SANTA ROSA COUNTY
TOURIST DEVELOPMENT OFFICE
8543 Navarre Parkway | Navarre, Florida 32566

JULIE MORGAN
Tourist Development Director
julie@santarosa.fl.gov

TO: Board of County Commissioners

FROM: Julie Morgan, Tourist Development Director

DATE May 23, 2016

SUBJECT: Discussion of request by Northwest Florida Marine Education and Discovery of Gulf Ecosystems, Inc. to pre-purchase an underwater camera in the amount of $55,410.

RECOMMENDATION

That the Board of County Commissioners considers approval of the request by the Northwest Florida Marine Education and Discovery of Gulf Ecosystems, Inc. (EDGE) which is affiliated with the Navarre Beach Marine Science Station to allow the pre-purchase of a underwater camera, installation and associated costs in the amount of $55,410 to View Into the Blue, the manufacturer of the underwater reef camera by July 1, 2016.

BACKGROUND

- The Navarre Beach Marine Science Station has received funding from the Tourist Development Office for various eco-tourism related projects since 2010. In 2013, Northwest Florida Marine Education and Discovery of Gulf Ecosystems, Inc. was formed. NWFL Marine EDGE is a 501c3 nonprofit whose mission is to promote ecotourism activities while developing an appreciation of our marine ecosystem and supporting conservation, education and service-learning through the Navarre Beach Marine Science Station. Both organizations have maintained immaculate records of TDC funds spent and end of program reporting.

- In 2013, NWFL Marine EDGE, Inc. was awarded a grant titled *Gateway to the Gulf* in the amount of $125,000 from the Tourist Development Office which was later approved by the Board of County Commissioners. The *Gateway to the Gulf* grant goal is to expand programming and visitor opportunities especially those with disabilities that prohibit them from enjoying the reefs; especially to those with disabilities that prohibit them from enjoying programming through the placement of an underwater, self-cleaning camera that will allow live video streaming of underwater activities. The underwater camera also allows all visitors to participate in water monitoring through toggles and scientific nodes that can be opened and closed remotely. The project has been delayed due to permitting. *Gateway to the Gulf* grant updates were provided to the TDC and BOCC in 2014 and 2015.

- In the *Gateway to the Gulf* grant, $65,000 was awarded for the purchase of a live feed underwater reef camera and associated installation costs. Due to the cost of the camera, NWFL Marine EDGE, Inc. is requesting Santa Rosa County pay the amount of $55,410 to View Into the Blue (manufacturer of the underwater reef camera) up front by July 1, 2016. We have a tentative installation date of July 11 and will be working with Roger Blaylock to coordinate the installation.

Northwest Florida Marine EDGE, Inc.
8638 Blue Heron Ct.
Navarre Beach, FL 32566

May 13, 2016

Julie Morgan
Tourist Development Director
Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Dear Julie:

The Navarre Beach Marine Science Station has received funding from the Tourist Development for various eco-tourism related projects since 2010. In 2013, Northwest Florida Marine Education and Discovery of Gulf Ecosystems, Inc. was formed. NWFL Marine EDGE is a 501c3 nonprofit whose mission is to promote ecotourism activities while developing an appreciation of our marine ecosystem and supporting conservation, education and service-learning through the Navarre Beach Marine Science Station. Both organizations have maintained solid records of TDC funds spent and end of program reporting. We have always paid for items up front and request for reimbursement. *Please see the attached grant update.*

In 2014, NWFL Marine EDGE, Inc. was awarded a grant titled *Gateway to the Gulf* in the amount of $125,000 from the Tourist Development Office which was later approved by the Board of County Commissioners. This is documented in the April 10, 2014 minutes. The *Gateway to the Gulf* grant goal is to expand programming and visitor opportunities especially those with disabilities that prohibit them from enjoying the reefs expand programming and visitor opportunities especially to those with disabilities that prohibit them from enjoying programming through the placement of an underwater, self-cleaning camera that will allow live video streaming of underwater activities. The underwater camera also allow all visitors to participate in water monitoring through toggles and scientific nodes that can be opened and closed remotely. The project has been delayed due to permitting. *Gateway to the Gulf* grant updates were provided to the TDC and BOCC in 2014 and 2015.

In the *Gateway to the Gulf* grant, $65,000 was awarded for the purchase of a live feed underwater reef camera and associated installation costs. **Due to the cost of the camera, NWFL Marine EDGE, Inc. is requesting Santa Rosa County pay the amount of $55,410.00 to View Into the Blue (manufacturer of the underwater reef camera) up front by July 1, 2016.** We have a tentative installation date of July 11 and will be working with Roger Blaylock to coordinate the installation. Please see attached information. If there are any additional questions, please contact me or Trevor Mendelow, President and Director of Research and Technologies, View Into the Blue 720-352-8507.

Thank you,

Charlene Mauro
Director
NWFL Marine EDGE

VIEW INTO THE BLUE

UNDERWATER WEBCAMS

Navarre Beach Marine Science Station

Underwater Webcam and Artificial Reef

Photo Credit: Google Earth

www.viewintotheblue.com
6655 Arapahoe Rd Unit B, Boulder CO 80303 720.352.8665

Statement of Work

From: View Into The Blue®
For: Navarre Beach Marine Science Station
Project: Offshore Underwater Webcams Project for Snorkel Reefs

Place of Performance:

Offshore Snorkel Reef – Navarre Beach, Florida, USA:
30°22'42.11"N
86°51'13.38"W

Communication and Power Location - Navarre Beach Pavilion 2, Florida:
30°22'54.14"N
86°51'17.46"W

Proposed Personnel Involved:

Trevor Mendelow – Project Manager / Field Technician Lead
Zack Rago – Field Technician and Diver

Site Supervisor:

View Into The Blue® - Trevor Mendelow: 011-720-352-8507, Email: trevor@viewintotheblue.com
Navarre Beach Marine Science Station – Charlene Mauro

Safety Officer:

Kellie Mendelow: 011-720-3528665, Email: kellie@viewintotheblue.com

Scope of Work:

To deploy and operate a remote underwater camera system, comprised of one (1) 1080p above-water, terrestrial, pan-tilt-zoom (PTZ) cameras, and one (1) 1080p below-water self-cleaning pan-tilt-zoom (PTZ) cameras. The offshore camera will operate autonomously with cabled power and access to the Internet via a wireless bridge to the Internet Gateway provision at Navarre Beach Marine Science Station. Working in harsh environmental conditions, the systems are designed to operate with minimal service (quarterly program). Video, audio feeds, and camera/system controls will be provided in a custom web-based GUI (graphical use interface), distributed by View Into The Blue® streaming servers. In addition, a custom interface (GUI) will be provided for distribution at the Navarre Beach Marine Science Station.

Period of Performance:

Work to begin as determined by Navarre Beach Marine Science Station personnel.

Place of Performance:

Florida, USA

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Schedule of Deliverables:
View Into The Blue® will provide all equipment, and personnel within established timelines and will work within all constraints and schedules of Navarre Beach Marine Science Station. Delivery of materials will be coordinated from View Into The Blue® headquarters in Boulder, Colorado.

Constraints:
- View Into The Blue® will work with all personnel and necessary permitting authorities in transportation and installation of all equipment and personnel to meet all timelines necessary for this project.
- View Into The Blue® has no control of weather and other environmental conditions that might impact offshore deployment of equipment.
- While Internet provisions in onshore locations at the Navarre Beach Marine Science Station or equivalent locations will provide high speed Internet capable of streaming up to three camera systems, View Into The Blue® has no control of provider's service.

Hazardous Substances:
- Acute Toxic NO
- Health Hazard NO
- Corrosive NO
- Dangerous For The Environment NO
- Oxidizing NO
- Highly Flammable NO
- Explosives NO

Control Measures:
Any relevant control measures to be determined at time of on-site risk assessment and will be included.

PPE & COSHH: (personal protective equipment) & (control of substances hazardous to health)
View Into The Blue® provides its technicians with necessary PP equipment and COSHH documentation.

First Aid Kit:
View Into The Blue will carry a field first aid kit to all job sites and provide its location to all View Into The Blue® direct personnel as well as any additional personnel on-site.

Environmental and Quality Control Considerations & Procedures:
All View Into The Blue® equipment is designed to have as little environmental impact as possible. All View Into The Blue® personnel are trained to be fully aware of impacts on the environment, take all precautions to disrupt any flora and fauna as little as possible, to maintain a clean and trash-free installation, and to respect all local rules and regulations. View Into The Blue's CleanSweep™ technologies allow for very little disruption of the marine and terrestrial environments, while allowing 24/7 live streaming viewing. This provides for greatly reduced human impact at the camera sites.

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Assumptions:

- View Into The Blue® is not responsible for permitting, but will assist Navarre Beach Marine Science Station Director and Wetland Science with obtaining the final permit from NOAA.
- View Into The Blue® will mount the camera system in accordance with the permit obtained for the artificial reef systems installed off the beach of Navarre Beach Marine Science Station. No additional permit is required to attach the camera to the piling of an existing structure.

Dependencies & Impacts:
Completion of project may be dependent upon weather, transportation provided, and accurate and complete information provided regarding distances, depths, substrates, and miscellaneous necessary data. Meeting of deadlines and timelines could be impacted due to dependencies. View Into The Blue® will work in partnership with all parties to meet all necessary timelines and deadlines, transportation requirements, and desirable project outcomes.

Risk Assessment:
An assessment of general working conditions, hazards, and safety concerns will be provided in writing before any work commences by View Into The Blue® authorized field technicians. Navarre Beach Marine Science Station will be required to sign a risk assessment statement before View Into The Blue® authorized field technicians begin work.

Program of Works:

- ❒ Expected start date: TBD
- ❒ Expected duration of View Into The Blue® installation work: One (1) field technicians for four (4) days
- ❒ Working hours for View Into The Blue® field installation personnel: 8:00am – 6:00pm

Health and Safety Precautions:

- ❒ Safe, low voltage DC (max 48VDC) control and powering systems
- ❒ Remote relay control to shut down and power cycle control and GUI interfaces
- ❒ Labeling and safety warnings
- ❒ Along with View Into The Blue® Heath & Safety Rules, site-specific health & safety rules will be established after risk assessment and prior to start of work. These rules will be clearly stated to all View Into The Blue® personnel and must be followed at all times during work.

Communications:
View Into The Blue® will maintain continuous communications with all necessary personnel from Navarre Beach Marine Science Station and Santa Rosa County, or any additional personnel involved in the project. Upon completion of the project a formal finalized Project Report will be submitted to Navarre Beach Marine Science Station with all necessary data, information, contacts, and details for record keeping. View Into The Blue® Streaming Services will maintain communications and be available for assistance with networking and streaming issues throughout the length of the ongoing contract for Internet Streaming Service provided.

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Scope of Work:

Figure 1: site plan for Offshore Snorkel Reef at Navarre Beach.

Work Requirements (description of actual tasks the project will require):
Lifting and transport of foundation and structural hardware and camera and powering systems
Foundation/counterweight forming and placement
Underwater lifting and transport
Above water foundations, mounting, and electrical connections
Mechanical connection of wet-mate bulkheads and solar disconnects
Labeling and safety warnings
Internet and networking setup and configuration

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Power and Communication Overview

The 110VAC system operating at 50 watts will be capable of powering and providing network communication for one above-water camera system, and one underwater-water camera systems with an accompanying Science node. The Science node will read water temperature, pH, dissolved oxygen (DO), organic redox potential (ORP), and salinity.

The powering system will consist of:

- Two independent control computers in each of the electronics enclosures will monitor system voltage and current (each acting as redundancy to each other, and tied in parallel).
- The View Into The Blue® RNPS system will plug directly into a 110VAC power supply at Pavilion 2.
- A wireless radio pair will connect the above water infrastructure RNPS to the ISP modem at the Navarre Beach Marine Science Station.
- All network and powering systems will be protected with DC and RJ45 LDUs and grounding systems for safety and lightning protection.

Network and Program Overview

A dedicated Internet provision will be installed onshore at Navarre Beach Marine Science Station. The onshore system will be powered with 110VAC, 60Hz.

- A single broadband Internet provision will be used to achieve a network UPLOAD speed of 10Mbps. Additional services can be added and bonded with dual WAN router if higher upload speeds are required.
- A small communication radio will be mounted on the Navarre Beach Marine Science Station.
- View Into The Blue cameras use the highest quality H264 algorithms and video servers, which offer the best compression and bit rate control.
- The View Into The Blue® cameras are designed to function under a variety of resolution and frame rates, and can adapt to a program that is best suited for the Navarre Beach Marine Science Station.
- A fully customizable, web-based Graphical User Interface (GUI) will be provided for customer websites and social media, distributed by View Into The Blue® streaming servers. In addition, a custom interface (GUI) will be provided for distribution at the Navarre Beach Marine Science Station.
- A server onsite within the local area network (LAN) will record camera system in FULL HD. The best HD clips can be downloaded and/or shared on YouTube, and other social media platforms. View Into The Blue® servers both onsite and offsite can perform some of these duty schedules automatically. View Into The Blue® can also assist in selecting the HD clips for transfer at night as we have a large body of camera operators and other viewers who would alert us to things worth having recorded in HD. View Into The Blue® has a non-profit partner, Teens4Oceans, who could provide this support.

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Service, Maintenance, and Ongoing Costs

- Streaming Services, Website Players, Wowza License, and VITB GUI Hosting
  - STREAMINGSERVER: 1 Year contract, embed player for website, logo on video stream, 10 minute DVR function, advertising video on video startup. Free setup included.
  - $250 per month (included in estimate)
- Internet Service Provision at Internet Gateway, Navarre Beach Marine Science Station.
  - Cox Cable Broadband Modem and Service or similar
  - $TBD
- Service and Maintenance Costs:
  - Considerable thought must be given to the selection of personnel responsible for maintenance and service of the offshore equipment and instrumentation. View Into The Blue® has two field technician services operators in Florida that would be recommended.
  - Typical maintenance and service costs are outline below:
    - Quarterly Service of Underwater Webcams and Cabling:
      - Replacement of Wiper material
      - Surface Inspection of Housing and Corrosions Checks
      - SCUBA Divers
      - $100-$300
    - Yearly Service of Underwater Webcams:
      - Replacement of Camera System Entire Wiper Arm Assemblies
      - Surface Inspection of RNPAS, Cabling, and Corrosions Checks
      - SCUBA Divers
      - $1,000-$1,500

VIEW INTO THE BLUE
UNDERWATER WEBCAMS

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Method of Work: Total Lead Time upon receipt of initial down-payment = 4 - 6 weeks

1. Before beginning work a Basic Training of the systems provided will be given to any staff or personnel deemed appropriate by Navarre Beach Marine Science Station.
2. A Vacuum Seal will be performed on the VITB CleanSweep™ Underwater Camera with staff and personnel present. A Vacuum Seal Kit is provided with your system.
3. An Internet Provision will be installed in the building adjacent to the communications tower prior to arrival of VITB field Technicians.
4. A wireless radio will be mounted on the Navarre Beach Marine Science Station, pointing in the direction of the Pavilion 2 Terrestrial Camera and Powering Network Infrastructure.
5. A terrestrial powering and network system (RNPS) will be mounted on Pavilion 2 and the piling supporting the end of the boardwalk, adjacent to the lifeguard tower.
6. A wireless radio will be mounted on Pavilion 2.
7. Both network and powering systems will be protected with DC and RJ45 LPUs and grounding rods for safety and lightning protection.
8. Network and powering tests will be performed at this time.
9. The above water terrestrial camera will be installed and tested.
10. VITB authorized divers prior to camera installation will deploy the camera mount.
11. An umbilical cable manufactured from ruggedized, polyurethane jacketed, hybrid cable will run directly from the shore based RNPS on Pavilion 2 to the RNPS at the end of the boardwalk. This cable will provide 48VDC power and Ethernet to the beach.

NOTE: VITB will allow the County to decide if this cable run should be installed in conduit. Conduit must be provided and installed by the County, and cabling will be provided by VITB two weeks prior to installation.

12. A cable will run from the beach RNPS to the Long Distance Repeater (LDR) pressure chamber, which will have onboard salinity, pH, and temperature sensors.
13. Umbilical cables will be pinned directly to sand if necessary.
14. Long Distance Repeater (LDR) pressure chamber will be deployed off a dive vessel or from the beach and will be anchored to piling mount.
15. Umbilical will be plugged into Long Distance Repeater (LDR) pressure chamber using greased wet-mate connectors. Calibrated sensors will be plugged into Long Distance Repeater (LDR) pressure chamber using greased wet-mate connectors.
16. A short ruggedized, polyurethane jacketed, hybrid cable will be plugged into Long Distance Repeater (LDR) pressure chamber using greased wet-mate connectors directly from the LDR to the camera.
17. Underwater Camera will be deployed off a dive vessel or from the beach and will be anchored to piling mount.
    NOTE: The underwater camera is VERY buoyant and will RISE to the surface with high velocity. On SCUBA this obviously poses a fast ascent and air expansion risk. Precautions must be taken with the use of at least 8Kg of counterweight sand bags or shot pellet dive weight to offset the buoyancy.
18. Camera cable will be plugged into underwater camera using greased wet-mate connectors.
19. All cable strain relief and cable management will be inspected prior to system boot up and testing.
20. Camera functionality and sensor calibration will be tested for a 24-hour period before VITB Field Technicians leave work site.

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21. A final field report will be provided to Navarre Beach Marine Science Station before VITB Field Technicians leave work site.
22. A VITB Setup & User Guide for the CleanSweep™ Underwater Camera System will be provided both in paper form and via email to any necessary Navarre Beach Marine Science Station and other personnel deemed necessary by Navarre Beach Marine Science Station.
23. A Vacuum Seal Kit and a Glass Dome & Wiper Blade Cleaning Kit are provided with the camera system.

Navarre Beach - Snorkel Reef

Underwater Webcam and Artificial Reef - Long Cabling Option

VIEW INTO THE BLUE
UNDERWATER WEBCAMS

Interactive Video Control System

- Pan-tilt-zoom (PTZ) joystick control of cameras at any location
- HD recording and custom video with branding logo

Cameras

- State-of-the-art 1080p live streaming underwater webcams with CleanSweep™ self-cleaning technology
- Single, ruggedized hybrid power and Ethernet cable
- Cameras will be mounted directly on piling
- Low maintenance
- Robust and reliable system

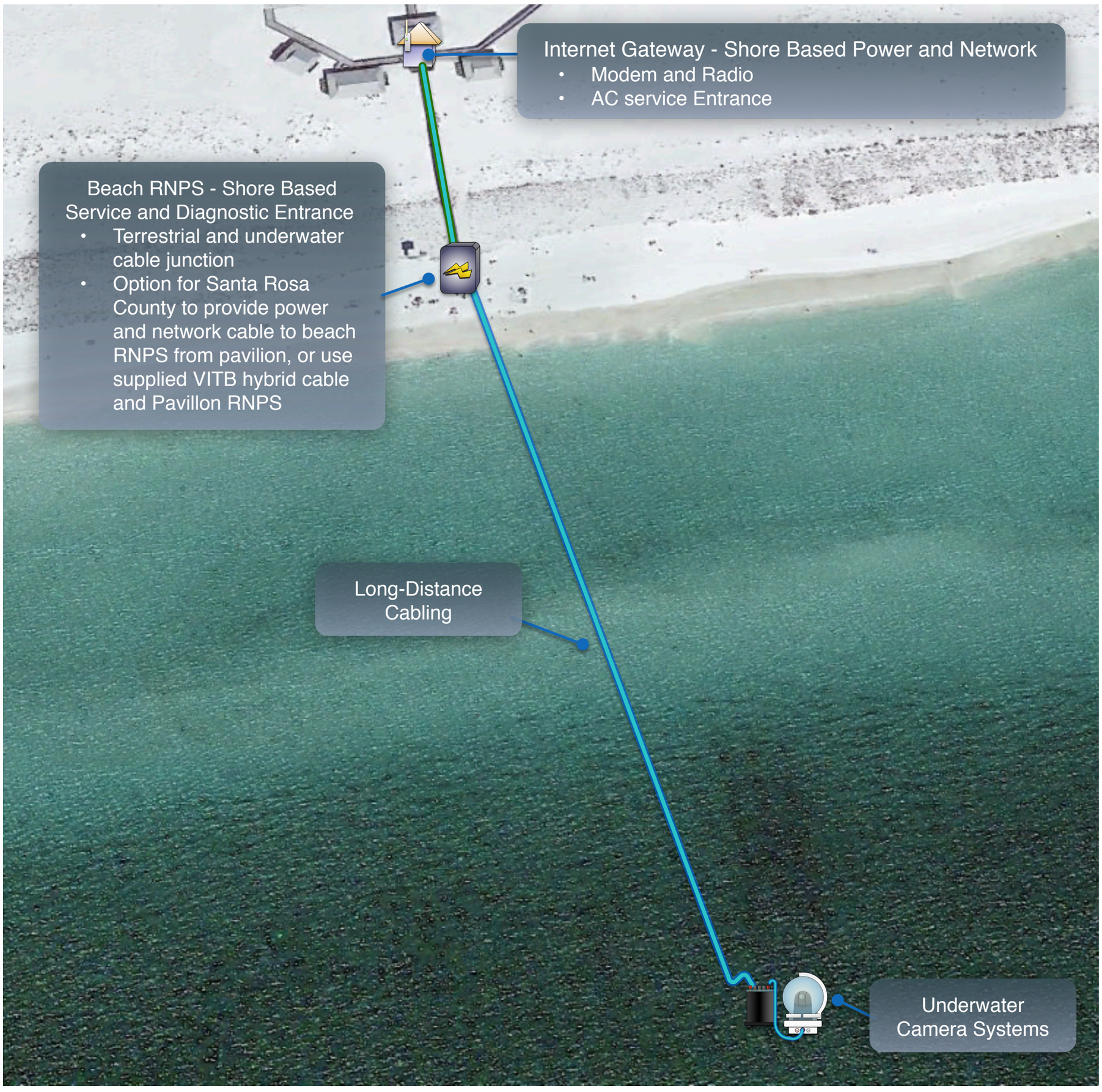
Long Distance Repeater

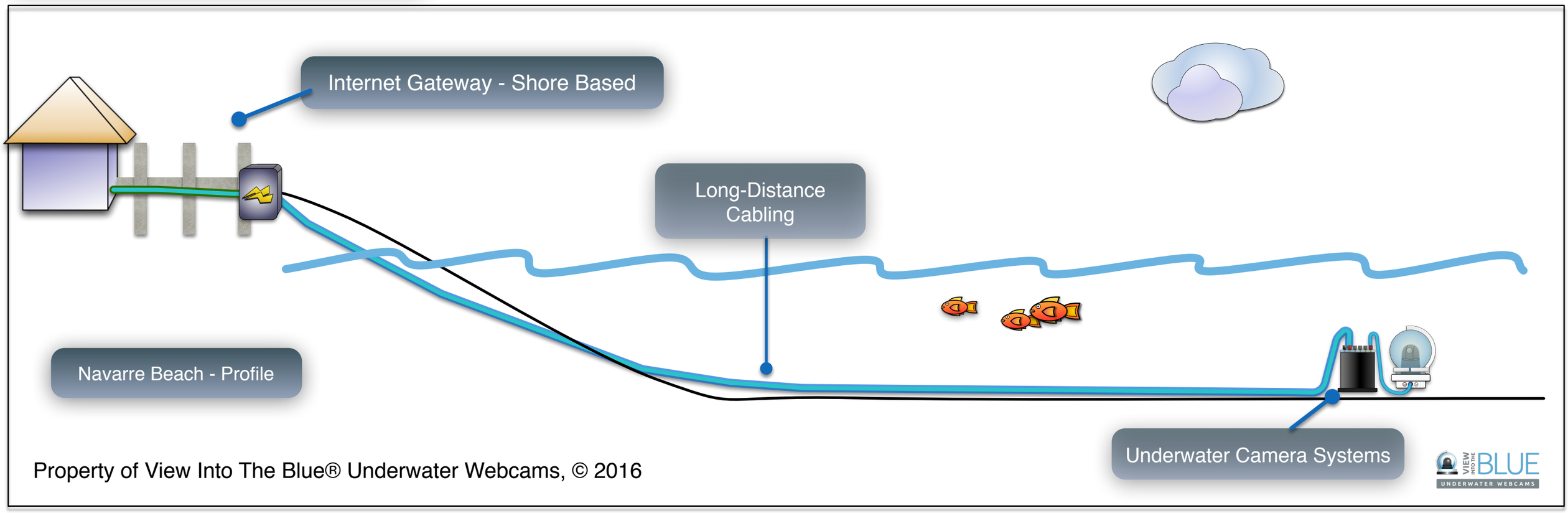
- Shoreside 'Remote Network and Powering System' (RNPS):
  - → Streaming media server
  - → Easy access for system maintenance

- Long Distance Repeater (LDR):
  - → The LDR unit the can be placed up to 5000 ft from the shore side RNPS
  - → The LDR unit makes it easy to add additional functions; such as temperature, salinity and pH probes
  - → Integrated online interface to view data included

Navarre Beach, Florida

Map credit: Google Earth





View Into The Blue
6655 Arapahoe Rd Ste B
Boulder, CO 80303-1481
(720)352-8665
kellie@viewintotheblue.com
http://www.viewintotheblue.com

ESTIMATE

ADDRESS
Charlene Mauro
North West Florida Marine
EDGE, Inc
Attn: Charlene Mauro
8638 Blue Heron Court
Navarre Beach, Florida 32566

SHIP TO
Charlene Mauro
North West Florida Marine
EDGE, Inc
Attn: Charlene Mauro
8638 Blue Heron Court
Navarre Beach, Florida
32566

ESTIMATE # 1181
DATE 05/02/2016

ACTIVITY	QTY	RATE	AMOUNT
PTZ Camera System - Retail:HD555-PTZ-CS2 PTZ w/ CleanSweep HD555-PTZ-CS2: Self-Cleaning, High-Definition 1080p, Underwater, Live Streaming IP-based webcam with limited guard tour and CleanSweep technology. Optical zoom = 8x	1	16,950.00	16,950.00
Cabling - Retail:Cable-ExtremeGreen-PTZ Heavy Duty Polyurethane Hybrid Power and Network Cable for PTZ Camera Systems, Umbilicals, and Long Distance Repeaters (Price per foot) - Main Umbilical	1,700	6.90	11,730.00
Cabling - Retail:Cable-ExtremeGreen-PTZ Heavy Duty Polyurethane Hybrid Power and Network Cable for PTZ Camera Systems, Umbilicals, and Long Distance Repeaters (Price per foot) - Camera Cable	20	6.90	138.00
Male Bulkheads - Retail:MCOM16M 16-contact PTZ MCOM16M Subconn Bulkhead (micro 16-contact Male) for PTZ Camera Systems FULLY INTEGRATED, READY FOR PLUGIN	3	446.00	1,338.00
Mounting Systems - Retail:MT-SS-PIER-PTZ Pier Mount SS 316 Clamp Counterweight System-Sea Floor PTZ and Science Node: 10'" Pearson piling required at camera location site. Please contact Trevor Mendelow for details.	1	1,975.00	1,975.00
Long Distance Repeater - Retail:LDR-SN Long Distance Repeater Long Distance Repeater: Pressure Chamber to support cable runs longer than 300 feet. Comes with Science Node System- pH, Salinity, Temp	1	6,990.00	6,990.00
RNPS - Cabled Power Systems - Retail:RNPS-E-C480w-AC Remote Cabled Network Power System (480w) (no radios) - End of Boardwalk	1	3,625.00	3,625.00

ACTIVITY	QTY	RATE	AMOUNT
RNPS - Cabled Power Systems - Retail:RNPS-E-C120w-AC Remote Cabled Network Power System (120w) (no radios) - Pavilion Internet Gateway	1	2,225.00	2,225.00
Communications Radios Long Distance, 100Mbps Radio Communication System with air-grid or dish antennae, includes mounting sytem	1	795.00	795.00
Field Work:Field Technician VITB Authorized Field Technician for installation of systems. Rate per day per technician.	4	1,200.00	4,800.00
Streaming Services:Streaming Services, 1 Year Contract Streaming Services: 1 Year contract, unlimited viewers, embed player for website, logo on video stream, 10 minute DVR function, advertising video on video startup. Free setup included.	12	250.00	3,000.00
Shipping Containers:Pelican Case-PTZ Pelican Case for PTZ shipment	1	425.00	425.00

NOTE:
Please see "Warranty Statement:
http://viewintotheblue.com/?page_id=711"

Maintenance required (not included in this estimate):
Customer should inspect and clean the external wiper on CleenSweep" every three months.
Customer should inspect cable and underwater connectors every six months for damage or corrosion.
Customer must provide 110VAC power at east pavilion on the beach, and netwrok gateway Internet service at Science Center.

Attached is the your estimate for the products and services you requested. Please let us know if you have any questions regarding this estimate.

SUBTOTAL	53,991.00
SHIPPING	1,500.00
TOTAL	**$55,491.00**

We look forward to working with you.

Regards,

Wild Goose Imaging
k.mendelow@wildgooseimaging.com
720.352.8665

Accepted By

Accepted Date

Santa Rosa County Tourist Development Council
Grant Update: Northwest Florida Marine EDGE, Inc. 2014-16 TDC Grant
Grant Name: Gateway to the Gulf
Grant Amount: $125,000

Grant Summary: Funds for the development and implementation of programming for year-round, eco-tourism programs for 2014 – 16 to include:

- Off-season promotional campaign
- Underwater Self-cleaning live streaming video camera that will showcase the Navarre Beach Near-shore Reefs
- Destination events on Navarre Beach targeted to Families for two-three day weekend getaway and Snowbirds

Grant Components:

- Programming for visitors to Navarre Beach (2-3 programs per month in the shoulder season)
- Print Materials to include an underwater reef fish identification card specifically for Navarre Beach Artificial Reefs
- Email Blasts
- Social Media
- Underwater self-cleaning, live-streaming video camera with science nodes that will be placed on the near-shore reefs.

Off-Season Events scheduled through March 2016 and publicized through social media, email, postcards and rack cards

Events offered in the 2015-2016 Off-Season

October

Saturday, Oct. 17, 9am-12pm
Saturday by the Sea: Monsters of the Deep (grades 3rd-6th)
Activities include touch tank lab, deep sea activities, kayaking, and a squid dissection.

Saturday, October 10, 9am-10am
Let's Talk Science: Sea grasses. Join Sea Grant Florida as we learn about the importance of sea grasses.

Friday, Oct. 30 & Saturday, Oct. 31, 5pm-9pm
$5 per person. Join us for our fifth annual Science Spooktacular by the Sea celebrating science in the dark and our popular haunted beach walk.

November

Saturday, Nov.7, 9am-11am
Whats on the Reef?
Learn about what lives on the artificial reefs from a REEF instructor.

Saturday, November 14, 10am-12pm
Let's Talk Science: Sea Turtles & Light Pollution
Join National Park Service staff to learn about sea turtles and the Turtle THiS research program.

January
Saturday, Jan. 9, 9am-11am
Learn about how we collect data on our artificial reefs from a REEF instructor.

Saturday, Jan. 16, 9am-11am
Let's Talk Science: Birds and Barrier Islands
Calling all bird enthusiasts! Join us for an Audubon and Florida Sea Grant presentation about shorebirds and barrier islands.

February
Saturday, Feb. 6, 10am-12pm
Marine Debris 101 – Find out the latest research on the effects of plastics in Florida coastal waters.

Saturday, Feb. 13, 9am-11am
Let's Talk Science: Snowbirds and Shorebirds
Learn all about shorebirds and join Audubon for a guided bird watch. Jackets are recommended. *Children should be accompanied by an adult.*

Saturday, Feb. 20, 9am-12pm
Saturday by the Sea: Reefs & Robotics (grades 3-8)
Activities include building an underwater remotely operated vehicle, touch tank lab, and kayaking.

March
Friday, March 11 8:30am-10:30am
Calling all homeschoolers! Join us for your own ocean awareness festival. Activities include kayaking, seining, touch tank lab, and dissections. $10 per student. Parents free.

Saturday, March 12 4pm-6pm
Down By the Boardwalk - Guided walk along marsh, dune, and swash zone ecosystems.

April
Saturday, April
Saturday, April 23 – Autism OdysSea – a special event just for families with children on the spectrum

Current Status:

- Installation permitting through US Army Corps of Engineers - June 2016 - Florida Department of Environmental Protection permitting complete. Installation of cabling and camera will take two days – tentative date of July 11, 206
  Camera hosting/availability to the public in August 2016
- A total of $48342.44 has been spent of the $125,000 grant awarded April 2014 – expenses include the following: Supplies, Permits, Marketing, Printing, Program Design, Program Staff, Training, Program Planning, and Program Data and Reporting – supporting documentation submitted to the county since 2014

  The Balance of Grant as of May 13, 2016: $76,657.56
  $66,217.08 remaining for Equipment/Supplies (reef camera)
  $10,440.48 remaining for Advertising (print, marketing, website development)

  Please see most current estimate for underwater reef camera.

Beaches to Rivers
of santa rosa

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

Grant Application

Applicant Organization: Northwest Florida Marine EDGE, Inc.

Contact Person: Charlene Mauro **Title:** Director – Vice President

Organization Address: 8638 Blue Heron Court Navarre Beach Florida 32566

Telephone: 850-261-2141 **Fax:** 850-936-6088

Signature Charlene Mauro

App. by BOCC 4/2014

Amount Requested: $125,000 - 2014 $75,000 – 2015 - 2016

Has this project received grant funding from the Santa Rosa County Tourist Development Council in the past? Yes If yes, when and how much? $50,000 for pilot shoulder season program.

Name of Event or Project (s): *Gateway to the Gulf*

Location of Project (s): Navarre Beach Marine Science Station in Navarre Beach Park

Date(s) of Project: April 2014 – May 2016

Projected Targeted Recipients: Visitors to Santa Rosa County

Projected Targeted out of town tourists expected: 8,000 – 2014, 10,000 – 2015, 12,000 - 2016

4/11/14 Req. invoice for Camera from Charlene

Santa Rosa County Tourist Development Council

GRANT APPLICATION

History / Accomplishments of Organization:

NWFL MARINE EDGE, Inc. was formed as a non-profit organization to expand programs of the Navarre Beach Marine Science Station and offer year-round family-centric eco-tourism programs that cultivate citizen scientists through conservation, education and sustainable ecosystems.

NWFL MARINE EDGE project goal is four-fold; 1) to brand Navarre Beach as the destination for eco-tourism; 2) to provide family oriented visitor events and education centered around a theme of sustainable marine ecosystems; 3) to promote research and education through partnerships with conservation programs, Universities and Colleges throughout the state to add a unique visitor population in shoulder season months; 4) expand programming and visitor opportunities especially to those with disabilities that prohibit them from enjoying programming through the placement of an underwater, self-cleaning camera that will allow live video streaming of underwater activities. Blue Eyes Ocean Camera will also allow all visitors to participate in water monitoring through toggles and scientific nodes that can be opened and closed remotely.

A pilot shoulder season program was held in 2013 for visitors of the area to determine interest, participation and future opportunities. During the pilot phase which included direct mail marketing over 2000 visitors participated in programming with 29% of those visitors coming from areas outside of Santa Rosa County and 1% visiting from other countries. Of those visitors, 98% stated if there were ongoing activities specific for families or children, they would make a return visit to Navarre Beach in the Fall and Winter (shoulder season) months.

Background:

NWFL Marine EDGE, Inc. is a supporting non-profit of the Navarre Beach Marine Science Station (NBMSS). Both organizations have a mission to promote the appreciation, conservation, and understanding of the marine ecosystem of coastal Florida through education, service and hands-on, feet-wet experience. The Science Station has incorporated a unique "each-one, teach-one" model which allows high school and college students to study about Florida's ecosystems at the beach and gain real world experience, college credit and credit toward Florida's Bright Futures Scholarship by imparting the knowledge they have learned to other students, community members and visitors. Led by award winning Project Director, Charlene Mauro, NBMSS has received National recognition for the programs offered and the model used for instruction. It is truly a gem of the Emerald Coast.

As a program of the Santa Rosa County School District, the Marine Science Station supports 5000 people (students and parents) from Santa Rosa and surrounding counties annually. The Marine Science station receives requests for family oriented, marine education and ecotourism events from community members and visitors to Navarre Beach. The requests grow each year. The opportunities are endless.

To facilitate this opportunity for economic restoration, environmental restoration and tourism development, local community leaders formed Northwest Florida Marine Education and Discovery of

Gulf Ecosystems, Inc. (EDGE), a non-profit organization that supports current Marine Science Station activities and expanded visitor programs.

PROGRAM INFORMATION:

Title: Gateway to the Gulf

Projected Targeted Recipients: Out-of-town visitors

Projected Targeted out of town tourists expected to participate: 8000 - 2014, 10,000 - 2015, 12,000 - 2016

Age of Participants: all ages

Targeted Audience: Families with children and individual visitors interested in environmentally engaging tourism opportunities

Description of Participants: Visitors (tourists), students, teachers, local businesses, and community members

Description of Project:

Funds for the development and implementation of programming for year-round, eco-tourism programs for 2014 in the amount of $125,000.

Off-season promotional campaign

- Postcard campaign
- Billboards in Primary Markets
- Social Media
- Rack-cards and Brochures

Off-season program development, implementation and coordination to include:

- Guided Walking Tours
- Self-Guided Tours
- Kayak Tours with Master Naturalist
- Family Programming - The Glowing Beach
- Marine Debris Education and Programming - Leave No Trace
- Snorkel 101
- Scooba Safety
- Safe Seafood
- Fitness, Fish and Fun
- Shell Excursions and Identification

Planned outcome of the project:

NWFL MARINE EDGE overarching project outcome is four-fold; 1) to brand Navarre Beach as the destination for eco-tourism; 2) to provide family oriented visitor events and education centered around a theme of sustainable marine ecosystems; 3) to promote research and education through

partnerships with conservation programs, Universities and Colleges throughout the state to add a unique visitor population in shoulder season months; 4) expand programming and visitor opportunities especially to those with disabilities that prohibit them from enjoying programming through the placement of an underwater, self-cleaning camera that will allow live video streaming of underwater activities. Blue Eyes Ocean Camera will also allow all visitors to participate in water monitoring through toggles and scientific nodes that can be operated remotely

NWFL MARINE EDGE expected direct economic impact from project activities and promotion include:

Economic Impact:

2014 – 8,000 visitors – Direct impact - $2,040,000. Direct Lodging - $984,000 Lodging tax - $49,200

2015 – 10,000 visitors – Direct impact - $2,550,000. Direct Lodging - $1,230,000 Lodging tax - $61,500

2016 – 12,000 visitors – Direct impact - $3,060,000 Direct Lodging - $1,476,000 Lodging tax - $73,800

** family of four - four night stay – avg.room rate of $123. – avg.daily family spending of $255.*

The project is expected to generate the following new lodging tax revenues:

Lodging Tax Impact:

2014 – $49,200 in new lodging tax revenue

2015 - $61,500 in new lodging tax revenue

2016 - $73,800 in new lodging tax revenue

Marketing and Publicity Summary:

NWFL Marine EDGE has a database of 2500 contacts including address, phone and email addresses for direct marketing. During Pilot Phase, NWFL Marine EDGE purchased an additional 3000 addresses in demographic targets.

The marketing plan for new programs includes:

- **Postcard campaign – Frequency: ongoing** - Direct marketing to Spring, Fall and Winter
- **Email Campaign – Frequency: ongoing –** Follow postcards with email invitations for programming and lodging
- **Package offers – Frequency: timed with events –** in conjunction with lodging management and TDC
- **Billboards – Frequency: four weeks prior to major programming –** Three billboards targeted to key interstate corridors in Primary Markets that feature programming and will rotate through November
- **Rack cards – Frequency: ongoing by event-** Rack cards that feature monthly programming and regular hours of the current Science Station and future Gulf Coast Discovery Center

- **Walking tour cards – Frequency: ongoing** - Featuring TDC information
- **Shell excursion cards – Frequency: ongoing** - Shell Id cards as take aways from Guided Walking tours featuring calendar of events for future visits and TDC information.
- **Brochures – Frequency: ongoing by event** - Program specific brochures featuring TDC information
- **Website – Frequency: ongoing** - Programming announcements – Calendar of Events – TDC link – registration is available at both websites
- **Social Media – Frequency: ongoing** -Twitter, Facebook, Pinterest and Groupon
- **Publications – Frequency: ongoing** - Stories and programming testimonials

Evaluation Plan and Processes

NWFL Marine EDGE has an external evaluator of our program. An evaluation plan is included in the submission package. The external evaluation plan will combine traditional methods such as registration and event counts along with more dynamic methods such as visitor interviews and satisfaction surveys.

Reporting: Monthly reporting will be provided to the South End Committee and Tourist Development Council on the following elements.

- Number of Visitors
- Total visit days
- Estimate of daily expenditures **(based on surveys)**

Measurement:

1. Reporting on stated match to TDC contribution – 2014 .25 for each $1 awarded to NWFL Marine EDGE
2. Accounting of expenditures
3. Economic Impact analysis
    - Visitor counts – including originating city
    - Average daily spending
    - Average lodging rates
    - Total number of visitor days
    - Estimate of new lodging tax receipts against actual collections
4. Anecdotal visitor Information from direct contact and Social Media sources
5. Bi-annual visitor survey

Community Support:

Our community supports this exciting opportunity. Letters of support available upon request.

- Florida Fish and Wildlife
- Guy Harvey Foundation

- Pensacola State College
- Navarre Beach Leaseholders Association
- Navarre Area Board of Realtors
- Santa Rosa County School Board
- Santa Rosa County Board of County Commissioners
- Santa Rosa Education Foundation
- Audubon
- National Wildlife Federation
- Local Business Owners
- University of Florida IFAS Sea Grant and 4-H Extension
- Gulf of Mexico Costal Ocean Observing System (GCOOS)
- NOAA
- Gulf of Mexico Alliance
- Senator Evers
- Representative Broxson

LIST IN KIND SUPPORT:

- NWFL Marine EDGE, Inc. has also received individual and private donations, programming fees and corporate sponsorship.
- Direct matching funds are estimated to be .26 to $1 of TDC contribution. 2014 - .50 for every $1.00 for 2015 and 2016. These funds will come from program fees.

(e.g. $125,000 will be leveraged to equal $157,846. $75,000 will be leveraged to equal $112,500.)

- Volunteer Hours (estimated total 800 hours in kind support from current students serving as peer teachers). Value of in kind support based on he Annually Independent Sector, a coalition of approximately 500 charities, foundations and corporate giving programs, calculates an hourly dollar value of volunteer time. The current value (2013) is $21.36 an hour. Approximately 100 hours of volunteer hours of service is valued at $2136.00. **Total volunteer in-kind services annually - $10,680.**

BUDGET GRANT REQUEST: $125,000 -2014, $75,000 - 2015, $75,000 - 2016

How will you use this grant money? Funds for the development and implementation of programming for year-round eco-tourism programs for 2014 in the amount of $125,000 plus purchase and installation of Blue Eyes Underwater Self-Cleaning Camera

Off-season promotional campaign

- Postcard campaign
- Billboards in Primary Markets
- Social Media
- Rack-cards and Brochures

Off-season program development, implementation and coordination to include:

- Guided Walking Tours
- Self-Guided Tours

- Kayak Tours with Master Naturalist
- Family Programming – The Glowing Beach
- Marine Debris Education and Programming – Leave No Trace
- Snorkel 101
- Scooba Safety
- Safe Seafood
- Fitness, Fish and Fun
- Shell Excursions and Identification

WTR-TV – Watch the Reef TV – Marine Life Viewing and Water Quality Monitoring

- Underwater self-cleaning camera with scientific nodes for water quality monitoring, salinity and temperature monitoring
- Oceans Classroom – Data conversion software to allow easy viewing of water quality, salinity and temperature for easy viewing by visitors to the Gulf Coast Discovery Center and Navarre Beach
- Outdoor television with live web streaming and viewing of reef habitat and marine life – specifically targeted to visitor populations that are unable to snorkel, dive or otherwise enjoy the reefs in the Gulf of Mexico

BUDGET GRANT REQUEST: $75000 - 2015

Off-Season Programming and Promotion – Continuation and Enhancement of 2013/14 Programming

Off-season promotional campaign

- Postcard campaign
- Billboards in Primary Markets
- Social Media

Off-season program development, implementation and coordination to include:

- Guided Walking Tours
- Self-Guided Tours
- Kayak Tours with Master Naturalist
- Family Programming – The Glowing Beach
- Marine Debris Education and Programming – Leave No Trace
- Be Thankful for the Gulf – November Programming
- Santa, Sand And Sea – December Programming
- Fitness, Fish and Fun
- Shell Excursions and Identification

2016 and Beyond

Off-season promotional campaign

- Postcard campaign
- Billboards in Primary Markets
- Social Media
- Rack-cards and Brochures

Off-season program development, implementation and coordination to include:

- Guided Walking Tours
- Self-Guided Tours
- Kayak Tours with Master Naturalist
- Family Programming – The Glowing Beach
- Marine Debris Education and Programming – Leave No Trace
- Snorkel 101
- Scooba Safety
- Safe Seafood
- Fitness, Fish and Fun
- Shell Excursions and Identification

Beginning in 2015, an annual plan and detailed budget will be delivered to the TDC for program approval. It is the intent for NWFL Marine EDGE to collect and report visitor data to the TDC. Further, it is the intent of NWFL Marine EDGE to adjust programming based on survey data from visitors to ensure fresh, undated programming to increase and improve visitor overnights in Santa Rosa County.

What benefits will the TDC receive in association with this project?

Santa Rosa County TDC will receive expanded reach to visitors through direct and package marketing for "off-season" when lodgings tax revenue is substantially reduced. Programming publicity will include TDC information, logo and link to website for expanded opportunities. In addition, cross-marketing with other attractions in the Navarre Area as well as attractions in the North End of Santa Rosa County will be cultivated for programming and increased visitor overnight stays.

TDC Return on Investment

In addition to branding the county for Eco Tourism Activities, the TDC will have the logo prominently placed on all marketing materials, will have click-through links on websites and email blasts.

Economic Impact:
2014 – 8,000 visitors – Direct impact - $2,040,000. Direct Lodging - $984,000 Lodging tax - $49,200
2015 – 10,000 visitors – Direct impact - $2,550,000. Direct Lodging - $1,230,000 Lodging tax - $61,500

2016 – 12,000 visitors – Direct impact - $3,060,000 Direct Lodging - $1,476,000 Lodging tax - $73,800

** family of four - four night stay – avg.room rate of $123. – avg.daily family spending of $255.*

The project is expected to generate the following new lodging tax revenues:

Lodging Tax Impact:
2014 – $49,200 in new lodging tax revenue
2015 - $61,500 in new lodging tax revenue
2016 - $73,800 in new lodging tax revenue

EVENT /PROJECT BUDGET - 2014

	Expense	Expense Description
Awards/Certifications	$	
Supplies/Equipment	$ 68,000	Underwater self-cleaning video camera with scientific nodes and outdoor television for visitor viewing of reef habitat - Cabling
Fees -	$ 7,000	Oceans Classroom - Data conversion for scientific nodes and live web streaming
Food	$ NA	
Insurance	$ 1,500	
Marketing	$ 21,900	Website $500, Billboards $9500, Social Media - $1500, Brochures/Rack Cards $2500 - Design - $6500 Email Blasts - $1400
Administration (Instructors to develop and teach programs, program assistants to design and staff additional programs)	$ 17,635 $ 12,816	450 hours: 20.30 / hr teachers =$8120.. and 850 hours 10.00 /hr for Teacher Assistants =$8500. Volunteer hours - 600 hours of volunteer hours of service is valued at $12816.00.
Curriculum Enhancement - Training	$ 3,995	Curriculum development $2795 - 24- hour mandatory training - $1200 (includes: curriculum instruction, customer service, process and safety)
Program event planning and coordination	$ 8,000	Staff programming and planning 238 hours @ $21.00 per hour
Program Data and Reporting	$ 17,000	Program reporting - analysis, Data collection and compilation, Data base management-visitor information
TOTAL PROJECT COST	$157,846	
TOTAL TDC REQUEST	$125,000	

Other Funds	Income	Source of Income
Admissions / Anticipated Fees	$ 13,000	Program registration fees will range from free to $35 pp depending on the type and length of event.

Sales	$ 5,500	T-shirts and Novelties
TOTAL PROJECT (including grant and income)	$ 176,346	
Other Funding:	$18,800	
Sponsorships /Donations	$ 6,500	Title sponsors
Volunteer In-kind to support programs	$ 12,816	The current value (2013) is $21.36 an hour. Approximately 500 hours of volunteer hours of service is valued at $10680.00.
Additional staffing costs not covered in grant request		
TOTAL OTHER	$38,116	
Profit	$0	***Any profits will go toward additional program development

EVENT /PROJECT BUDGET - 2015/2016

	Expense	Expense Description
Awards/Certifications	$	
Supplies/Equipment	$	
Fees -	$ 6,000	Oceans Classroom - Data conversion for additional Video Streaming
Food	$ NA	
Insurance	$ 1,500	
Marketing	$ 24,900	Website $500, Billboards $12,500, Social Media - $1500, Brochures/Rack Cards $2500 - Design - $6500 Email Blasts - $1400
Administration (Instructors to develop and teach programs, program assistants to design and staff additional programs)	$ 17,635 $ 12,816	450 hours: 20.30 / hr teachers =$8120.. and 850 hours 10.00 /hr for Teacher Assistants =$8500. Volunteer hours - 600 hours of volunteer hours of service is valued at $12816.00..
Curriculum Enhancement - Training	$ 3,995	Curriculum development $2795 - 24- hour mandatory training - $1200 (includes: curriculum instruction, customer service, process and safety)
Program event planning	$ 5,000	Staff programming and planning 238 hours @

and coordination		$21.00 per hour
Program Data and Reporting	$ 15,000	Program reporting - analysis, Data collection and compilation, Data base management-visitor information
TOTAL PROJECT COST	$86,846	
TOTAL TDC REQUEST	$ 75,000	

Other Funds	Income	Source of Income
Admissions / Anticipated Fees	$ 13,000	Program registration fees will range from free to $35 pp depending on the type and length of event.
Sales	$ 5,500	T-shirts and Novelties
TOTAL PROJECT (including grant and income)	$ 105,346	
Other Funding:	$18,800	
Sponsorships /Donations	$ 6,500	Title sponsors
Volunteer In-kind to support programs	$ 12,816	The current value (2013) is $21.36 an hour. Approximately 500 hours of volunteer hours of service is valued at $10680.00.
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