moody Blvd Bldg 2
 Bunnell, FL 32110



www.flaglercounty.org
 Phone: (386)313-4001
 Fax: (386)313-4101

Flagler County Tourist Development Council

Grant Application: River to Sea Preserve Cottages - A Nature-Based Tourism Concept

Attachment B: Project Budget

Capital Revenue Funds For Project			
Revenue Source¹	Description	Revenue	Total Revenues
Passive Park Funds	From Collected Funds	\$300,000	\$300,000
Donations ²	Per Unit Adoption	\$10,000	\$100,000
TDC Grant	2 Per 5 years	150,000	\$150,000
Financing	15 year @3.5%	\$400,000	\$400,000
Total Revenues			\$950,000
<p>Note 1: All funding sources are anticipated to be readily available. If necessary, some adjustments can be made using additional passive park funding, value engineering, etc..</p> <p>Note 2: Some organizations/agencies may sponsor. A package will be developed for donations.</p> <p>Note 3: Passive Park Funds - are non-ad valorem, restricted funds for passive park usage that has been received from Developer settlements or through the sale of conservation easements, timber harvesting, gopher tortoise relocations, and similar mechanisms</p>			

Capital Budget Expense Estimates Per Cottage/Total				
Item	Description	Cost	Unit Cost	Total Cost
Lodge Units (10)	1,000s.f.+/-	\$50 per s.f.	\$50,000	\$500,000
Misc.	Table, Fire Ring, Etc.	\$3,000	\$3,000	\$30,000
Indoor FFE	Furnishings, Equipment	\$10,000	\$10,000	\$100,000
Site - Utilities	Sewer/Water/Elect/Phone	\$50,000	\$5,000	\$50,000
Site - Other	Driveway, Plants, Walks	\$100,000	\$10,000	\$100,000
Arch-Engineer	Plans, Permits, Other	\$40,000	\$4,000	\$40,000
Energy Efficiency	Environmental Features	\$50,000	\$50,000	\$50,000
Contingency		\$80,000	\$8,000	\$80,000
Total Estimated Cost Per Cottage/Total			\$90,000	\$950,000

Charles Ericksen, Jr.
 District 1

Frank Meeker
 District 2

Barbara Revels
 District 3

Nate McLaughlin
 District 4

George Hanns
 District 5

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

A NATURE-BASED TOURISM CONCEPT



MARCH 2014

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

CONTENTS:

Preface	i
River to Sea Preserve Property Map	ii
Conceptual Site Layout	iii
Do You Have a Vision?	iv
Executive Summary	1
Guiding Principles for Cottage Proposal	2
<i>Environmental Education/Demonstration</i>	3
Project Finance	6
<i>Estimated Capital Revenues and Expenses</i>	7
<i>Estimated Operating Revenues</i>	8
<i>Estimated Operating Expenses</i>	9
<i>Summary – Estimated Revenues vs. Expenses</i>	10
Concept of Operations	11
Attachment A: Letters of Support	14
Attachment B: Firewise Community Principles	18
Attachment C: Lowe’s Cottages Examples	25
Attachment D: State of Florida Green Lodging Program	28
Attachment E: National Everglades Park Cottage Proposal	33
Attachment F: Related Articles	50
Attachment G: Seminole County Marketing Plan (Portion)	60

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

PREFACE

In today's difficult economy, as we struggle to fill vacant homes, attract jobs, and diversify our tax base, we are often faced with fierce competition from other states, counties, and communities. In some ways, many of these economic competitors are more advanced or offer specific advantages, which are often out of our reach to provide. However, this is not to suggest that we should discontinue a determined, comprehensive economic strategy, but rather, we should also seek to develop complementary community attributes within our reach that may offer us a specific advantage. Such an approach is critical to our long-term success not only in tourism, but potentially economic development. This thought process is reflected in our latest tag line of "Business to Beaches" tying our tourism attributes/assets to economic development.

Communities across America that engage in the development of their tourism economy focus on a many different forms of tourism. For example, some communities focus on college spring breaks, several on "glitter and glamour" (e.g., Disney, Las Vegas), and still others on sporting events (Daytona 500, Super Bowl, Olympics, etc.). However, another tourism model exists for communities that not only benefits the local economy, but also protects the environment and enhances the community's quality of life for residents and tourists alike. This model of ecological or environmental tourism is known as "eco-tourism" or "nature-based tourism." Flagler County, due to its late physical development and strong preservation culture, appears to be uniquely positioned to cultivate this latter type of tourism.

Nature-based tourism can be a vital element that will enable Flagler County to be competitive long-term in Florida's tourism market and help with economic development. Because this model can be implemented locally using existing community assets, it can be developed from the ground up by investing in ourselves and by encouraging strategic public/private partnerships with local small businesses. With support and buy-in from the community and key tourism stakeholders, nature-based tourism can help to fulfill the fundamental economic goals of filling houses, creating jobs, and diversifying the local tax base by offering us an opening/exposure with economic development decision makers in the form of visitors to our community. At the same time, it can improve quality of life for existing residents and teach us all life lessons in environmental sustainability.

One only has to imagine a series of county park facilities that offer a unique environmental experience for the visiting tourist - a tourism experience that is unique not only to Flagler County, but one that cannot be found elsewhere in the region or the State. While we currently have unique experiences in our parks at some levels, it has not yet been fully organized and enhanced to be a real force in establishing Flagler County as a "nature-based tourism" powerhouse.

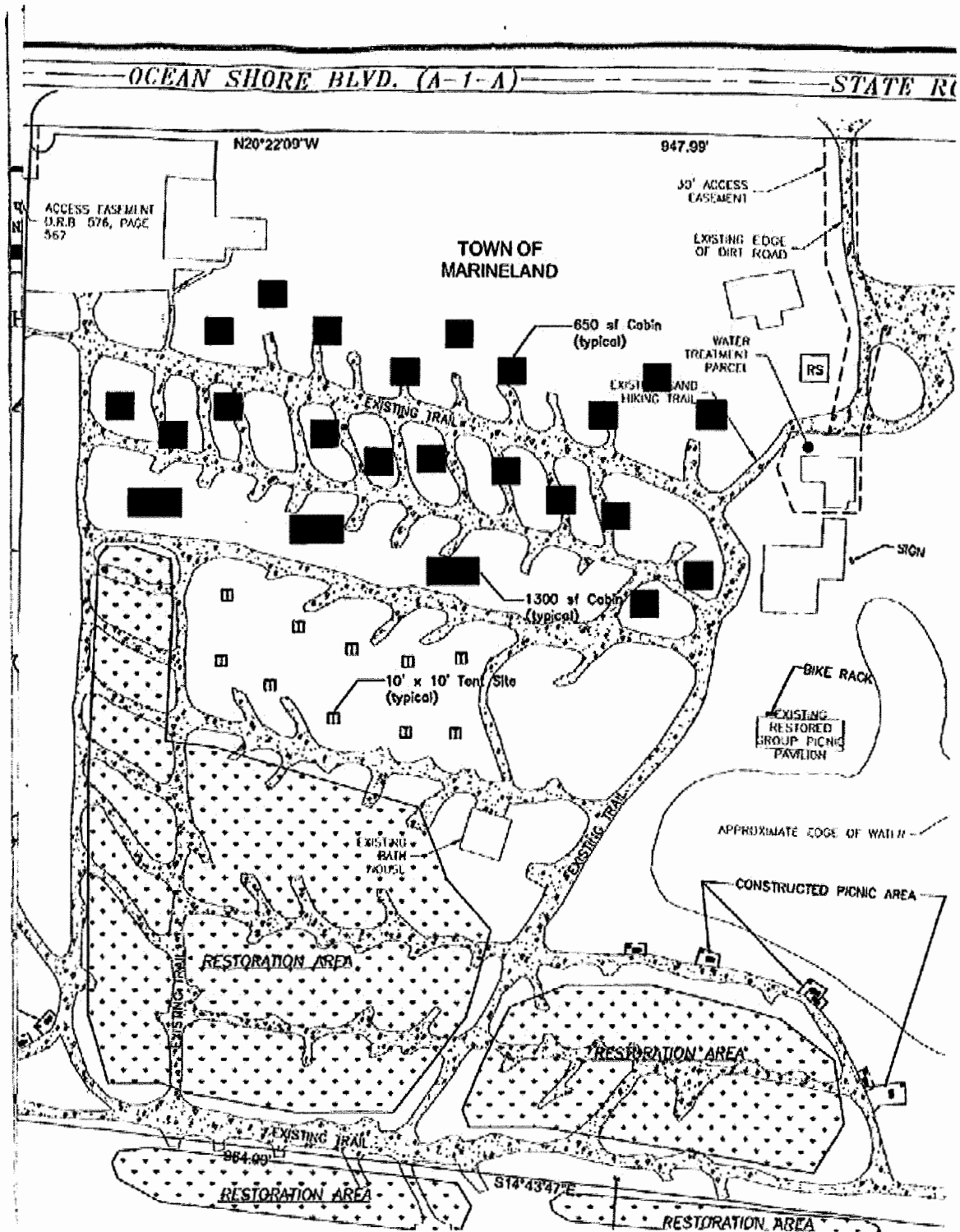
Attached is a proposal that can provide a significant step forward in our overall journey to develop our nature-based tourism infrastructure and strategically position Flagler County to become a leader in nature tourism. This document and the concepts discussed herein should also serve as a model for future projects in to help us reach the next level of tourism in Flagler County.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



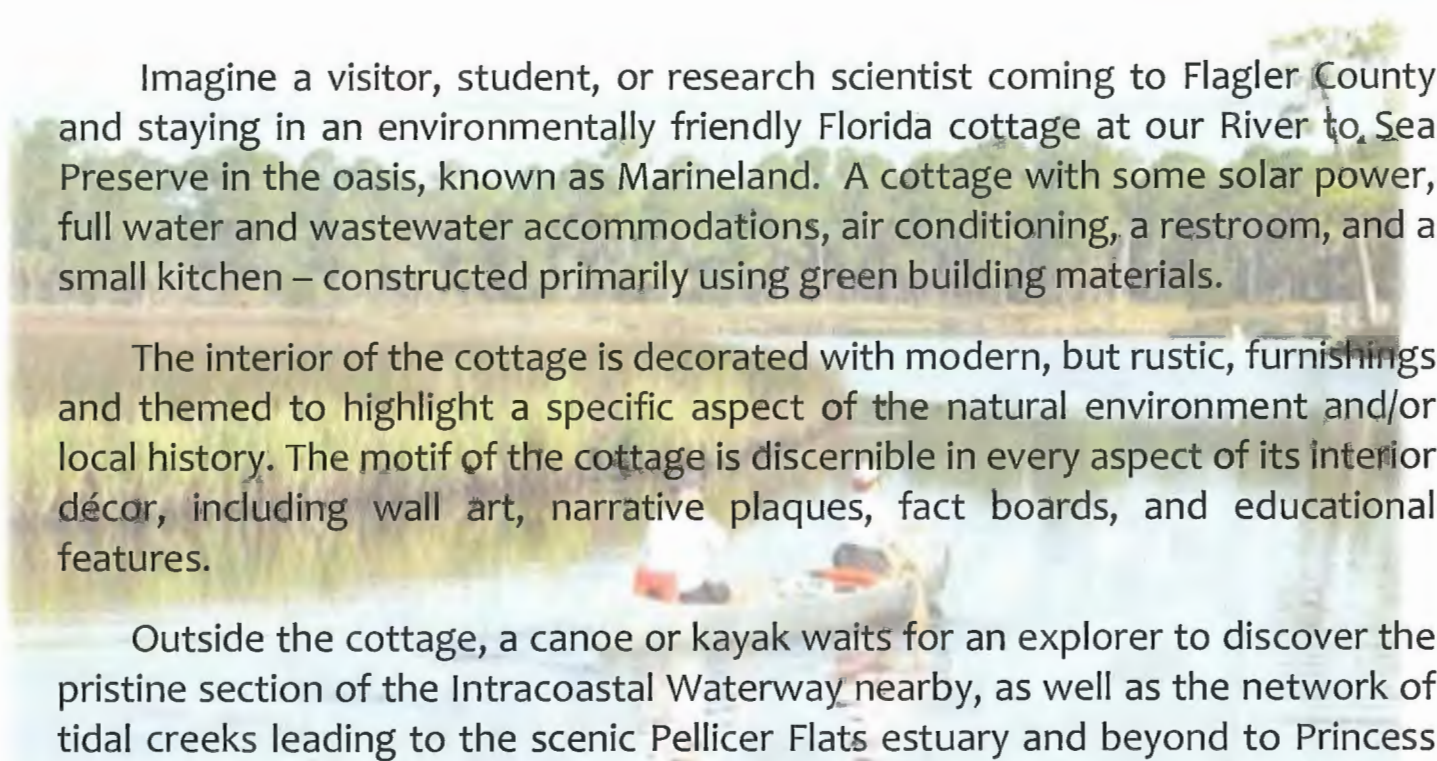
RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Conceptual Site Layout



RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Do You Have a Vision?



Imagine a visitor, student, or research scientist coming to Flagler County and staying in an environmentally friendly Florida cottage at our River to Sea Preserve in the oasis, known as Marineland. A cottage with some solar power, full water and wastewater accommodations, air conditioning, a restroom, and a small kitchen – constructed primarily using green building materials.

The interior of the cottage is decorated with modern, but rustic, furnishings and themed to highlight a specific aspect of the natural environment and/or local history. The motif of the cottage is discernible in every aspect of its interior décor, including wall art, narrative plaques, fact boards, and educational features.

Outside the cottage, a canoe or kayak waits for an explorer to discover the pristine section of the Intracoastal Waterway nearby, as well as the network of tidal creeks leading to the scenic Pellicer Flats estuary and beyond to Princess Place Preserve, Faver Dykes State Park, and the Florida Agricultural Museum. A pair of beach cruisers is also on hand for a ride along the A1A scenic trail or just for exploring the quaint Town of Marineland. In the River to Sea Preserve, historical signs and species identifiers are present along nature trails that lazily traverse through a remarkable coastal oak hammock community, connecting visitors to a fishing pier, a freshwater pond, and of course, the beach.

Nearby, guests can visit the Marineland Dolphin Adventure, go to Flagler Beach's weekly farmers market, eat at a local hot spot, take surf lessons, attend a hands-on educational seminar at the Whitney Lab, visit a variety of scenic and historic landmarks, go boating from the Marineland Marina, or just hang out at the beach. The connections are endless and so are the possibilities.

Keep this vision in mind as you read through this proposal...

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

EXECUTIVE SUMMARY

The River to Sea Preserve in the Town of Marineland is located at the northeast corner of Flagler County, encompassing pristine environmental lands on both sides of State Road A1A and designated a National Scenic Byway. Spanning from the Intracoastal Waterway (the “River”) to the Atlantic Ocean (the “Sea”), this park consists of 90 prime acres owned jointly by Flagler County and the Town of Marineland since early 2001.

In the past, this park and its surrounding area served as one of Florida’s major tourism destinations, complete with hotels, attractions, and the current park site, which at the time was a private campground that accommodated over 100 RVs. Much of the former RV campground infrastructure remains, including the buildings that served as the former camp store/headquarters (now used as office space for the Guana Tolomato Matanzas National Estuarine Research Reserve, or GTMNERR), the former campground laundry facility, and a storage building. Other features within the park include a freshwater pond, a picnic pavilion, bathrooms, trails, a primitive group camping site, picnic sites, and over a half-mile of river frontage on the Intracoastal Waterway. On the ocean side there is a large beachfront boardwalk, a gravel parking lot that can accommodate over 100 vehicles, a restroom facility, and over 2,000 feet of beach and ocean frontage.

In recent years, the landscape of the small town has begun to change. For example, the Marineland Dolphin Adventure has been acquired by the Georgia Aquarium, significantly affecting the CRA district and the overall tax revenues of the Town. Also, a master development plan by Centex has devolved with the economic downturn, and is now fully expired. On a positive note, the Town, in cooperation with the Florida Inland Navigation District and Flagler County, has invested in recreating the Town’s municipal marina, which has proven to be a success. The GTMNERR and the Whitney Lab continue to serve as institutional anchors in the Town, but as the University of Florida continues to evolve, pressure exists on Whitney Lab to become a viable outpost with a long-term university mission.

This proposal is intended to provide an innovative addition to the area that will help bring new life to the River to Sea Preserve and the Town of Marineland. The cottages envisioned in this proposal will be utilized by and benefit all the Town’s anchor entities to include the GTMNERR, Whitney Lab, Marineland Dolphin Adventure, and the Marineland Marina (i.e. dock and stay).

The cottages will also strongly represent Flagler County’s commitment to developing a strong eco-tourism base. The location of the River to Sea Preserve with direct access to both the Intracoastal Waterway and the ocean will attract environmental researchers, nature enthusiasts, kayakers, pleasure boaters, anglers, and all kinds of visitors. Large regional events, like Bike Week, the Daytona 500, and the upcoming Viva Florida Quincentennial Celebration will also draw visitors during non-traditional vacation seasons. The development of these units will be a fairly low-impact, high-value addition to Flagler County’s park system offerings and established a model for similar projects in the future.

Overall, this is a drastically different approach that seeks to expand tourism offerings by generating County “non-property tax” revenues using a basic business model. This approach is scalable and has the ability to be a countywide model for other County parks, shaping how nature-based tourism recreation is created, financed, and maintained. This in turn could lead to a stronger countywide park system, that offers many types of amenities, in a variety of natural settings, at a higher level, than would have otherwise been available had we not pursued this paradigm shift.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

GUIDING PRINCIPLES FOR COTTAGE PROPOSAL

- ❖ *A reduced footprint:* The new River to Sea lodging area will be designed to occupy a considerably smaller footprint on the land than the previous RV campground. The site planning process will focus on a compact “walkable” design with the cottages easily accommodated with a minimal impact to the park and gathered in a much smaller area.
- ❖ *Restoration and protection of natural habitat:* The design process must include elements of restoring natural habitat previously destroyed by the RV park and with consideration to protect areas that could be impacted by visitors.
- ❖ *“Green” design and architecture:* This proposal should take advantage of the considerable thought, imagination, and progress currently being made in the area of green building. Design and construction should maximize passive cooling and resistance to wind and storm surge and utilize recycled materials. There likely will be many opportunities for new technologies to be showcased in this project.
- ❖ *A variety of visitor experiences:* The Town of Marineland is historically famous for a wide variety of experiences derived from the former hotel, restaurants, and the large RV campground, among other attractions. Although time and the lack of visitor exposure has changed the current climate and made many experiences less than optimal, new opportunities exist for tremendous visitor experiences. These include canoeing, boating, birding, hiking, biking, fishing, researching, the dolphin attraction, and beaching, among others. With the right project, these and many more could enhance the appeal of the River to Sea Preserve and the Town of Marineland as a destination for individuals, couples and families.
- ❖ *Creating a “sense of place”:* The new cottages should reflect the history and culture of the Town of Marineland and area and the vision it has laid out for itself. Part of the culture of the County is to preserve cultural and historic resources. Choices of architecture, landscape design, and cottage décor could capture a sense of “Old Florida.”
- ❖ *Connect with Town Anchors:* The project should form connections with the GTMNERR, Whitney Lab, Marineland the attraction, and the surrounding areas.
- ❖ *Environmental Education/Demonstration:* This project will inherently offer the opportunity to employ modern environmental best practices in many aspects. These practices can in turn be used to educate guests through demonstration of these practices incorporated within the project.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Environmental Stewardship/Education/Demonstration

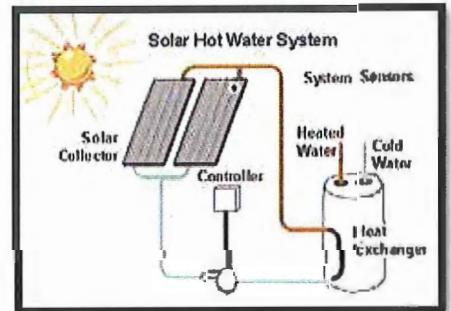
Environmental Sustainability: Eco-tourism without environmental sustainability is just another use of a valuable resource, and at best, is a short-term endeavor. To protect against this, environmental considerations have been integrated into the project, rather than occurring an afterthought. The features to be incorporated will attempt to follow the time-tested Boy Scout motto that states “leave the camp in better condition than when you found it.”

Environmental Education: This concept will be a key component throughout the project in an attempt to educate the public on the latest environmental concepts and techniques. This will allow residents and visitors alike to see, touch, and experience living as one with nature. Partners like the St. John’s River Water Management District, FDEP, GTMNERR, and the Flagler County Home Builders Association will be sought for demonstration projects showing the ease and cost effectiveness of measures that can be implemented back at a home or in business. Significant change will come, one person at a time, from smaller incremental changes in lifestyles and daily habits.

COTTAGE INTERIOR ENVIRONMENTAL SUSTAINABILITY AND EDUCATION

The cottage(s) will be LEED certified, incorporating many of the concepts listed below:

Solar Power: If funding permits, solar panels will be incorporated into some applications such as hot water and outside lighting.

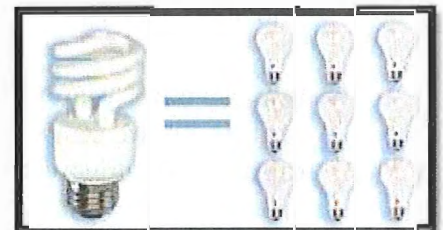


Energy Efficient Appliances: All appliances will be Energy Star-rated appliances. This will include the refrigerator, stove/oven, microwave, washer/dryers, and similar appliances.

Low Flush Toilets: Water conservation will be a key component of any construction with low flush toilets.

Green Lodging Program: Sheets and towels will not be replaced each day as part of an overall effort to conserve water and to participate in the State’s Green Lodging Program (this is just one of the many measures of the Green Lodging Program, shown in Exhibit C).

Energy Efficient Lighting: Light fixtures will be energy efficient with appropriate dimmers, timers, and motion detectors to save additional energy. All light fixtures will be able to accommodate fluorescent bulbs.



Recycled and Renewable Building Materials: Recycled and renewable materials will be incorporated into the cottage where appropriate to demonstrate the use of benefits of utilizing these types of materials.

Recycling: Recycling will be emphasized to all guests to reduce landfill waste streams. All types of recycling will be collected similar to regular home recycling.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

COTTAGE EXTERIOR ENVIROMENTAL SUSTAINABILITY AND EDUCATION

- ❖ **Rainwater Cistern:** Rain water could be captured in a cistern and recycled back into specific non-essential uses within the cottage or used externally as washdown/ irrigation reservoir.



- ❖ **Minimization of Impervious Areas:** Whenever possible, shell and other semi-pervious material will be utilized for the driveways, vehicle paths, parking areas, and trails to minimize the amount of rainwater runoff generated from the site. Design schemes will avoid excessive width of these features to prevent rainwater runoff and reduce the impact of the cottage development on our valuable water resources. Low-impact development concepts will be employed whenever possible.



- ❖ **No Irrigation:** There will be no irrigation, with the exception of captured rainwater for reuse if it becomes available.

- ❖ **Native Vegetation and Drought-Tolerant Vegetation:** Existing native vegetation will remain to the greatest extent possible. Where replacement or supplemental landscaping/vegetation is needed, native species will be utilized that can survive on their own once established.

- ❖ **Outside Energy Efficient Lighting:** Outside lighting will be energy efficient, with photocells and in some cases, motion detectors. Solar lighting will also be used where appropriate.



- ❖ **Roadside Swales:** Roadside swales will be utilized for stormwater, rather than standard stormwater piping, inlets and a large detention area. The site will meet or exceed stormwater rules for the site work.

- ❖ **Firewise Design:** The area in and around the cabins will be managed utilizing Firewise principles. See the attached Firewise exhibit.

- ❖ **Underground Water Recharge:** An underground water garden area will be considered to capture on-site stormwater runoff or water overflowing the cistern from roof drainage and to capture any driveway drainage for most storm events. It will be utilized to recharge the groundwater.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

- ❖ **Restoration Area:** Part of the project will involve the restoration of the area southwest of the small freshwater pond. This area, clearly visible on aerial photos, was de-vegetated as a result of an herbicide application several years ago to remove a community of giant reed. The area will be cleared, treated and replanted in accordance with an approved rehabilitative plan typical of the environmental community.
- ❖ **Test Restoration Area:** Two drives from the former RV park will be used as an educational demonstration project. One will be left in its current disturbed state and allowed to seek restoration on its own, naturally. The other will undergo a typical rehabilitative restoration plan and the results will be compared between the two areas.



- ❖ **Reuse of Previous Disturbed Areas:** Placement of cabins will primarily occur on the eastern side of the site where an intensely developed RV park previously existed. This will allow the reuse of existing drives and infrastructure while preventing the disruption of more pristine areas closer to the Intracoastal Waterway.

PROJECT FINANCE



RIVER TO SEA PRESERVE COTTAGE PROPOSAL
PROJECT FINANCE - CAPITAL

ESTIMATED CAPITAL REVENUES AND EXPENSES

Capital Revenue Funds For Project			
Revenue Source ¹	Description	Revenue	Total Revenues
Passive Park Funds	From Collected Funds	\$300,000	\$300,000
Donations ²	Per Unit Adoption	\$10,000	\$100,000
TDC Grant	2 Per 5 years	150,000	\$150,000
Financing	15 year @3.5%	\$400,000	\$400,000
Total Revenues			\$950,000
<p>Note 1: All funding sources are anticipated to be readily available. If necessary, some adjustments can be made using additional passive park funding, value engineering, etc..</p> <p>Note 2: Some organizations/agencies may sponsor. A package will be developed for donations.</p> <p>Note 3: Passive Park Funds - are non-ad valorem, restricted funds for passive park usage that has been received from Developer settlements or through the sale of conservation easements, timber harvesting, gopher tortoise relocations, and similar mechanisms</p>			

Capital Budget Expense Estimates Per Cottage/Total				
Item	Description	Cost	Unit Cost	Total Cost
Lodge Units (10)	1,000s.f.+/-	\$50 per s.f.	\$50,000	\$500,000
Misc.	Table, Fire Ring, Etc.	\$3,000	\$3,000	\$30,000
Indoor FFE	Furnishings, Equipment	\$10,000	\$10,000	\$100,000
Site - Utilities	Sewer/Water/Elect/Phone	\$50,000	\$5,000	\$50,000
Site - Other	Driveway, Plants, Walks	\$100,000	\$10,000	\$100,000
Arch-Engineer	Plans, Permits, Other	\$40,000	\$4,000	\$40,000
Energy Efficiency	Environmental Features	\$50,000	\$50,000	\$50,000
Contingency		\$80,000	\$8,000	\$80,000
Total Estimated Cost Per Cottage/Total			\$90,000	\$950,000

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

PROJECT FINANCE – OPERATING REVENUES

ESTIMATED OPERATING REVENUES

Annual Estimated Rental Revenues (Based on 10 Lodging Units)				
Rental Rate ^{1,2}	Rental Periods	Units	Occupancy ^{3,4}	Revenue
U of F \$400 weekly	120 Days (Off-Season)	10	Guaranteed 40% -- 21 days 3wks	\$12,000
\$80/weekdays \$90/weekends	120 Days (Off-Season)	10	40% - 27 (4 wks)	\$21,600
U of F \$500 weekly	240 Days (Season)	10	Guaranteed 60% - 35 days (7 wks)	\$35,000
\$110/weekdays \$120/weekends	240 Days (Season)	10	60% - 109 (15.5 wks)	\$119,900
Average \$95	360 Days	10	Weighted Average 52.8%	\$188,500K

Note 1: Florida State Park Rates start at \$125 per night year-round; minimum stay 2 nights, 3 night weekends and holidays. Georgia State Park Rates start at \$125-\$135 per night year-round; same minimum stay terms.

Note 2: The weekday rate was used for these calculations allowing for discounts.

Note 3: 1st Year Occupancy of 40% for 1/3 year and 60% for 2/3 = 192 total room nights per year, per unit or 16 room nights per month per unit on average. 60 of 192 room nights or 31.25% is UF Whitney Lab.

Note 4: The industry norm for occupancy for a break-even hotel is approximately 60%+. The seasonal time frame is expected to be slightly longer at this location March 1 – Sept 30.

Estimated 5-year Operating Revenue Projections					
Item	2015 ¹	2016	2017 ³	2018	2019 ³
Off-Season Occupancy	40%	45%	45%	50%	50%
Off-Season Revenues	\$33,600	\$38,400	\$41,550	\$46,650	\$50,100
In- Season Occupancy	60%	65%	65%	70%	70%
In-Season Revenues	\$154,900	\$171,600	\$182,900	\$191,450	\$195,100
Weighted Avg. Occupancy	53%	58%	58%	63%	63%
Total Revenues²	\$188,500	\$210,000	\$224,500	\$238,100	\$245,200

Note 1: 2015 would be likely be the first complete year depending on project kickoff.

Note 2: Estimated rental revenues are based on weekday rates. These may be further adjusted based on market demand. There may also be some other occupancy capture times during major events in the area and holidays during off-season times.

Note 3: Rate Increases planned for 2017 and 2019 \$50 per Whitney Lab; \$5 per day off peak \$5 per peak

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

PROJECT FINANCE - OPERATING EXPENSE

ESTIMATED OPERATING EXPENSES

Variable Operating Costs Estimate Per Unit - Daily/Monthly/Yearly (2015)				
Item	Description	Per Night	Monthly	Yearly
Reservations	Internal or External	\$ 4	\$64	\$768
Utilities	Water, Sewer, Electric, Phone, Internet, Cable	\$11	\$176	\$2,112
Consumables	TP, PT, Laundry	\$ 5	\$80	\$960
Cleaning ¹	Internal or Private	\$15	\$240	2,880
Estimated Variable Expenses Per Unit		\$35	\$560	\$6,720^{2,3}
Note 1: Estimated to clean every two nights to be conservative				
Note 2: 1 st Year Occupancy of 60% for 2/3 year and 40% for 1/3 = 120 room nights or 16 per month avg. or \$67,200 per year variable cost total for all 10 units.				
Note 3: Although not discounted UF Whitney Lab Rentals will likely be less ½ of normal cleaning/no reservation costs for 31.25% or 5 room nights per month avg.				

Fixed Operating Cost Estimates For 10 Units Daily/Monthly/Yearly (2015)			
Item	Description	Monthly	Yearly
Marketing	Tourism Marketing	\$833	\$10,000
Mgt/Maintenance	Staff Offset Management/Maintenance	\$2,500	\$30,000
FFE Replacement	Reserve Acct	\$1,500	\$18,000
Principal and Interest	3.5% per year (400K)	\$2,860	\$34,320
Contingency		\$1,000	\$12,000
Total Estimated Fixed Costs Per 10 Cottages		\$7,708	\$92,500

Variable and Fixed Operating Cost Total for 10 Units Monthly/Yearly (2015)		
Costs	Monthly	Yearly
Variable Costs	\$5,600	\$67,200
Fixed Costs	\$7,708	\$92,500
Total Estimated Variable and Fixed Costs per 10 Cottages	\$13,308	\$159,700

RIVER TO SEA PRESERVE COTTAGE PROPOSAL
PROJECT FINANCE – OPERATING REVENUE/EXPENSE

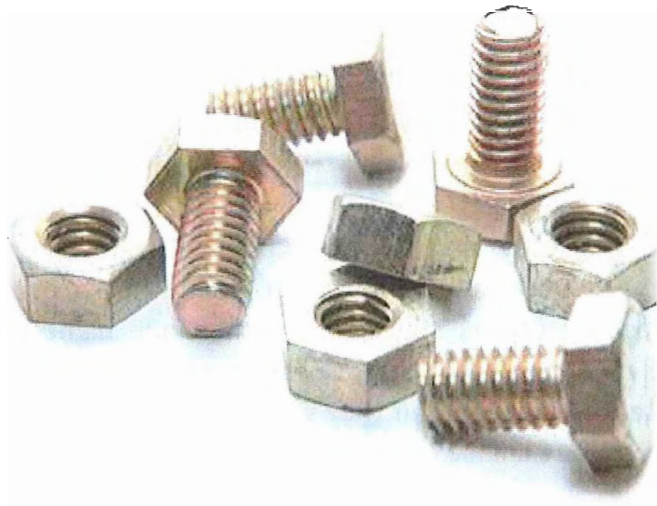
ESTIMATED EXPENSES (CONTINUED)

Estimated 5-year Operating Expense Projections					
Item	2015 ¹	2016	2017 ²	2018	2019 ²
Est. Percent Change due to inflation and occupancy	+3%	+8%	+3%	+8%	+3%
Variable Costs	\$69,216	74,753	76,996	83,156	85,650
Fixed Costs	\$95,275	\$102,897	\$105,984	\$114,462	\$117,897
Total Expenses	\$164,491	\$177,650	\$182,980	\$197,618	\$203,547
Note 1: 2015 could likely be the first complete year depending on project kickoff.					
Note 2: Inflationary increases are within forecast.					

SUMMARY - ESTIMATED REVENUES VS. EXPENSES

Estimated 5-year Operating Projections					
Item	2015	2016	2017	2018	2019
Estimated Revenues	\$188,500	\$210,000	\$224,500	\$238,100	\$245,200
Estimated Expenses	\$164,491	\$177,650	\$182,980	\$197,618	\$203,547
Net Difference	\$24,009	\$32,350	\$41,520	\$40,482	\$41,653

CONCEPT OF OPERATIONS



RIVER TO SEA PRESERVE COTTAGE PROPOSAL

CONCEPT OF OPERATIONS

Under this proposal, ten two bedroom units would initially be developed under a couple different floor plans with the potential to add up to ten additional units in a later phase. Each unit would have two bedrooms, a living room with a sleeper sofa, a kitchenette, and one bathroom. The units would be approximately 800 s.f. with additional porch space.

Reservations:

Reservations for unit rentals will be administered through Flagler County's General Services Department using the County's newly acquired park reservation software, the same way that reservations for other park facilities are made. General Services staff will keep occupancy records for each unit, accept deposits for rentals, confirm reservations, enforce deposit requirements, and check guests in when they arrive at the campground.

Deposits:

A deposit equal to one day's lodging will be required, due at the same time that reservations are made with General Services staff. A voucher will be emailed with reservation confirmation upon receipt. Deposits will be required and will be administered in a similar manner as the State Parks regarding refunds, admin fees and when payment in full is required.

Check-in and Check-out:

Check-in time will be 3:00 P.M. Rental units may be available earlier depending on prior bookings. Check-out time will be 11:00 A.M. in order to allow Parks staff to clean and prepare units for the next guest. Reservations will be held until close of business on the scheduled check-in date.

Maximum Occupancy:

Each unit will be furnished with a King size bed, a queen or king size bed and a sleeper sofa. Each unit is expected to be limited to a maximum of six guests.

Housekeeping:

Housekeeping will be provided by either Flagler County General Services staff or by a private contractor. Rental units will be cleaned after each guest checks out and before allowing the following visitors to check in. Guests staying more than one night will be responsible for the cleanliness of their rental unit during their stay. Guests staying more than six nights will be provided with clean bed linens after the third night if they wish to re-make the beds. Park staff stationed in the park office will accommodate linen exchanges.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

CONCEPT OF OPERATIONS - CONTINUED

Staffing:

It is anticipated that the operation of the proposed rental units at the River to Sea Preserve will require additional staffing beyond current levels. One staff member is expected to be present during some limited business hours at the park office, and additional General Services staff will support park operations for maintenance and repair workers as needed. Monies are built into the estimates for staffing. Additional monies could be added if staff takes on the cleaning responsibilities as well.

Marketing:

Marketing and promotion of the facilities will be handled primarily through local avenues. The Flagler County Chamber of Commerce can be engaged to list and promote River to Sea Cottages through its website. Additionally, the expanded amenities at the Park and surrounding area will be listed and described on the Flagler County Parks website, and a brochure will be designed and distributed at the County's administration building, the Chamber of Commerce, and other locations. A budget for additional tourism promotion will be available (see previous "Project Finance" section).

Vacation Packages:

In order to maximize weekday occupancy, marketing efforts will emphasize multi-day vacation packages. Variable costs for operation increase only marginally when units are occupied, while the units derive no income at all from vacancies. Any income derived from mid-week rentals is better than a vacancy. Staff will aggressively market five-day and seven-day vacation packages at reduced daily rates in order to maximize mid-week occupancies.

Excursions:

To create a great experience for our guests, staff would coordinate a variety of supplemental services that could be arranged from local vendors. Examples of existing excursions are: surf lessons, fishing charters, kayak tours, and discounts for dinner cruises aboard the Sundancer yacht. This could expand to mountain biking, Hammock Resort activities, discounts at local restaurants or bars, day camps, and similar tie-ins.

Value-Added:

With each cottage cruiser bikes, kayaks, and beach equipment could be provided. Additionally, boat docking could be worked out with the Marineland Marina. Marineland Dolphin Adventure tickets or other free perks could be provided for longer stays. Even some free bottled water, a souvenir mug or T-shirt could also be added as low-cost items adding value for guests.

ATTACHMENT A: LETTERS OF SUPPORT

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



Florida Department of Environmental Protection

Guana Tolomato Matanzas
National Estuarine Research Reserve
505 Guana River Road
Ponte Vedra Beach, FL 32082

December 11, 2013

Rick Scott
Governor

Herschel T. Vinyard Jr.
Secretary

Craig M. Coffey
Flagler County Administrator
1769 East Moody Blvd., Building 2
Bunnell, FL 32110

Dear Mr. Coffey,

The Guana Tolomato Matanzas National Estuarine Research Reserve (GTM NERR) supports the conceptual River-to-Sea preserve eco-cabin proposal. The cottages envisioned in this proposal will be utilized by and benefit all the Town's anchor entities to include the GTM NERR, Whitney Lab, Marineland Dolphin Adventure, and the Marineland Marina (i.e. dock and stay).

The site planning process will focus on a compact "walkable" design with the cottages creating a minimal impact to the preserve and surrounding natural areas. We are encouraged that the design of the project will include restoring natural habitat significantly impacted by the footprint of the former RV Park, including considerations for protection of areas that could be impacted by visitors. The planned design and construction will maximize passive cooling and resistance to wind and storm surge, utilize recycled materials, and will offer many opportunities to showcase energy and water efficient technologies and environmental best practices.

We also strongly support that the placement of cabins will occur on the eastern side of the site where an intensely developed RV park previously existed. This will allow the reuse of existing drives and infrastructure while preventing the disruption of more pristine areas closer to the Intracoastal Waterway. Part of the project will involve the restoration of the area southwest of the small freshwater pond including clearing invasive plants and replanted with the appropriate native species.

We understand that the reservation process will allow for priority use by the GTM NERR, Whitney Lab, Marineland Dolphin Adventure, and the Marineland Marina with discounts for visiting students conducting Research within the GTM NERR.

I appreciate Flagler County's continued support of the GTM NERR and our mission to sustain the coastal resources for the benefit of existing and future generations. The GTM NERR team will be available to participate in the details of this planning effort.

Sincerely,

A handwritten signature in blue ink that reads "Michael A. Shirley".

Michael A. Shirley, PhD
Director GTM NERR

www.dep.state.fl.us

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



Whitney Laboratory for Marine Bioscience
9505 Ocean Shore Boulevard
St. Augustine, FL 32080-8610
904-461-4000
904-461-4052 Fax

March 13th, 2014

Craig M. Coffey
Flagler County Administrator
1769 East Moody Blvd., Building 2
Bunnell, FL 32110

Dear Mr. Coffey,

The Whitney Laboratory for Marine Bioscience supports Flagler County's River-to-Sea preserve eco-cabin proposal. We envision the cottages in this proposal will be utilized by and benefit Whitney Lab as well as GTM NERR, Marineland Dolphin Adventure, and the Marineland Marina.

We are encouraged that the design of the project will include restoring natural habitat significantly impacted by the footprint of the former RV Park, including considerations for protection of areas that could be impacted by visitors. As we understand, Flagler County envisions itself establishing green cottages to provide innovative, environmentally sensitive cottages for visitors to this park.

The concept design and construction materials are cognizant of the natural environment. After discussions with staff, it is clear Flagler County envisions itself establishing green cottages to provide innovative, environmentally sensitive cottages for visitors to this park.

Some guiding principles for the proposed cottages have been set forth:

- ❖ *A reduced footprint:* The new cottages will be designed to minimize any footprint. The cottage site(s) plan will focus on a compact "walkable" design with the cottage(s) easily accessible but with a minimal impact to the park and gathered in a relatively smaller area away from other park activities.
- ❖ *"Green" design and architecture:* This proposal will take advantage of the considerable thought, imagination, and progress currently being made in the area of green building. Design and construction will seek to maximize passive cooling and resistance to wind

The Foundation for The Gator Nation
An Equal Opportunity Institution

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

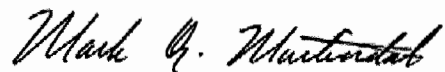
and storm surge and utilize recycled materials. There likely will be many opportunities for new technologies to be showcased in this project and a LEED Designation will be sought for the cottage.

- ❖ *A variety of visitor experiences:* There are a multitude of opportunities for tremendous visitor experiences. These include canoeing, boating, birding, hiking, biking, fishing, researching, and beaching, among others. With the right project design and implementation, access to these activities and many more could enhance the appeal of the River to Sea Preserve as a destination for researchers, environmentalists and nature lovers of all kinds.

We understand that the reservation process will allow for priority use by the GTM NERR, Whitney Lab, Marineland Dolphin Adventure, and the Marineland Marina with discounts for visiting students conducting Research within the GTM NERR.

I appreciate Flagler County's continued support of the Whitney Laboratory for Marine Bioscience.

Sincerely,



Mark Q. Martindale
Professor and Director
mqmartin@whitney.ufl.edu

**ATTACHMENT B:
FIREWISE COMMUNITY PRINCIPLES**

A Firewise Home

FIREWISE LANDSCAPING

1. Home Ignition Zone

Keep leaves and needles off your roof and deck. Create a fuel-free area within 3-5 feet of your home's perimeter. From 5 feet to a minimum of 30 feet out, thin and space vegetation, remove dead leaves and needles, prune shrubs and tree limbs. Keep areas around decks, sheds, fences and swing sets clear of debris and vegetation.

2. Landscaping and Firewise Plants

To prevent fire spread, trim back branches that overhang structures and prune branches of large trees up to 6 to 10 feet from the ground. Remove plants containing resins, oils, and waxes; make sure organic mulch is at least 5 feet from structures. Choose Firewise plants — find lists at www.firewise.org or from your local Cooperative Extension service.

BE PREPARED

3. Disaster Plan

Develop, discuss and practice an emergency action plan with everyone in your home. Include details for pets, large animals and livestock. Program cell phones with emergency numbers. Know two ways out of your neighborhood and have a pre-designated meeting place. Have tools such as a shovel, rake, axe, handsaw, or chainsaw available, and maintain an emergency water source. Always leave if you feel unsafe — don't wait to be notified.

4. Emergency Responder Access

Identify your home and neighborhood with legible, clearly marked street names and numbers. Make your driveway at least 12 feet wide with a vertical clearance of 15 feet and a slope of less than 5 percent to provide access to emergency vehicles.

FIREWISE CONSTRUCTION

5. Fire-Resistant Roof Construction

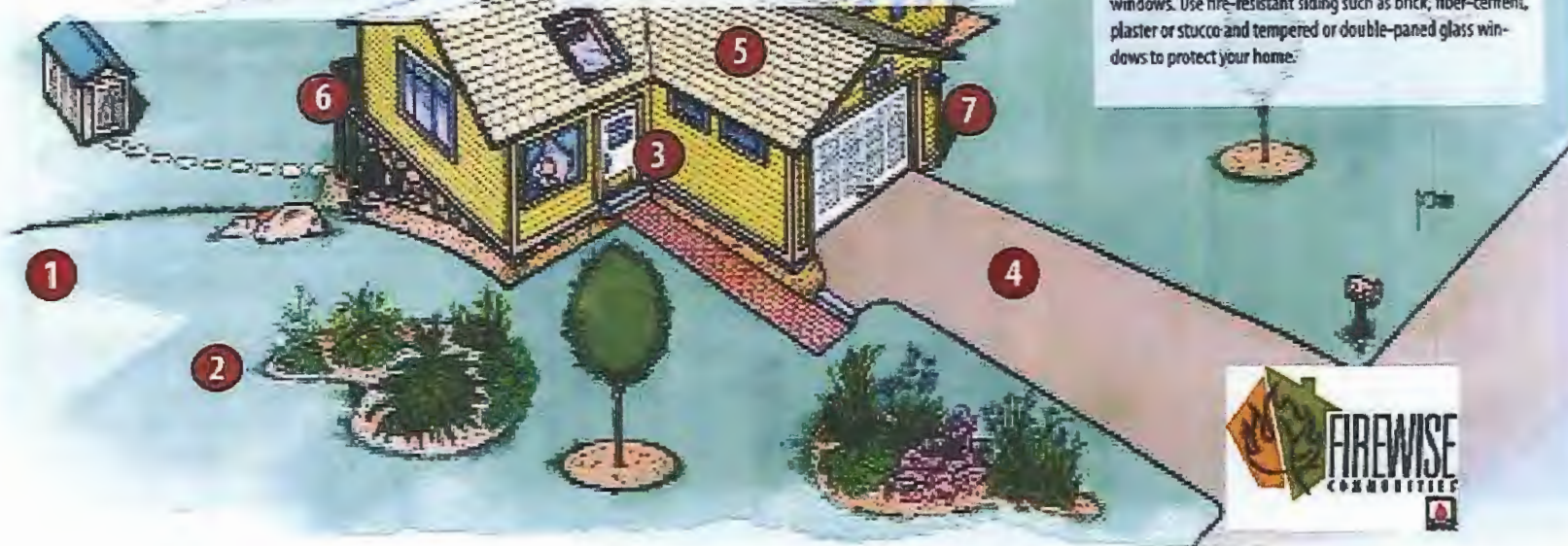
Use fire-rated shingles such as asphalt, metal, slate, clay tile or concrete products. A fire-resistant sub-roof adds protection. Box in eaves, but provide adequate ventilation to prevent condensation and mildew. Roof and attic vents should be screened to prevent ember entry.

6. Fire-Resistant Attachments

Any attachments to your home such as decks, porches, and fences must be fire-resistant. If not, your entire home is vulnerable to ignition.

7. Fire-Resistant Walls and Windows

Embers can collect in small nooks and crannies and ignite combustible materials; radiant heat from flames can crack windows. Use fire-resistant siding such as brick, fiber-cement, plaster or stucco and tempered or double-paned glass windows to protect your home.



Home Safety Checklist

Simple fixes from roof to foundation to make your home safer from embers and radiant heat.

HOME SAFETY CHECKLIST

- Clean roofs and gutters of dead leaves, debris and pine needles that could catch embers.
- Replace or repair any loose or missing shingles or roof tiles to prevent ember penetration.
- Enclose under-eave and soffit vents or screen with metal mesh to prevent ember entry.
- Cover exterior attic vents with metal wire mesh no larger than 1/8 inch to prevent sparks from entering the home.
- Repair or replace damaged or loose window screens and any broken windows.
- Screen or box-in areas below patios and decks with wire mesh to prevent debris and combustible materials from accumulating.
- Move any flammable material away from wall exteriors – mulch, flammable plants, leaves and needles, firewood piles – anything that can burn.
- Remove anything stored underneath decks or porches.



For More Information

For more information about how to protect your home and property, as well as Firewise plant lists and other resources, visit the Firewise website at www.firewise.org, and see the "homeowners" section.

For more tips on what to do when wildfire is approaching and how to safely evacuate, visit the Ready, Set, Go! website sponsored by the International Association of Fire Chiefs at www.wildlandfire.org. Talk to your local fire department to learn more about specific wildfire risks in your area.

Saving Lives and Property from Wildfire!

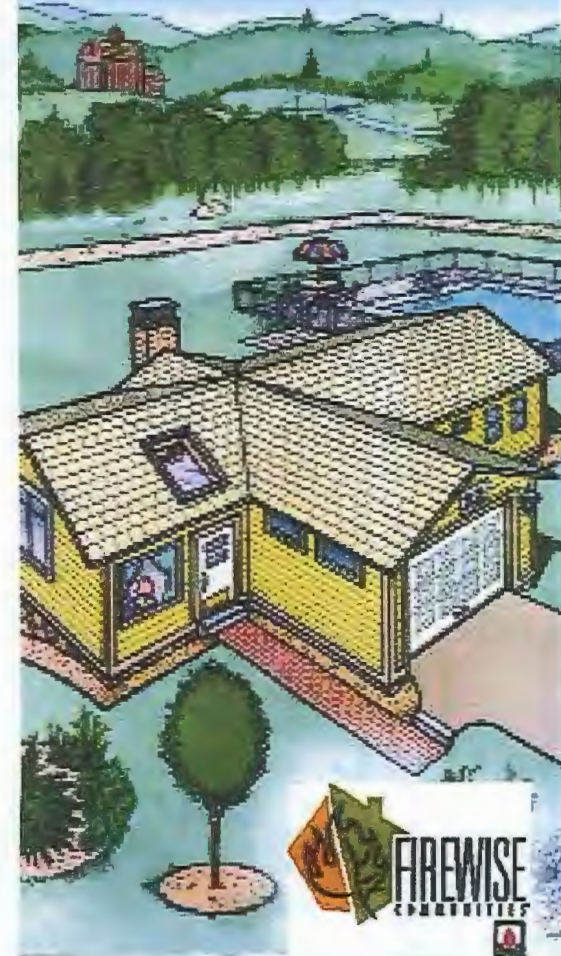


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FWC22612

How to Have a Firewise Home

You can make your home safer from wildfire. Learn how with these helpful tips!



RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Guide to Landscaping

The primary goal for Firewise landscaping is fuel reduction — limiting the level of flammable vegetation and materials surrounding the home and increasing the moisture content of remaining vegetation. This includes the entire 'home ignition zone' which extends up to 200 feet in high hazard areas.

Use the Zone Concept

Zone 1 is the 30 feet adjacent to the home and its attachments; Zone 2 is 30 to 100 feet from the home; Zone 3 is 100 to 200 feet from the home.

Zone 1 (All Hazard Areas) This well-irrigated area encircles the structure and all its attachments (wooden decks, fences, and boardwalks) for at least 30 feet on all sides.

- 1) Plants should be carefully spaced, low-growing and free of resins, oils and waxes that burn easily.
- 2) Mow the lawn regularly. Prune trees up six to ten feet from the ground.
- 3) Space conifer trees 30 feet between crowns. Trim back trees that overhang the house.
- 4) Create a 'fire-free' area within five feet of the home, using non-flammable landscaping materials and/or high-moisture-content annuals and perennials.
- 5) Remove dead vegetation from under deck and within 10 feet of house.
- 6) Consider fire-resistant material for patio furniture, swing sets, etc.
- 7) Firewood stacks and propane tanks should not be located in this zone.
- 8) Water plants, trees and mulch regularly.
- 9) Consider xeriscaping if you are affected by water-use restrictions.

Zone 2 (Moderate and High Hazard Areas) Plants in this zone should be low-growing, well-irrigated, and less flammable.

- 1) Leave 30 feet between clusters of two to three trees, or 20 feet between individual trees.
- 2) Encourage a mixture of deciduous and coniferous trees.
- 3) Create 'fuel breaks,' like driveways, gravel walkways and lawns.
- 4) Prune trees up six to ten feet from the ground.

Zone 3 (High Hazard Areas) Thin this area, although less space is required than in Zone 2. Remove smaller conifers that are growing between taller trees. Remove heavy accumulation of woody debris. Reduce the density of tall trees so canopies are not touching.

Maintaining the Firewise Landscape

- ✓ Keep trees and shrubs pruned six to ten feet from the ground.
- ✓ Remove leaf clutter and dead and overhanging branches.
- ✓ Mow the lawn regularly and dispose of cutting and debris promptly.
- ✓ Store firewood away from the house.
- ✓ Maintain the irrigation system regularly.
- ✓ Familiarize yourself with local regulations regarding vegetative clearance, debris disposal, and fire safety requirements for equipment.



Use grass and driveways as fuel breaks from the house.



Use faux brick and stone finishes and high-moisture-content annuals and perennials.



Use groupings of potted plants that include succulents and other drought resistant vegetation.



Create a cinder block wall around the perimeter of your yard and use grass and slate to break up the landscape.



The use of pavers and rock make for a pleasing effect and creates a fuel break.



RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Guide to Construction



The roof is the most important element of the home. Use rated roofing material.



Cover openings with 1/8" metal screen to block fire brands and embers from collecting under the home or deck.



Use non-flammable fencing if attached to the house such as metal.



Use glass skylights; plastic will melt and allow embers into the home.

"When considering improvements to reduce wildfire vulnerability, the key is to consider the home in relation to its immediate surroundings. The home's vulnerability is determined by the exposure of its external materials and design to flames and firebrands during extreme wildfires. The higher the fire intensities near the home, the greater the need for nonflammable construction materials and a resistant building design." – Jack Cohen, USDA-Forest Service

Use Rated Roofing Material. Roofing material with a Class A, B or C rating is fire resistant and will help keep the flame from spreading. Examples:

- ✓ Composition shingle
- ✓ Metal
- ✓ Clay
- ✓ Cement tile

Use Fire-Resistant Building Materials on Exterior Walls. Examples include:

- ✓ Cement
- ✓ Plaster
- ✓ Stucco
- ✓ Masonry (concrete, stone, brick or block)

While vinyl is difficult to ignite, it can fall away or melt when exposed to extreme heat.

Use Double-Paned or Tempered Glass. Double-pane glass can help reduce the risk of fracture or collapse during an extreme wildfire. Tempered glass is the most effective. For skylights, glass is a better choice than plastic or fiberglass.

Enclose Eaves, Fascias, Soffits and Vents. 'Box' eaves, fascias, soffits and vents, or enclose them with metal screens. Vent openings should be covered with 1/8" metal screen.

Protect Overhangs and Other Attachments. Remove all vegetation and other fuels from around overhangs and other attachments (room additions, bay windows, decks, porches, carports and fences). Box in the undersides of overhangs, decks and balconies with noncombustible or fire-resistant materials. Fences constructed of flammable materials like wood should not be attached directly to the house.

Anything attached to the house (decks, porches, fences and outbuildings) should be considered part of the house. These act as fuel bridges, particularly if constructed from flammable materials.

- 1) If a wood fence is attached to the house, separate the fence from the house with a masonry or metal barrier.
- 2) Decks and elevated porches should be kept free of combustible materials and debris.
- 3) Elevated wooden decks should not be located at the top of a hill. Consider a terrace.



Enclose eaves and soffits.



Enclose under decks so firebrands do not fly under and collect.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

FIREWISE CONSTRUCTION CHECKLIST

To create your FIREWISE structure, remember that the primary goals are fuel and exposure reduction.

- ✓ Use construction materials that are fire-resistant or non-combustible whenever possible.
- ✓ Consider using materials such as Class-A asphalt shingles, slate or clay tile, metal, or cement and concrete products for roof construction.
- ✓ Construct a fire-resistant sub-roof for added protection.
- ✓ Use fire resistant materials such as stucco or masonry for exterior walls. These products are much better than vinyl which can soften and melt.
- ✓ Consider both size and materials for windows; smaller panes hold up better in their frames than larger ones; double pane glass and tempered glass are more effective than single pane glass; plastic skylights can melt.
- ✓ Prevent sparks from entering your home through vents, by covering exterior attic and underfloor vents with wire mesh no larger than 1/8 of an inch.
- ✓ Keep your gutters, eaves and roof clear of leaves and other debris.
- ✓ Clear dead wood and dense vegetation within at least 30 feet from your house, and move firewood away from your house or attachments like fences or decks.

Any structure attached to the house, such as decks, porches, fences and sheds should be considered part of the house. These structures can act as fuses or fuel bridges, particularly if constructed from flammable materials. Therefore, consider the following:

- ✓ If you wish to attach an all-wood fence to your home, use masonry or metal as a protective barrier between the fence and house.
- ✓ Use non-flammable metal when constructing a trellis and cover with high-moisture, fire-resistant vegetation.
- ✓ Prevent combustible materials and debris from accumulating beneath patio deck or elevated porches; screen underneath or box in areas below the deck or porch with wire mesh no larger than 1/8 of an inch.

For additional information visit
www.firewise.org

IS YOUR HOME FIREWISE?

By following the Firewise tips listed in this pamphlet, you can make your home safer from the effects of a destructive wildfire.



THE TOP 3 CAUSES OF WILDFIRES IN FLORIDA:

- ✓ Arson/Incendary
- ✓ Escaped Debris Burning
- ✓ Lightning

FOR MORE INFORMATION, VISIT THESE HELPFUL WEBSITES:

FLORIDA DIVISION OF FORESTRY
www.fl-dof.com

FLORIDA DIVISION OF EMERGENCY MANAGEMENT
www.floridadisaster.org

MYFLORIDA
www.myflorida.com

FIREWISE
www.firewise.org

FLORIDA ALLIANCE FOR SAFE HOMES
www.flash.org

U.S. FOREST SERVICE
www.fs.fed.us

FEDERAL EMERGENCY MANAGEMENT AGENCY
www.fema.gov

FOR MORE INFORMATION CONTACT:

FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES
Division of Forestry
3125 Connor Boulevard • Tallahassee, FL 32309-1650

FLORIDA DEPARTMENT OF COMMUNITY AFFAIRS
Division of Emergency Management
2585 Shumard Oak Boulevard • Tallahassee, FL 32309-2100
1.877.352.322 (Toll Free)

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RIVER TO SEA PRESERVE COTTAGE PROPOSAL

DEFENSIBLE SPACE

Do you have at least 30 ft of space surrounding your home that is **Lean, Clean and Green**?

The objective of Defensible Space is to reduce the wildfire threat to your home by changing the characteristics of the surrounding vegetation.

Lean – Prune shrubs and cut back tree branches, especially within 15 feet of your chimney.

Clean – Remove all dead plant material from around your home; this includes dead leaves, dry grass and even stacked firewood

Green – Plant fire-resistant vegetation that is healthy and green throughout the year.



Defensible space allows firefighters room to put out fires.

FIRE-RESISTANT ATTACHMENTS

Attachments include any structure connected to your home, such as decks, porches or fences. If an attachment to a home is *not* fire-resistant, then the home as a whole is *not* firewise.

A DISASTER PLAN

The time to plan for a fire emergency is now. Take a few minutes to discuss with your family what actions you will need to take.

- Post your local firefighting agency's telephone number in a visible place.
- Decide where you will go and how you will get there. Unlike evacuating for a hurricane, with fire you may only have a moments notice. Two escape routes out of your home and out of your neighborhood are preferable.
- Have tools available: shovel, rake, axe, handsaw or chainsaw, and a 2 gallon bucket
- Maintain an adequate water source
- Have a plan for your pets
- Practice family fire drills



Evacuations for a wildfire can occur without notice; When wildfire conditions exist, **BE ALERT.**

A FIREWISE HOME HAS...



**ATTACHMENT C:
LOWE'S COTTAGES EXAMPLES**

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

3/14/2014

Select a Plan - CusatoCottages.com

Cusato Cottages, LLC



HOME SELECT A PLAN ORDERING & BUILDING PHOTO GALLERY

About the plans

- [KC 544](#)
- [KC 576](#)
- [KC 633](#)
- [KC 697](#)
- [KC 888](#)
- [KC 936](#)
- [KC 1112](#)
- [KC 1200](#)

KC 544

[Buy Now](#)

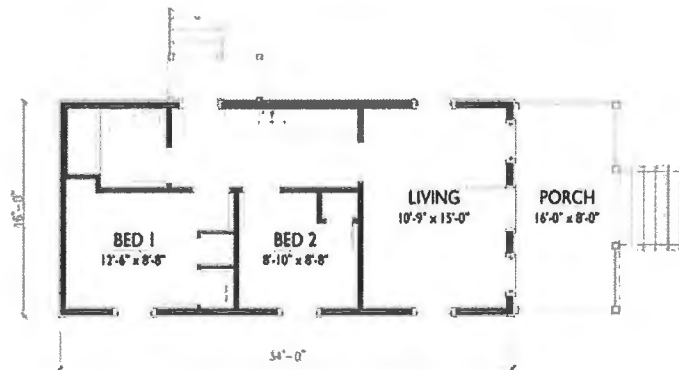
Designer Marianne Cusato
Bedrooms 2
Bathrooms 1
Ceiling height 8 feet
Conditioned living area 544 sq. ft.
Overall dimensions (including porch) 44'-0" long x 16'-0" wide

Notes Compact and efficiently planned, this 2 bedroom cottage is perfectly sized to sit on the back of a lot as a guest house, or clustered with other cottages to create small villages.



Coming Soon:

- [KC 308](#)
- [KC 416](#)
- [KC 612](#)
- [KC 1080](#)
- [KC 1185](#)
- [KC 1807](#)



Renderings are approximate and are not literal representations of the designs. Designs are subject to change without notice.

[About the Cottages](#) [Press Room](#) [About Us](#) [Contact Us](#)

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Web design London by Joe Smalley

<http://www.cusatocottages.com/selectaplan.php#>

1/2

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

3/13/2014

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Cusato Cottages, LLC



HOME

SELECT A PLAN

ORDERING & BUILDING

PHOTO GALLERY

About the plans

KC 544

KC 576

KC 633

KC 697

KC 888

KC 936

KC 1112

KC 1200

Coming Soon:

KC 308

KC 416

KC 612

KC 1080

KC 1185

KC 1807

KC 612 - COMING SOON

Designer	Duany Plater-Zyberk & Co.
Bedrooms	2
Bathrooms	1
Ceiling height	10 feet
Conditioned living area	612 sq. ft.
Overall dimensions (including stoop)	38'-0" long x 18'-0" wide

Notes

Designed to grow, this 2-bedroom cottage with 1-bathroom starts at 612-sq.-ft. and can expand over time to a 3-bedroom, 2-bathroom 1,080-sq.-ft. house with a family room. This design is available with an alternate elevation.

How It Grows:

1. The back door of the first phase of this cottage creates the connection to the optional extension.
2. The optional addition includes full Master Suite, as well as a Family Room.

The KC 612 extends into the KC 1080.



Renderings are approximate and are not literal representations of the designs. Designs are subject to change without notice.

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<http://www.cusatocottages.com/selectaplan.php#>

1/2

**ATTACHMENT D:
STATE OF FLORIDA GREEN LODGING
PROGRAM**

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

ABOUT GREEN LODGING

Launched in 2004, the Florida *Green Lodging* Program is a voluntary initiative of the Florida Department of Environmental Protection (DEP) that designates and recognizes lodging facilities that make a commitment to conserve and protect Florida's natural resources. The program's environmental guidelines allow the hospitality industry to evaluate its operations, set goals and take specific actions to continuously improve environmental performance.

The Florida *Green Lodging* Program is administered primarily online. To become designated, facilities must conduct a thorough property assessment and implement a specified number of environmental practices in five areas of sustainable operations:

- Communication and Education (Customers, Employees, Public)
- Waste Reduction, Reuse and Recycling
- Water Conservation
- Energy Efficiency
- Indoor Air Quality

Designation Application

The Florida *Green Lodging* Program has recently redesigned the program's designation application. This redesign has allowed for the expansion of environmental criteria within each section and, more importantly, the assignment of different "weights" to the criteria based on the potential positive environmental impact.

A minimum point total is required for each section. Applicants are free to select which criteria to implement at their facility as long as the minimum total for that section is met. Failure to meet the minimum number of points will render that section incomplete and will delay designation approval.

Palm Levels

In response to stakeholder requests, and in an effort to better recognize the state's lodging properties for their commitment to protecting the state's natural resources, the Florida *Green Lodging* Program is incorporating a 4-level tiered designation. The tiered structure is an expansion of the previous "Palm" levels that we once part of the program until 2009. Facilities will be able to obtain different "Palm" levels based on the total number of points received when implementing criteria to receive their designation. The "Palm" levels are as follows:

Florida Department of Environmental Protection, Florida Green Lodging Program, 3900 Commonwealth Boulevard, M.S. 30,
Tallahassee, FL 32399 / phone 850-245-2100 / fax 850-245-2159

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

ABOUT GREEN LODGING

One Palm designations will need between 212 and 398 points.
Two Palm designations will need between 399 and 557.
Three Palm designations will need between 558 and 717.
Four Palm designations will need between 718 and 796.

The Florida Green Lodging designation is valid for three years from date of issuance. To maintain designation, properties are required to submit environmental performance data (water, waste, energy) annually. Properties must also implement at least two new environmental practices from any of the five areas of sustainable operations. The Florida Green Lodging designation is valid for three years from date of issuance. To maintain designation, properties are required to submit environmental performance data (water, waste, energy) annually. Failure to do so can result in dismissal from the program.

The Florida *Green Lodging* Program benefits not only the environment but also helps designated properties save money and increase occupancy rates. By reducing water and energy use and reducing waste generation operating costs go down. Business is generated for state meetings and conferences through HB 7135 which gives preference to designated Florida *Green Lodging* properties. Designated properties also receive marketing and technical assistance benefits through the Florida *Green Lodging* Web site, where each designated property is featured and 24/7 web access is available to Best Management Practices and Technical Assistance.

Contact Information

JoAnn Shearer, *Green Lodging* Program Coordinator

Email: GreenLodging@dep.state.fl.us

Phone: (850) 245-2100

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

BEST MANAGEMENT PRACTICES

Communication and Education (Customers, Employees, Public)

Two of the most important parts of any environmental plan are the Communication and Education components. The communication component clearly relays to guests, employees, vendors, suppliers and contractors the facility's commitment to environmental protection. However, as important as the communication of environmental practices and achievements is, the only way to enact sustainable change is to provide some level of education to these groups.

Waste Reduction, Reuse and Recycling

Florida's tourism industry serves an estimated 40 million visitors annually. More than 50 percent of these visitors are hotel guests during some portion their stay. The waste generated by these guests constitutes a large portion of the state's commercial waste stream. A hotel waste audit showed that the majority of waste in a hotel is not produced in guest rooms, but in the Food and Beverage Department. If a hotel's waste is not reduced or recycled, it contributes to the state's overall environmental problems.

Water Conservation

Many believe water conservation is the biggest environmental challenge faced by Floridians. It is a precious commodity that tourism and industry depend on for economic viability. In Florida, the majority of drinking water comes from groundwater aquifers that are replenished by rainfall. Florida must average at least 53 inches of water per year to avoid drought conditions. During drought conditions, individuals as well as businesses are asked to conserve water. It is important to conserve water not only during these times, but everyday as well.

Energy Efficiency

Energy savings means cost savings. Energy is a controllable cost and many organizations are realizing the cost-benefits of energy reduction. Hotel energy costs can consume from four to seven percent of a property's revenue, which for many properties is more than their profit margin. If hotels improve their energy performance by an average of 30 percent, the annual electricity bill savings would be nearly \$1.5 billion. This represents a savings of approximately \$365 per available room per year for every hotel room in the country. According the Hospitality Research Group of PKF Consulting, a 10 percent reduction in energy costs is equivalent to increasing occupancy points by 1.04 and increasing average daily rate by 1.6 percent for a full-service hotel.

Indoor Air Quality

Over the past few decades, clean air practices have become increasingly important in progressive hotel management. These changes have not only led to an increase in energy efficiency and reduced exposure to health-related liabilities but have also created positive impacts on the "bottom line" and higher employee and guest satisfaction.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

BEST MANAGEMENT PRACTICES

Transportation

At first glance, transportation issues may not appear to be pertinent to the day-to-day operations of a lodging facility. However, this could not be further from the truth. Guests, staff, suppliers, vendors and contractors all use some type of transportation to arrive at their destination and during their stay. During these travels, not only are vital natural resources consumed, but numerous air pollutants are released into the air during each mile that is traveled. Many visitors to Florida arrive by automobile or use some form of automobile transportation during their trip, whether it is a day trip to the beach or to drive from one location to another in our beautiful state. On an average day, more than 44,000 automobiles enter Florida just through the I-95 and I-75 corridors.

**ATTACHMENT E:
NATIONAL EVERGLADES PARK
COTTAGE PROPOSAL**

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

PATTERN BOOK

Based on Six Guiding Principles for

A Sense of Place for New Flamingo

Prepared for the NPCA by
Kathrine Clark

2007

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

CONTENTS

Flamingo before the Hurricanes.....	4
Creating a Reduced Footprint.....	5
Village Area.....	6
Sustainable Architecture.....	7
A Variety of Experiences.....	8
Create a Sense of Place.....	9
Native American History.....	10
American Settlers.....	11
Sustainable Tourism.....	12
Environment.....	13
Materials Palette.....	14
Sources.....	15



Visitor parking lot at Flamingo

3

The NPCA's 6 Guiding Principles for Flamingo

1. **A reduced footprint:** The new Flamingo should produce a considerably smaller footprint on the land than currently exists. We believe that if the site planning process focuses on a "walkable" development, increased services and opportunities for visitor experience could be provided in a much smaller area.
2. **"Green" design and architecture:** Everglades National Park should take advantage of the considerable thought, imagination and progress currently being made in the area of green architecture. Structure design should maximize passive cooling and resistance to wind and storm surge and utilize recycled materials. There may be opportunities for new technologies to be showcased at the new Flamingo.
3. **A Variety of Visitor Experiences:** Flamingo is most famous for fishing, and fishing will likely always be a centerpiece of visitor services offered at Flamingo. The potential for a wider variety of experiences, however, including canoeing, kayaking, birding, hiking, biking, and walking is tremendous. The old Flamingo offered all of these opportunities, however, the design of the place made them less than optimal. Other services, such as storytelling, campfires, and children's activities could also enhance Flamingo's appeal as a destination for families.
4. **Creating a "sense of place":** The new Flamingo should reflect the history and culture of the area and the region. Part of the mission of the National Park Service is to preserve cultural and historic resources. This mission has not been particularly emphasized at Everglades National Park in the past, but could be at Flamingo. Choices of architecture, landscape design and services could capture a sense of "old Florida", which would be unique in the south Dade region.
5. **Restoration and protection of natural habitat:** The redevelopment process must include elements of restoring natural habitat and protecting the habitats that could be impacted by visitors. There may also be opportunities for achieving some protection from storm surge by restoring mangrove habitats as a buffer between Florida Bay and the developed part of Flamingo.
6. **Connect with Gateway Communities:** Everglades National Park should explore opportunities to form connections between Flamingo and the surrounding gateway communities of Homestead and Florida City.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



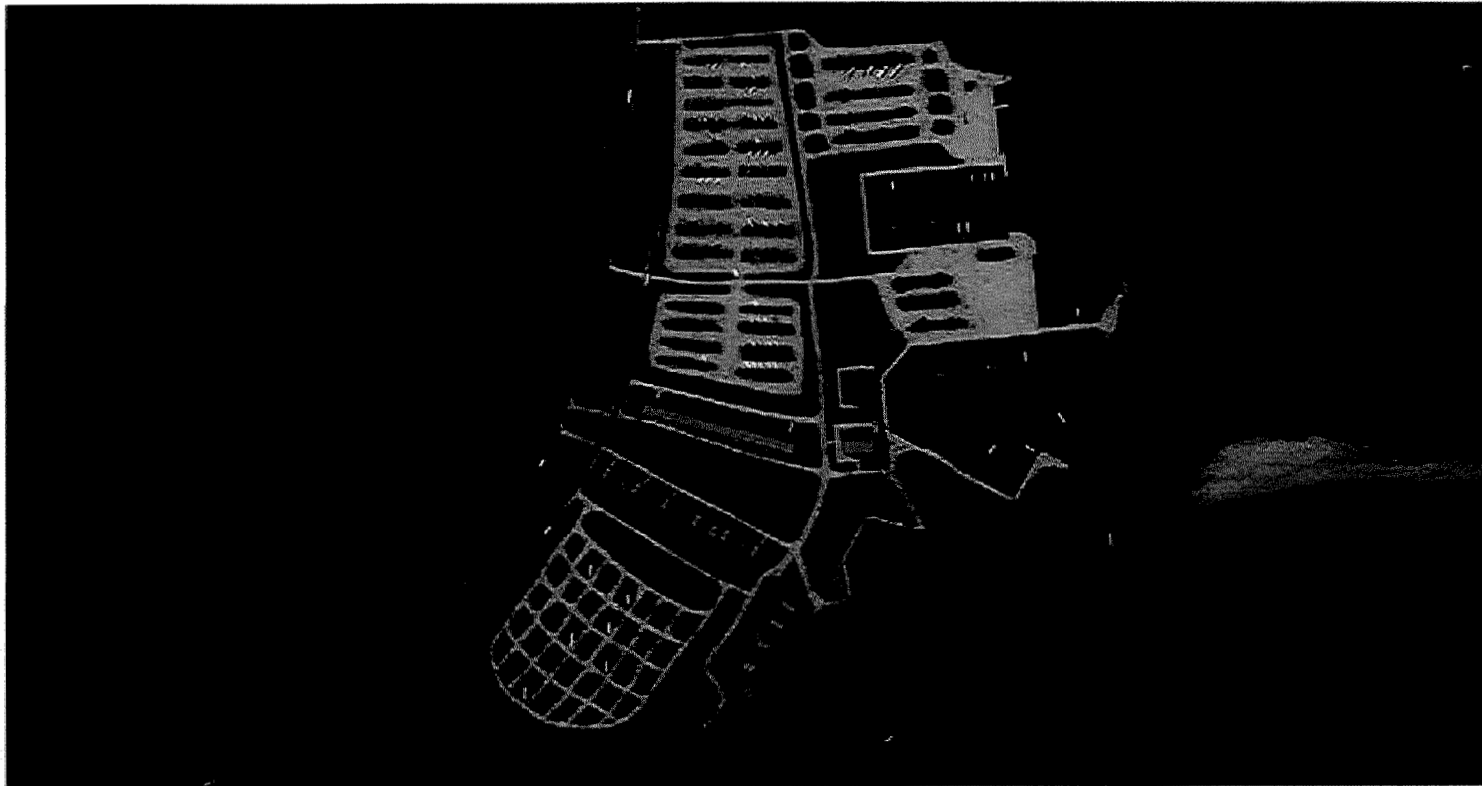
FLAMINGO

EVERGLADES NATIONAL PARK



National Parks Conservation Association®
Preserving Our National Parks for Future Generations™

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FLAMINGO

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RIVER TO SEA PRESERVE COTTAGE PROPOSAL



This satellite image shows Flamingo as it was before the hurricanes hit. The small images show of the Visitors Center, the lodge, the marina, and one of the campgrounds. One thing that is clearly evident from the aerial perspective how much Flamingo stands out from the surrounding landscape.

A - Entry Drive	E - Visitors Center	I - Eco pond
B - Freshwater boat basin and canal	F - Lodge	J - RV Campground
C - Saltwater boat basin/marina	G - Cabins	
D - Visitor parking	H - Walk-in campground	

FLAMINGO: BEFORE THE 2005 HURRICANE SEASON



4

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

CREATING A REDUCED FOOTPRINT

The new Flamingo should produce a considerably smaller footprint on the land than currently exists. We believe that if the site planning process focuses on a "walkable" development, increased services and opportunities for visitor experience could be provided in a much smaller area.

How can that be accomplished?

Reorganize development near boat basin:

- Concentrate new development in the area closest to the boat basins.
- Place lodge near the boat basin using area already hardened by development.
- The area occupied by the village, parking, and cabins should be reduced to occupy only the area from the boat basin to the former visitor's center parking lot. RV camping should be reduced by as high a percentage as deemed possible by the park service.
- A series of trails and a shuttle service should provide transportation to campers in the distant camps to the Village area in order to reduce auto traffic in the area.
- Concentrate and eliminate some of the outlying RV campgrounds, moving all facilities in towards the center using areas already developed. Some former RV campgrounds may be reserved as primitive camping for guests who opt for shuttle transportation, perhaps at a reduced charge.
- Areas that were formerly developed shall be included in the habitat restoration phase of the park. Walkways with demonstration areas and other educational amenities should be developed to increase the understanding of natural processes within the park.
- A secondary activity area centered between the three remote campgrounds shall provide amenities such as a fire pit, seating, an interpretive theater or other feature for group activities as well as an area for the host campers to stay.



Proposed reduced footprint: The new Flamingo will occupy two areas, the Village area which will be centered around the boat basin and new waterfront activity area on the site of the visitor's center, and a reduced campground which eliminates the largest and most distant of the RV campgrounds and substitutes it with primitive campsites for guests who arrive by shuttle.

A smaller RV campground will be created adjacent to the Village. Lounge, cabins and a new Lodge will be located there. All new facilities in the Village will front the open green space and feed into a new waterfront activity area on the site of the Visitor Center. A new Interpretive Center will be placed at the corner of the new Lodge. Walking and biking trails will connect the distant campgrounds with the Village. Bicycles should be made available for all registered campers to travel around the site.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Village Area

- The visitor center/museum/office/ gift shop should be in one structure, and along with the lodge, the waterfront, and the cabins should all face a central open space.
- Access and views into the waterfront shall pass directly beside the visitor center and be focused towards the water.
- The central open space and the waterfront area should contain elements and activity areas geared towards both campers and day visitors. These activities should reflect the mission statement of the park and reflect its history, culture, and ecology.
- A store for fishing and basic outdoor activities should be located within the complex in order to provide necessities to visitors who take the shuttle to the village.
- Cafè and restaurant should be part of the new Flamingo Village.
- Access from the cabin area should directly link into the complex along one side or at a corner in order to centralize all activities within a walkable distance.
- Lodge should be 2 stories high in order to increase number of rooms and keep footprint small.
- Raise lodge on stilts to protect from storm surge
- Create parking for guests beneath lodge and cabins to reduce footprint
- Walkability shall be enhanced through a clustered layout with primary elements placed close together around a central open space which fronts the former location of the visitors center
- Locate some RV camping facilities within a short walk or biking distance from Village Center for guests preferring a more social experience.

Parking

- Visitor parking should be within a short walking distance to the complex and within an area previously hardened by past development but not immediately adjacent to it, except for handicapped access, park and emergency vehicles.
- Handicapped access parking and walkways may be of impervious materials. Overflow parking which is only used on weekends and holidays shall be reinforced and or traffic resistant native vegetation. Intermediate parking for the average season's weekday capacity shall be of a pervious material which permits hazard free access and low maintenance.
- Parking for boat trailers shall be in a separate area so that all boating related traffic is physically separated from the village, though the ramp and all of its facilities may be near or adjacent to the village.



Aerial view of proposed Village area, pre hurricane conditions



Conceptual diagram of Village area

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

SUSTAINABLE ARCHITECTURE

"Green" design and architecture

Everglades National Park should take advantage of the considerable thought, imagination and progress currently being made in the area of green architecture. Structure design should maximize passive cooling and resistance to wind and storm surge and utilize recycled materials. There may be opportunities for new technologies to be showcased at the new Flamingo.

Some of the historic forms of architecture used by both Native Americans and European settlers illustrate some of these design attributes. Building on stilts is one the most common. Wide eaves and covered porches provide shade and cooling. Settlers in the Ten Thousand Islands often had eisterns which caught the rain which provided water for drinking.

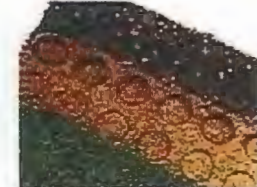
- Reuse site resources such as existing roadbeds, building sites, and infrastructure whenever possible to reduce use of resources.
- Reuse materials from damaged buildings on site. Recycle.
- Use materials which require the shortest transportation or that cause the least damage to the environment.
- Use materials that are durable and that can be recycled at the end of their useful life span.
- Use porous pavement or eliminate paving drastically.
- Grind existing pavement and reuse on site to provide permeability.
- Analyze stormwater runoff. Provide solutions, catchment and channeling prior to re-entering the natural system.
- Collect rainwater. Supplementary cisterns to collect rainwater may be utilized for watering landscape and bathing purposes.
- Solar water heating.
- Gravity fed showers.
- No electricity in certain areas will add to realism of wilderness experience.
- No generators running after 7pm in winter. Silence.
- Make use of solar and wind power if possible.



Rangers cabins at Flamingo are built on stilts and some have screened enclosures to protect against mosquitoes. photo K. Clark 2007



Modernist style home provides parking underneath thus reducing need for parking pads elsewhere. www.floridaviv.com/Little-Gasparilla.html



Green cell parking reinforcement http://www.treehugger.com/files/2006/07/porous_paving_0.jpg



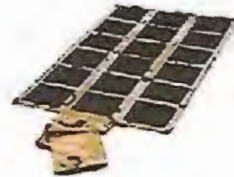
11300-plank railing made of concrete and weather resistant materials. <http://www.11300.com/org/exteriors.html>



Metal roofs can be recycled at the end of their lifespan <http://www.11300.com/org/exteriors.html>



Recycled roof materials that resemble wood shingles and stand up to heavy weather. http://www.treehugger.com/files/2003/11/green_and_bamboo.php



Flexible and portable solar panels can be easily stored away in storm events. <http://www.ecosolar.com/lighting/>



Rain barrels can catch water from roofs for supplemental supplies. <http://www.composters.com/diy/rainbarrels.html>



Pervious concrete infiltrates water extremely well—typically 250 to 300 inches per hour. http://www.past.sea.gov/Publications/LID_studyofpermeable_pavement.htm

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



photo by Josh Roberts
<http://www.sanmartravel.com/travel-advice/Kayaking-Everywhere-Florida-101-topical.html#d13975>



photo by Kimberly Ann
<http://members.virtualtourist.com>



www.nps.gov/develop/guide.htm

A Variety of Experiences

A Variety of Visitor Experiences: Flamingo is most famous for fishing, and fishing will likely always be a centerpiece of visitor services offered at Flamingo. The potential for a wider variety of experiences, however, including canoeing, kayaking, birding, hiking, biking, and walking is tremendous. The old Flamingo offered all of these opportunities, however, the design of the place made them less than optimal. Other services, such as storytelling, campfires, and children's activities could also enhance Flamingo's appeal as a destination for families.

How can this be achieved through design?

- Walkability shall be enhanced through a clustered layout with primary elements placed close together around a central open space which fronts the waterfront.
- Ideally, the visitor center/museum/office/ gift shop should be in one structure which makes one side of the complex, the lodge on another, and the waterfront along another.
- Access and views into the waterfront shall pass directly beside the visitor center and be focused towards the water.
- A store for fishing and basic outdoor activities should be located within the complex in order to provide necessities to visitors who take the shuttle to the village.
- Café and restaurant should be part of the new Flamingo Village.
- Access from the cabins area should directly link into the complex along one side or at a corner in order to centralize all activities within a walkable distance.
- A kayak and bicycle rental facility should be part of the business plan of the Flamingo village with a permanent rental facility located in an area near the boat basin but away from auto and power boat activities. This area should be linked by walkways to the Village and allow for safe pedestrian access for both children and adults.
- Enhanced bicycle trails should be part of the Park's master transportation plan with separate trails alongside the main road for increased safety and access. Periodic rest stops along the way should provide water, shade, and emergency phone access.
- Centrally located fire circles should be a component of the Flamingo Village development at a close walkable distance from the Lodge, cabins, tent and RV camping areas. If necessary there may be two or three gathering social areas of flexible use design which will be equipped with seating, water, and other elements necessary for activities. At the same time, these social gathering areas should be as minimally developed as possible in order to reflect the natural beauty of the Park.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Create a Sense of Place

The new Flamingo should reflect the history and culture of the area and the region. Part of the mission of the National Park Service is to preserve cultural and historic resources. This mission has not been particularly emphasized at Everglades National Park in the past, but could be at Flamingo. Choices of architecture, landscape design and services could capture a sense of "old Florida", which would be unique in the south Dade region.

Architecture

In the late 19th and 20 century, the primary style of architecture in the area was a simple derivation of architectural styles elsewhere in the southeastern US. These simple forms were adapted in order to better cope with the area's tendency to flood.

- Design lodge in a style that resembles the local vernacular architecture used in the following examples: Roberts Hotel at Flamingo, Smallwood Store in Chokoloskee, former lodge at Royal Palm State Park, 1947 aerial view of Flamingo (stilt house at center), historic and existing architecture at Saltville, and Hamilton's Place at Lost Man's River.

- Specific details shall include gable front design, metal roof, open eaves, clapboard or board and batten siding, screened-in shed porches, and divided windows. Materials should include highly reinforced piers and hardy plank concrete siding rather than wood.



Painting of a stilt house by Rob Stevie of Chokoloskee



The house above and below stood in Flamingo at circa. 1910. It stood on tall stilts, was two stories tall, and had large open porches. Florida Heritage Collection



Roberts Hotel, Flamingo c. 1910 - Charlton Tebeau



House at Flamingo Florida Heritage Collection



Ted Smallwood's store Chokoloskee, c. 1912 <http://con.miam.edu/parks/everglades-smallwood.htm>



House near Flamingo - Florida Heritage Collection



House at Flamingo circa 1912 Florida Heritage Collection



Tybina pavilion exhibits possible design attributes of a lodge for Flamingo: two story gable end structure raised on pilings <http://www.epo-domb.com/>



Everglades Area School building Florida Heritage Collection

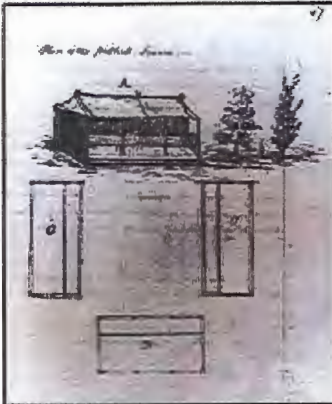


Hamilton's Place at Lost Man's River - Charlton Tebeau

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



Seminole chickee - Florida Heritage Collection



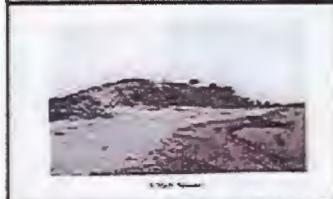
Arrangement of Seminole Camp - Florida Heritage Collection



Seminole children - US photo archives



Seminole chickee, about 1750



Shell Mound



Seminole in canoe



Seminole chickee

Image shows 1800 A Chickee Florida for Everglades and Spangula

History

Native Americans: Calusa, Tequesta, Seminole, and Micasuki

The first human inhabitants in the Everglades were members of Native American Tribes. The Calusa and the Tequesta people occupied the land for over 2000 years. The Calusa, who inhabited the western side of the park, were mound builders who raised the level of some low lying areas with mounds of shells. Some of these mounds had ceremonial function, others may have served as burial mounds, others were simply collections of waste materials from food gathering. The Tequesta lived in the eastern half of the lower peninsula sometimes as far west as Cape Sable. As the English pushed southwards into the lower peninsula, some of the remaining Calusa fled south to Cuba with the Spanish.

The Seminole, Micasuki and other members of the Creek Confederation of tribes gradually moved south starting in the early 1700's and filled the void in areas where the Calusa and Tequesta once lived. The bulk of the Seminoles fled to the western Everglades rather than surrendering to the American troops when they were forced from their homeland in Alabama, Georgia and the Carolinas. The Glades' inaccessibility helped them to remain unconquered throughout the period of forced resettlement to the western states. Many of their descendants remain in the area, on the fringes of the National Park in active communities.

The history of the native people can be used to add to the sense of place.

- New elements to be added or old ones highlighted to reflect this and other specific phases of history
- Interactive shell mound for climbing. A shell mound observatory could serve as a replacement for a viewing tower.
- Canoe trails with native resource highlighted as stopping points.
- A functional native american camp where visitors could spend time in the manner the native people did lived. Fire circle, dealing with mosquitos in palm thatched huts, and cooking over fire.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

History American Settlers



A Guide to Florida

The Everglades were only spottily inhabited by people of European descent, mostly Americans fleeing questionable circumstances in the north and settling on isolated islands within the 10,000 islands chain and in a few small communities on Marco Island, Chokoloskee, and Flamingo. Commercial fishing, plume hunting, trapping and agriculture provided a subsistence living for most. Few records of the earliest settlers remain. Their impact on the Everglades remains in the cultural, agricultural, fishing, and physical legacy of the area.

Because of the long growing season and seemingly fertile soil, a campaign was launched to drain the Everglades in order to make more land available for farming. Land development companies also had a large stake in draining the Everglades for commercial farming, though much of the area near Flamingo was less exploited than land closer to Homestead and Lake Okeechobee.

Interpreting sense of place through the legacy of settlers:

Many of the current environmental problems stem from draining the swamp in order to open up more agricultural land. While this was a destructive activity, understanding it is an important and educational facet of the history of the area as well.

Canal building - Interpret specific canals, the role they were intended to fill, construction techniques, their ultimate impact and current use.

The people who lived in Everglades are as much a part of the Park's history as any other. The homes and other structures they built add as much to the region's unique sense of place.

Particularly in the future architecture of Flamingo, the historic forms of homes may serve as a pattern for new construction in order to better illustrate the pre-park appearance of the settlement.

The park's agricultural history may serve to connect gateway communities to the park.



Remains of a well near Flamingo



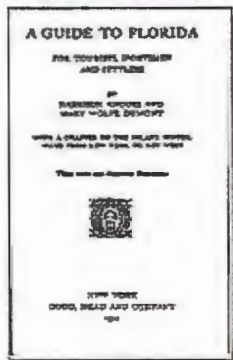
Planting sugarcane



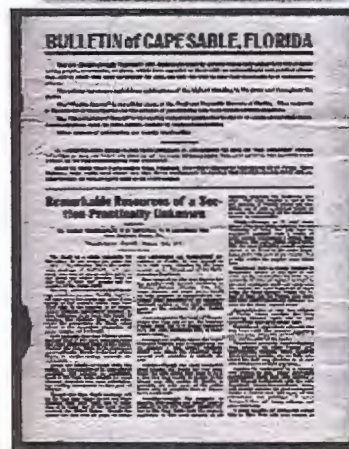
Flamingo Plantation



A sugar plantation



Florida Heritage Collection



Florida Heritage Collection

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Sustainable Tourism

What are the opportunities for the Everglades National Park?

One of the NPCA's guiding principles for the redevelopment of Homing is to connect the Park with gateway communities. Everglades National Park should explore opportunities to form connections between Flamingo and the surrounding gateway communities of Homestead and Florida City.

The World Eco-tourism Summit 2002 and its Quebec Declaration, and the Global Code of Ethics for Tourism as adopted by the World Tourism Organization in order to increase the benefits from tourism resources for the population in host communities while maintaining the cultural and environmental integrity of the host communities and enhancing the protection of ecologically sensitive areas and natural heritages. Promote sustainable tourism development and capacity-building in order to contribute to the strengthening of rural and local communities.

What is eco-tourism?

Ecotourism is "responsible travel to natural areas that conserves the environment and sustains the well-being of local people." Sometimes it is defined as a sub-category of sustainable tourism or a segment of the larger nature tourism market.

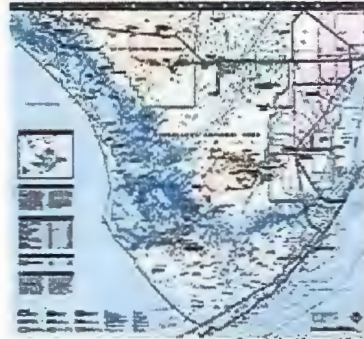
What is sustainable tourism?

Sustainable Tourism enhances all segments of the tourism industry with guidelines and criteria that seek to reduce environmental impacts, particularly the use of non-renewable resources, using measurable benchmarks, and to improve tourism's contribution to sustainable development and environmental conservation.

These guidelines are also intended to strengthen nearby communities by drawing them into the pool of those who socially and economically benefit from increased demand for local products, handicrafts, lodging, food, and labor.

For the communities adjacent to the Everglades National Park this can come through increased demand for locally grown produce, guide services for fishing and travel, locally based restaurants reflecting the diverse ethnicity of the region, and agritourism as well as eco-tourism.

Agri-tourism may become a strong and complementary market for the growing tourism industry in the area surrounding the Everglades.



Vernacular architecture - Refuge store
Florida Heritage Collection



Lemon crops growing along the road to the Everglades



Local produce market near Everglades Entrance attracts shoppers



Local rights and products such as ornamental plant materials and specialty produce are grown along the periphery of the Everglades. By strengthening the connections between the Park and the gateway communities the land use for both constituencies may be better protected and the local economy improved. Photo: K. Clark 2007

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Environment

Restoration and protection of natural habitat: The redevelopment process must include elements of restoring natural habitat and protecting the habitats that could be impacted by visitors. There may also be opportunities for achieving some protection from storm surge by restoring mangrove habitats as a buffer between Florida Bay and the developed part of Flamingo.

Prior to European settlement the land near Flamingo hosted coastal hammocks dominated by cabbage palms and salt-tolerant tropical hardwoods such as West Indian mahogany, buttonwood and Jamaica dogwood. Cleared for lumber and charcoal, this area's open prairies are largely manmade.

Passive revegetation – area is allowed to regrow on its own without additional plant materials. It may be interpreted to the public as a way that the natural environment recovers by natural succession.

Intermediate revegetation – will consist of establishing colonies of native plants that are at some distance to the site allowing for natural regrowth over a period of time.

Active revegetation – this will consist of a series of scientifically based restoration experiments and practices aimed at restoring damaged parts of ecosystem. Some areas that may need restoration include mangroves, areas formerly sodded, areas of former parking lots, edge habitats along developed areas, and replacing missing plant species.

These projects should be actively interpreted to visitors in order to enhance their understanding of the process.

Volunteer-based restoration projects – Ecosystem restoration projects deemed safe and simple enough for minimally trained volunteers should be fostered in order to enhance base support for such ventures. Such projects may include planting, elimination of non-native species by hand, pruning, and data collection may be suitable for many groups or individuals under the supervision of park professionals.

Buffers of native vegetation to block views of parking and other man-made objects. These plantings should represent the kinds of plants common to the tropical hardwood hammocks and other natural communities near Flamingo. The goal is to establish a dense and varied mass of plants of all sizes from grass to shrub to tree. These masses will block views and provide habitat as linear corridors.




Exp Pond at Flamingo

http://www.bio.lan.crews.edu/EVERGLADES/ecosystems/exp_pond/ExpPondOverview.html




everglades vegetation photos by K. Clark 2004


RIVER TO SEA PRESERVE COTTAGE PROPOSAL




Greens and grays of native vegetation




Pale grey cypress trunks and limestone below the soil




Everglades Visitors center is enveloped in native vegetation



Warm tones of sawgrass in winter



Bright green sawgrass



Marl on the edge of the bay

Materials Palette

Part of the Flamingo's new interpretation should include not only locally and historically influenced architectural forms, but also their materials, colors, and plantings. Exterior colors should be selected that do not conflict or overwhelm the natural landscape of the park and should be carefully pulled from surrounding landscape.

An excellent example of the use and interpretation of native landscape materials as ornamental plantings can already be seen at the Coe Visitors Center at the eastern entrance of the park. Landscaping of this quality should be used around the new structures at Flamingo, as well.

These plantings will also serve as educational tools for visitors who are interested in the ornamental value of native materials and for guests wishing to learn to identify native plants in general. These are intended to be included in the master plan of Flamingo village. Plantings in general should be of the quality found at the main Everglades visitor center.

If walkways and trails are constructed of ground concrete from the demolition of damaged structures at Flamingo they will have the appearance of naturally occurring marl.

Colors for signage and new architecture should be selected from the local environment. Bright green accents for signage and to signal points of interest, a color which replicates native sawgrass rather than forest green or brown of northern forests might tie into the local color palette without being overwhelming. Warm browns and cool grays of local vegetation and limestone marl may be used in the color selections for new architecture in order to allow it to stand out less harshly in the natural landscape.

14

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

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**ATTACHMENT F:
RELATED ARTICLES**

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



Catch Cabin Fever at Florida State Parks

Beachside

Bahia Honda State Park in the Keys is known for beaches, fishing, sunsets and snorkeling. It is an excellent place to see wading birds and shorebirds. The nature center introduces visitors to the island's plants and animals.

Cabins have two bedrooms, a bathroom, a living room, central heating and air conditioning, and they are equipped with kitchen appliances, utensils and linens. Built on stilts (two units have a lift available), each cabin has a porch as well as a ground-level deck with picnic table and grill. The swimming area and beach are a half-mile away. Reservations are required up to 11 months in advance.

In the Panhandle, Grayton Beach State Park provides visitors a chance to canoe or kayak on Western Lake. The lake's brackish waters are excellent for saltwater and freshwater fishing. More than four miles of nature trails wind across the beach and through a coastal forest of scrub oaks and magnolias.

Cabins are nestled in the pinewoods, just minutes from the Gulf of Mexico. Each two-bedroom, one-bath cabin has a gas fireplace, central heating and air conditioning, a fully stocked kitchen, screened porch, and outdoor grill.

Another Panhandle state park, Topsail Hill Preserve State Park, features 3.2 miles of secluded beaches. Three rare coastal dune lakes provide excellent freshwater fishing. This park is a bird-watching and hiking paradise. Visitors may bike, walk or ride the park tram to the beach.

Bungalows have a bedroom and sleeper sofa, bathroom, living room, kitchen, utility room, and carport, plus appliances and linens.

Riverside

The headquarters of the Suwannee River Wilderness Trail is located at White Springs, home of the Stephen Foster Folk Culture Center State Park. This park boasts five modern cabins tucked under live oaks. Each two-bedroom, one-bathroom cabin has a kitchen, gas fireplace and spacious wraparound porch. Linens and kitchen utensils are included. Similar cabins are available at Suwannee River State Park, near Live Oak and Fanning Springs State Park, on U.S. Highway 19.

Just east of Sarasota, Myakka River State Park has five historic cabins nestled in a sabal palm hammock near the Myakka River banks. These cabins, built in the 1930s, are constructed from palm logs chinked with tar and sawdust. A few modern conveniences—air conditioning, stove, refrigerator and a bathroom—have been added. Each cabin is furnished with two double beds, a sofa bed and a dining table. Linens and kitchen utensils are furnished.

The Myakka River flows through 58 square miles of wetlands, prairies, oak/palm hammocks and pinelands. Visitors can watch wildlife from a boardwalk that stretches over Upper Myakka Lake. A canopy walkway allows visitors to stroll through the treetops to a 74-foot tower that offers a spectacular view. Scenic lake tours are offered daily on the world's two-largest airboats.

Lakeside

Lake Louisa, a short drive from Orlando, is the largest in a chain of 13 lakes connected by the Palatka River, designated an Outstanding Florida Waterway. Equestrian and hiking trails furnish opportunities for wildlife viewing.

Each of its 20 modern cabins has two bedrooms, two baths, a dining area, a living room with a fireplace, a screened

Florida Monthly August 2006

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Cabin Camping in Florida State Parks

Beachside:

- Bahia Honda State Park, Big Pine Key
- Cayo Costa State Park, Boca Grande (access by boat only primitive cabins)
- Grayton Beach State Park, Santa Rosa Beach
- Oleta River State Park (on Dade County Bay), North Miami
- St. Joseph Peninsula State Park, Fort St. Joe
- Topical Hill Preserve State Park, Santa Rosa Beach

Lakeside:

- Blue Spring State Park, Orange City
- Lake Louisa State Park, Clermont
- Mike Roess Gold Head Branch State Park, Keystone Heights
- Three Rivers State Park, Shreds Riverside
- Farming Springs State Park, Farming Springs
- Hontoon Island State Park, Duval (access by boat only primitive cabins)
- Jonathan Dickinson State Park, Hobbs Sound
- Myakka River State Park, Sarasota
- Silver River State Park, Ocala
- Stephen Foster Folk Culture Center State Park, White Springs
- Suwannee River State Park, Live Oak

porch, and a kitchen equipped with appliances, dishes, cookware and utensils.

Experience the enduring craftsmanship of a bygone era at Mike Roess Gold Head Branch State Park in Keystone Heights. The CCC built nine of the park's cabins in the 1930s, which are made of hand-hewn lumber and feature screened porches and fireplaces. Guests can enjoy hiking and wildlife viewing along nature trails, as well as swimming, fishing, canoeing or kayaking in the lake.

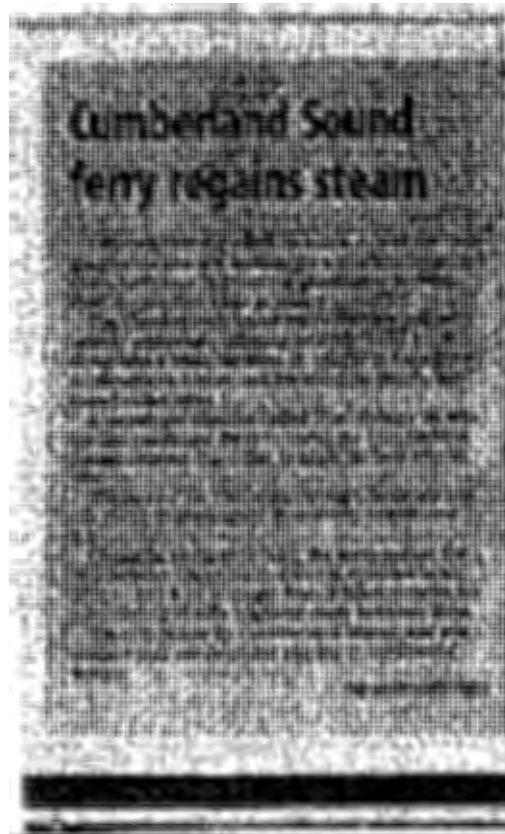
Amongst the various state parks, cabin amenities vary. Some are modern and fully-equipped, others are rustic with minimal facilities. To help visitors connect with the Real Florida, there are no televisions, cable service or telephones in the cabins. Florida State Parks is committed to accessibility for all visitors. Please inquire about the availability of features at each location.

For more information on state park cabins, visit FloridaStateParks.org. Prices vary from \$25 to \$120 per night. Contact Reserve America for more information and reservations at www.ReserveAmerica.com or by calling (800) 326-3521, (866) 1-CAMP-FL or (TDD) (888) 433-0287.

—Florida Department
of Environmental Protection

Florida monthly august 2006

47



latitudes

Arts: 'Paths to Paradise' visually explores Buddhism. **PAGE 2**

Travel: Tips for surviving a tarmac delay. **PAGE 6**

Literature: *The Night Monster* is a dark echo of the headlines. **1**

Sunday, September 12, 2009 • tampabay.com • Section L



CAMPING IN THE GREAT INDOORS

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

If your idea of roughing it is a cabin in the woods or on the water, we've got the places for you.

Another installment in our yearlong series on camping in Florida • PAGES 4-5



EDUARDO LOPEZ/ANSA L. Times photo

Lake Louisa State Park in Clermont, near Orlando, offers some comforts of home, including gas fireplaces in its newest cabins, which overlook Lake Dixie.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

Travel



D Accessible only by private boat or park ferry, the Hontoon Island State Park on the St. Johns River, west of DuLand in Volusia County, features cabins with the bare necessities — like an electric light and ceiling fan. Hontoon Island park is scheduled for construction upgrades, so call before scheduling your trip to get an update. JANA BERRY | VISOR (2009)

CAMPING IN THE GREAT INDOORS

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

State park cabins let you soak up the getaways without a bumpy night sleeping on the ground.

About this series

This is the third in a four-part, yearlong series focusing on camping in Florida by Terry Tomalin, St. Petersburg Times outdoors and fitness editor.

Read past stories at travel.tampabay.com.

Stories in this series are:

- Florida's family-friendly campgrounds, March
- Coastal camping, June
- State park cabin camping, today
- Wilderness camping, December

BY TERRY TOMALIN
Times Outdoor and Fitness Editor

My boyhood cabin at Mallard Lake was nothing special. It was made of real logs, Abe Lincoln style, and had three bedrooms, though we kids were usually banished to the back porch that we shared with a couple of hundred hungry mice.

That's probably why there were so many snakes — copperheads and timber rattlers — hanging by the kitchen: no shortage of food. My father told my brothers and sisters and I to keep an eye out for the reptiles, especially come April when he would send one of us crawling under the cabin with a blowtorch to fix the pipes that froze during the winter. But the hand pump in the kitchen always

brought plenty of cool spring water from the lake, which also fed the toilet, which worked more often than not. Showers, however, had to be limited to a minute or two, lest the bather succumb to hypothermia.

Unfortunately, my family sold the upper New Jersey cabin in the late 1970s. My two older brothers thought about buying it.

"Phil was about 20 and I had just gotten out of the Navy," my brother Tim recalled. "He was convinced it was a gold mine because we could sell bottled water... he had the design for the label in his head and everything. Of course I told him, 'What are you, nuts, no one will ever pay for water!'"

With the cabin sold, I quickly became a tent camper. Over the years, I have slept on the ground everywhere from the jungles of

South America to the mountains of New Zealand.

I vowed that whenever I ventured into the wilderness, I would rough it. Cabins were for sissies, I proclaimed to friends and families.

But I have had a change of heart.

Several years ago, I took my two small children to the Stephen Foster Folk Culture Center State Park in White Springs. I had heard about some new "cabins" that had been recently built, but was totally unprepared for what we found. These rustic shelters turned out to be nicer than most hotels. When it came time to go home, my kids did not want to leave.

"Can't we live here forever?" my son asked. No, but we can come back a lot.

Terry Tomalin can be reached at tomalin@tpost.com.



8 Recently built cabins at the Stephen Foster Folk Culture Center State Park, along the river the composer's song made famous, boast rocking chairs.



9 A camping excursion on the Suwannee River reveals many surprises, like this swimming area at the Fanning Springs State Park, where the clear water is a consistent and chilly 72 degrees.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

St. Petersburg Times | Sunday, September 13, 2009

travel.tampabay.com for more tips and fees.

FLORIDA STATE PARKS WITH CABIN CAMPING

The cabins at Florida state parks range from \$55 to \$90 per night. A minimum of two nights is required on weekends and holidays. One-night reservations are accepted Monday through Thursday, except during holidays. Call toll-free 1-866-422-6735 or toll-free 1-800-326-3521 up to 11 months in advance to make reservations. You can also reserve online at www.reserveamerica.com. The cabins that have been built in the past five years (see list) have modern conveniences. Plans are also in the works to build cabins at more than a dozen other parks when funding becomes available.

NORTHWEST REGION

1 TOPSAIL HILL
 This state park, located in picturesque Santa Rosa Beach, is home to the Gregory E. Moore RV Resort. The park's quaint little beach bungalows are found within the campground. Unlike most state park cabins, these one-bedroom beach-style cottages are available only for weekly or monthly rentals. Topsail Hill Preserve State Park, 7526 W. Scenic Highway 30A, Santa Rosa Beach, (850) 267-0229.

CENTRAL REGION

- 10 BLUE SPRING**
 The largest spring on the St. Johns River, this watering hole was put on the map in 1788 by the botanist John Bartram. Today, the spring is a designated manatee refuge and, during the winter months, home to a large number of these gentle giants. The park has six rustic two-bedroom cabins, each one equipped with central heat and air, as well as a gas grill, picnic table and screened-in porch. Interaction with the manatees is not permitted, but swimmers can use the spring during most of the spring, summer and early fall. Visitors can also canoe or kayak on the spring run and nearby St. Johns. Blue Spring State Park, 2100 W. Spanish Ave., Orange City, (386) 770-3003.
- 11 HONTOON ISLAND**
 Located in the middle of the St. Johns River and accessible only by private boat or passenger ferry, this multi-use hideaway was a favorite haunt of Indian tribes. The six primitive cabins have the bare necessities including an electric light and ceiling fan. But staying here saves you the trouble of pitching a tent. Hontoon Island was scheduled for construction upgrades. Call before scheduling your trip to get an update on park closures. Hontoon Island State Park, 2301 River Ridge Road, DeLand, (386) 730-5308.
- 12 LAKE LOUISA**
 The largest in a chain of 13 lakes linked together by the Palmetto River is a spot where visitors will enjoy great fishing, canoeing and kayaking. Gasoline-powered motors are not permitted, which enhances the serenity of this designated Outstanding Florida Waterway. Twenty newly built cabins overlook Lake Dixie. Visitors will find the comforts of home including dishes, pots and pans, picnic tables, even rocking chairs on the porch. The park's close proximity to Orlando and many amenities make it ideal for families. Lake Louisa State Park, 7506 U.S. 27, Clermont, (352) 394-3808.



RIVER TO SEA PRESERVE COTTAGE PROPOSAL



JOE WILKER | Times Herald

2 GRAYTON BEACH

This state park, which has a beach that is consistently ranked as one of the best in the United States, offers 30 two-bedroom, one-bath duplex cabins that can accommodate six people each. The cabins, hidden away in a shady pine woods, are just a short walk from the Gulf of Mexico, where visitors can swim, surf, fish and paddle. In most of the cabins, the front bedroom has a queen bed, the rear, two twin beds. Air conditioning, fireplaces and screened-in porches make these cabins ideal for vacationers, regardless of season. Grayton Beach State Park, 957 Main Park Road, Santa Rosa Beach, (850) 731-4210.

3 ST. JOSEPH PENINSULA

Blessed with miles of unspoiled beach, towering sand dunes and a sheltered lagoon, this state park is one of the most popular in Florida. The eight cabins, with their upstairs lofts, foldout futons and day beds can sleep up to seven people. A popular destination with birdwatchers — more than 240 species have been spotted here — the cabins tend to book up early. T.H. Stone Memorial St. Joseph Peninsula State Park, 6099 Cape San Blas Road, Port St. Joe, (850) 227-3277.

4 THREE RIVERS

Nestled on the Georgia border, where the Chattahoochee and Flint rivers meet to form Lake Seminole, this state park is a favorite haunt of anglers in search of largemouth bass. The park's rustic setting is perfect for Three Rivers' lone log cabin. But unlike the Crocker shacks of the pioneer days, the 20th century dwelling has air conditioning and a fully equipped modern kitchen. Three Rivers State Park, 7508 Three Rivers Park Road, Sneeds, (850) 482-8036.

NORTHEAST REGION

5 FANNING SPRINGS

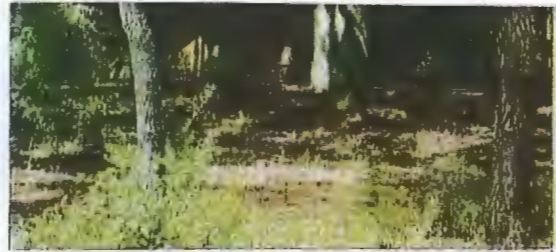
With second-magnitude springs that empty into the nearby Suwannee River, this park is an ideal place to cool off on a hot summer's day. The park, a hub on the new Suwannee River Wilderness Trail, is a frequent stopping off point for canoeists and kayakers on their way downstream. The five recently built cabins are environmentally friendly. The large, L-shaped, screened-in porches come equipped with two rocking chairs, a swing and picnic table and offer a great place to kick back and relax after a hard day on the river. Fanning Springs State Park, 18020 NW J.S. 19, Fanning Springs, (352) 483-3420.

6 LAFAYETTE BLUE SPRINGS

Another one of the Suwannee's top parks, thanks to "blue" springs that discharge 800 million gallons of water each day. One of Florida's 33 first-magnitude springs, Lafayette Blue has excellent swimming, snorkeling and cave diving for those with proper training. Like the cabins at Fanning Springs, these are recently built and equipped with modern amenities. A plus: Visitors can enter a boat, canoe or kayak via the river. Lafayette Blue Springs, 769 NW Blue Spring Road, Mayo, (904) 294-3667.

7 MIKE ROESS GOLD HEAD BRANCH

The 10 vacation cabins overlooking Little Lake Johnson were built within the last five years. There are also nine more rustic cabins that were built during the 1930s by the Civilian Conservation Corps, and



Special to the Times

8 SILVER RIVER

Humans have been visiting the springs that feed this river long before the first Europeans arrived 500 years ago. The same thing that made this area appealing to the Indians — crystal clear water — makes it attractive to visitors today. The 10 row cabins, each with a full dining area, stove and refrigerator, are suited for a long weekend or short vacation. The park is ideal for birdwatching. Silver River State Park, 1426 NE 58th Ave., Ocala, (352) 238-7148.

SOUTHWEST REGION

14 CAYO COSTA

This barrier island is truly a coastal paradise. Remote and undeveloped, it has not changed much since Spanish sailors first viewed its shores nearly 500 years ago. With miles of secluded beaches, hiking and cycling trails, as well as fishing and sea kayaking, you will find no shortage of things to do. The primitive cabins have no electricity or running water, but the Spartan amenities are the price you pay for total seclusion. Accessible only by passenger ferry or private boat (or kayak), Cayo Costa is best in the late fall, winter and early spring. Cayo Costa State Park, P.O. Box 1163, Boca Grande, (941) 864-0375.



Special to the Times

15 MYAKKA RIVER

The cabins at this state park, one of Florida's oldest and largest, were built by the Civilian Conservation Corps during the Great Depression. These historic log structures can sleep up to six people each and have electric stoves and refrigerators. There are plenty of things to do in Myakka, including hiking through the 58-acre miles of hardwood hammocks and pine forests. A bonus is the park's "Carpenter Walkway," which gives visitors a rare glimpse of the world in the trees. Myakka River State Park, 13209 State Road 72, Sarasota, (941) 361-0011.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL

② MIKE ROESS GOLD HEAD BRANCH

The 10 vacation cabins overlooking Little Lake Johnson were built within the last five years. There are also nine more rustic cabins that were built during the 1930s by the Civilian Conservation Corps, and five block cabins that are slightly larger than their rustic counterparts. One of Florida's original state parks, perched atop the rolling sand hills of the state's Central Ridge, is another great place to view wild life. Mike Roess Gold Head Branch State Park, 6239 State Road 21, Keystone Heights, (352) 473-4701.

③ STEPHEN FOSTER FOLK CULTURE CENTER

Steeped in history, this state park honors the memory of Stephen Foster and his song, *Oh! Folks at Home*, which made the Suwannee a household word, at least in Florida. A museum, a UT bell cauldron and a craft expose with regular blacksmithing and stained glassmaking demonstrations help bring the past alive. The five recently built river-side cabins are spacious and equipped with gas fireplaces, which make them especially cozy during the cooler winter months. Stephen Foster Folk Culture Center State Park, P.O. Drawer G, White Springs, (386) 397-2753.

④ SUWANNEE RIVER STATE PARK

- A strategic spot during the Civil War, this state park still has key mounds of earthworks built to help keep Union gunboats from traveling upriver. Today, most the action here comes from canoeists and kayakers making their way down the Suwannee River Wilderness Trail. The modern cabins, like the others built in the past five years, feature the comforts of home, including dishwashers, microwaves and gas powered fireplaces. Suwannee River State Park, 3631 27th Path, Live Oak, (390) 362-2746.

With over 600 miles of rivers and waterways, the state's network of canals is an intricate, including meandering through the 56 square miles of hardwood hammocks and pine flatwoods. A bonus is the park's "Canopy Walkway," which gives visitors a rare glimpse of the world in the treetops. Myakka River State Park, 13208 State Road 72, Sarasota, (941) 361-0511.

SOUTHEAST REGION

⑤ JONATHAN DICKINSON

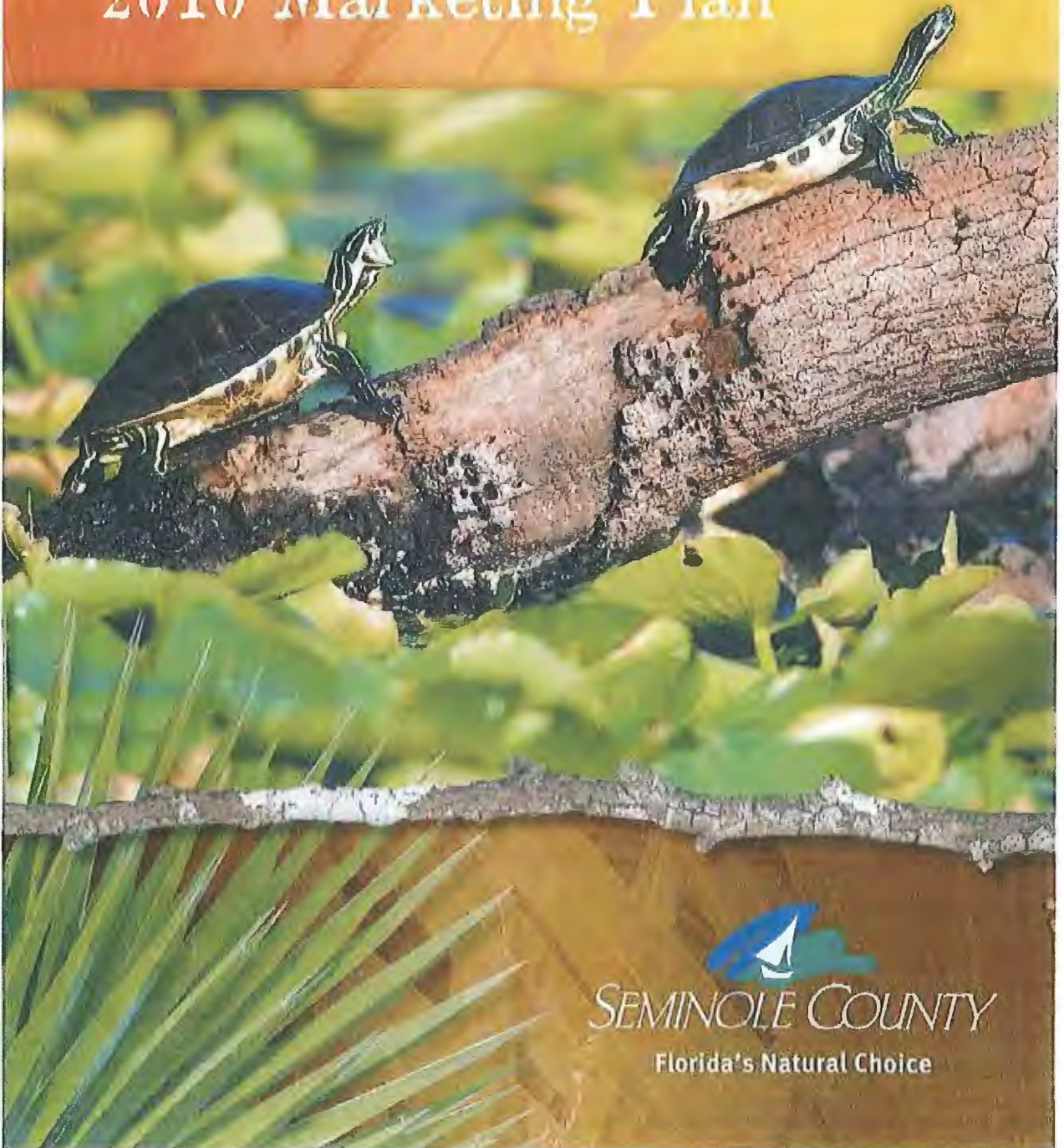
Located on the Loachapatchee River, Florida's first to receive the federal Wild and Scenic River designation, this park lets visitors explore 10 miles of the blackwater stream by canoe or kayak. The rangers also offer guided tours of the 1830s-era pioneer homestead of Trapper Nelson, who made his living on the river and swamps. The park offers a variety of cabins, built at different time periods. All come complete except for bed and bath linens. Jonathan Dickinson State Park, 18450 SE Federal Highway, Hobe Sound, (772) 546-2771.

⑥ OLETA RIVER

Just minutes from downtown Miami, Florida's largest urban park has access to Biscayne Bay and the Oleta River. The park is renowned for its off-road cycling trails. Other activities include canoeing, kayaking, fishing and swimming along a 1,200-foot sandy beach. The park has 14 primitive cabins, which do not include bathrooms or kitchens. Oleta River State Park, 3400 NE 163rd St., North Miami, (305) 959-1844.

**ATTACHMENT G:
SEMINOLE COUNTY MARKETING PLAN
(PORTION)**

Seminole County
2010 Marketing Plan



RIVER TO SEA PRESERVE COTTAGE PROPOSAL

2010 Marketing Plan

Media Flowchart

Digital Marketing Plan

Public Relations

Trade Show Campaign

Co-Op Opportunities

2010 Sales Plan

To easily access the Plan sections,
please click on the tabs at right

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



GOALS AND OBJECTIVES

Goal

The goal is to increase name and brand awareness, and generate inquiries that will ultimately result in higher lead volume, occupancy and overall revenues.

Objectives

- Position Seminole County as one of Florida's best nature-based destinations.
- Competitively position Seminole County with other travel destinations.
- Market to a combination of transient business travelers, meeting planners, leisure groups, sports and leisure targets.
- Target Florida Drive Markets
- Focus on shoulder and summer seasons.
- Increase weekend business.
- Utilize Public Relations to expand reach.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



SITUATION ANALYSIS

Seminole County has been one of Florida's fastest growing communities, fostering growth and quality development. Known for its exceptional quality of life, visitation has grown steadily since the formation of the Tourism Development Council in 1988. The mission of the Tourism Development Council is to market and promote Seminole County as a unique destination.

Given the current economy and its impact on tourism throughout the state, and the country for that matter, the upcoming year has real challenges and opportunities that must be faced head on to attract new and repeat overnight visitors and create a positive economic impact for the community.

Our focus on the four-hour drive market is more important than ever, and has been acknowledged by other CVBs, in fact Visit Florida has recently adopted a similar campaign for all of its marketing activities.

Seminole County has advantages as a destination that other markets cannot replicate. Our proximity to Orlando (including accessibility options and world-famous attractions), the Florida's Natural Choice campaign (which was well received in 2008/09) and the value-added leisure, business, and meetings offerings are all areas that provide a competitive advantage. Additionally, there is a major advantage and leadership opportunity in the sporting options available in the county. Sports are a shining light for Seminole and will be a focus for attention in 2010.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



BRAND AND POSITION

It's vital that any destination within the state define itself uniquely within its competitive set. Seminole County has both the need to define itself as unique, but to do so in relation to Orlando, borrowing from its notoriety and using it to locate the county geographically.

Through a process that has involved considering a number of strategic options, the CVB has concluded that best potential definition for the destination is to capitalize on the area's "natural assets", and to position the area as one of Florida's best nature-based destinations.

Supporting Considerations

Besides the area's many opportunities for enjoying Florida's more relaxed, natural side, there are a number of important considerations supporting the strategy:

1. Travel relating to wildlife/nature viewing or activities is one of the fastest growing sectors of the travel market.
2. There is strong, broad-based, and growing appreciation of eco interests and a rising sensitivity to ecological issues.
3. As urban areas continue to expand, there is an increasing desire among the general population to experience and enjoy more natural environments (as conversely, the "supply" of such areas and experiences is less available).
4. Although much of Central Florida (and even Seminole County) can be busy and urbanized, Seminole County allows easy access to natural areas, and can be the perfect jumping off point, offering several and easy points of access.
5. Positioning the County as a nature-based destination, creates a strong counterpoint to Orlando, allowing Seminole to augment and counter-balance Orlando's offerings.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



6. The experience and activities associated with the position support and should help to achieve the objectives to target an in-state drive market, and to increase weekend occupancy.

Execution

All communication for the campaign will support the position of Seminole County as a nature-based destination as it continues to target the many audiences important to achieving occupancy. However it should be understood that the nature-based destination defines the county as a whole, and isn't the sole "offering" to Seminole County's many targets. Seminole County will be positioned as a natural destination, and such an environment is a strong/ competitive addition to the County's other offerings specific to each target.

Over time, and through a consistent delivery, it is hoped that Seminole County can achieve a brand identification that will position it as a strong nature-based offering within the state, and a haven for outdoor and recreational activities.

It is planned that the position will be communicated through all marketing portals (advertising, public relations, digital and interactive, as well as sales).

All efforts will use the tagline, "Florida's Natural Choice."

Design

Although design is just one aspect of communicating our position, examples are presented below to provide to clarify the intended direction of the efforts.

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



The perfect place for groups
to get out of their shell.



Just beyond Orlando, Seminole County offers a natural wonderland that's the ideal place for your group to reconnect. Discover a less crowded, more relaxing environment, lower hotel rates and top theme parks minutes away. As a small group expert, we can help you plan the best get-together ever for your group. So come enjoy a slower pace.

SEMINOLE COUNTY
Florida's Natural Choice
1-800-800-7833

Book a weekend stay and get your 3rd night free! Visit www.AFreeNight.com to learn more.

Print Ad

2009-2010 Marketing Plan

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



Our parks don't need themes.



SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE
WWW.VISITSEMINOLE.COM
1-800-340-7632

SEMINOLE COUNTY
Florida's Natural Choice
www.VisitSeminole.com
1-800-340-7632

Print Ad

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



Just beyond Orlando,
the real magic begins.



Just beyond Orlando's theme parks, Seminole County offers you some of Florida's best natural attractions. From exploring the historic Seminole Trail to paddling the WeeWee, one of only two Wild and Scenic Rivers in Florida, you'll discover acres of pristine wildlife habitat. And from a network of public access to the rest of the region, we'll show you how you can enjoy it.

SEMINOLE COUNTY
Florida's Natural Choice

www.VisitSeminole.com
1-800-955-2833

Print Ad

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



Print Ad

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



Find attractions with more bite in Seminole County.

The perfect Central Florida location for less.

Seminole County not only puts you in a natural wonderland. You'll also be minutes from Orlando's theme parks, while nearby dazzling Atlantic beaches make the perfect day trip. And when you stay in Seminole County, you'll enjoy some of Florida's newest hotels at lower rates than other Central Florida hotels. So whether you simply want a relaxing place to recover from the theme parks or to get lost on a golf course or fishing boat for days, Seminole County lets you leave the hustle behind for less.

Home to acres of picturesque trails, parks and preserves, Seminole County offers many delightful ways to connect with nature.

3rd WILD PLACE

SEMINOLE COUNTY
Florida's Natural Choice
www.VisitSeminole.com

Webb's Trail

Rack Brochure

2009-2010 Marketing Plan

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



The possibilities are wide open.

SEMINOLE COUNTY
Florida's Natural Choice
www.visitseminole.com



...a
...king
...style.
...ner

... and rent sailboats at the Boat Club at Morone Harbour Marina in Sanford. Bring your own boat and you'll find an abundance of ramps to quickly and easily get you on the water. And if you don't have your own craft to tow, there are a variety of great rentals and charters available.



St. John's River. Spot alligators as an exhilarating sight on Lake Jesup. You can even learn to

For those who love Florida food, here's a tip: In a Central Florida locale with a fine freshwater lake, it goes without saying that Crisfield County fishing is more than just a hobby. Don't forget to bring the tackle box.

© 2009 Seminole County

www.visitseminole.com 16

Visitors Guide

2009-2010 Marketing Plan

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



www.AFreeNight.com

Splash Page

2009-2010 Marketing Plan

RIVER TO SEA PRESERVE COTTAGE PROPOSAL



Gator Bites
Summer 2008

The Latest Seminole County
Tourism and Meetings News and Information

SEMINOLE COUNTY
FLORIDA

A Message from Sharon Soars

Welcome to the first issue of the Seminole County Convention and Visitors Bureau's quarterly newsletter, GATOR BITES.

The newsletter, which is also available on our website, has been designed to update you about the many exciting activities that are taking place with the CVB, our hotels and attractions. Our success is all thanks to our tourism partners in Seminole County! We look forward to working with you and helping everyone know about beautiful Seminole County.

We are interested in letting the community know what is taking place with YOU. Information about local renovations, new employees, contractors, and special events are important and we want to help you get the word out. To please email them to the at Sharon@seminolecvb.com. Please forward to me any you think and input - enjoy GATOR BITES.

3rd Night Free

A Free Night promotion gains extra visitors

Seminole County's third night free promotion hit record highs this quarter with 12,913 hits to 3rdNight.com. Please notice and note an exciting promotional weekend with lots of direct visitors to our newly created search page which includes many features. Most exciting is a 10% discount on rates.

From the promotional site the visitor is then directed to our website VisitSeminole.com and the participating properties within our area. Participating properties include Embassy Suites Orlando North, Courtyard by Marriott, Lake Nona, Renaissance Orlando, Courtyard by Marriott Lake Mary, Hilton Garden Inn Lake Mary, Holiday Inn, Altamonte Springs, Homewood Suites, Springhill Suites by Hilton, Orlando and The Palm Jumeirah and Marina.

Month	Direct Visitors
April	~500
May	~750
June	~600

I-Newsletter

BACK TO AGENDA

2009-2011 Marketing Plan

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
Flagler Co Historical Society			
FY12/13 Operational Support	\$1,500.00	\$1,500.00	\$0.00
FY13/14 Operational Support	\$2,650.00	\$2,650.00	\$0.00
FY14/15 Operational Support	\$2,830.00	\$2,198.06	\$631.94
Grand Total	\$6,980.00	\$6,348.06	\$631.94



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

1769 East Moody Boulevard, Suite 311
Bunnell, Florida 32110
(386) 313-4013

Fund 109 Capital Improvements Not-for-Profit Tourism Infrastructure Grants



Organization Information

Organization Name Flagler County Historical Society

Contact Person MaryAnn Clark

Email Address mafscclark@bellsouth.net

Mailing Address P.O. Box 87, Bunnell FL 32110 204 East Moody Blvd.

Phone 386-437-0600 Fax _____

Registered as a not-for-profit corporation? Yes No (Attach proof of non profit status)

Not- for- Profit Tourism Infrastructure Grants:

Maximum award of \$5,000 per project;
 Maximum of two projects every ten years; and
 Not- for- profit tourism infrastructure project requests will be subjectively evaluated using multiple criteria.

Tourism Infrastructure Project Description

Project Name: Holden House Museum and Annex

Est. Project Start Date July 2015 Est. Project Completion Date July 2016

Brief Description of Project

The funding is requested to pay for county required liability insurance for the Holden House and for telephone and internet service (\$1,700) and for materials for displays.

Please attach a typed sheet and answer the following questions: (No Longer than one page)

- 1 What is the intended use of funds requested for Project?
- 2 How will the project enhance Flagler County tourism?
- 3 What are the operation aspects of the project (i.e. hours of operation)?
- 4 How will this project promote or enhance overnight stays in Flagler County directly or indirectly?

Funding

Amount Requested \$ 2,700

What is the total budget amount for the Project? \$ 2,700

***A line item budget must be submitted together with this application showing all funding sources and expenditures for the project**

If the entire request cannot be funded, can the project be phased for less funding? Yes No

If yes please indicate minimum amount necessary for next phase \$ NA

If the project cannot be phased, please explain.

Not Applicable

List past TDC infrastructure grant funding in last five (5) years:

Year	Project	Requested Amt	Award Amt	Spent Amt
2012	Insurance and telephone	\$1,500	\$1,500	
2013	Insurance, telephnone and internet		2,650	
2014	" "	\$2,650	2,830	

Provide all additional contributors, sponsors, and sources of funding for this project. (If not applicable, please explain.)

Not Applicable

What funding and in kind service is your organization providing?

Not Applicable

What additional sources of funding has your organization sought or is still seeking?

The main source of income of the FCHS are membership dues, historical bus trips and contributions for special projects from members and history lovers.

Organization Background

Provide an overview of the organization history/mission.

In January 1989 the BOCC entrusted the care of the Holden House (204 East Moody Boulevard) to the FCHS (formed in 1982) and in 2007 gave us the use of the former Veterans Service Building (206 East Moody Boulevard) for its collection of historical documents and memorabilia. The FCHS became a 501(c)3 organization in 1993.

What services does your organization provide?

Our purpose is to create, operate and govern a historical museum, the Holden House and Annex, and to promote historical and cultural research and education for the benefit of the public, the betterment of the community and to conduct any and all business to accomplish these purposes.

Is there community need for the services that you provide? Yes No

If yes, please describe

Our historic site bus trips can be made available for any group entertaining visitors, businesses. The tours are very popular with newcomers and long-time residents.

I, am the Authorized Agent of the organization requesting TDC funds. I have reviewed this Application for Funds from the Flagler County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all policies of the Flagler County Tourist Development Council relative to this grant. I also understand that funds will be provided on a reimbursement basis as a lump sum payment upon project completion and upon meeting of all grant award requirements. I further understand that a maximum of two non-profit infrastructure projects may be requested within a ten year time period.

MaryAnn Clark

June 13, 2015

Authorized Agent Signature

Date

Print Name: MaryAnn Clark Title: President

***Attach authorizing action from the elected body giving the authorized agent authority to apply for this grant and to enter into this agreement.**

FLAGLER COUNTY HISTORICAL SOCIETY

1. The funds requested will be used to pay for required liability insurance for the Holden House and Annex, telephone and internet service and materials for displays.
2. Many tourists are interested in learning the history of the area they visit.
3. Not Applicable
4. Not Applicable

FLAGLER COUNTY HISTORICAL SOCIETY

2015 Budget

INCOME

Membership Dues	\$ 600
Bus Trips	3,500
Holden House Rentals	100
Merchandise Sales	100
TDC	2,700
Contributions	180
Total	\$7,180

Expenses

Bus Rental	\$2,780
Corporation and Membership Fees	400
House and Grounds	500
Insurance	350
Meeting Expense	500
Office Expense (internet, telephone)	1,700
Office Supplies	500
Miscellaneous	450
Total	\$7,180

[BACK TO AGENDA](#)

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
PC Historical Society			
FY13/14			
FY13/14 Operational Support	\$900.00	\$900.00	\$0.00
FY14/15 Operational Support	\$4,245.00	\$3,649.38	\$595.62
Upgrades to new office and Visitor Ctr	\$1,951.76	\$1,951.76	\$0.00
Grand Total	\$7,096.76	\$6,501.14	\$595.62



Palm Coast Historical Society & Museum

July 11, 2015



City Historian
Art E. Dycke

Society Officers

President

James V. Canfield, Ph.D

Vice President

William Venne

Treasurer

Carol Lemieux

Ex. Secretary

Norma Kendrick

Corr. Secretary

Eileen Carter

**Rec. secretary and
Historian Editor**

Kay Stafford

Museum Director

Robert F. Evans

Museum Secretary

Gladys C. Moore

Directors 2015

Art Dycke

Patricia Eldridge

Steve Jones

Norma Kendrick

Peter Kroeger

Jack Pitman

Jean Sedlak

Society Mission

**The collection, preservation
and dissemination of material
related to the City of Palm
Coast and its people.**

**Contributions to the Society
and Museum are tax deductible**

Website

www.palmcoasthistory.org

e mail the society at :

Peter@pgKroeger.net

Flagler County Tourist Development Council
1769 East Moody Blv'd Suite #311
Bunnell, Fl. 32110

Members of the TDC :

Please accept this application for a TDC
Operational Grant.

The Palm Coast City Council has approved our
expansion into a building in Holland Park. The park
is currently under a major renovation which should
be completed during 2016. Our operation is continuing
during the renovation period.

Our location will enable us to offer a new museum
and visitor's center for the Palm Coast and Flagler
County community. This grant, if approved, will
enable us to better meet our mission goals for
2016.

We are a non profit organization established by the
Palm Coast City Council in 1999. Our tax free number
is 59-3697300. A recent Society Treasurer's Report
is attached.

This grant application was approved by our Board of
Directors on June 22, 2015.

Thank You,

James V. Canfield, Ph.D
President PCHS&M



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

1769 East Moody Boulevard, Suite 311
Bunnell, Florida 32110
(386) 313-4013

Fund 109 Capital Improvements Not-for-Profit Tourism Infrastructure Grants



Organization Information

Organization Name Palm Coast Historical Society & Museum

Contact Person William Venne ,Society Vice President

Email Address wvenne@yahoo.com

Mailing Address PO Box 352613 , Palm Coast , Fl. 32135

Phone 386 446 4307 Fax _____

Registered as a not-for-profit corporation? Yes No (Attach proof of non profit status)

Not- for- Profit Tourism Infrastructure Grants:

Maximum award of \$5,000 per project;
Maximum of two projects every ten years; and
Not- for- profit tourism infrastructure project requests will be subjectively evaluated using multiple criteria.

Tourism Infrastructure Project Description

Project Name: Historical Society /Office/Visitor's Center/Museum

Est. Project Start Date 6/1/2015 Est. Project Completion Date 5/2016

Brief Description of Project

Furnishings and fixtures for visitor's center/museum/office
Printed material for museum and Flagler Tourist Bus
Security system for museum and office

Please attach a typed sheet and answer the following questions: (No Longer than one page)

- 1 What is the Intended use of funds requested for Project?
- 2 How will the project enhance Flagler County tourism?
- 3 What are the operation aspects of the project (i.e. hours of operation)?
- 4 How will this project promote or enhance overnight stays in Flagler County directly or indirectly?

Funding

Amount Requested \$ 4,381.00

What is the total budget amount for the Project? \$ 4,381.00

***A line item budget must be submitted together with this application showing all funding sources and expenditures for the project**

If the entire request cannot be funded, can the project be phased for less funding? Yes No

If yes please indicate minimum amount necessary for next phase \$ 4,381.00

If the project cannot be phased, please explain.

List past TDC infrastructure grant funding in last five (5) years:

Year	Project	Requested Amt	Award Amt	Spent Amt
2013	Fund 109 Operational	\$ 900.00	\$ 900.00	\$ 900.00
2013	Fund 109 Capital	\$ 1,951.00	\$ 1,951.00	\$ 1,951.00
2014	Fund 109 Operational	\$ 4,245.00	\$ 4,245.00	\$ 4,245.00

Provide all additional contributors, sponsors, and sources of funding for this project. (If not applicable, please explain.)

Historical Society Membership Dues
 Grant from the City of Palm Coast
 Donations to the Society

What funding and in kind service is your organization providing?

The location and volunteers necessary to accomplish the Society's mission
 Exhibits and lectures at least six times a year to the Community
 Host visitor's center and operate museum for the Community
 House City historical material relevant to our mission
 Offer classroom presentations to our local schools
 Maintain an audio historical film based on interviews with local citizens

What additional sources of funding has your organization sought or is still seeking?

We seek appropriate state and federal museum funding
We conduct an annual fund raising event to secure funds
We anticipate securing advertisements in our Visitor's Guide

Organization Background

Provide an overview of the organization history/mission.

We were established by the Palm Coast City Council in 1999
Our mission is the collection , preservation and dissemination of material related to the City of Palm Coast and its people

What services does your organization provide?

See our mission statement above
We have received awards from Flagler County for our hours of volunteer service

Is there community need for the services that you provide?

Yes

No

If yes, please describe

Every community needs a historical society to preserve the story and artifacts of the community's existence.

I, am the Authorized Agent of the organization requesting TDC funds. I have reviewed this Application for Funds from the Flagler County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all policies of the Flagler County Tourist Development Council relative to this grant. I also understand that funds will be provided on a reimbursement basis as a lump sum payment upon project completion and upon meeting of all grant award requirements. I further understand that a maximum of two non-profit infrastructure projects may be requested within a ten year time period.

James V. Canfield

May 27, 2015

Authorized Agent Signature

Date

Print Name: James Canfield

Title: Society President

***Attach authorizing action from the elected body giving the authorized agent authority to apply for this grant and to enter into this agreement.**



PALM COAST HISTORICAL SOCIETY & MUSEUM

PO Box 352613 • Palm Coast, FL 32135 • Phone 386-283-5929

Flagler County Operational Grant # 109 Request July 2015

For The City of Palm Coast Historical Society and Museum

1. Annual Insurance cost	
Flagler County insurance Agency	\$ 877
2. Phone , Computer and Wifi	
Bright House \$88.98 per month	1,067
3. Museum Exhibit TV set	
Replaces stolen set- reported to Sheriff.....	650
4. Two exhibit museum towers	
For photo displays	620
5. Museum storage cabinets.....	338
6. Exhibit printing and mailing	400
7. Printing , copying machine.....	429
	Total \$ 4,381

**This request approved by the Historical Society
Board of Directors on June 22 , 2015**

The items requested will help us prepare for our first exhibits

**Exhibit # 1 " Palm Coast Golf and Tennis in the ITT Years "
Open fourth quarter of 2015 and first quarter
of 2016**

**Exhibit # 2 " Arts and Entertainment in Palm Coast "
Open Summer and Fall of 2016**



City of Palm Coast Historical Society

P. O. Box 352613
Palm Coast, FL 32135

386 283 6860
email : palmcoasthistorical@gmail.com

Treasurer's Report*

1/1/2015- 3/31/2015

Beginning Balances :

Cash in Bank (Wells Fargo)	\$3695.71
Certificate of Deposit (Space Coast)	<u>5558.79</u>
Total Beginning Balance	<u>\$9254.50</u>

Income:

Members Dues	1205.00
Total Income	\$1205.00

Total: Beginning Balance and Income **\$10459.50**

Expenses :

Computer Software and expenses	(184.98)
Equipment and furniture	1152.03
Postage	105.00
Supplies	526.47
Utilities	<u>266.47</u>
Total Expenses	1864.99

Ending Balances:

Cash in Bank (Wells Fargo)	3035.72
Certificate of Deposit Space Coast (12/31/14)	<u>5558.79</u>

Total **\$ 8594.51**

Submitted this day 16 April 2015, by

Carol K. Lemieux
Treasurer

() = credit

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) City of Palm Coast Historical Society	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input checked="" type="checkbox"/> Other (see instructions) ▶ _____	Exemptions (see instructions): Exempt payee code (if any) <u> / </u> Exemption from FATCA reporting code (if any) _____
	Address (number, street, and apt. or suite no.) 18 Florida Park Drive	Requester's name and address (optional)
City, state, and ZIP code Palm Coast, FL 32137		
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number	
[] [] [] - [] [] - [] [] []	
Employer identification number	
5 9 - 3 6 9 7 3 0 0	

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below), and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ <i>Jerry V. Casfield</i>	Date ▶ <u>4/7/14</u>
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on IRS.gov for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
Flagler Beach Historical Museum			
FY10/11			
FY11/12 Operating and Promo Support			
11/15/2010			
109 - Operational	\$5,000.00	\$5,000.00	\$0.00
FY11/12			
FY12/13 Operating and Promo Support			
9/4/2012			
109 - Operational	\$5,000.00	\$5,000.00	\$0.00
FY12/13			
FY13/14 Operational Support			
9/4/2013			
109 - Operational	\$5,000.00	\$5,000.00	\$0.00
FY13/14			
FY14/15 Operational Support			
9/15/2014			
109 - Not for Profit	\$5,000.00	\$4,414.99	\$585.01
Grand Total	\$20,000.00	\$19,414.99	\$585.01



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

1769 East Moody Boulevard, Suite 311
 Bunnell, Florida 32110
 (386) 313-4013

Fund 109 Capital Improvements Non-Profit Operational Costs Grants



Organization Information

Organization Name Flagler Beach Historical Museum
 Contact Person Teri Pruden / Virginia Giaramita
 Email Address Director@flaglerbeachmuseum.com
 Mailing Address P.O. Box 2136, Flagler Beach, FL 32136-2136
 Phone 386-517-2025 Fax 386-517-2026
 Registered as a not-for-profit corporation? Yes No (Attach proof of non profit status)

Non-Profit Operational Cost Grants:

Maximum award of \$5,000; and
 All requests will be evaluated within the constraints of funding availability.

Operational Funding

Facility Name: Flagler Beach Historical Museum
 Period Start Date 10/1/15 Period End Date 9/30/16
 Total Amount Requested: \$ 5,000.00

Brief Description of Use of funds:

The Flagler Beach Historical Museum is requesting the funds for operational and promotional support as allowed under Fund 109 guidelines. As with past grants, most TDC grant dollars are used for utilities. Housed in the Flagler Beach City Hall building, the Museum reimburses the city for utility bills logged and submitted by city staff on our behalf to the TDC. Other operational expenses the Museum incurs have included insurance, storage, tax preparation, computer software and support. Promotional materials, if funds remain for them, would include printing of flyers or brochures appropriate for mailing, trade shows, or other optimal out-of-county locations suggested by our tourism colleague Matt Dunn.

***A line item operational budget must be provided for the museum, gallery, etc. together with this application showing all funding sources and expenditures.**

List all past TDC funding organization has received in last five (5) years:

Year	Project	Requested Amt	Award Amt	Spent Amt
9-10	Operating/Promotional Exp.		7,600.00	7,600.00
10-11	Operating/Promotional Exp.		5,000.00	5,000.00
11-12	Operating/Promotional Exp.		5,000.00	5,000.00
12-13	Operating/Promotional Exp.		5,000.00	5,000.00
13-14	Operating/Promotional Exp.		5,000.00	5,000.00
14-15	Operating/Promotional Exp.		5,000.00	5,000.00
2015	2015 Quality of Life Grant		1,500.00	1,500.00

What in kind tourism services is your organization providing?

Guests enjoy a free Museum experience, and we also offer a self-guided Historic Walking Tour to encourage visitors to engage locally and sample our neighboring businesses. We are honored to be included in any TDC media tours and happily provide additional guides to extend a more personal experience for FAM participants. The Museum does double duty 7 days/week as a Flagler Beach & County Chamber Visitor Center. We disperse a multitude of recreational brochures, and docents always encourage tourists to stay, play, and spend locally. Museum staff participates in many county tourism projects and organizations and FBHM's web site links to PalmCoastandtheFlaglerBeaches.com.

What additional sources of ongoing operation funding has your organization sought?

Since 2009, we have ranked high enough to have won all five grants applied for from the Florida Division of Cultural Affairs, although state funding leaves the actual amount as an unknown, and usually severely limits the award to pro-rations of the amounts requested. We have an annual grant from the City of Flagler Beach. FBHM's 2014 P&L reflected income of approximately 24% from membership dues/donations, 46% event/fund-raisers, 19% grants, 11% sales and other. In 2014, we were prepared to but did not have to pull 11% from reserves (accumulated in small amounts since 2001.) That will also be the case in 2015, although YTD numbers look like that amount will be far less than in the attached conservative budget. We work diligently at community relations. In-kind donations of product and time (not reflected in the attached budget) for the past 12 months exceed \$100,000, including an annual 50% donation of the director's salary. In 2014 and 2015, we applied for and won Private and Foundation Grants for the first time.

Organization Background

Provide an overview of the organization history/mission.

It is the mission of the Flagler Beach Historical Museum to provide both a physical and social archive for preservation of the history of Flagler Beach and Flagler County. FBHM will collect artifacts and oral histories from the past and present to be available to current and future generations. We will partner with other organizations to provide a resource for research especially to the educational institutions of our area youth. This year as we approach the museum's 15th Anniversary and our 9th year as TDC/Chamber Welcome Center, we have focused on maximizing every opportunity to promote history and all aspects of Flagler County that may be of interest to visiting tourists.

What services does your organization provide?

Museum displays include 1000+ photos, articles, and artifacts from the "Stone Age to the Space Age." Video interviews with Flagler County elders will be compiled in a book and a DVD series. We annually supervise high school students' volunteer projects, and hope to resume our "Youth Interviewing Elders" program in the coming year. Class trips are offered from 4th grade up, and for home-schooled children and youth groups. We continue to build our digital database of scanned photos, articles and interview transcripts -- essential to facilitating modern methods of research. We founded, host, or support events like Holiday@the Beach Scramble, First Fridays, Movies Under the Stars, Local Authors Day, Cheer at the Pier, and landmark birthday celebrations in the city and county, which all give back to our residents while contributing economic dividends to our local business neighbors.

I, am the Authorized Agent of the organization requesting TDC funds. I have reviewed this Application for Funds from the Flagler County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all policies of the Flagler County Tourist Development Council relative to this grant. I also understand that funds will be provided on a reimbursement basis as a lump sum payment upon proper submittal and documentation of authorized paid expenditures.

TERI PRUDEN
VIRGINIA GIARAMITI

7-31-15
7/31/15

Authorized Agent Signature

Date

Print Name: TERI PRUDEN
VIRGINIA GIARAMITI

Title: DIRECTOR

***Attach authorizing action from the elected body giving the authorized agent authority to apply for this grant and to enter into this agreement.**



Flagler Beach Historical Museum
P.O. Box 2136, Flagler Beach, FL 32136
Administrative Office (386) 439-6262

July 30, 2015

To the Flagler County TDC:

This letter is to certify that Virginia Giaramita and/or Teri Pruden are authorized as Museum Directors duly appointed by the Flagler Beach Museum Board of Directors to pursue all grants and other available source of funding for furtherance of the museum's mission.

They have full right and authority to represent the museum's interests through application and in person before your body.

Thank you for the consideration of our museum in your deliberations.

Sincerely,

Linda S. Jones, Treasurer



2015 Flagler Beach Museum Executive Board of Directors

OFFICERS

President : Catherine Wilson
1st Vice President : Robert R. Creal
2nd Vice President : Kathy Feind
Secretary: Sandra Siepietoski
Treasurer: Linda S. Jones

Museum Director : Teri Pruden
City Liaison: Jane Mealy

BOARD OF DIRECTORS

Sharon Atack Beth Mount
Cindy Dalecki Kelli O'Reilly
Charles Helm Mary Ann Ruzecki
Cindy Miller Lea Stokes

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

MAR 30 2004

FLAGLER BEACH HISTORICAL MUSEUM INC
207 S CENTRAL AVE
FLAGLER BEACH, FL 32136

Employer Identification Number:

91-2090531

DLN:

17053058027044

Contact Person:

JOAN C KISER

ID# 31217

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

DECEMBER 31

Form 990 Required:

YES

Addendum Applies:

NO

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a)(2).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, if you are involved in an excess benefit transaction, that transaction might be subject to the excise taxes of section 4958. Additionally, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please contact your key district office.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the

Letter 947 (DO/CG)

Flagler Beach Historical Museum
Profit & Loss Budget Overview
January through December 2015

Income	
Donations Box	3,000.00
Dues - Membership	9,300.00
Fundraising	
Event - Holidays	0.00
Raffle (Non-Gala) Events	0.00
Total Fundraising	0.00
Gala Inc	
Auction Live	1,000.00
Auction Silent	3,000.00
Gala Misc (Raffles, Photos)	750.00
Sponsors/Donations	2,500.00
Ticket Sales	4,000.00
Total Gala Inc	11,250.00
Grants	
City of Flagler Beach	1,000.00
Corporate	500.00
FLA GRANT	5,900.00
TDC-Operational	5,000.00
TDC-Visitor Center	400.00
Total Grants	12,800.00
Interest	60.00
One Time Donation	850.00
Pier Inc	
Donations-Sponsors	5,850.00
Pier Misc	1,260.00
Sales	1,750.00
Tickets	5,500.00
Total Pier Inc	14,360.00
Sales	
Books	2,000.00
Chamber Maps	200.00
Giftshop	1,800.00
Photos	200.00
Throws	800.00
Total Sales	5,000.00
X-Misc	160.00
Total Income	56,780.00

Flagler Beach Historical Museum
Profit & Loss Budget Overview
January through December 2015

Gross Profit 56,780.00

Expense

Advert/Promotion

Newsletter - Print Costs 150.00

Promotions 100.00

Total Advert/Promotion 250.00

Community Participation 250.00

Event Change 0.00

Exhibit Accessions 200.00

Exhibit Display Materials 600.00

Exhibit Fixture - Fixed Assets 500.00

FB Pier Mdse Reimbursements 0.00

Fundraising Costs 700.00

Gala Exp

Ad / Promo 400.00

Auction 900.00

Decor 300.00

Entertainment 700.00

Food

Caterer 2,800.00

Total Food 2,800.00 *

Hall Rental 100.00

Misc 100.00

Volunteer 50.00

Total Gala Exp 5,350.00 †

Grant 50.00

Member Recruitment/Appreciation 50.00

Merchandise

Mdse - Blanket Throw 900.00

Mdse - Books 1,200.00

Mdse - Misc 1,440.00

Packaging and Display 0.00

Sales Tax 360.00

Total Merchandise 3,900.00

Office

Bank Fees 40.00

Ink 480.00

Mail

Flagler Beach Historical Museum
Profit & Loss Budget Overview
January through December 2015

Box Rental	56.00
Member/Admin Mail	360.00
Newsletter postage	480.00
Total Mail	896.00
Software / Web Host	600.00
Supplies - General	360.00
Supplies - Printed	720.00
Tech Purchases	300.00
Total Office	3,396.00
Pier Cheer	
Pier Advertising	1,000.00
Pier Beverages	3,420.00
Pier City, State, Insure	1,185.00
Pier Entertainment	800.00
Pier Food	0.00
Pier Set-up	1,770.00
Pier Supplies	650.00
Total Pier Cheer	8,825.00 *
Professional	
Accounting	0.00
Assistant Director	7,200.00
Event/Fundrasier	7,600.00
Insurance	950.00
Legal Fees	145.00
Marketing/Admin	18,000.00
Web / Computer	5,760.00
Total Professional	39,655.00
Publications & Dues	150.00
Repair/Maint	150.00
Storage	474.00
Training	0.00
Utilities	
Electric - FPL/CoFB	2,100.00
Telephone - CoFB	420.00
Water - CoFB	1,200.00
Total Utilities	3,720.00
Volunteer Appreciation	500.00
Y-Misc	0.00
Total Expense	68,720.00

Flagler Beach Historical Museum
Profit & Loss Budget Overview
January through December 2015

Net Income

-11,940.00 **

* Does not reflect staff time

** This number was predicated on a transfer in leadership this year and includes a one-time overlap of salaries. Additionally, current YTD numbers are coming in quite better than this planned conservative budget.

Flagler Beach Historical Museum
Profit & Loss
 January through December 2014

	<u>Jan - Dec 14</u>
Income	
Donations Box	2,815.00
Dues - Membership	9,842.85
Fundraising	
Event - Holidays	97.00
Raffle (Non-Gala) Events	266.00
Total Fundraising	<u>363.00</u>
Gala Inc	
Auction Live	1,570.00
Auction Silent	3,655.00
Gala Misc (Raffles, Photos)	1,438.00
Sponsors/Donations	2,525.00
Ticket Sales	4,030.16
Total Gala Inc	<u>13,218.16</u>
Grants	
City of Flagler Beach	1,000.00
Corporate	500.00
FLA GRANT	1,425.00
TDC-Operational	5,655.67
TDC-Visitor Center	1,574.34
Total Grants	<u>10,155.01</u>
Interest	61.73
One Time Donation	200.00
Pier Inc	
Donations-Sponsors	4,250.00
Pier Misc	988.25
Sales	2,003.00
Tickets	4,412.43
Total Pier Inc	<u>11,653.68</u>
Return of Event Change	400.00
Sales	
Books	2,138.48
Chamber Maps	186.00
Giftshop	1,269.00
Photos	283.00
Throws	755.00
Total Sales	<u>4,631.48</u>
X-Misc	438.57
Total Income	<u>53,779.48</u>
Gross Profit	53,779.48
Expense	
Advert/Promotion	
Newsletter - Print Costs	140.00
Promotions	72.00
Total Advert/Promotion	<u>212.00</u>
Community Participation	124.54
Event Change	400.00
Exhibit Display Materials	50.74
Fundraising Costs	346.91
Gala Exp	
Ad / Promo	50.00
Auction	1,602.27
Decor	173.32
Entertainment	519.26
Food	
Caterer	2,549.60
Total Food	<u>2,549.60</u>
Hall Rental	100.00
Volunteer	40.00
Total Gala Exp	<u>5,034.45</u>

Flagler Beach Historical Museum
Profit & Loss
January through December 2014

	<u>Jan - Dec 14</u>
Merchandise	
Mdse - Books	931.23
Mdse - Misc	1,295.91
Sales Tax	348.80
Total Merchandise	<u>2,575.94</u>
Office	
Bank Fees	24.14
Ink	514.53
Mail	
Box Rental	56.00
Member/Admin Mail	345.92
Newsletter postage	457.00
Total Mail	<u>858.92</u>
Software / Web Host	491.99
Supplies - General	346.92
Supplies - Printed	1,353.35
Total Office	<u>3,589.85</u>
Pier Cheer	
Pier Advertising	625.00
Pier Beverages	2,136.50
Pier City, State, Insure	1,082.67
Pier Entertainment	400.00
Pier Food	143.80
Pier Set-up	1,181.00
Pier Supplies	147.57
Total Pier Cheer	<u>5,716.54</u>
Professional	
Assistant Director	5,418.50
Insurance	926.81
Legal Fees	145.00
Marketing/Admin	18,000.00
Web / Computer	5,760.00
Total Professional	<u>30,250.31</u>
Repair/Maint	80.27
Storage	474.00
Utilities	
Electric - FPL/CoFB	1,965.48
Telephone - CoFB	391.92
Water - CoFB	1,215.57
Total Utilities	<u>3,572.97</u>
Volunteer Appreciation	461.00
Y-Misc	438.57
Total Expense	<u>53,328.09</u>
Net Income	<u><u>451.39</u></u>

BACK TO AGENDA

UPCOMING EVENT DATES

110 - Overnight Stay

2015 09 17 - 20

9th Annual Maya at the Playa

2015 10 09 - 11

FY15-16 Corvettes at the Beach

2016 01 15 - 17

2016 Flagler Film Festival

110 - Discretionary Event

2015 09

FL Outdoor Writers Assoc

FL Outdoor Writers Assoc

2015 09 24-26

FL Society of Assoc Executives

FL Society of Assoc Executives

2015 11 27-28

Crappie USA

Fall Tournament

Quality of Life Encumbrances & Fund Availability

FCBCC

Fiscal Year	FY14/15		
	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
110 - Quality of Life			
2014 11 08			
Triumph Endurance			
FY14-15 Oceans 50 Relay Race	\$1,500.00	\$1,500.00	\$0.00
2014 12			
Heritage Crossroads			
* 2015 Print Brochures and Maps	\$1,500.00	\$1,405.41	\$94.59
2014 12 19			
Flagler Cats, Inc.			
* Christmas in Bunnell	\$1,500.00	\$0.00	\$1,500.00
2015 01 09-11			
Flagler Film Festival			
2015 Flagler Film Festival	\$1,500.00	\$1,500.00	\$0.00
2015 01 30-31			
Flagler Co Horseshoe Pitching Club			
Flagler Singles/FL State Club Team Tournament	\$1,500.00	\$1,500.00	\$0.00
2015 02 14			
Flagler Beach Rotary - 2248			
Race of the Runways 5k/10k/dash	\$1,500.00	\$1,500.00	\$0.00
2015 04 11 or 18			
Flagler Beach Historical Museum - 6374			
Cheer at the Pier!	\$1,500.00	\$1,500.00	\$0.00
2015 04 19			
PC Arts Foundation			
* FY14-15 Picnic and Pops	\$1,500.00	\$0.00	\$1,500.00
2015 04 24 & 26, 07 04			
Choral Arts Society			
* 2015 3 Concert Series	\$1,500.00	\$1,498.30	\$1.70
2015 04 25			
Friends of Washington Oaks - 4685			
* Earth Day Celebration	\$1,500.00	\$1,403.01	\$96.99
2015 07 03 - 04			
City of Flagler Beach			
Fabulous Fourth of July Festival	\$1,500.00		\$1,500.00
Grand Total	\$16,500.00	\$11,806.72	\$4,693.28

Budget FY14/15	\$15,000.00
Encumbered FY14/15	\$16,500.00
	<u>-\$1,500.00</u>
Replenish Unencumbered Funds*	\$5,190.28
Available Balance for FY14/15	<u>\$3,690.28</u>

Quality of Life Funds Unencumbered Report

	Sum of Balance
FY13/14	
Choral Arts Society	
Concert Series 2014	
\$1003 partial reimbursement	\$497.00
Flagler Veteran's Appreciation	
Flagler Veteran's Appreciation Day 2014	
No surveys. Reimbursement Denied	\$1,500.00
FY14/15	
Choral Arts Society	
2015 3 Concert Series	
\$1498.30 partial reimbursement - invoice and receipt arr	\$1.70
Flagler Cats, Inc.	
Christmas in Bunnell	
Event not held - no reimbursement sought	\$1,500.00
Friends of Washington Oaks - 4685	
Earth Day Celebration	
Partial Reimbursement due Total Event Cost	\$96.99
Heritage Crossroads	
2015 Print Brochures and Maps	
partial reimbursement - \$1405.41 is amount requested	\$94.59
PC Arts Foundation	
FY14-15 Picnic and Pops	
Event held @ Destination Daytona / incomplete	\$1,500.00
Grand Total	\$5,190.28

BACK TO AGENDA

Agency

Florida Agricultural Museum

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
FY09/10			
110 - Quality of Life			
2010 A Walk Back In Time			
11/16/2009	\$2,000.00	\$2,000.00	\$0.00
FY10/11			
110 - Quality of Life			
Walk Back in Time			
3/7/2011	\$2,000.00	\$1,902.49	\$0.00
FY11/12			
110 - Quality of Life			
Pellicer Creek Re-enactment			
9/7/2011	\$2,000.00	\$2,000.00	\$0.00
FY12/13			
110 - Quality of Life			
6th Florida's Haunted Trails			
9/5/2012	\$2,000.00	\$2,000.00	\$0.00
FL Farm Days & Tractor Show			
3/4/2013	\$2,000.00	\$2,000.00	\$0.00
Hot Foods N Spicy Blues			
3/4/2013	\$2,000.00	\$2,000.00	\$0.00
Pellicer Creek Re-enactment			
9/5/2012	\$2,000.00	\$2,000.00	\$0.00
FY13/14			
110 - Quality of Life			
FY14-15 Pellicer Creek Raid 2014			
6/16/2014	\$1,500.00	\$1,500.00	\$0.00
Haunted Trails 2013			
9/4/2013	\$1,500.00	\$1,500.00	\$0.00
Grand Total	\$17,000.00	\$16,902.49	\$0.00



7900 Old Kings Road North
Palm Coast, Florida 32137
386.446.7640
www.FloridaAgMuseum.org

June 11, 2015

The Honorable Nathan McLaughlin
Flagler County Tourist Development Council
1769 East Moody Boulevard, Suite 311
Bunnell, Florida 32110

RE: Application For Quality of Life Event Funding

Dear Commissioner McLaughlin,

On behalf of the Board of Trustees of the Florida Agricultural Museum, I respectfully submit this Fund 110 Quality of Life Special Event application according to the criteria specified by the Flagler County Board of County Commissioners.

The Museum is seeking \$1,500 in funding to support our special three day program, the 5th annual "*Pellicer Creek Raid: A Civil War Reenactment*" scheduled to take place on October 10, 11, and 12, 2014. I hope that you and the other members of the Tourist Development Council will give this grant application a favorable review and recommend it for full funding. Thank you for your consideration of this matter.

Sincerely,

A handwritten signature in black ink that reads "Mary K. Herron". The signature is fluid and cursive.

Mary K. Herron
Director of Development



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

Flagler County Chamber of Commerce
20 Airport Road, Suite B
Palm Coast, FL 32164



Fund 110 Promotional Activities Request for Quality of Life Special Event Funding

Organization Information

Organization Name Florida Agricultural Museum, Inc.

Contact Person Mary K. Herron

Email Address mherron@myagmuseum.com

Mailing Address 7900 Old Kings Road North, Palm Coast, FL 32137

Phone (386) 446-7630 Fax (386) 446-7631



Registered as a non-profit corporation? Yes No

Event Description

The maximum award an organization can receive for a "Quality of Life" Special Event Grant Application is \$1,500.

Special Event Grant Funds awarded pursuant to this section shall represent no more than 33% of the total cost of the event, as documented in the final event report.

Event Name The Pellicer Creek Raid: A Civil War Reenactment

Event Dates October 9, 10, & 11, 2015

What is the total budget amount for the Event? \$4,650.00

***Event budget must be submitted together with this application.**

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel/motel/resort/RV/campground rentals?

The Pellicer Creek Raid is an unusual event that attracts many out of county visitors. The event has attracted more than 1,200 spectators to watch 150 reenactors demonstrating military life on and off the battlefield in Florida, ca. 1864. This year's program will include a Friday school day, vendors of historic goods, lecturers, and troops representing the Northern and Southern armies of the Civil War. The three day event is expected to attract visitors and participants throughout Florida and the Southeast and generate overnight stays.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

The event will be marketed in the Saint Augustine Record, the Daytona Beach News Journal, Civil War News, WNZF & WJCT radio, various online calendars, banners, and event flyers distributed to visitor information centers and the Flagler County Chamber of Commerce. Press releases will be sent to other media outlets and historical societies around the State.

***Please provide a line item marketing campaign.**

How will you demonstrate a willingness to work with the tourism industry?

The Museum will distribute event flyers and Museum brochures to Flagler County lodging establishments and attractions on the list provided to us by the staff of the Flagler County Chamber of Commerce. Furthermore, the Museum already has an in-place relationship with Palm Coast Hampton Inn and Suites, Holiday Inn Express, and Best Western.

Please provide evidence as to how the event will be self-funded in subsequent years.

The event is essentially self-funded at this point. The Museum is applying for grant funding to increase our ability to purchase advertising for the program. Admission will be charged and vendor fees collected. Re-enactment programs are known to grow over time and with repetition. For instance, the Civil War event at Olustee, Florida, attracts more than 20,000 visitors annually.

Soundness of Proposed Event

Clearly identify the event's objectives.

The Museum will present a fun and educational event suitable for all age groups. Visitors will meet people from Florida's Civil War-Era past including infantry, cavalry, and artillery troops. Re-enactors representing civilian, medical personnel, and sutlers will also participate. Friday, October 9th, will be reserved for school groups who will become familiar with medical practices common in 1864, military camp life, and cannon demonstrations. On Saturday and Sunday, cavalry, infantry, and artillery troops will stage battles at 1 o'clock. Historic camps will be open to the public when the troops are not "fighting". Lectures will also be given on Saturday and Sunday.

What is the timetable for implementation of the event?

Museum staff and volunteers will prepare the historic camps for the re-enactors. Participants in the program will be checked in to the Museum and registered as re-enactors. Seating for our visitors will be moved to a site overlooking the battlefield. The event will take place on the Museum grounds on Friday, Saturday, and Sunday, October 9th, 10th, & 11th, from 10 am - 5 pm.

What additional funding sources will be utilized?

Efforts are underway to secure additional funding from individual and corporate entities.

How do you intend to accomplish your slated objectives?

The Museum has presented this program every year since 2010 to very enthusiastic audiences. We will follow our program guidelines as before. Those resulted in a widely popular reception by visitors and residents alike.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event:

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

What added value can the event create to a visitors stay?

Visitors who have attended the event in the past found it an unusual and entertaining addition to their time spent in Flagler County. This is based on comments made by visitors and participants provided during and after the program through on-line sources such as Trip Advisor. The Museum will, once again create a memorable program about a critical period in American history and Florida's past.

What incremental economic activity is stimulated through the quality of the visitor experience?

According to surveys of previous attendees, they enjoyed other Flagler County attractions including Washington Oaks, Princess Place Preserve, and Marineland along with various dining and lodging establishments.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

The three day event will include a wide variety of activities and encourage visitors to extend their stays. This will result in increased spending on food, lodging, and other recreational activities.

Advertising Requirements

Ten (10%) of the funds awarded to quality of life special event grant recipients shall be used for advertising and promotion.

The Flagler County Tourist Development Council logo with the web address (www.PalmCoastandtheFlaglerBeaches.com) must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

The Museum will promote the event through paid print and radio media, will post the event on various online community calendars, and the Museum web-site. Museum volunteers will distribute flyers and posters at a variety of public venues.

TDC Collateral will be distributed to the organization by a tourism representative of the Flagler County Chamber of Commerce for distribution for the event.

Funding

How much gross income is intended to be collected from this event? ~ \$6,000

List past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
2013	Florida's Haunted Trails	\$1,500	\$1,500	\$8,500
2013	Fund 109 Tractor Fund	\$5,000	\$5,000	\$6,300
2014	Pellicer Creek Raid	\$1,500	\$1,500	\$4,650

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

The event will take place in mid-October, consequently, we are only now (June, 2015) beginning to approach corporate and individual sponsors for this event. Historically, this event has received generous corporate and individual support.

Event History

How many years has this event taken place? Five years, 2010, 2011, 2012, 2013 & 2014.

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for Funds from the Flagler County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourism Grant Guidelines.

Mary K. Herron June 6, 2015
Authorized Agent Signature **Date**
Print Name: Mary K. Herron
Title: Director of Development

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for quality of life special event grants. Additionally, I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

Mary K. Herron June 6, 2015
Authorized Agent Signature **Date**
Print Name: Mary K. Herron
Title: Director of Development

The Pellicer Creek Raid Budget, 2015

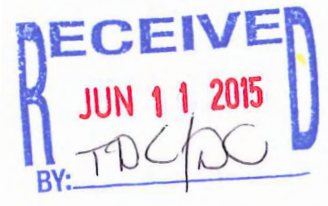
Fuel	\$ 100
Portable Toilets	\$ 250
Artillery guns & black powder	\$ 750
Marketing	\$1,750
Staff time	\$1,800

Cost of Event **\$4,650**

The Pellicer Creek Raid Marketing Budget, 2015

Printing flyers & posters	\$ 250
Daytona Beach News-Journal	\$ 300
St. Augustine Record	\$ 300
Folio Weekly	\$ 300
WNZF/KIX/BEACH radio	\$ 600

Total Marketing Cost **\$1,750**



FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL
 1769 East Moody Boulevard
 Bunnell, FL 32110
 386-313-4013

FUND 110 SPECIAL EVENTS – QUALITY OF LIFE GRANT PRE -MEETING CHECKLIST

A *Mandatory Consultation* must be scheduled with Palm Coast & the Flagler Beaches prior to submittal deadline. Please contact **Matthew Dunn/VP Tourism Development** at (386) 437-0106 or by email: matt@flaglerchamber.org

Pre-Meeting Checklist

- 1. Review of Grant Application
- 2. Visitor Questionnaire
- 3. Economic Impact Summary Report
- 4. I understand the significance of Surveys and that they must be completed. (explained)
- 5. Final Survey Report
- 6. Final Status Report
- 7. Reimbursement Request Form
- 8. Budget Attached
- 9. Review of Advertising Requirements & Resources (New Logo Form)
- 10.. W-9 WILL SEND - VIA EMAIL
- 11. The Flagler County Commission and the Flagler County Tourist Development Council must be named as additional insured's on the applicant's general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than \$1 million for general liability, \$1 million commercial general liability, each occurrence, and \$1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

MRS I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered. Failure to produce any of the above items will result in a forfeiture of funds.

Deborah Chase
 Flagler County Chamber

Mary B. Barron
 Event Planner

10/11/15
 Date

06/11/2015
 Date

Post Meeting Date / Time: TBD - (Nov-Dec)

BACK TO AGENDA

Agency

Triumph Endurance

	Sum of Award Amount	Reimbursement Amount	Sum of Amount
FY12/13			
110 - Overnight Stay			
Starlight Half Marathon & 5k 2013			
No reimbursement requested	\$2,500.00		
FY14/15			
110 - Quality of Life			
FY14-15 Oceans 50 Relay Race			
201 runners, 100 people surveyed. Other activities included parks, restaurants, beach.	\$1,500.00	\$1,500.00	



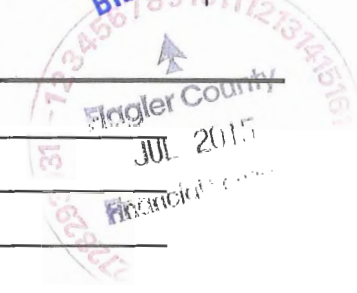
www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

Flagler County Chamber of Commerce
20 Airport Road, Suite B
Palm Coast, FL 32164



Fund 110 Promotional Activities Request for Quality of Life Special Event Funding



Organization Information

Organization Name Triumph Endurance Events, LLC

Contact Person Carrie Meng

Email Address carrie@triumphraces.com

Mailing Address 905 S Central Ave, Flagler Beach, FL 32136

Phone 352-514-1283 Fax n/a

Registered as a non-profit corporation? Yes No

Event Description

The maximum award an organization can receive for a "Quality of Life" Special Event Grant Application is \$1,500.

Special Event Grant Funds awarded pursuant to this section shall represent no more than 33% of the total cost of the event, as documented in the final event report.

Event Name Oceans 50 Relay Race

Event Dates November 7th, 2015

What is the total budget amount for the Event? \$ 10,000.00

***Event budget must be submitted together with this application.**

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel/motel/resort/RV/campground rentals?

This event is unique, the only event like this in Florida. Many of our runners come from all over the state and out of state to participate. We advertise outside of Flagler County and encourage participants to stay overnight before and after the event. It starts early in the morning, which will encourage overnight stays the night before, it will last until late in the day, which will encourage overnight stays the night after.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

Social media (paid promoted posts), website, email blasts, grassroots marketing. We have a specific marketing plan, targeting our efforts during price increases and as the event fills up.

***Please provide a line item marketing campaign.**

How will you demonstrate a willingness to work with the tourism industry?

We will display logos as required, provide them with any requested information and work towards the common goal of attracting out of town visitors.

Please provide evidence as to how the event will be self-funded in subsequent years.

We will continue to work efficiently, attract more participants and work within our budget

Soundness of Proposed Event

Clearly identify the event's objectives.

To provide a fun, healthy, unique event for the community and for out of town participants. This event is meant to be memorable for all involved: the participants, the community and the volunteers.

What is the timetable for implementation of the event?

The event will be held on November 7th, 2015. Planning has already started, registration is already open.

What additional funding sources will be utilized?

Sponsors and registration fees.

How do you intend to accomplish your slated objectives?

By identifying what our participants want, by employing an experienced staff and ensuring a safe, fun event.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event:

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

What added value can the event create to a visitors stay?

The event is unique, there are no other events like this in the area or even in the state. It's a fun, team oriented event with an emphasis of enjoying the trails and camaraderie of the event. The participants can see the area in a way that the typical resident or visitor cannot, on foot and covering 50+ miles in one day, all within Flagler County.

What incremental economic activity is stimulated through the quality of the visitor experience?

The more enjoyable their experience is the more likely they will stay longer and/or return at another time.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?

Hotel stays, eating at restaurants, shopping at local stores, gas stations, shops, etc.

Advertising Requirements

Ten (10%) of the funds awarded to quality of life special event grant recipients shall be used for advertising and promotion.

The Flagler County Tourist Development Council logo with the web address (www.PalmCoastandtheFlaglerBeaches.com) must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?

Social media: promoted posts on facebook, instagram posts mutiple times a week, ads on facebook, direct participants to website, email blasts at least monthly and more when there is a price increase, we are putting flyers at local business and advertisting at other running events.

TDC Collateral will be distributed to the organization by a tourism representative of the Flagler County Chamber of Commerce for distribution for the event.

Funding

How much gross income is intended to be collected from this event? \$14,000

List past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
2014	Oceans 50 Relay Race	\$1,500	\$1,500	\$1,500



Anticipated Budget for 2015	
Income	
# of participants	260
Registration Income	\$ 13,000.00
Sponsorship Income	\$ 1,000.00
Total income	\$ 14,000.00
Expenses	
Shirts	\$ 1,800.00
Awards	\$ 900.00
Permits	\$ 25.00
Volunteers/Charity	\$ 500.00
Finisher medals	\$ 1,200.00
Insurance	\$ 300.00
Supplies	\$ 500.00
Runner Bibs	\$ 180.00
Runner food and bev	\$ 500.00
Runner entertainment/ experience	\$ 500.00
Advertising/Marketing	\$ 1,100.00
Race Day Staff	\$ 1,200.00
Assistant	\$ 500.00
Misc	\$ 500.00
Total expenses	\$ 9,705.00
Profit/Loss	\$ 4,295.00

*Not included in this budget is salary for race director



Marketing Plan & Timeline

Registration Opened: March 10th, 2015

- Email blast to all past participants and database of other events \$60
- Facebook promoted post \$30

Price Increase June 1st

- Email blast \$60
- Facebook promoted post \$30
- Flyers to take to event \$100
- Other expenses of traveling to event (Jax) for grassroots marketing \$100

Marketing throughout registration period 6/1-9/16

- Email blasts (our database and other event directors) \$250
- Facebook promoted posts \$200
- Grassroots \$180

If the race has not sold out by 9/16

- Additional email blast \$60
- Facebook promoted posts \$50

Total: \$1,110



[BACK TO AGENDA](#)

Agency

Choral Arts Society

	Sum of Award Amount	Sum of Reimbursement Amount
FY12/13		
110 - Quality of Life		
FY12-13 Concert Series 2013		
896 attendees. One person completed survey.		
	\$2,000.00	\$1,334.96
FY13/14		
110 - Quality of Life		
Concert Series 2014		
Total attendance was 854. Forms were offered to all attendees, but none were completed and returned.		
	\$1,500.00	\$1,003.00
FY14/15		
110 - Quality of Life		
2015 3 Concert Series		
Total attendance was 801. Attractions were dinner at local restaurants. All attendees were offered the opportunity to fill out surveys. Four surveys were completed		
	\$1,500.00	\$1,498.30



Choral Arts Society

*Cheryl A. Robinson
Artistic Director*

*Richard Butler
Accompanist*

*Trevor Brown
President*

*Douglas Miller
Vice President*

*Roger Lacallade
Treasurer*

*Angela Moreau
Secretary*

Jan Hylander

*Andrew Cunningham
Marketing Director*



*Recipient of the City of Palm
Coast Cultural Arts Grant*



July 16, 2015

Ms Mary Anne Atwood
Tourist Development Council Secretary
1769 E. Moody Blvd Building 2
Bunnell, FL 32110

Dear Mary Anne:

Attached please find a completed application for a Quality of Life Grant, on behalf of the Choral Arts Society.

I am hand delivering this document to you, in the hope that our application can be part of the TDC meeting on August 19, 2015.

If you require any additional actions on my part, please contact me directly.

Sincerely,

R G Lacallade
Treasurer
Choral Arts Society
Ph: 386-447-1892

P. O. Box 351061, Palm Coast Florida 32135

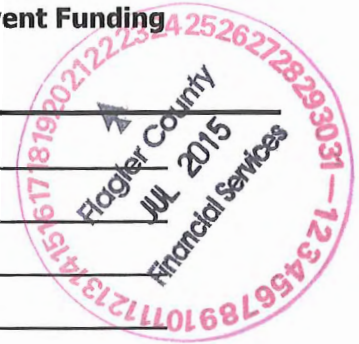


www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

Government Services Building
1769 E. Moody Boulevard, Suite 311
Bunnell, Florida 32110

Fund 110 Promotional Activities Request for Quality of Life Special Event Funding



Organization Information

Organization Name Choral Arts Society

Contact Person Roger Lacallade

Email Address rlacallade@yahoo.com

Mailing Address PO Box 351061, Palm Coast, FL 32135

Phone (386) 447-1892 Fax _____

Registered as a non-profit corporation? Yes No

Event Description

The maximum award an organization can receive for a "Quality of Life" Special Event Grant Application is \$1,500.

Special Event Grant Funds awarded pursuant to this section shall represent no more than 33% of the total cost of the event, as documented in the final event report.

Event Name 3 Concert Series: Christmas, Broadway, July 4th

Event Dates Christmas Dec 4 & 6, 2015, Broadway May 20 & 22, 2016

What is the total budget amount for the Event? \$ \$13,841.00

***Event budget must be submitted together with this application.**

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel/motel/resort/RV/campground rentals?

We attract visitors by being known to be part of the cultural/artistic scene in Flagler County, by virtue of our 17 consecutive years of performing this type of concert series. Our advertising and "word of mouth" promotion from our loyal attendees widely publicize our concerts.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

We market our concerts via our own website; via the Flagler County Tourism Development website; via newspaper ads; via posters hand spread to all local bulletin board; via direct mail to our 400 person mailing list. Our line item Budget for fiscal 2016 showing all marketing expenses is attached.

***Please provide a line item marketing campaign.**

How will you demonstrate a willingness to work with the tourism industry?

We have active dialog with Matt Dunn and Doreen Case of the Flagler County Tourism Development Council. And we constantly ask for other suggestions to help us attract visitors to put more people in our concert audiences.

Please provide evidence as to how the event will be self-funded in subsequent years.

The Choral Arts Society has existed continuously since 1999. We will continue all previous used fund raising activities. We have started a process of offering concerts to local clubs for remuneration. And we hope to continue to receive a QOL Grant from Flagler County as we did last year.

Soundness of Proposed Event

Clearly identify the event's objectives.

Choral Arts Society's purpose is two-fold: 1) To bring the highest quality of choral music to all who wish to attend our concerts, by providing free admission, in order to enrich the lives of our residents and visitors. 2) To encourage the pursuit of music education of our youth by providing scholarships to our local high school graduates who are enrolled in a music curriculum at college.

What is the timetable for implementation of the event?

Our 3 Concert Series for fiscal 2016 is, Sounds of Christmas Dec 4th & 6th 2015; Music from the Stage My 20th & 22nd 2016; and Celebrate America July 4th, 2016.

What additional funding sources will be utilized?

Since all our concerts are free admission, we exist primarily on the "free will donations" we collect from our audience; we are fortunate to receive Choral Arts Grants from the city of Palm Coast, and QOL Grant from Flagler County. Additional we have one, possibly two, paying concert dates at local clubs in Palm Coast.

How do you intend to accomplish your slated objectives?

By continuing to perform high quality choral concerts, we expect that our loyal patron base will keep returning to hear us sing. And by trying to expand our publicity and promotional activities, we hope to increase the size of our audiences, and hopefully their donations. Additionally, we have embarked on a process to perform for local clubs for fee.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event. *CAS has existed continuously since 1999 (17 years)*
- Documentation that the organization has a successful history of service in and to Flagler County. *The attached Annual Program documents our existence since 1999.*
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds. *This application was completed by myself (RG Lucallade), Treasurer and CAS Board Member. My replacement as Treasurer (BETTY CHRISTIAN) observed.*
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council. *We have been blessed to ^{have} received, documented, and administered Cultural Arts Grants from the City of Palm Coast for over 10 years. We have also been blessed to have received, documented, and administered Q of L Grants from FTDC for the last 3 years.*

Quality and Uniqueness of the Proposed Event:

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County. *(CAS' continued audience attendance is evidence of our merit for 17 years. We have run deficits for many years, so we need financial support.*

What added value can the event create to a visitors stay?
 We provide an enriching musical experience to our audience, with no admission charge. Also, our singers are totally volunteers. In fact, our members pay a yearly membership fee of \$35, and they pay for their own music.

What incremental economic activity is stimulated through the quality of the visitor experience?
 While the majority of our audience is "local", our mailing list (compiled by audience members filling out a form) contains many people from outside of Flagler County. We would love to expand on our ability to attract people from outside the county, and we are open to any and all suggestions as to how to accomplish that goal. To that end, we will advertise in the Flagler Auditorium Show-bill for the upcoming season.

What incremental economic activity is stimulated by encouraging visitors to extend their stay?
 We have evidence from out of town concert attendees that complete our surveys have indicated that they go to our restaurants and shop in Palm Coast as well.

Advertising Requirements

Ten (10%) of the funds awarded to quality of life special event grant recipients shall be used for advertising and promotion.

The Flagler County Tourist Development Council logo with the web address (www.PalmCoastandtheFlaglerBeaches.com) must appear prominently in all advertising and publicity (both written or electronic) for the special event.

What is your strategy for marketing and advertising?
 Our own Choral Arts Society website; Flagler County Tourism website; advertising in local newspapers; hand placed concert flyers; direct mail to our mailing list. And we will advertise in the Show-bill for the Flagler Auditorium for the upcoming season.

TDC Collateral will be distributed to the organization by a tourism representative of the Flagler County Chamber of Commerce for distribution for the event.

Funding

How much gross income is intended to be collected from this event? \$10,680

List past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
f/yr 2013	3 Concert Series	\$2,000.00	\$2,000.00	\$2,000.00
f/yr 2014	3 Concert Series	\$1,500.00	\$1,500.00	\$1,500.00
f/yr 2014	3 Concert Series	\$1,500.00	\$1,500.00	\$1,500.00

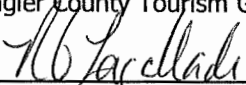
Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.)

Our Patron List for the past year is attached to this document. This lists all people who have written a check for more than \$25.00 to the Choral Arts Society. However, most of our income is from cash donations made by our concert attendees. As previously mentioned, City of Palm Coast and Flagler County Tourism have provided grants.

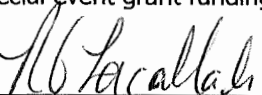
Event History

How many years has this event taken place? Every year since 1999

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for Funds from the Flagler County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourism Grant Guidelines.

 July 16, 2015
Authorized Agent Signature **Date**
Print Name: R G Lacallade
Title: Treasurer of Choral Arts

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for quality of life special event grants. Additionally, I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

 July 16, 2015
Authorized Agent Signature **Date**
Print Name: R G Lacallade
Title: Treasurer of Choral Arts

BUDGET		
CHORAL ARTS SOCIETY		
Oct 1,2015 - Sept 30,2016		
INCOME		
Acct No	Item	Budget
001	Annual Auction	200
003	Audience Donations	5000
006	Grants	2500
007	Outside Performances	1000
009	Member Donations	800
010	Member Dues	600
013	Music	500
014	Polo Shirts	80
	TOTAL INCOME	10680
EXPENSES		
Acct No	Item	
STAFF		
101	Honorarium, Artistic Director	4500
102	Honorarium, Accompanist	3000
104	Guest Organist/Pianist	0
105	Soloist Fees	
	TOTAL STAFF	7500
OPERATING EXPENSES		
201	Historian Supplies	100
202	Stationery	100
203	Polo Shirts	80
204	Bank Fees	50
208	Banquet	50
209	Computer Supplies	50
210	Post Office Box Rent	56
211	Florida License Fees	
212	Safe Deposit Box Rent	80
215	Sunshine Fund	100
217	Miscellaneous	100
	TOTAL OPERATING EXPENSES	766
EDUCATION		
301	Student Scholarships	1100
	TOTAL EDUCATION	1100
PROMOTION & ADVERTISING		
401	Brochures	215
402	Newsletters	200
404	Business Cards	75
406	Postage	300
410	Web Site	75
411	Newspaper Ads	1800
	TOTAL PROMO & ADVERTISING	2665
CONCERTS		
501	Programs	300
502	Music	500
504	Church Donation	750
508	Sound System, Mikes	80
509	Piano Tuning	180
	TOTAL CONCERT EXPENSES	1810
	TOTAL EXPENSES	13841

Director's Circle - \$500 - \$999

Dr Asberine Alford
Jan & Jack Guarnieri
Jane & Bob Mead

Angel - \$250 - \$499

Betty & Chris Cristian
Susan Cole
Mary & John Heise

Benefactor - \$100 - \$249

Ada & Jerry Abernathy
Ann Atkins
Cherelyn Bush
Karen & Andy Cunningham
Bob Hamel
Jean & Robert Hunter
Jean & Jack Kiley
Joyce & Roger Lacallade
Mary Jane & Richard Lefebvre
Henrietta Liburd
Dr Doran & Catherine McCarty
Liz & Bob Munro
Janet & Al Paulikas
Pat & Kenneth Strohmeyer
Ann & Jerry Tranzow

Patron - \$50 - \$99

Mary & Bill Ahern
Gloria Brown
Martha & Mike Duncan
Karen & Larry Eisenberg
Judy & Jack Fields
Wanda & Andy Furia
Martí & Stan Gilchrist
Elizabeth & Donald Goebner
Sharon & Harry Gudenberg
Suzanne & George Howard
Stephanie & William Huber
Joyce & Bert Lemieux
Elizabeth Mazzeo
Sharon & Tony Peele
Barbara & Maurice Plumez
W E Schwartz
Robin & Jake Sullivan
Pat & Elmer Stainbrook
Judy Ann Wilson
Jean & Gerald Wright
Marilyn & Louis Zomer

Friend - \$25 - \$49

Lorraine & Victor Baldassarre
Mildred Emerson
Agnes Harewood
Pauline Hayworth
Mary Hoffman
Mary Ellen & Paul Keck
Marsha & Walter Mueller
Marianne Preiser
Jo Ellen & Jeff Sandburg
Vivian & Allen Smith
Sheila & Bob Striffler
Grace Thomas
Nancy & Dennis Voith
Celia & Jeffrey Whitefield
Barbara & Ralph Yearwood

GIVING FORM

To make a tax-free donation to the CAS, please complete the form below, tear off this panel, and mail it along with a check payable to the "Choral Arts Society":

Choral Arts Society
PO Box 351061
Palm Coast FL 32135

Levels of Support

Grand Sponsor	\$1,000 +
Director's Circle	500-999
Angel	250-499
Benefactor	100-249
Patron	50-99
Friend	25-49

Name _____

Address _____

City, Zip _____

Phone _____

Email _____

A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 800-435-7352 within the state. Registration does not imply endorsement, approval, or recommendation by the State.

The Choral Arts Society is a non-profit, tax-exempt community service organization chartered by the State of Florida. Contributions are tax-deductible as allowed by law. SC10234

BIOGRAPHIES

CHERYL ROBINSON is founder and Artistic Director of the Choral Arts Society. She received her formal education in voice at the American Conservatory of Music, Chicago, and has enjoyed a career covering operatic, concert, oratorio and recital repertoire. She has appeared with Peter Nero and the Philadelphia Pops Orchestra, the London Symphony, and the Savoy Opera Co.

RICHARD BUTLER is the piano teacher, staff accompanist and musical coach at Daytona State College and organist and pianist at the United Presbyterian Church in Daytona Beach.

He has also served as accompanist for the Bel Canto Singers and the Opera Workshops of Stetson University and Bethune Cookman College. Richard received his Bachelor of music degrees in Piano Performance from the College-Conservatory of Music of the University of Cincinnati where he studied piano under Raymond Dudley, John Biggs and Loren Withers. He studied harpsichord under Donald Foster. While at the Conservatory, he also served as opera coach and instrumental accompanist. He graduated summa cum laude and was inducted into Pi Kappa Lambda nation music honor society.

Choral Arts Society
PO Box 351061
Palm Coast, FL 32135
Phone: ((386) 793-0887
Web Site: www.casfl.org

**CELEBRATING OUR
SEVENTEENTH SEASON**



Choral Arts Society

2015

CONCERT SCHEDULE

Palm Coast
AND THE
FLAGLER BEACHES

www.palmcoastandtheflaglerbeaches.com

THE CHORAL ARTS SOCIETY

Founded in 1999 by Artistic Director Cheryl Robinson, The Choral Arts Society (CAS) is one of the most exciting choruses in north central Florida. Members come from a wide variety of careers such as medicine, banking, music, business, accounting and education. All share a common goal of choral music excellence.

Members of the CAS work hard to continue funding renewable scholarships for local high school graduates who go on to study music performance/teaching in college.

The CAS presents three concerts each year, in Spring, July and December. The Spring Concert presents music from the Broadway Stage; on the 4th of July CAS celebrates with a concert of patriotic favorites and the final concert of the year ushers in the Christmas season.

[BACK TO AGENDA](#)

CAS SCHEDULE

CELEBRATING OUR 17TH SEASON

Music from the Stage

May 15, 2015 7 PM

May 17, 2015 3 PM

Celebrate America!

July 4, 2015 1 PM

The Sound of Christmas

December 4, 2015 7 PM

December 6, 2015 3 PM

Concerts are performed at
St. Thomas Episcopal Church
5400 Belle Terre Parkway, Palm Coast

CONTACT US

The Choral Arts Society makes its home in Palm Coast, FL. For more information about the CAS, please visit our web site at: www.casfl.org or contact Andrew Cunningham at (386) 793-0887. You can also e-mail us at: bookcas@bellsouth.net

SUPPORT

The Choral Arts Society provides Flagler County and the City of Palm Coast with excellent choral performances. The CAS does not charge admission to its concerts. Its members purchase their stage wear and music, and pay annual dues.

The group uses freewill concert donations and gifts from individuals and business patrons to give college-bound students a \$500 renewable scholarship to study music performance, or music instruction

You can make an individual or a business gift to the CAS, using the form on the opposite side.

Individual donors can contribute directly to the CAS, and support the cultural arts they enjoy and believe in.

Business sponsors can enhance their image in the community through financial support of the CAS.

The Choral Arts Society will reflect the generosity of donors in its concert programs.

If you enjoy fine music, won't you consider a tax-deductible contribution to the CAS?

We look forward to hearing from you and seeing you at each of our concerts.

Overnight Stay Encumbrances & Fund Availability

FCBCC

Fiscal Year	FY14/15		
	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
110 - Overnight Stay			
2014 09 25 - 28			
FY14-15 8th Maya at Playa			
Davidson Day School - 8247	\$10,000.00	\$10,000.00	\$0.00
2014 10 11			
FY14-15 Corvettes at the Beach			
* Flagler Co Corvette	\$5,000.00	\$4,845.50	\$154.50
2014 10 10 - 12			
2014 PDA Fall Classic			
PDA Florida	\$7,500.00	\$7,500.00	\$0.00
2014 12 31 - 2015 01 02			
2014 PDA NPL Showcase			
PDA Florida	\$10,000.00	\$10,000.00	\$0.00
2014 09 - 2015 06			
2014-2015 Auditorium Season			
Flagler Auditorium	\$10,000.00	\$0.00	\$10,000.00
2014 10 18-19			
2014 Pumpkin Shootout			
Ethos Sports LLC-FPLC	\$7,500.00	\$7,500.00	\$0.00
2014 11 08 - 09			
2014 Veteran's Day Invite			
Ethos Sports LLC-FPLC	\$7,500.00	\$7,500.00	\$0.00
2015 01 10-11			
2015 JU Lacrosse Preview			
Ethos Sports LLC-FPLC	\$7,500.00	\$7,500.00	\$0.00
2015 06 13-15			
2015 Father's Day Invitational			
Team FL Lacrosse	\$10,000.00	\$10,000.00	\$0.00
2014 12 04 - 07 or 11 - 14			
2014 Marineland Military Support			
* Gratitude America, Inc.	\$2,500.00	\$2,169.61	\$330.39
2015 03 30-04 03, 04 06-10			
2015 Primary Care Conference			
Continuing Education - 7651	\$10,000.00	\$10,000.00	\$0.00
2015 01 22 - 02 01			
2015 USTA Pro Circuit Tournament			
* PC Tennis Center	\$10,000.00	\$7,500.00	\$2,500.00
2015 04 12			
Cycle Flagler 2015			
Flagler Beach Rotary - 2248	\$2,500.00	\$2,500.00	\$0.00

2015 03 27-29			
Rockin' the Runways - Wings II			
Flagler Broadcasting - 8351	\$10,000.00	\$10,000.00	\$0.00
2015 02 06-08			
Birds of a Feather Festival			
* City of Palm Coast	\$5,000.00	\$2,500.00	\$2,500.00
2015 10 09 - 11			
FY15-16 Corvettes at the Beach			
Flagler Co Corvette	\$7,500.00		\$7,500.00
2016 01 15 - 17			
2016 Flagler Film Festival			
Flagler Film Festival	\$2,500.00		\$2,500.00
2015 09 17 - 20			
9th Annual Maya at the Playa			
Davidson Day School - 8247	\$5,351.34		\$5,351.34
Grand Total	\$130,351.34	\$99,515.11	\$30,836.23

Budget FY14/15	\$85,000.00
Encumbered FY14/15	\$130,351.34
	<u>-\$45,351.34</u>
Replenish Unencumbered Funds*	\$45,351.34
Available Balance for FY14/15	\$0.00

Overnight Stay Funds Unencumbered Report

	Sum of Balance
FY12/13	
FL Flag Football Tournament 2013	
partial reimbursement \$2753.27	\$7,246.73
FY13-14 2013 GIS Cup	
\$7500 partial reimbursement	\$2,500.00
Starlight Half Marathon & 5k 2013	
No reimbursement requested	\$2,500.00
FY13/14	
1/2 & 1 Mile Guinness Longboard 2014	
No reimbursement requested	\$7,500.00
FY13-14 FL Flag Football	
\$7500 partial reimbursement - 225 room nights not achieved	\$2,500.00
Palm Coast Half Marathon 2014	
No reimbursement requested	\$10,000.00
Spoonbills & Sprockets 2014	
\$2380.28 partial reimbursement	\$119.72
USSSA FL Junior Golf Tour 2014	
No reimbursement requested	\$2,500.00
Wings Over Flagler 2014	
\$5000 partial reimbursement - did not use "tag line" in advertising	\$5,000.00
FY14/15	
2014 Marineland Military Support	
qualified for partial reimbursement of \$2169.61	\$330.39
2015 USTA Pro Circuit Tournament	
partial reimbursement due to lack of room nights	\$2,500.00
Birds of a Feather Festival	
partial reimbursement of \$2500 due to number of room nights	\$2,500.00
FY14-15 Corvettes at the Beach	
\$4845.50 partial reimbursement	\$154.50
Grand Total	\$45,351.34

BACK TO AGENDA

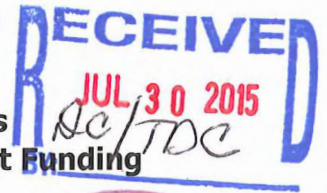
	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
FY09/10			
110 - Overnight Stay			
2011 Men's Futures Tennis Tournament	\$9,000.00	\$8,700.00	\$0.00
FY11/12			
110 - Overnight Stay			
2012 Men's Futures Tennis Tournament	\$10,000.00	\$8,097.80	\$0.00
FY12/13			
110 - Overnight Stay			
2013 Men's Futures Tennis Tournament	\$10,000.00	\$5,000.00	\$0.00
FY13/14			
110 - Overnight Stay			
USTA Pro Circuit 2014			
2014 01 23 - Feb 2			
Hilton Garden Inn generated 232 room nights, Hampton Inn generated 47 room nights. 3,200 patrons attended the event - down from last year due to weather conditions.			
Most players participated in beach and night life activities, while refs went to local restaurants and evening activities.			
	\$10,000.00	\$10,000.00	\$0.00
FY14/15			
110 - Overnight Stay			
2015 USTA Pro Circuit Tournament			
2015 01 22 - 02 01			
Attendance estimated 175+ players, 2500 spectators. 163 room nights generated. Activities included beach, shopping, dining			
	\$10,000.00	\$7,500.00	\$2,500.00
Grand Total	\$49,000.00	\$39,297.80	\$2,500.00



www.palmcoastandtheflaglerbeaches.com

Flagler County Tourist Development Council

Flagler County Chamber of Commerce
20 Airport Rd
Palm Coast, FL 32164



Fund 110 Promotional Activities
Request for Overnight Stay Special Event Funding

Organization Information

Organization Name PALM COAST TENNIS CENTER
Contact Person DEBORAH STANFIELD
Email Address DSTANFIELD@KEMPERSPORTS.COM
Mailing Address 1290 BELLE TERRE PARKWAY PALM COAST, FL 32164
Phone 386-986-2552 Fax
Registered as a non-profit corporation? [] Yes [x] No (Attach proof)



Maximum Award

The maximum award an organization can seek is directly related to the overnight stays the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits:

- 225 or more room nights = Maximum Annual Award Amount: \$10,000
125 to 224 room nights = Maximum Annual Award Amount: \$7,500
75 to 124 room nights = Maximum Annual Award Amount: \$5,000
25 to 74 room nights = Maximum Annual Award Amount: \$2,500

Reimbursement of Overnight Stay Special Event Grants will not be made until all reporting requirements are met, including verification of room nights generated. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Event Description

Event Name USTA PRO CIRCUIT MEN'S FUTURES TOURNAMENT AT PALM COAST
Event Dates JANUARY 29, 2016 - FEBRUARY 7, 2016
Amount Requested \$ 10,000

What is the total budget amount for the Event? \$ 28,477.00
* Event budget must be submitted together with this application.

The Flagler County Tourist Development Council logo with the Web Address (www.PalmCoastandtheFlaglerBeaches.com) and the current tourism tag line "Relax on the Quiet Side of Florida. . . Call 800-788-0613 or Visit www.PalmCoastandtheFlaglerBeaches.com" must appear prominently in all advertising and publicity (both written or electronic) for the special event.

Intended use of "out of county" direct advertising funds if applicable. _____

St. Augustine Record, Daytona Beach News Journal, Brighthouse, WNZF, PC & Ormond Beach Observer

Please provide detailed information on your event. Men's professional tennis tournament.

Up to 128 international players enter qualifying and 32 draw for main draw singles and 32 draw (16 teams) for main draw doubles

Who is your target audience? Tennis fans, families, junior and sports fans

How will Flagler County benefit from your event? Players, coaches, families and fans will shop, dine and enjoy all of the amenities in Flagler County

How many verifiable hotel stays do you project this event will bring to Flagler County? 220

Have blocks of rooms been reserved at a lodging facility? Yes No

If yes, list locations with the number of rooms blocked at each location, i.e. Hilton Hotel (36 rooms):

Hilton Garden Inn (50 rooms)

Hampton Inn (40 rooms)

Are local attractions being included in the itinerary for this event, such as:

- Attend a local play, concert, or dance performance
- Visit a local museum
- Visit a local nature based activity (i.e. Scenic A1A, Washington Oaks)
- Visit local historical settings (i.e. Princess Place, Holden House, Mala Compra Plantation)
- Other (please list) beach, golf, movies, trails, parks

TDC Collateral will be distributed to the organization by a tourism representative of the Flagler County Chamber of Commerce for distribution at the event.

Funding

Required Match "Overnight Stay" Special Event Grant Funds awarded pursuant to this section shall represent no more than 50% of the total cost of the event, as documents in the final event report.

What are the other sources of funding that your organization can provide to match the funds requested by the Tourist Development Council? Sponsorships, player entry fees, ticket sales, wild card entry fees

How much gross income is intended to be collected from this event? \$32,000

List past TDC funding:

Year	Event	Requested Amt	Award Amt	Spent Amt
2015	USTA Men's Futures Tournament	\$10,000	\$7500.00	\$13,177
2014	USTA Men's Futures Tournament	\$10,000	\$10,000	\$12,750
2013	USTA Men's Futures Tournament	\$10,000	\$10,000	\$12,374

Provide all additional contributors, sponsors, and sources of funding for this event. (If not applicable, please explain.) 2015 Sponsorship \$5,000; 2015 Ticket Sales \$1,700; USTA Contribution \$6,000; Player Entry Fee's \$3800

Event History

How many years has this event taken place? 2016 will be our 7th year

Please provide the following information regarding the event for the past three (3) years prior:

Date/s	Location	Total Attendance	Out of town Guests	Verifiable Room Nights	Total Expenditures
Jan 2015	PC Tennis Center	2300		176	\$30,300
Jan 2014	PC Tennis Center	1900		232	\$27,250
Jan 2013	PC Tennis Center	2100		227	\$29,453

Commitment to the Expansion of Tourism in Flagler County

How does the event serve to attract out of county visitors generating hotel/motel/resort/RV/campground rentals?

Tennis players, coaches, families and fans from around the world will participate and will require housing.

How will the event be marketed to the fullest extent possible in an effective and efficient manner?

Internet, St. Augustine Record, PC & Ormond Beach Observers, all 4 WNZF radio stations, Brighthouse cable, posters and flyers

How will you demonstrate a willingness to work with the tourism industry? We will offer a player party at a local restaurant. We will offer visitors/restaurant guides to all players and guests

Please provide evidence as to how the event will be self-funded in subsequent years. _____

Increased player/spectator participation and increased sponsorships

Possible Increase player/spectator participation.

Soundness of Proposed Event

Clearly identify the event's objectives. To provide high quality tennis viewing for spectators, provide opportunity for players to earn valuable ATP ranking points, and to highlight the quality of life in Flagler County

What is the timetable for implementation of the event? Now thru January 2016

How do you intend to accomplish your slated objectives? _____

Promote the event, provide an excellent tennis facility for players/fans, secure hotel accommodations for players/fans.

Stability and Management Capacity - The Completed application must include:

- A proven record or demonstrated capabilities of the organization to develop resources, effectively plan, organize and implement the proposed event.
- Documentation that the organization has a successful history of service in and to Flagler County.
- Confirmation of organization representatives and proof that the organization approved the application for special event grant funds.
- Evidence of the ability of the organization to administer public grants and to prepare and deliver the necessary reports to the Tourist Development Council.

Quality and Uniqueness of the Proposed Event:

The completed special event application form must include documentation of the extent to which the event provides a program for Flagler County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed this Application for funds from the Flagler County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the Flagler County Tourist Grant Guidelines.

Deborah Stanfield July 30, 2015
Authorized Agent Signature **Date**
Print Name: Deborah Stanfield
Title: Tournament Director

I, the Applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the advertising requirements for overnight stay special event grants. Additionally, I understand that failure to comply with these advertising requirements will result in relinquishment of the special event grant funding.

Deborah Stanfield July 30, 2015
Authorized Agent Signature **Date**
Print Name: Deborah Stanfield
Title: Tournament Director

I also understand that grant funds will only be awarded after completion of a Final Status Report and verification of room nights. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Deborah Stanfield July 30, 2015
Authorized Agent Signature **Date**
Print Name: Deborah Stanfield
Title: Tournament Director



FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL

1769 East Moody Boulevard

Bunnell, FL 32110

386-313-4013

FUND 110 SPECIAL EVENTS – OVER NIGHT STAYS GRANT PRE -MEETING CHECKLIST

A Mandatory Consultation must be scheduled with Palm Coast & the Flagler Beaches prior to submittal deadline. Please contact Matthew Dunn/VP Tourism Development at (386) 437-0106 or by email: matt@flaglerchamber.org

Pre-Meeting Checklist

- 1. Review of Grant Application
- 2. Visitor Questionnaire
- 3. Economic Impact Summary Report
- 4. I understand the significance of Surveys and that they must be completed. (explained)
- 5. Final Survey Report
- 6. Final Status Report
- 7. Reimbursement Request Form
- 8. Budget Attached
- 9. Review of Advertising Requirements & Resources (New Logo Form)
- 10.. W-9
- 11. The Flagler County Commission and the Flagler County Tourist Development Council must be named as additional insured's on the applicant's general commercial liability policy or special event insurance policy with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than \$1 million for general liability, \$1 million commercial general liability, each occurrence, and \$1 million personal injury, including death. The policy must be occurrence based and submitted 30 days prior to the event.

X DJS I hereby acknowledge that I have received the Fund 110 Special Events-Overnight Grant application package and have had all requirements and specifications explained and all questions pertaining to same answered. Failure to produce any of the above items will result in a forfeiture of funds.

Jordan Chase
Flagler County Chamber

7/30/15
Date

Dorah Stanfield
Event Planner

7/30/15
Date

Post Meeting Date / Time: TBD



CERTIFICATE OF LIABILITY INSURANCE

DATE(MM/DD/YYYY)
07/28/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Aon Risk Services Central, Inc. Chicago IL Office 200 East Randolph Chicago IL 60601 USA	CONTACT NAME:	
	PHONE (A/C. No. Ext): (866) 283-7122	FAX (A/C. No.): (800) 363-0105
E-MAIL ADDRESS:		
INSURER(S) AFFORDING COVERAGE		NAIC #
INSURED Kemper Sports Management, Inc. Kemper Lesnik Communications KLAK Golf Tenant Holding, LLC AllGolf, LLC 500 Skokie Blvd., Suite 444 Northbrook, IL 60062 USA	INSURER A:	Philadelphia Indemnity Insurance Company 18058
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

Holder Identifier :

COVERAGES CERTIFICATE NUMBER: 570058823971 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS. Limits shown are as requested

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:			PHPK1343749	06/01/2015	06/01/2016	EACH OCCURRENCE	\$1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$100,000
							MED EXP (Any one person)	\$5,000
							PERSONAL & ADV INJURY	\$1,000,000
							GENERAL AGGREGATE	\$3,000,000
							PRODUCTS - COMP/OP AGG	\$3,000,000
							Liquor Liability Lim	\$1,000,000
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	
	<input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						BODILY INJURY (Per person)	
							BODILY INJURY (Per accident)	
							PROPERTY DAMAGE (Per accident)	
	UMBRELLA LIAB						EACH OCCURRENCE	
	EXCESS LIAB						AGGREGATE	
	DED							
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PER STATUTE	OTH-ER
	<input type="checkbox"/> ANY PROPRIETOR / PARTNER / EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. EACH ACCIDENT	
							E.L. DISEASE-EA EMPLOYEE	
							E.L. DISEASE-POLICY LIMIT	

Certificate No : 570058823971

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 RE: Tournament dates will be January 27th through February 7th, 2016. Flagler County Board of County Commissioners is included as Additional Insured in accordance with the policy provisions of the General Liability policy.

CERTIFICATE HOLDER Flagler County Board of County Commissioners 1769 E. Moody Blvd., Bldg. 2 Bunnell FL 32110 USA	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE



Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. City of Palm Coast		
	2 Business name/disregarded entity name, if different from above		
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ _____		4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
	5 Address (number, street, and apt. or suite no.) 160 Cypress Point Parkway, Suite B-106		Requester's name and address (optional)
	6 City, state, and ZIP code Palm Coast, Florida 32164		
	7 List account number(s) here (optional)		
	Municipality		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
5	9	-	3	6	1	4	2	9	4

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ <i>Stinger Norweg</i>	Date ▶ <i>2/24/15</i>
------------------	--	-----------------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Observer						\$1,400										
Player Prizes								\$10,000								
Class A printing			\$250													
Rental Land												\$552				
Mezzaluna's Pizzeria	\$100															
Houligans	\$100															
Pro Am-Paid to Players								\$600								
USTA Officials									\$4,550							
St Augustine Record						\$868										
Bright House					\$2,800											
Coke	\$200															
Employee Travel											\$61					
TOTALS	\$750	\$300	\$118	\$645	\$5,100	\$2,268	\$300	\$10,600	\$4,550	\$330	\$61	\$2,800	\$552	\$43	\$60	
								Total Expenses	\$28,477							
								Total Revenues	\$31,000							
								Net	\$2,523							

BACK TO AGENDA

Discretionary Event Fund Availability

FCBCC

	Sum of Award Amount	Sum of Reimbursement Amount	Sum of Balance
110 - Discretionary Event			
2014 12 30 - 2015 01 04			
Carhartt Bassmaster College Series			
ESPN Bassmaster	\$25,000.00	\$22,155.84	\$2,844.16
2015 01 22-02 01			
National Pastime Athletics			
Palm Coast Beach Bash	\$2,500.00	\$0.00	\$2,500.00
2015 06 01-07			
Sports Endeavors - 8631			
EVP Pro Beach Volleyball Tour	\$25,000.00	\$24,700.38	\$299.62
2015 06 05-07			
National Pastime Athletics			
2015 Palm Coast Summer LAX	\$2,500.00	\$0.00	\$2,500.00
2015 03 26-30			
Horseshoe Pitchers Pro Tour			
Horseshoe Pros Tour	\$6,000.00	\$5,951.34	\$48.66
2014 12 05-07			
American Collegiate Rugby Assoc			
Women's National Championship	\$7,500.00	\$7,500.00	\$0.00
2015 01 21-25			
Crappie USA			
Super Regional	\$16,500.00	\$14,660.39	\$1,839.61
2015 02 05-08			
Florida Flag Football			
FL Flag Football League	\$7,500.00	\$7,500.00	\$0.00
2015 02 27-03 01			
US Quidditch Assoc			
South Regional Championship	\$7,500.00	\$6,795.00	\$705.00
2015 09			
FL Outdoor Writers Assoc			
FL Outdoor Writers Assoc	\$9,500.00	\$175.00	\$9,325.00
2015 09 24-26			
FL Society of Assoc Executives			
FL Society of Assoc Executives	\$7,500.00	\$0.00	\$7,500.00
2015 06 27-28			
Florida Flag Football			
State Championship & Hall of Fame Banquet	\$5,000.00	\$0.00	\$5,000.00
2015 04 10-12			
PDA Soccer			
Flagler College Soccer Invitational	\$2,500.00	\$2,500.00	\$0.00

2015 04 17-19			
PDA Soccer			
FL Youth Soccer Assoc State Cup Rnd 2	\$7,500.00	\$7,500.00	\$0.00
2015 04 22-25			
Flagler Co Horseshoe Pitching Club			
FHSA State Championships	\$4,000.00	\$4,000.00	\$0.00
2015 05 02-03			
PDA Soccer			
FL Youth Soccer Assoc State Cup Rnd 16	\$7,500.00	\$7,500.00	\$0.00
2015 07 15-17			
US Lifesaving Association			
SE Regionals	\$15,000.00	\$1,687.13	\$13,312.87
2015 05 08-10			
Ethos Sports LLC-FPLC			
All-Star Game / Summer Showcase	\$3,500.00	\$0.00	\$3,500.00
2015 09 04-06			
Team FL Lacrosse			
College Skills Camp	\$1,250.00	\$0.00	\$1,250.00
2015 06 19-21			
PDA Soccer			
3v3 Soccer 2015	\$3,500.00	\$0.00	\$3,500.00
Grand Total	\$166,750.00	\$112,625.08	\$54,124.92

Budget FY14/15	\$165,000.00
Encumbered FY14/15	\$166,750.00
	<u>-\$1,750.00</u>
Replenish Unencumbered Funds*	\$10,437.43
Available Balance for FY14/15	\$8,687.43

Discretionary Event Funds Unencumbered Report

	Sum of Balance
2014 12 30 - 2015 01 04	
ESPN Bassmaster	
Carhartt Bassmaster College Series	
Event Complete - under budget	\$2,844.16
2015 01 21-25	
Super Regional	
Crappie USA	
Event Complete - under budget	\$1,839.61
2015 01 22-02 01	
Palm Coast Beach Bash	
National Pastime Athletics	
Event Cancelled - lack of registration	\$2,500.00
2015 02 27-03 01	
South Regional Championship	
US Quidditch Assoc	
Event Complete - under budget	\$705.00
2015 03 26-30	
Horseshoe Pros Tour	
Horseshoe Pitchers Pro Tour	
	\$48.66
2015 06 05-07	
2015 Palm Coast Summer LAX	
National Pastime Athletics	
Event Cancelled - competing lacrosse event	\$2,500.00
Grand Total	\$10,437.43

[BACK TO AGENDA](#)



**Tourist Development Council
August 19, 2015
Flagler County Emergency Operations Center
Bunnell, FL – 10:00 am**

**EVENT FUNDING
CONSENT AGENDA**

Teen Masters Bowling	1/22-24/16	\$3,500
Reebok Spartan Race	3/18-20/16	\$25,000
<hr/>		
TOTAL		\$28,500



**Tourist Development Council
August 19, 2015
Flagler County Emergency Operations Center
Bunnell, FL – 10:00 am**

**EVENT FUNDING
PROJECT DETAILS**

Teen Masters Bowling

- Event dates: 1/22-24/2016
- Event Site: Palm Coast Lanes
- 40 teams total
- 80 youth bowlers
- Teams from Florida and Georgia
- Two night stay due to Friday evening check in
- 6 games Saturday, 6 games Sunday for each gender and age group
- High school age youth bowlers and 14 and under division
- Hosted by Team Masters Bowling
- Promoted as Qualifying site during national championship (Las Vegas) broadcast on ESPN
- Direct Visitor Spending: \$92,423
- Economic Impact: \$153,724
- Budget Request: \$3,500

Reebok Spartan Race

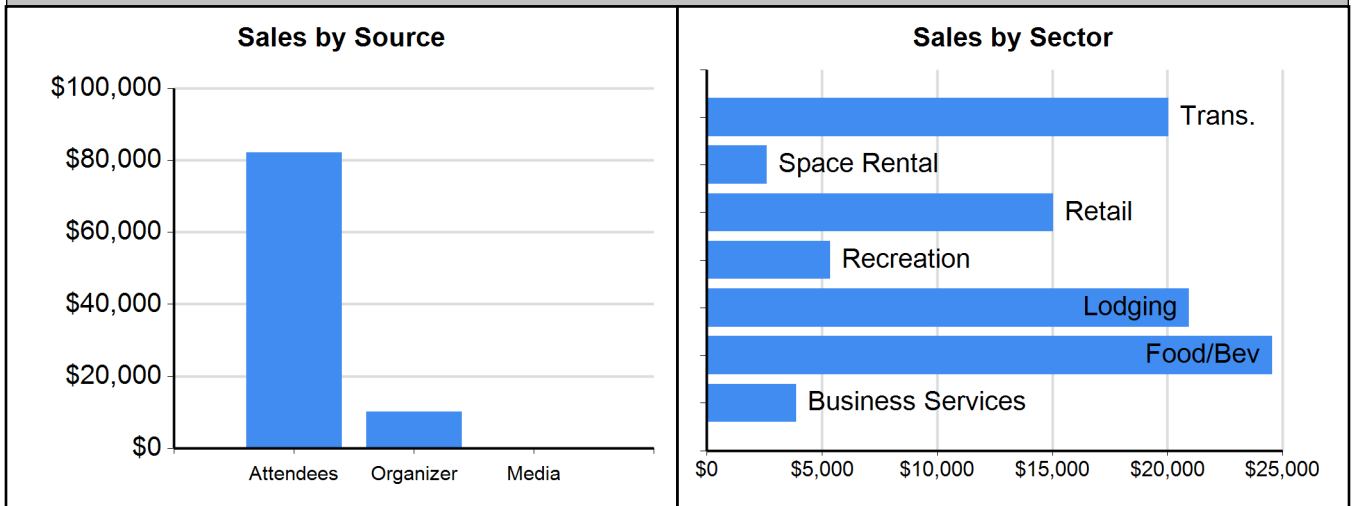
- | | |
|--|---|
| <ul style="list-style-type: none"> • Event dates: 3/18-20/2016 • Event Site: Princess Place • Global leader in Obstacle Course Racing • Fastest growing sport in the world • Three distances: Sprint, Super, Beast • Highest attended race is Super • Goal is 6,000 runners, 2,000 spectators in first year • 46% out of market • Average length of stay is 2.4 days • Non-resident trip spend is \$478 • Median Age is 30-35 | <ul style="list-style-type: none"> • 38% female, 62% male • Median Income is \$80,000 • Average race expense -
Marketing - \$500,000
Operations/Build - \$300,000 • 60 staff onsite for minimum of 10 days • 300 volunteers per day • Possible TV package with NBC Sports - pending • Direct Visitor Spending: \$2,384,652 • Economic Impact: \$3,902,750 • Budget Request: \$25,000 |
|--|---|

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Palm Coast Open	Business Sales (Direct):	\$92,423
Organization:	Teen Masters Bowling	Business Sales (Total):	\$153,724
Event Type:	Sports: Youth Amateur	Jobs Supported (Direct):	46
Start Date:	1/22/2016	Jobs Supported (Total):	59
End Date:	1/24/2016	Local Taxes (Total):	\$5,638
Overnight Attendees:	238	Net Direct Local Tax ROI:	\$680
Day Attendees:	26	Estimated Room Demand:	215

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$20,950	\$0	\$0	\$20,950
Transportation	\$19,940	\$83	\$11	\$20,034
Food & Beverage	\$20,885	\$3,668	\$0	\$24,553
Retail	\$15,047	\$0	\$0	\$15,047
Recreation	\$5,347	\$0	\$0	\$5,347
Space Rental	\$0	\$2,600	\$0	\$2,600
Business Services	\$0	\$3,885	\$6	\$3,891
TOTAL	\$82,170	\$10,236	\$17	\$92,423

Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Palm Coast Open 2016

Organization: Teen Masters Bowling

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$92,423	\$61,300	\$153,724
Personal Income	\$28,386	\$16,836	\$45,222
Jobs Supported			
Persons	46	13	59
Annual FTEs	1	0	1
Taxes and Assessments			
<u>Federal Total</u>	<u>\$8,070</u>	<u>\$5,125</u>	<u>\$13,195</u>
<u>State Total</u>	<u>\$5,692</u>	<u>\$1,533</u>	<u>\$7,224</u>
sales	\$4,768	\$920	\$5,687
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$924	\$613	\$1,537
<u>Local Total</u>	<u>\$4,180</u>	<u>\$1,458</u>	<u>\$5,638</u>
sales	\$795	\$153	\$948
income	\$0	\$0	\$0
bed	\$838	-	\$838
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$2,086	\$998	\$3,083
restaurant	\$0	\$0	\$0
other	\$462	\$307	\$769

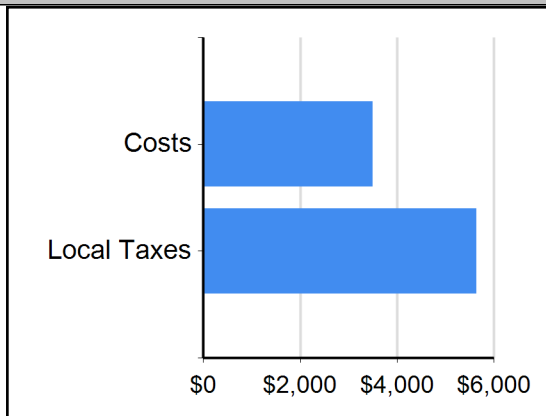
Event Return on Investment (ROI)

Direct

Direct Local Tax Receipts	\$4,180
Local Costs	\$3,500
Direct ROI	\$680
Net Present Value	\$665
Direct ROI (%)	19%

Total

Total Local Tax Receipts	\$5,638
Total ROI	\$2,138
Net Present Value	\$2,091
Total ROI (%)	61%



Estimated Room Demand Metrics

Room Nights (total)	215
Room Pickup (block only)	0
Peak Rooms	88
Total Visitor Days	597

Teen Masters Bowling

January 22-24, 2016

Teen Masters Bowling

Palm Coast Open

PRELIMINARY BUDGET

INCOME	BUDGETED
TDC Event Funding	\$ 3,500.00
Total Income	\$ 3,500.00
EXPENSE	
Bid Fee	\$ 2,500.00
Signage	\$ 250.00
Hospitality	\$ 500.00
Event Materials	\$ 250.00
Total Expense	\$ 3,500.00
TOTAL	\$ -

[BACK TO AGENDA](#)



**Tourist Development Council
August 19, 2015
Flagler County Emergency Operations Center
Bunnell, FL – 10:00 am**

**EVENT FUNDING
PROJECT DETAILS**

Teen Masters Bowling

- Event dates: 1/22-24/2016
- Event Site: Palm Coast Lanes
- 40 teams total
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Reebok Spartan Race

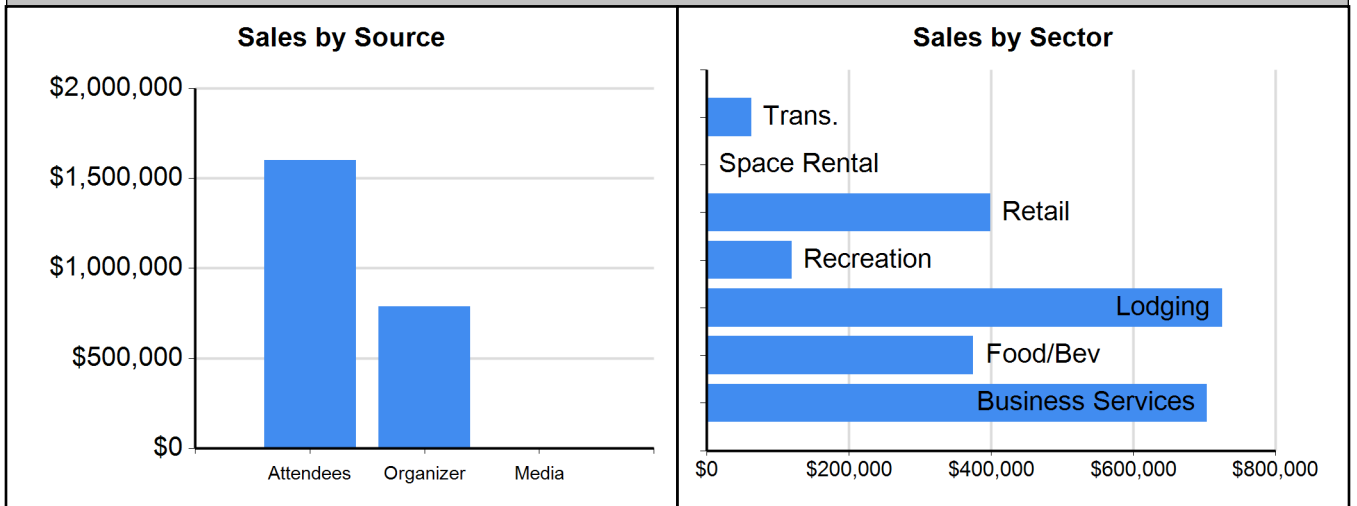
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Marketing - \$500,000
Operations/Build - \$300,000 • 60 staff onsite for minimum of 10 days • 300 volunteers per day • Possible TV package with NBC Sports - pending • Direct Visitor Spending: \$2,384,652 • Economic Impact: \$3,902,750 • Budget Request: \$25,000 |
|--|---|

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Jacksonville Super at Palm Coast	Business Sales (Direct):	\$2,384,652
Organization:	Reebok Spartan Race	Business Sales (Total):	\$3,902,750
Event Type:	Sports: Adult Amateur	Jobs Supported (Direct):	1,113
Start Date:	3/18/2016	Jobs Supported (Total):	1,442
End Date:	3/20/2016	Local Taxes (Total):	\$146,843
Overnight Attendees:	4000	Net Direct Local Tax ROI:	\$85,987
Day Attendees:	0	Estimated Room Demand:	5,111

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$724,943	\$0	\$0	\$724,943
Transportation	\$60,093	\$2,597	\$177	\$62,867
Food & Beverage	\$294,454	\$80,485	\$0	\$374,939
Retail	\$399,112	\$0	\$0	\$399,112
Recreation	\$119,554	\$0	\$0	\$119,554
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$703,138	\$100	\$703,238
TOTAL	\$1,598,155	\$786,221	\$277	\$2,384,652

Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Jacksonville Super at Palm Coast 2016

Organization: Reebok Spartan Race

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$2,384,652	\$1,518,098	\$3,902,750
Personal Income	\$672,772	\$347,740	\$1,020,512
Jobs Supported			
Persons	1,113	329	1,442
Annual FTEs	23	7	30
Taxes and Assessments			
<u>Federal Total</u>	<u>\$201,413</u>	<u>\$119,039</u>	<u>\$320,452</u>
<u>State Total</u>	<u>\$121,384</u>	<u>\$37,952</u>	<u>\$159,337</u>
sales	\$97,538	\$22,771	\$120,309
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$23,847	\$15,181	\$39,028
<u>Local Total</u>	<u>\$110,987</u>	<u>\$35,856</u>	<u>\$146,843</u>
sales	\$16,256	\$3,795	\$20,052
income	\$0	\$0	\$0
bed	\$28,998	-	\$28,998
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$53,809	\$24,471	\$78,280
restaurant	\$0	\$0	\$0
other	\$11,923	\$7,590	\$19,514

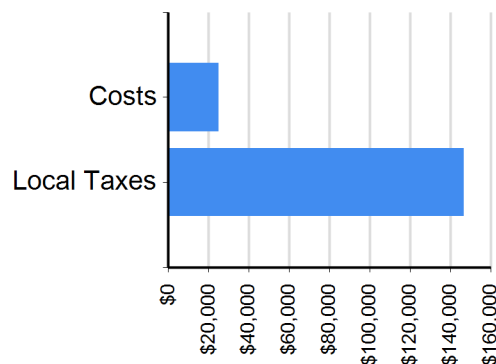
Event Return on Investment (ROI)

Direct

Direct Local Tax Receipts	\$110,987
Local Costs	\$25,000
Direct ROI	\$85,987
Net Present Value	\$84,117
Direct ROI (%)	344%

Total

Total Local Tax Receipts	\$146,843
Total ROI	\$121,843
Net Present Value	\$119,194
Total ROI (%)	487%



Estimated Room Demand Metrics

Room Nights (total)	5,111
Room Pickup (block only)	0
Peak Rooms	2,105
Total Visitor Days	9,710

Rebook Spartan Race

March 18-20, 2016

Reebok Spartan Race - Super

Palm Coast and the Flagler Beaches

PRELIMINARY BUDGET

INCOME	BUDGETED
TDC Event Funding	\$ 25,000.00
Total Income	\$ 25,000.00
EXPENSE	
Bid Fee	\$ 25,000.00
Total Expense	\$ 25,000.00
TOTAL	\$ -

[BACK TO AGENDA](#)



United States Lifesaving Association

Southeast Region

PO Box 2456 ♦ Hallandale Beach, Florida 33008 ♦ Tel: 866-FOR-USLA (866-367-8752)

www.uslaser.org

August 1, 2015

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Eisen Witcher
Brevard County
Delegate

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Volusia County
Delegate

Matt Dunn
Vice President of Tourism Development
Flagler County Chamber of Commerce
20 Airport Road, Suite B
Palm Coast, Florida 32164

Matt,

Having had the opportunity to reflect on the **2015 James "MAC" McCarthy Memorial USLA-SER Surf Lifesaving Championships**, hosted by Flagler Beach, I want to thank you, your staff and everyone involved in hosting this year's event.

Over the years this event has been hosted around the State of Florida, this year's event in Flagler Beach was one of, if not the, the **BEST!** You and your staff did an outstanding job in preparations and welcoming the United States Lifesaving Association-Southeast Region (USLA-SER) to Flagler Beach for our annual event. The attention to details, the flexibility to respond to our last minute requests and the willingness to make the event a success were unbelievable. And, of course, the backdrop of the Flagler Beach pier was wonderful. **GREAT JOB!**

The success of the event was due to the combined efforts of the following individuals:

- Tom Gillin & Rodney Harshbarger
- Doreen Chase
- Debra Naughton
- Amy Lukasik
- Darbi Ellis
- Bruce Campbell
- Captain Robert Pace
- Joe Rizzo

On behalf of the entire USLA-SER please share with them our thanks and gratitude for their tireless efforts to make Flagler Beach outstanding!

Again, thanks for being a great host. I look forward to returning to Flagler Beach for future events.

LIFEGUARDS for LIFE!

Gerry Falconer, *President*, USLA-SER

BACK TO AGENDA

**Flagler County Chamber of Commerce
Palm Coast and the Flagler Beaches**

**Fund 110 Proposed Budget
FY 2015-2016**

Category	Proposed FY 15-16
Advertising & Public Relations	\$ 418,635.00
Special Event Grants	\$ 120,000.00
Product Development	\$ 80,000.00
Multi Media	\$ 170,000.00
Staff	\$ 253,365.00
Fulfillment	\$ 118,000.00
Undesignated Advertising	\$ 25,000.00
Event Discretionary Funding	\$ 215,000.00
TOTAL	\$ 1,400,000.00

[**BACK TO AGENDA**](#)