

# Cultural Heritage Rural Nature Grant Program

**VISITFLORIDA** The Official Tourism Marketing Corporation for the State of Florida



Cultural, Heritage, Rural and Nature Grant and Tourism Education Grant Package contains the following:

- Page 2: VISIT FLORIDA Grant Program Guidelines
- Page 5: Grant Submission and Selection Criteria
- Page 6: Application

Cultural, Heritage, Rural and Nature (CHRN) Grant and Tourism Education Grant Package can also be downloaded from our website at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants).

All Applicants must submit VISIT FLORIDA's required vendor forms in addition to the application. The vendor forms can be downloaded from VISIT FLORIDA's Grant Toolkit at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants).

Completed application, required vendor forms, and supporting documentation must be submitted electronically using VISIT FLORIDA's Grant Application Submission Form. The Form can be found at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants).

Should you have any questions, please email us at [grants@VISITFLORIDA.org](mailto:grants@VISITFLORIDA.org).

Incomplete applications and applications not signed will not be considered and will be returned to the applicant.

# Cultural Heritage Rural Nature Grant Program

VISITFLORIDA. The Official Tourism Marketing Corporation for the State of Florida



## Cultural, Heritage, Rural and Nature Grant and Tourism Education Grant Program Guidelines

VISIT FLORIDA administers the Cultural, Heritage, Rural and Nature Grant program (CHRN) to publicize the tourism advantages of Florida's cultural, heritage, rural, and nature tourism products and the Tourism Education Grant for the educational efforts.

### *Allocation*

In Fiscal Year 2015/2016, the total for all grants awarded under the CHRN Grant and Tourism Education Grant program shall not exceed \$150,000 combined.

The CHRN grant shall be limited to no more than \$5,000 and must be matched by non-state dollars. The matching requirement for counties with no local tourist option tax is reduced to 50% match by non-state dollars for those rural counties. The CHRN marketing grant funds must be used to market and promote tourism advantages of Florida's cultural, heritage, rural, and nature tourism products.

The Tourism Education grant shall be limited to be awarded at no more than \$2,000 and does not require a match by non-state dollars. Tourism Education grant funds must be used to host educational workshops, lecture series, or educational opportunity to educate or increase awareness of tourism advantages of Florida's cultural, heritage, rural, and nature tourism products.

VISIT FLORIDA will reimburse funds once proof of expenditure and performance has been provided. All expenditures must be completed during the period of July 1, 2015 through June 15, 2016. VISIT FLORIDA will not reimburse any expenditure prior to July 1, 2015.

### *Eligibility*

To receive an award under the CHRN Grant or Tourism Education Grant program, the applicant must be a public entity governed by a county, municipality, school district, community college, college, university or an agency of state government, or a not-for-profit, (501(C)3 or 501(C)6) tax exempt Florida corporation and must be a current VISIT FLORIDA Partner at the time of application and reimbursement of funds. Applicants will be required to provide proof of eligibility at the time of application.

For-profit companies are ineligible to be the lead applicant for the Cultural Heritage, Rural and Nature Grants program.

Applicants should consider involving at least one or more counties or VISIT FLORIDA partners.

# Cultural Heritage Rural Nature Grant Program

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The CHRN grant funds should be used for marketing purposes to promote tourism advantages of the State of Florida cultural, heritage, rural, and nature tourism products through advertising, direct mail, brochure production, website development, as well as other related projects. Tourism Education grant funds must be used to host educational workshops, lecture series, or provide an educational opportunity to educate or increase awareness of tourism advantages of Florida's cultural, heritage, rural, and nature tourism products. All marketing must include the VISIT FLORIDA Grant Logo in compliance with the brand guidelines. The VISIT FLORIDA Grant Logo Guidelines can be found at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants) in the Grant Toolkit.

No applicant may use any other VISIT FLORIDA grant funds, for the same project or as matching funds. Dollar-for-dollar match and/or in-kind services must be demonstrated.

### *Application Process*

Applicants should submit a completed application provided by VISIT FLORIDA, along with a detailed proposal and supporting documents describing the project in detail and demonstrating compliance with the selection criteria. Applications should be submitted by **February 9, 2015**. Applications must be typed, signed by the organization's chief executive officer, and submitted using VISIT FLORIDA's Grant Application Submission Form. The Form can be found at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants).

Should you have any questions, please contact us at [grants@VISITFLORIDA.org](mailto:grants@VISITFLORIDA.org).

Grant applications will be evaluated by a Review Committee comprised of tourism professionals and approved by VISIT FLORIDA's CEO and reported to the VISIT FLORIDA CHRN Committee and VISIT FLORIDA Board of Directors.

Grantees awarded grant funds will receive a Letter of Agreement, which must be signed and returned to VISIT FLORIDA before the grant is activated.

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## *Requirements for Reimbursement*

1. Grant reimbursement requests must be forwarded to VISIT FLORIDA at [grants@visitflorida.org](mailto:grants@visitflorida.org) within 60 days after the completion of the event/project.
2. All project costs must be paid in full. Copies of paid invoices and proof of payment must accompany the grant reimbursement request. Proof of payment must include copy of the invoices and a) copies of bank-issued cancelled checks b) credit card receipts with credit card statement.
3. If matching funds are from sources other than the applicant then provide the source and the amount of the funds. A letter from the organization providing the funding assistance and proof of payment.
4. If services are donated to grantee, the in-kind service must be documented by providing a detailed breakdown using one of the following options:
  - a. Invoice from in-kind provider marked "Donated Services".
  - b. Letter from in-kind provider explaining the donation in detail.
  - c. Completed in-kind donation form provided by VISIT FLORIDA from provider. The form can be found at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants) in the Grant Toolkit.
5. Each applicant must provide post marketing plan and proof of performance for marketing elements outlined in the marketing plan. Proof of performance would include copies of advertising elements (print, broadcast, digital, out of home and social media) displaying the VISIT FLORIDA logo/tagline and any analytical reporting received, such as impressions, click throughs, or distribution.
6. Grantee must be Partner with VISIT FLORIDA.

# Cultural Heritage Rural Nature Grant Program



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## **Grant Submission and Selection Criteria**

No applicant may use any other VISIT FLORIDA grant funds for the same project, or as matching funds. Dollar-for-dollar match must be demonstrated, if required. For every VISIT FLORIDA dollar in the requested program, you must provide one dollar from your organization and/or other non-state entity(ies) to put towards the program in order to meet the dollar-for-dollar match.

Applicants must demonstrate that the program will directly or indirectly contribute to the promotion of tourism advantages within the State of Florida. All Grant application submissions must:

1. Describe project or program.
2. Describe economic impact on the community.
3. Detail marketing strategy.
4. Identify if program is an extension to a previous program.
5. Include implementation plan and budget.
6. Demonstrate a need for advertising assistance. (i.e. Will this project/program happen without these grant funds?)

# Cultural Heritage Rural Nature Grant Program



**VISITFLORIDA** The Official Tourism Marketing Corporation for the State of Florida

## Cultural Heritage, Rural and Nature Grant and Tourism Education Grant Program Application

This application is formatted to allow you to type your information and save it to your computer. More lines will automatically appear, if needed. A typed application is required. All responses must appear in the designated space provided in this application. Completed application, required vendor forms, and supporting documentation must be submitted by **February 9, 2015** electronically using VISIT FLORIDA's Grant Application Submission Form at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants).

### ORGANIZATION DESIGNATION:

(Must check one)

1. Public entity governed by a county, municipality, school district, college, college, university or an agency of state government community
2. A not-for-profit, tax-exempt Florida corporation.

*If neither designation apply you are not eligible for this grant program.*

*Note: Applicant must supply a proof of designation with your application. Failure to provide proof of will result in your application being deemed ineligible.*

VISIT FLORIDA Partner:  Yes  No

*If no, you are not eligible for this grant program.*

*Partnership must be current at time of application and reimbursement of grant funds.*

### CONTACT INFORMATION:

Applicant Name (Organization): Santa Rosa County TDC \_\_\_\_\_

Mailing Address: 8543 Navarre Parkway, Navarre, FL 32566 \_\_\_\_\_

Telephone: 850-939-8666 \_\_\_\_\_ Fax: 850-939-0085 \_\_\_\_\_

Grant Contact Person: Julie Morgan \_\_\_\_\_

Contact Person Email: Julie Morgan <Julie@santarosa.fl.gov> \_\_\_\_\_

Contact Person Telephone: same \_\_\_\_\_ Fax: 850-939-0085 \_\_\_\_\_

# Cultural Heritage Rural Nature Grant Program



**VISITFLORIDA** The Official Tourism Marketing Corporation for the State of Florida

**PROJECT NAME:** Historic Downtown Milton Brochure\_\_

**Start Date:** 7/1/15 (Month / Day / Year)

**End Date:** 9/1/15 (Month / Day / Year)

**Date of Festival or Event (if applicable)** \_\_\_\_\_ (Month / Day / Year)

**GRANT AMOUNT REQUESTED (May only apply for one):**

**Marketing (\$5,000 Maximum):** \$5000\_

or

**Tourism Education (\$2,000 Maximum):** \_\_\_\_\_

Are you applying for any other grants through VISIT FLORIDA? If so, are they related to this project? no \_\_\_\_\_

## PROJECT INFORMATION AND DETAIL:

Responses should appear in the spaces provided; more lines will appear automatically, if needed.

**Describe the project in clear and concise terms:** Creating a brochure for tourist to promote Downtown Milton \_\_\_\_\_

**Describe your project/program's economic impact in the community:** Our county has a goal this year to increase our winter/snowbird guest. Tourist that come to Downtown Milton to visit and shop/antiquing are specifically A 60+ and our Winter Guest. This brochure will allow us to market the area to our winter guest as an amenity/attraction to staying on Navarre Beach for their vacation.

**Detail your strategy for marketing the proposed program:** The brochure will be designed to include information on restaurants, businesses, local attractions that are available downtown as well as events that are happening through the year. This allows the visitor centers on both sides of the county to help promote the tourism of downtown Milton and help drive traffic to those locations. \_\_\_\_\_

If this is a repeat project or extension to a previous program, provide results of at least one (1) method of tracking or measuring ROI: It is not a repeat project\_

**Detail your plan for implementing the proposed program, including timeframe, marketing and related budget:** Layout, Copy and Design will begin immediately upon approval of this grant. We should be able to print and distribute to the Visitor Centers and Attractions within 60 days. \_\_\_\_\_

**Name the counties/municipalities directly involved in the project:** Santa Rosa County TDO  
Please attach letters of support.

**List the population of each county/municipality involved in project:** 161, 096

**Source for county/municipality statistics (Must be acceptable to VISIT FLORIDA):** United States Census Bureau.

# Cultural Heritage Rural Nature Grant Program



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Provide explanation of why funds needed for this project: The funds are needed for the printing of the brochures.

# Cultural Heritage Rural Nature Grant Program



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**Provide Comprehensive Budget:**

Budget information must appear in the form below. Round amounts to the dollar; do not show cents. Be sure to double check your arithmetic.

EXPENSES	DOLLAR AMOUNT
Contracted Services	\$ 5000
Technical/Production Fees	\$
Advertising	\$
Printing/Graphic Services	\$ 5000
Travel	\$
Other	\$
<b>TOTAL:</b>	<b>\$ 10,000</b>

INCOME	DOLLAR AMOUNT
Anticipated VISIT FLORIDA Grant	\$ 5000
Private Support	\$
Non-Profit Support	\$
Government Support-Federal	\$
Government Support-State/Regional	\$
Government Support-Local/County	\$ 5000
Admissions/Membership Fees	\$
*In-Kind Services Donated	\$
Advertising	\$
Other	\$
<b>TOTAL:</b>	<b>\$ 10,000</b>

Matching Funds or In-Kind Services provided (where applicable) \$ \_\_\_\_\_  
 Please explain source of matching funds, dollar-for-dollar and/or in-kind services (as applicable). \_\_\_\_\_

**SUPPORT DOCUMENTATION:**

Please attach any additional supporting documentation.

**CERTIFICATION:**

I certify that the information contained in this application, including all attachments and support materials, is true and correct to the best of my knowledge and that I will abide by all legal, financial and reporting requirements as outlined in the Grant Program Guidelines.

Application must be signed by the Chief Executive Officer / Executive Director from the above referenced organization.

Julie Morgan  
 Authorized signature  
Julie Morgan  
 Printed name

Director Tourist Development office  
 Title  
2/6/15  
 Date

# Cultural Heritage Rural Nature Grant Program



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FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

**VISIT FLORIDA**  
2540 W. Executive Center Circle, Suite 200  
Tallahassee, FL 32301  
[grants@vistiflorida.org](mailto:grants@vistiflorida.org)



**Don't forget:**

- Applications and supporting documents will be accepted electronically.
- Submit all documents together.
- Check that all application questions are completed.

**Failure to meet all grant guidelines will result in your application being deemed ineligible.**



Santa Rosa County Tourist Development Council  
8543 Navarre Parkway  
Navarre, FL 32566

Grant & Signature Event Application  
Event Sponsorship

Applicant Organization: Navarre Chamber Foundation  
Contact Person Mike Sandler Title President

Organization Address 8668 Navarre Pkwy #142

City Navarre State FL Telephone 850-939-6973 Fax \_\_\_\_\_

Signature 

Amount Requested \$ 1500 Title Sponsor Will be used to pay T-Shirts and awards - Will include TDC Logo in prominent location on T-Shirt, web site and marketing  
TDC Marketing only: \_\_\_\_\_ Beaches to Woodlands event

Has this project received grant funding from the Santa Rosa County Tourist Development Council in the past? Yes, The last several years TDC has sponsored the Run for the Reef.  
If yes, when and how much? \$500 in 2014, \$500 in 2013.  
Please submit profit and loss information with this application.

Name of Event Project 2015 Run for the Reef (this year will include 10K category)  
Location of Event or Project Navarre Beach

Date(s) of Event or Project 10 October 2015  
Projected Attendance 350 - 400 (Paid) 350\* (Free) none Total 350-400  
\*If paid event, list admission price(s) \$25

Projected number of out of town tourists expected Out of State 15% - Out of County 35%

List required licenses and permits and attach copies Santa Rosa Co BoCC approved the event

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Please return the original Application, the Certification & Compliance Page, your projected budget (must show matching funds and/or in kind contributions) and previous year income and expenses with this application.

On approval please send current year income and expenses, paid invoices and proof of payment (both sides of cancelled checks or credit card receipts) and required tracking information.

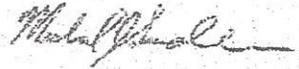
# CERTIFICATION AND COMPLIANCE STATEMENT

## APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: Mike Sandler

Organization: Navarre Chamber Foundation



Signature

02/08/2015

Date

Santa Rosa County Tourist Development Council  
ATTN: Grants Program  
8543 Navarre Parkway  
Navarre, FL 32566



Navarre Beach

FLORIDA'S PLAYGROUND

Santa Rosa County Tourist Development Council  
P.O. Box 5430  
Navarre, FL 32566

Grant Application

Applicant Organization: TOUGH MUDDER INC.

Contact Person: KATE FITZPATRICK

Title: SENIOR DIRECTOR, COMMUNITY DEVELOPMENT & VENUES

Organization Address: 15 METROTECH CTR., 7<sup>TH</sup> FLOOR

City: BROOKLYN

State: NY Zip: 11201

Phone: 718.285.8109

Email Address: KATE.FITZPATRICK@TOUGHMUDDER.COM

Cell: 609.273.4680

Signature

Amount Requested: \$102,795

TDC Marketing only: \_\_\_\_\_

Has this project received grant funding from the SRC Tourist Development Council in the past? NO  
If yes, when and how much? N/A

Name of Event Project: GULF COAST 2015

Location of Event or Project: 6110 JEFF ATES ROAD, MILTON, FL 32583

Date(s) of Event or Project: MARCH 7, 2015

Projected Attendance\*

(Participants): 4,715

(Spectators): 958

Total: 5,673

\*If paid event, list admission price(s): PARTICIPANTS (\$79-200); SPECTATORS (\$20-\$40)

Projected number of out of town tourists expected: 5,105

List required licenses and permits and attach copies: (1) CONDITIONAL USE PERMIT; AND  
(2) TEMPORARY LICENSE/PERMIT. [SEE ATTACHED]

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# CERTIFICATION AND COMPLIANCE STATEMENT

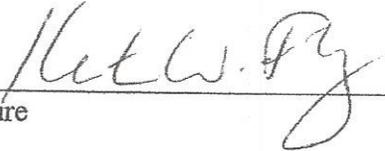
## APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: KATE FITZPATRICK

Organization: TOUGH MUDDER, INC.

Signature



Date



Please return the original plus (4) four copies of the Application and the Certification & Compliance Page to:

Santa Rosa County Tourist Development Council  
ATTN: Grants Program  
8543 Navarre Parkway  
Navarre, FL 32566



# Santa Rosa County Development Services



**Beckie Cato, AICP**  
Planning and Zoning Director

**Tony Gomillion**  
Public Service Director

**Rhonda C. Royals**  
Building Official

January 23, 2015

Tough Mudder Inc.  
Tina Fekula  
15 Metrotech 7<sup>th</sup> Floor  
Brooklyn, NY 11201

**Re: Conditional Use Application (2015-CU-002)**

Dear Ms. Fekula,

The Santa Rosa County Board of County Commissioners (BOCC) approved the requested Conditional Use, 2015-CU-002, at their meeting on January 22, 2015, for the property located at 6110 Jeff Ates Road, Milton Florida, and identified as parcel 22-2N-27-0000-00300-0000.

The Conditional Use as presented at the meeting, is approved to allow an outdoor recreational activity, specifically a mud and obstacle course within an AG (Agricultural/Rural Residential), M1 (Restricted Industrial) and M2 (General Industrial) zoning district.

Determinations made by the Santa Rosa County Board of Commissioners (BOCC) shall be valid for a period not to exceed thirty-six (36) months and must, therefore, be used by the applicant within the said thirty-six (36) month period per Santa Rosa County Land Development Code Ordinance No. 91-24, Article 2.04.03.

The next stage of the planning process is the site plan review. A site plan application is enclosed for your convenience. A copy of this letter will be provided to Leslie Statler, Planner III, for the commercial site plan review file. For more information regarding the site plan process, please contact Ms. Statler at 850-981-7086. Also, please remove the public hearing sign from the property.

Issuance of a development permit by the county does not in any way create any rights on the part of the applicant to obtain a permit from a state or federal agency and does not create any liability on the part of the county for issuance of the permit if the applicant fails to obtain requisite approvals or fulfill the obligations imposed by a state or federal agency or undertakes actions that result in a violation of state or federal law. This permit is conditioned on obtaining all other applicable state or federal permits before commencement of the development.

Regards,

  
Darliene Stanhope  
Planner III

DS/lm

Cc: Commercial Site Plan File, Bruce Teston  
Owner: Mr. and Mrs. Jeff Ates III  
6110 Jeff Ates Road  
Milton, FL 32583

File

Santa Rosa County Public Service Complex  
6051 Old Bagdad Highway, Suite 202 Milton, Florida 32583  
[www.santarosa.fl.gov](http://www.santarosa.fl.gov)  
Office: (850) 981-7000

Inspections/Compliance Division Fax: (850) 623-1208 • Planning/Zoning Division Fax: (850) 983-9874



# Santa Rosa County Development Services



Beckie Cato, AICP  
Planning and Zoning Director

Tony Gomillion  
Public Service Director

Rhonda C. Royals  
Building Official

January 9, 2015

Tough Mudder Inc.  
Tina Fekula  
15 Metrotech 7<sup>th</sup> Floor  
Brooklyn, NY 11201

Re: **Conditional Use Application (2015-CU-002)**

Dear Ms. Fekula,

The Santa Rosa County Zoning Board recommended approval of the requested Conditional Use, (2015-CU-002), at their meeting on January 8, 2015, for the property located at 6110 Jeff Ates Road, Milton Florida, and identified as parcel 22-2N-27-0000-00300-0000.

The Zoning Board recommended approval for the Conditional Use request to allow an outdoor recreational activity, specifically a mud and obstacle course within an AG (Agricultural/Rural Residential), M1 (Restricted Industrial) and M2 (General Industrial) zoning district, as presented at the meeting.

The Board of County Commissioners will make a final determination on this request at their meeting to be held on January 22, 2015. You (or your representative) will need to be present at this meeting.

Determinations made by the Zoning Board shall be valid for a period not to exceed thirty-six (36) months and must, therefore, be used by the applicant within the said thirty-six (36) month period per Santa Rosa County Land Development Code Ordinance No. 91-24, Article 2.04.03.

Regards,

Darlene Stanhope  
Planner III

DS/lm

Owner: Mr. and Mrs. Jeff Ates III  
6110 Jeff Ates Road  
Milton, FL 32583

File

**15.03.07.FL  
Gulf Coast**

AFC	
Event Code	15.03.07.FL
Event Description	Gulf Coast
Brand	Tough Mudder
Country	US
Region	NA
<b>Marketing &amp; Advertising</b>	
Marketing Strategy	11,925
Digital Display	5,000
Print	1,925
Radio	5,000
<b>Total Marketing &amp; Advertising</b>	<b>11,925</b>
<b>Venue Expenses</b>	
Direct Venue Costs	15,000
Venue Prep & Repair	13,000
<b>Total Venue Costs</b>	<b>28,000</b>
<b>Event Expenses</b>	
Rental Operation Costs	22,530
Tents & Tables	13,641
Portapotties	4,693
Dumpsters & Trash	3,970
Site Lights	225
Expendable Operation Costs	4,500
Water Stations	4,500
Work Force	19,200
Event Contractors	7,800
Events Work Force	3,200
Waste Management	2,000
Parking Staff	2,000
Security	1,800
DJ/MC/Band	2,400
<b>Total Event Expenses</b>	<b>46,230</b>
<b>Equipment Rentals</b>	
Utility Vehicle Rentals	7,940
Logistics Rental Equipment	3,000
<b>Total Equipment Rentals</b>	<b>10,940</b>
<b>Travel Expenses</b>	
Meals, Travel, Lodging, Ent	5,700
Hotels & Lodging	5,700
<b>Total Travel Expenses</b>	<b>5,700</b>
<b>Total Expenses</b>	<b>102,795</b>

# ECTtelecom

## Smart Telecom Solutions

8668 Navarre Parkway, Unit 105  
Navarre, FL 32566  
Phone: 850-936-5887 Fax: 772-325-2297

DATE January 23, 2015  
Quotation # 2015012301  
Customer ID

### Bill To:

Shannon Ogletree  
Santa Rosa County Tourist Development  
6491 Caroline Street, Suite 4  
Milton, FL 32570-4592  
Phone: 850-623-0174

Quotation valid until: February 31, 2015  
Prepared by: Kenny Wilder

### Comments or special instructions:

Description	AMOUNT
Navarre Beach Live HD Zoom Cam - Direct Feed - Monthly Charge	\$ 500.00
Navarre Beach Live Skyline Cam - Direct Feed - Monthly Charge	Included
Direct Feeds to be used at Santa Rosa County wwbsites	Included
<b>TOTAL</b>	<b>\$ 500.00</b>

**Billing:** Payments will be due on the 1st of each month payable to ECTTELECOM.COM, INC.

**Terms:** Monthly Billing (No Term Agreement)

Navarre Beach Live HD Zoom Cam – Direct Feed to County Websites  
Navarre Beach Live Skyline Cam – Direct Feed to County Websites

Example of how your player will be viewed on your websites:

<http://www.navarrebeachlife.com/forums/page.php?p=zoom>

<http://www.navarrebeachlife.com/forums/page.php?p=skyline>

**The Terms are Monthly (NO TERM AGREEMENT)**

If you want to accept my Proposal please send me an email of acceptance and I will email you an invoice with payment due on February 1, 2015 in the amount of \$500.00. Please feel free to call me if you have any questions.

*Thanks for your business!*

**Kenny Wilder**

**President | CEO**

**Phone: 850.936.5887 | Mobile: 850-384-1731 | Fax: 772.325.2297**

[kenny@ectelecom.com](mailto:kenny@ectelecom.com) | [www.ectelecom.com](http://www.ectelecom.com)

**ECTtelecom**

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Florida has a very broad Public Records Law. Virtually all written communications to or from Santa Rosa County Personnel are public records available to the public and media upon request. E-mail sent or received on the county system will be considered public and will only be withheld from disclosure if deemed confidential pursuant to State Law.

HISTORIC MILTON



Navarre Beach

FLORIDA'S PLAYGROUND

Santa Rosa County Tourist Development Council

P.O. Box 5430

Navarre, FL 32566

Grant Application

Applicant

Organization: Santa Rosa Arts & Culture Foundation

Contact

Person Darlene Stanhope Title President

Organization

Address 6815 Caroline St

City Milton State FL Zip 32570 Phone (850) 981-1100

Email Address: sracf2014@gmail.com Cell (850) 291-9286

Signature Darlene Stanhope

Amount Requested \$ 6,000

TDC Marketing only: \_\_\_\_\_

Has this project received grant funding from the SRC Tourist Development Council in the past? Yes  
If yes, when and how much? \$2013 \$4,000

Name of Event Project Riverwalk Arts Festival

Location of Event or Project downtown Milton

Date(s) of Event or Project March 14<sup>th</sup> & March 15<sup>th</sup>

Projected Attendance

(Paid) \_\_\_\_\_ \*(Free) 10,000-15,000 Total 10,000-15,000

\*If paid event, list admission price(s) \_\_\_\_\_

Projected number of out of town tourists expected 2,000

List required licenses and permits and attach copies \_\_\_\_\_

# CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: Darlene Stanhope

Organization: Santa Rosa Arts & Culture Foundation

Darlene Stanhope  
Signature

1-28-15  
Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page to:

Santa Rosa County Tourist Development Council  
ATTN: Grants Program  
8543 Navarre Parkway  
Navarre, FL 32566

### 2015 Riverwalk Arts Festival

Category	2015	2014
Prizes (\$1,000.00 best in show \$500.00 for 1 <sup>st</sup> in each Of 5 categories \$300.00 for 2 <sup>nd</sup> in each Of 5 categories \$200.00 for 3 <sup>rd</sup> in each Of 5 categories)	\$6,000.00	\$6,000.00
Sound System	\$700.00	\$300.00
Portolets (increased the numbers from 3 regular and 1 handicap to 6 regular and 3 handicap and Sinks from 2 to 4)	\$1,295.00	\$430.00
Security	\$700.00	\$630.00
Miscellaneous ( ribbons, Office supplies, copies, Cleaning supplies)	\$1,000.00	\$853.25
Awards Breakfast 2014 partially Sponsored by Santa Rosa Medical Center	\$450.00	\$150.00
All County Youth Art Exhibit and Creative Writing book Awards	????	\$2,635.42
City fees	\$575.00	\$ 575.00

**Santa Rosa County Tourist Development Council**  
**GRANT APPLICATION STATEMENT OF POLICES**

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- C) Grant applications will be received during the advertised cycle. One application will be accepted per event, per fiscal year. In the event that a Special Event Grant application is received outside of the Tourist Development Council's designated submission dates, the Council may elect to consider the request following a super majority vote (majority plus one) of the Council.
- D) If the event is being held outside Santa Rosa County, the application must show financial or in-kind contributions from that county or city's local government. Hotels secured for the event must be located within Santa Rosa County.
- E) Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of the cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, grant receipt is strongly encouraged to use a check or credit card. If a check is used, a copy of both the front and back of the canceled check is required.
- F) To be eligible for payment, a completed Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support if the event occurs near the end of the fiscal year, request for reimbursement must be received by September 30.
- G) Any funds granted will be subject to audit by the Santa Rosa County Auditor.
- H) The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its respective agency of record on behalf of the applicant.
- I) Recognition of the Santa Rosa County Tourist Development Council must be included where appropriate on all printed material and referred to in public relations activities. A camera-ready photo will be provided. All printed materials with the TDC logo must be presented with the Post Event Report. If radio or TV is used they must say "Paid for by Santa Rosa County Tourist Development Council funds." You must submit a copy of the announcement via DVD, CD, etc.
- J) Allowable expenses shall include the following:  
Promotion, marketing, and programming expenses, paid advertising, and media buys, production and technical expenses, site fees/costs (contract help, rentals, insurance), rights fees, sanction fees, travel expenses including lodging, hospitality or social functions, programs which solicit advertising or sponsorships (alcoholic beverages are not an allowable expense).
- K) Unallowable expenses:  
General and administrative expenses, building, renovating and/or remodeling expenses, permanent equipment purchases, debts incurred prior to grant requests, and alcoholic beverages are not allowable expenses.



### GRANTS TIMELINE

For the 2010-2011 grants cycle applications will be available July 23, 2010 and must be submitted by Sept 15, 2010. Please note accelerated process due to transition process.

Beginning with October 1, 2011 to September 30, 2012 fiscal year the timeline will be as follows:

PROCESS	DATE
Advertise Grant Cycle Opening	01/01/2011
Applications Available	01/01/2011
Deadline for Applications Submittal	02/28/2011, 5:00pm
Review and Final Approval by SRCTDC	03/16/2011
Funds Available	2 weeks after submittal and approval of Visitor Tracking and Post Event Report

### FUNDING ELIGIBILITY

The intent of the Grant Program is to provide funding assistance for events that affect overnight visitors to Santa Rosa County impacting commercial lodging industry, hotels/motels, campgrounds, condominiums, as well as restaurants, retail establishments and other businesses. To be considered for funding the following criteria must be established:

1. Each application must be submitted with a signed Certification and Compliance page
2. Event must take place between October 1 and September 30 of upcoming year
3. The event must have the potential to bring or have had past history of bringing out of town visitors
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed budget and post event profit and loss statement
6. The event must use commercial lodging establishments within Santa Rosa County
7. Maximum number of years for a grant for one event is three (3)
8. Maximum dollar amount is \$4000 and the event must be in the off season (Labor day through Memorial Day)

### RATING CRITERIA AND PROCESS

Each grant application will be reviewed by staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification.

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## VISITOR TRACKING

In order to assess the impact of each event on the Santa Rosa County transient lodging industry, the TDC wants to emphasize the importance of tracking the number of overnight visitors attending the event.

If the event has a registration procedure you can obtain the following information from the registration form. You will need to secure the information from attendees by survey, sign-in sheets, raffles, etc.

Name

Home address

E-mail address

Accommodations (Condo, Hotel, Campsite, etc.)

Number of rooms

Number of nights

Room block reports are the preferred method of reporting room data.

## POST EVENT REPORT

After the event we would appreciate your comments:

1. What worked well for your event in Santa Rosa County?
2. What didn't work well?
3. What could the TDC do to make your event more successful?



**DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION**  
**DIVISION OF ALCOHOLIC BEVERAGES & TOBACCO**  
**ODP APPLICATION# 106219 FILE # 32927**

**TEMPORARY LICENSE/PERMIT**

EFFECTIVE DATE: March 07, 2015 EXPIRATION DATE: March 07, 2015

DATE	RECEIPT NBR	FEE	LICENSE NBR	SERIES	CLASS
01/22/2015	140269513	\$25	ODP6700167	ODP	

NON-TRANSFERABLE, DISPLAY CONSPICUOUSLY, VALID ONLY FOR THE DATE AND PLACE INDICATED

**TOUGH MUDDER**  
**SANTA ROSA COUNTY VETERANS MEMORIAL**  
**FOUNDATION INC**  
**5996 JEFF ATES RD**  
**MILTON, FL 32583**

CONTROL NUMBER: 15652289

DISPLAY AS REQUIRED BY LAW