

To: Board of County Commissioners
From: Julie Morgan, Tourist Development Director
Subject: Navarre Beach Sea Turtle Conservation Center Reallocation of funds
Date: March 3, 2016

Recommendation

That the Board of County Commissioners considers approval for the Navarre Beach Sea Turtle Conservation Center to reallocate funds in the amount of \$4,800 towards interactive displays that were originally budgeted for administrative costs. The new use of the funds will meet the appropriate use of Tourist Development Bed Tax funds.

Background

At the July 10, 2014 Board of County Commission meeting, the BOCC voted and approved the Tourist Development Council recommendation of \$43,915 in the form of a grant for the Navarre Beach Sea Turtle Conservation Center and the Marine Sanctuary to be used on a saltwater well, marketing, specialty areas, artificial reef informative display, field guides and kayaks for guided clear bottom kayak tours.

- The NBSTCC listed Administrative costs at \$4,800. This money was to pay for a Head Sea Turtle Veterinary Technician. This individual would have served as a one-time consultant to train the NBSTCC volunteers on sea turtles with the goal of having the volunteers provide information to visitors at the center.
- Based on previously approved requests and payments provided to other organizations for staffing and instruction, the NBSTCC was under the impression this was an appropriate use of TDC funds. The NBSTCC has since learned through the County Attorney that this is not in accordance with Florida law that requires all TDC funds to be used for the primary purpose of promoting tourism.
- The balance as it stands now is \$9,712 that includes the \$4,800 being reallocated from the Veterinary Technician position to interactive displays. The remaining balance after reallocation will be \$4,912.
- The reallocated funds will complete the proposed interactive displays project.
- NBSTCC is awaiting the Florida Fish and Wildlife Conservation permits to be issued to house a resident sea turtle. When they receive the permit and the assigned sea turtle, the center will be open. No date has been given.

On March 3, 2016 the Santa Rosa County Tourist Development Board of Directors voted to approve reallocation of the \$4,800 towards interactive displays.



Santa Rosa County Tourist Development Council
8543 Navarre Parkway – Navarre, FL 32566
Phone: 850.939.8666 – Fax: 850.939.0785
web: floridasparkground.com





Mailing: 8668 Navarre Pkwy., #286, Navarre, FL 32566
Physical: 8740 Gulf Blvd., Navarre Beach, FL 32566
info@navarrebeachseaturtles.org

January 28, 2016

Dear Julie Morgan,

At the July 10, 2014 Board of County Commission meeting, the Tourist Development Council recommended the approval of \$43,915 for the Navarre Beach Turtle Conservation Center and the Marine Sanctuary. The Board of County Commission approved the request and the specified allocation of the funds. (Encl 1)

The NBSTCC listed Administrative costs at \$4,800. This money was to pay for a Head Sea Turtle Veterinary Technician. This individual would have served as a one-time consultant to train the NBSTCC volunteers on sea turtles with the goal of having the volunteers provide information to visitors to the Center.

Based on previously approved requests and payments provided to other organizations for staffing and instruction, we were under the impression this was an appropriate use of funds. We have since learned through the County Attorney that this is not in accordance with Florida law that requires all TDC funds be used for the primary purpose of promoting tourism.

Therefore, we are informing you that we will reallocate the \$4,800 toward interactive displays that meet the appropriate use of TDC funds.

Should you need any further information, please contact me at 850-910-1572 or ycharper@yahoo.com

Warm regards,

Yvonne C. Harper
NBSTCC Board President

Encl 1: Project and Cost breakdown
Copy to Shannon Ogletree

Administrative Committee – Melvin & Salter

- ✓ 1. Recommend amended Tourist Development Council budget and inclusion of that function within Economic Development Office effective August 1, 2014.
- 2. Recommend allocation of \$43,915 for the Navarre Beach Sea Turtle Conservation Center and the Marine Sanctuary areas from TDC reserves as recommended by the Tourist Development Council.
- ✓ 3. Discussion of appointment of Vernon Compton to the Tourist Development Council (TDC) as recommended by the Tourist Development Council.
- ✓ 4. Recommend scheduling the annual TDC sponsored Navarre Beach Sand Sculpting event September 26-28, 2014 including week of September 22-29, 2014 for assembly/disassembly.
- ✓ 5. Discussion of proposed amended lease with Peter Prince Aviation Center.
- ✓ 6. Recommend renewal of annual contracts with SCS Engineers; Geo Syntec Consultants; and HDR Engineering, Inc. for on-going landfill and environmental consulting services.
- ✓ 7. Recommend Task Order #2 with Tidal Basin Government Consulting, LLC for disaster recovery administrative services through July 31, 2014.
- 8. Recommend proposal from Dasher Technologies in the amount of \$60,776.14 for replacement of Storage Area Network equipment for Computer Department based on comparison shopping. *IN BACKUP*
- ✓ 9. Recommend annual Detailed Work Plan Budget for Mosquito Control as required by Florida Department of Agriculture and Consumer Services and authorize execution of related documents.
- 10. Recommend Florida Department of Emergency Management Funding Agreement for Reimbursement for Federally Funded Public Assistance for April flooding outlining FEMA 75%, State 12.5% and Local 12.5% cost share and authorize execution of related documents.
- 11. Recommend declaring 2005 Ford Ranger pickup truck #3103 surplus property and conveying to Munson Volunteer Fire Department. *Building Inspection Dept*
Call - SERVICE RECORDS
- ✓ 12. Meetings (unless otherwise noted the meetings below will be held in the Board room of the Santa Rosa County Administrative Center):

RESTORE Council	July 14	3:00 p.m.
Fire Department Executive Group	July 14	6:30 p.m.
Emergency Operations Center, 4499 Pine Forest Rd, Milton		
Tourist Development Council Board Meeting	July 16	3:00 p.m.
Navarre Visitors' Center, 8543 Navarre Parkway, Navarre		
Aviation Advisory Committee	July 16	5:00 p.m.

Emily Spencer

From: Hunter Walker
Sent: Wednesday, June 25, 2014 9:19 AM
To: 'Kate Wilkes'
Cc: Emily Spencer; Clerk's Office - Michael Burton; Jayne Bell
Subject: RE: Grant requests

Sure Kate we will have on July 7th Committee agenda. The Clerk should be able to authorize travel for Ms. Peaden. I will get Jayne to process budget amendment for July meeting for \$1005 for the travel. Hunter

From: Kate Wilkes [mailto:kwilkes27@gmail.com]
Sent: Tuesday, June 24, 2014 3:42 PM
To: Hunter Walker
Subject: Grant requests

At the TDC meeting they approved \$43,915 for the NavarreBeach Sea Turtle Conservation Center and Marine Sanctuary areas for a saltwater well, marketing, specialty areas, Artificial reef informative display, field guides and Kayaks for guided clear bottom kayak tours.

Please add to agenda for first July meetings.

If possible could the BOCC consider approving Thursday \$1004.27 to send Debbie Peaden to the TDT Conference in Ponte Vedra. This has been a very informative conference for those working with the tourist tax as Debbie does.

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Kate Wilkes
Executive Director
Santa Rosa County Tourist Development
8543 Navarre Parkway
Navarre, FL 32566
850-939-8666
kwilkes27@gmail.com
www.floridabeachestorivers.com

Please note: Due to Florida's very broad public records file, most written communication to or from County Employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication may be subject to public records disclosure.

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.

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Beaches to Rivers
of santa rosa

Navarre Beach • Historic Milton
Blackwater River State Forest

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

Grant & Signature Event Application

Applicant Organization: Navarre Beach Sea Turtle Conservation Center and Navarre Beach Area Chamber of Commerce Foundation (Marine Sanctuary).

Contact Person: Cathy Holmes or Nancy Sandler Title: Project Director/ Marine Sanctuary Committee

Organization Address: 8668 Navarre Parkway, #286

City: Navarre State: FL Telephone: 850-565-0279 or 850-218-5723

Fax: N/A

Signature  _____ Date June 9, 2014

Amount Requested: \$43,915 Will be used to pay: For items listed on attached pages.

TDC Marketing only: _____

Has this project received grant funding from the Santa Rosa County Tourist Development Council in the past?
Yes

If yes, when and how much? NBSTCC – 2012 - \$60,000 Navarre Beach Marine Sanctuary – 2013 \$64,000
requested for reef expansion, however will probably not be used due to NRDA funds.

Please submit profit and loss information with this application.

Name of Event Project: Partnership projects to enhance outdoor activities and increase awareness of sea turtle and marine resource conservation for visitors to Navarre Beach Marine Park.

Location of Event or Project: Navarre Beach Sea Turtle Conservation Center and the Navarre Beach Marine Sanctuary, Gulf side and Sound side

Date(s) of Event or Project: July – December 2014

Projected Attendance (Paid) _____ *(Free) _____ Total _____

*If paid event, list admission price(s) _____

Projected number of out of town tourists expected: 30,000

List required licenses and permits and attach copies: None required

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.

Amount Requested: \$43,915

Location of Project(s): Navarre Beach Sea Turtle Conservation Center/Artificial Reef System

Date(s) of Project(s): July 2014 – January 2015

Projected Targeted Recipients: Visitors to Santa Rosa County

Projected Targeted Out of Town Tourists Expected: 30,000

Event/Project Budget – July 2014 - January 2015

These projects are designed to enhance the awareness of outdoor activities and educational programs offered by the Navarre Beach Sea Turtle Conservation Center (NBSTCC) and Navarre Chamber Foundation's Navarre Beach Marine Sanctuary (NBMS). Although both projects have been in existence for less than two years, the interest in the NBSTCC and NBMS artificial reef system has been beyond expectations. Any day of the week, during a visit to the reef site, you will see snorkelers, divers, kayakers, swimmers, and paddle boarders out on the reefs viewing marine life from above and below the water. The word is out and during a recent two hour visit to the reef site, visitors from New Orleans, Tennessee, Ohio and Atlanta were encountered. However, especially with the planned reef expansion, there are still opportunities to market these amenities and increase visits to our area from those who are interested in ecotourism activities.

NBSTCC and NBMS have worked together for over a year. A small artificial reef display and information on the bulletin board at NBSTCC provides information about the artificial reefs. The NBSTCC also receives calls inquiring about the Gulf side artificial reef system. However, some people are reluctant or unable to swim or snorkel out to the reef. This has opened an opportunity for an expanded partnership between the NBSTCC and NBMS to offer conservation guided clear bottom kayak tours for families and individuals. This allows us to bring our message of sea turtle and marine resource conservation to an even larger target population.

Guided Clear Bottom Kayak Tours

Double Caribe Clear Bottom Kayak \$1,020.37 each (includes cushy seat w/lumbar support and paddles)

5 @ \$1,020.37 each

Shipping \$99.00

Total - \$5,200

Field Guides

Field guide prices include customization on the front of the guides with NBSTCC and Marine Sanctuary logos and info. Once the guides are received the species visitors are most likely to see on the reef system will be identified with an * for quick reference.

Sea Turtles of the Atlantic and Gulf of Mexico - Waterproof
100 @ \$4.35 each

Wreck and Reef Fishes – Waterproof
100 @ \$4.35 each

Sharks and Rays – Waterproof
100 @ \$4.35 each

Northern Florida Fishes – Waterproof
100 @ \$4.35 each

Total - \$1,740.00

Artificial Reef Informative Display at NBSTCC

This allows the NBMS an opportunity to let people know where the reef structures are and what to expect when they visit them. Including 1000 reef guide brochures @ .25 each and two outside weatherproof pamphlet holders @ \$30 each.

Total - \$1,060

Specialty Areas

Sea Turtle Veterinary Technician – A veterinary technician with advanced skills specifically trained to teach initial NBSTCC staff in sea turtle husbandry and routine medical care. We currently have three consulting veterinarians that are working with the NBSTCC pro bono.

480 hours (20 hours per week) from July – December 2014 @ \$10.00 per hour

Total - \$4,800

Volunteer Coordinator – To facilitate all Marine Sanctuary and NBSTCC activities, special programs, and events including Run for the Reef and the Amazing Race for Survival.

520 hours from July – December 2014 @ \$8.00 per hour

Total - \$4,160

Marketing

Marketing includes kayak tours, camps, and all special programming. To keep with our "green" philosophy we market mainly through our website, FB page and billboards to reduce the use of paper products as much as possible. We prefer to use vinyl billboards over digital due to light pollution and its effects on sea turtles.

Website and social media – 75 hours per month (July – December 2014) @ \$10.00 per hour

Total - \$4,500

Adopt-A-Nest and Adopt-A-Turtle Program Supplies

Folders – 50 @ 1.45 each = \$72.50

Photos – 50 @ .25 each = \$12.50

Stickers - \$20.00 per package

Loggerhead and Green Plush Sea Turtles – 50 @ \$4.00 each = \$200.00

Total - \$305.00

Saltwater Well

A saltwater well is the best option for the sea turtle pool(s). It will provide consistent salinity, water temperature, and essential minerals that will help keep water quality in the pool(s) at optimum levels and afford the healthiest environment for the sea turtles. We are planning for expansion opportunities in the design of the well.

This quote includes 4 soil borings for structural analysis with foundation recommendations, 3 borings with analysis and recommendations for storm water management, and 2 test wells each with 4 sample points, and saltwater well with injection well. It includes all labor and material to complete the project.

Total cost - \$22,150.00

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.

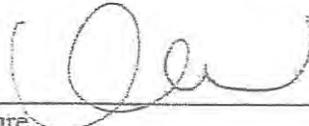
CERTIFICATION AND COMPLIANCE STATEMENT

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: Nancy Sandler

Organization: Navarre Beach Area Chamber of Commerce Foundation
(Marine Sanctuary)


Signature

6/9/14
Date

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