AVON PARK CRA BOARD
REGULAR MEETING AGENDA

123 E. Pine St. Avon Park, FL 33825
Monday, February 23, 2015
5:30 PM

(Please turn off pagers and cell phones)

A. OPENING

1. Invocation
2. Pledge of Allegiance
3. Roll Call
4. **Motion:** Approval of Regular Meeting Minutes of January 26, 2015

B. Main Street CRA met 2-5-15y:

5. **Event Grant:** Blueberry Festival – April 25, 2015 - $2000.00, and road closure
6. **Event Grant:** Christmas on the Mall 2015- $3,450 as a CRA event
7. **Motion:** Approve for a Wi-Fi committee
8. **Motion:** Appoint Rob Bullock chairperson of MS Advisory Board
9. **Motion:** Appoint a transportation committee.
10. **Discussion/ Motion:** Façade grant request for a new business "The Beef Stand" is requesting awnings. Owner has sought several awning estimates and only one awning company has responded. (This request did not make the timeline for advisory board meeting due to owner waiting for estimates). Requesting $675.00

E. ADJOURN

Any person who might wish to appeal any decision made by the Avon Park CRA of the City of Avon Park, Highlands County, Florida, in public hearing or meeting is hereby advised that he/she will need a record of the proceedings, and for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made which will include the testimony and evidence upon which such appeal is to be based. Any person with disabilities requiring accommodations in order to participate should contact the City Manager prior to the meeting at 863-452-4403.

A-4

AVON PARK COMMUNITY REDEVELOPMENT AGENCY
MINUTES REGULAR MEETING
Council Chambers — 123 E. Pine St.
Monday January 26, 2015
5:30 PM

Members Present: Councilman Garrett Anderson, Councilman Parke Sutherland, Councilman Terry Heston, Mayor Sharon Schuler, Deputy Mayor Brenda Giles

Members Absent:

Others Present: Administrative Services Director Maria Sutherland, Members of the audience.

Mayor Sharon Schuler called the meeting to order at 5:30PM

The invocation was given and the Pledge of Allegiance was recited. The roll was called and a quorum was present.

Approval of Regular Meeting Minutes of November 24, 2014. **Motion** made by Parke Sutherland, Seconded by Brenda Giles to approve minutes as presented. Motion carried unanimously.

Volunteer Anna Marie Feeney presented her request for funding the "Battle of the Bands" event that is to take place March7th on Main in front of Auto Options. She requested that port-o-potties be provided by the City for the event. Motion by Parke Sutherland to fund $500 for the event. Seconded by Terry Heston. Motion carried unanimously.

The Board also discussed the cost of making events possible that are generally not budgeted. An event ordinance is in the works.

Meeting adjourned at 5:55 P.M.

Attest

Maria Sutherland, City Clerk Sharon Schuler, CRA Board Chairperson

B

Main Street CRA Advisory Board

Minutes Regular Meeting

City Council Chambers- 123 E Pine St., Avon Park, FL 33825
Thursday February 5, 2015
12 Noon

Members Present: Gaylin Thomas, Rob Bullock, Laura Wade, and Charles Hardin.,

Members Absent: Don Appelquist, Robert Flores

Others Present: Maria Southerland, audience

The meeting was called to order at 12:00. Roll was called and a quorum was met.

Approval of Minutes: A **motion** was made by Gaylin Thomas, Seconded by Rob Bullock to approve the minutes of November 6, 2014. Motion passed unanimously.

Charles Hardin voiced his concern of the awnings at Depot Restaurant that was recently approved. They are already showing signs of mold on the new awnings from drip line off window sills. M Sutherland will talk to owners about submitting for additional funds to improve the building.

It was requested the events expenditures/city services be placed n the agenda in March.

Event Grant:

Avon Park Rotary Bluegrass and Blueberry Festival.

Motion made by Gaylin Thomas, Seconded by Charles Hardin to approve $2,000.00 for advertising costs for the Bluegrass and Blueberry Festival on Saturday April 25, 2015, from 10 A.M. to 4 P.M. Motion passed unanimously.

Christmas on the Mall 2015:

Anna Marie Feeney spoke to the Board regarding Christmas on the Mall, 2015. She wants to add more sections of Christmas Activities. Board asked for safer locations for the event.

Motion by Gaylin Thomas, Seconded by Laura Wade to award $3,450.00 for Christmas on the Mall as CRA Event. Motion Passed unanimously.

Wi-Fi Discussion – Paul Devlin.

Paul Devlin approached the board and stated his appreciation to the Board for bringing events to Avon Park. He then suggested that since the City provided water, sewer, streets, etc, the time had come to have Wi-Fi downtown. He introduced Bill Rodriguez, who has expertise in Wi-Fi. Mr. Rodriguez provided information on bringing Wi-Fi to Downtown. The Board discussed particular areas and how some businesses may or may not

benefit from Wi-Fi. A test area could be drawn to see if Wi-Fi is practical and/or the park areas would be better suited for Wi-Fi.

Motion made by Gaylin Thomas, Seconded by Rob Bullock to send names to City Clerk Maria Sutherland for a Wi-Fi committee. Motion passed unanimously.

New Business:

Motion made by Charles Hardin, Seconded by Gaylin Thomas to make Rob Bullock Chairperson. Motion passed unanimously.

Motion made by Rob Bullock, Seconded by Gaylin Thomas to put together a transportation committee to form a Scavenger Hunt. Motion passed unanimously.

Meeting adjourned at 1:15 P.M.

Maria Sutherland Rob Bullock

Avon Park Community
REDEVELOPMENT Agency
Main Street District

B.
MAIN STREET
PACKET

MAIN ST. CRA ADVISORY BOARD

City Council Chambers
123 E. Pine Ave, Avon Park, FL 33825
Thursday, February 5, 2015
12 noon

1. **Roll Call**

2. **Approval of minutes from the November 6, 2014 regular meeting**

3. **Event Grant**
   a. **Avon Park Rotary Bluegrass & Blueberry Festival**
   b. **Christmas on the Mall 2015**

4. **Wi-Fi discussion – Paul Devlin**

5. **Adjourn**

Any person who might wish to appeal any decision by the Main St. Advisory Board of the City of Avon Park, Highlands County, Florida, in public hearing or meeting is hereby advised that he/she will need a record of the proceedings, and for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made which will include the testimony and evidence upon which such appeal is to be based. Any person with disabilities requiring accommodations in order to participate should contact the City Manager prior to the meeting.

2

Main Street CRA Advisory Board

Minutes Regular Meeting

City Council Chambers- 123 E Pine St., Avon Park, FL 33825
November 6, 2014 -- 12 noon

Members Present: Chairperson Carlos De la Fuente, Gaylin Thomas, Rob Bullock, Laura Wade, Charles Hardin

Members Absent: Don Appelquist, Robert Flores

Others Present: Maia Fowler

The meeting was called to order at 12:00. Roll was called and a quorum was met.

Approval of Minutes: A **motion** was made by C. Hardin approve the minutes of **October 2, 2014**. Motion was seconded by L. Wade. Motion carried unanimously.

Facade Grant – 15-17-19-21-23 W. Main Street façade grants: **Motion** made by R. Bullock and seconded by G. Thomas to table this façade grant until a 2nd bid could be obtained. Motion passed with R. Bullock, G. Thomas and C. De la Fuente voting in favor, L. Wade opposing, and C. Hardin abstaining. Motion passed.

Update Event Grant and Façade Grant Application Forms: A revised form for Event Grants was presented with wording changed to show that only advertising, up to $2000, will be paid for with Event Grant money. A sentence was added that states someone from the organization requesting the money must be present at the CRA Board meeting for money to be approved. The Façade Grant application form was tabled until next meeting to allow Maia Fowler and Maria Sutherland to make required changes to the form. G. Thomas made a motion to accept the changes in the Event Grant application and table the Façade Grant application. Motion was seconded by R. Bullock. Motion carried unanimously.

New Business: R. Bullock made a motion to form an Oktoberfest committee with L. Wade as the chairperson of this committee. Motion was seconded by G. Thomas. Motion carried unanimously.

The meeting adjourned at 1:00 pm.

Maia Fowler

Chairperson Carlos De la Fuente

Candy Cane Lane 2014

Jahna Concrete						
11/12/2014	Rebar	50	1.52		$	76.00
Total Jahna Concrete					**$**	**76.00**
Palmer Electric						
11/24/2014	U-post	4	5.99	23.96		
	Duct tape	1	4.49	4.49		
	misc nuts, bolts, screws	8	0.40	3.20		
	misc nuts, bolts, screws	8	0.16	1.28	$	32.93
11/21/2014						
	bulb cfl outdr par38 2pk	2	14.99	29.98	$	29.98
11/18/2014						
	ties cable10-3 4blk 100pk	1	12.99	12.99		
	elbow 90dg sch40 2.5"sxs	1	5.99	5.99		
	mini light red 100	1	3.99	3.99		
	mini light clear 100	1	2.99	2.99	$	25.96
11/21/2014						
	tape electric 3/4X60' gp	1	1.29	1.29		
	tape elec #35 3/4X66 grn	1	4.99	4.99		
	tape elct #35	1	4.99	4.99	$	11.27
11/19/2014						
	elbow 90 1" SXS sch40	4	0.79	3.16		
	garden staples 4.5" 20pk	3	4.49	13.47		
	strap hangr glv 3/4X10'	1	1.79	1.79	$	18.42
11/17/2014						
	duct tape 60yds red ace	2	8.99	17.98		
	strap hangr glv 3/4X10'	1	1.79	1.79		
	staple 1/2" T-50 1250 PK	1	3.99	3.99		
	pan phil sms 10 X 1	1	4.89	4.89	$	28.65
Total Palmer Electric					**$**	**147.21**

Bagwell Lumber						
11/19/2014	4X4X8 pt	1	9.64	9.64		10.32
11/21/2014	2X4X12 pt	3	5.92	17.76		
	1/4 luan plywood	2	15.95	31.90		
	gal flat dover con interior	1	12.99	12.99		
	rc124 util pnt roller cvr 9"	1	3.59	3.59		
	cfg9851-13 rllr frame 9" 5wire	1	3.99	3.99	$	70.23
11/23/2014	2X4X8 S.P.F.	7	3.40	23.80		
	1/2 cdx 4 ply plywood	1	19.95	19.95	$	43.75
Total Bagwell Lumber					**$**	**124.30**
Satori						
6/2/2014	12"X12" 2-sided banners	75	7.95	596.25		
	2'X6' banners	3	30.00	90.00		686.25
11/21/2014	extra stakes	10	3.00	30.00		
	extra banner	1	30.00	30.00		
	vinyl names for banner	5	2.00	10.00		
	enter & exit vinyl	1	10.00	10.00	$	80.00
Total Satori					**$**	**766.25**
Lowe's						
11/28/2014	Pop-up tent	1	58.00		$	58.00
11/18/2014	pop-up tent	1	48.00	48.00		
	fh ms w/n 1/4-20X2 1/2 2c	5	1.24	6.20		
	bh 14 ga u-post 5-ft	4	4.23	16.92	$	71.12
11/16/2014	9ft 700lt robinson fi	3	118.12	354.36		
	6.5ft 500lt seneca pi	1	49.50	49.50	$	403.86
Total Lowe's					**$**	**532.98**

Candy Cane Lane 2014

Walmart

11/22/2014	floppy puppy	1	10.97	10.97		
	150ct hooks	5	0.98	4.90		
	stk book	1	0.97	0.97		
	gltr mc wa	1	4.00	4.00		
	glit rd tg	4	1.97	7.88		
	pepsi dt 200	1	1.68	1.68		
	11X17 dryer	1	7.47	7.47	$	37.87
11/19/2014						
	15ft cord	4	2.97	11.88		
	santa snow	4	1.50	6.00		
	snowblush	3	3.58	10.74		
	rdglt ponclp	2	0.98	1.96		
	100ct hooks	1	0.98	0.98		
	red/green ti	4	3.58	14.32		
	red cc	10	2.98	29.80		
	5.25qt flks	4	2.50	10.00		
	red vlvt bow	2	3.98	7.96	$	93.64
11/6/2014						
	red vlvt ribbon	4	3.98	15.92		
	snowman	10	2.98	29.80		
	joy pm	6	0.98	5.88		
	snomn pm	2	0.98	1.96		
	penguin pm	2	0.98	1.96		
	santa pm	4	0.98	3.92		
	deer	1	2.98	2.98		
	bear	1	2.98	2.98		
	santa sign	1	4.98	4.98		
	snowman sign	1	4.98	4.98		
	reindeer sign	1	4.98	4.98		
	penguin sign	1	4.98	4.98	$	85.32

11/22/2014						
	snow pm	3	1.98	5.94		
	santa pm	3	1.98	5.94		
	snowman pm	3	1.98	5.94		
	tree pm	3	1.98	5.94	$	23.76
11/21/2014						
	penguin sign	1	4.98	4.98		
	15ft cord	4	2.97	11.88		
	nutckr grtr	1	19.98	19.98	$	36.84
11/17/2014				-		
	clear star	5	8.98	44.90		
	r/g/g sproof	5	16.98	84.90		
	multi ball	1	8.98	8.98		
	froste jewel	1	8.98	8.98		
	red vlvt rbn	5	3.98	19.90		
	red cc	20	2.98	59.60		
	100ct hooks	2	0.98	1.96		
	ornament	6	2.98	17.88	$	247.10
10/28/2014	12ft cord	8	6.48	51.84		
	100ct c9-mlt	25	22.98	574.50		
	200ct c6-mlt	6	22.98	137.88	$	764.22
11/25/2014	snflk r/g by	1	5.97	5.97		
	plush	1	2.97	2.97		
	floppy puppy	1	10.97	10.97		19.91
11/28/2014	6ft cord	10	1.37	13.70		13.70
12/1/2014	light cord	1	5.97	5.97		
	red cc	1	2.98	2.98		
	king size	1	1.28	1.28		10.23
Total Walmart						$ 1,332.59
	minus Gift Cards			$ 250.00		**$ 1,082.59**

Candy Cane Lane 2014

Big Lots						
11/12/2014	outdoor cord power block	19	6.40		$	121.60
11/6/2014						
	12ft tinsel gar	4	3.20	12.80		
	outdoor adapter	4	3.20	12.80		
	outdoor cord with power	21	9.60	201.60		
	8pk candycane pathway li	3	9.60	28.80		
	45ft exterior cord	4	9.60	38.40		
	150l wwire clear strip	2	5.60	11.20	$	305.60
11/18/2014						
	8pk candycane pathway li	5	8.00	40.00		
	20ft exterior cord	7	5.20	36.40		
	7 led floodlight stake	4	9.60	38.40		
	350ct light clear	2	9.60	19.20	$	134.00
Total Big Lots					**$**	**561.20**

Avon Park Cabinetry	
awaiting invoice	
Total Avon Park Cabinetry	**$ 238.75**

TOTAL CANDY CANE LANE **$ 3,529.28**

B-5

Community Redevelopment Agency

EVENT GRANT

APPLICATION

AVON PARK

COMMUNITY
REDEVELOPMENT
AGENCY

Main Street District

Rotary Club of Avon Park

No. 1813 — DISTRICT 6890
P.O. BOX 81
AVON PARK, FLORIDA 33825

January 28, 2015

The City of Avon Park
Community Redevelopment Agency
110 E. Main St.
Avon Park, FL 33825

Re: 2015 CRA Main Street Event Grant Application

To: Main Street Advisory Board

Enclosed is an application for a $2,000 Matching Events Grant for the 5th Annual Avon Park Rotary Bluegrass & Blueberry Festival, for Saturday, April 25th from 10 am - 4 pm in Donaldson Park. This Festival is designed to promote downtown Avon Park, and Donaldson Park as a venue for community activities, provide a free family-friendly activity bringing thousands to the downtown CRA district, and to promote the local blueberry crop. All profits to the Rotary Club go back into community projects supported by the Club.

The advertising for the festival is expanding to include Okeechobee, a larger ad in the widely distributed Heartland Living magazine, to all District Rotary clubs and in many of the area agriculture magazines. The goal is to bring even more people to downtown Avon Park, discovering what the CRA Main Street District offers visitors.

There will be BBQ Chicken Dinners, blueberry lemonade and blueberry pie for sale by the Rotary Club and a Kid's Zone with $2 arm bands sold for that venue. The Blueberry Bake Off has increased every year and should be the biggest yet. Two area Bluegrass Bands have been booked. Vendors with original arts and crafts that incorporate blueberries in some form will be present, both local and coming from all parts of the state. Last year's vendors all indicated they plan to return and each said they want their same spot in the park. A real complement to the facility.

Based upon the very successful previous Blueberry Festivals we are planning for a minimum of 3,500 attendees.

We have a copy of the Main Street CRA logo and it will be part of the advertising including posters and print ads.

Sincerely,

Allan Ball

Allan Ball, President
Avon Park Rotary
(863) 443-0510

The City of Avon Park
Community Redevelopment Agency
110 E. Main Street
Avon Park, FL 33825
863/452-4403 - FAX 863/452-4413

Event Grant Application

Date: January 28 2015

Applicant's Name: Avon Park Rotary Club

Event Location: Donaldson Park

	(863) 443-0510		
Business Phone	**Cell Phone**	**Home Phone**	**FAX**

Summary of Proposed Event: 5th Annual Avon Park Rotary Blueberry Festival, bringing Thousands downtown for 2 Bluegrass bands, vendors with original-only arts & crafts items, BBQ chicken dinners, blueberry lemonade, and a Celebrity Dunk Tank. Free Admission.

The following rules apply to all applications:

1. Matching Event Grants are made available to individuals and organizations on a case by case basis. They must be approved in advance by the Community Redevelopment Agency (CRA) upon recommendation of the Main Street Advisory Board. You must include in your application a brief description of how this event will improve the CRA District.

2. The Event must take place within the CRA Main Street District.

3. The Event must be open to the general public and any admission fees proposed to be charged must be disclosed in the application. Please include in the project narrative the estimated number of attendees.

4. A complete budget of anticipated income and expenses must be included with the application. Also include an estimated number of participants and attendees. You should also apply for funds from the Tourism Grant Program from Highlands County Tourist Development Council Visitor & Convention Bureau.

5. Eligible expenses include, but are not necessarily limited to, advertising (including radio, newspapers, and the printing of posters and flyers). T-shirts are not considered advertising. The maximum amount paid by the CRA for advertising will not exceed $2,000.

6. The applicant must obtain all necessary permits and approvals, including Health Department permits for food preparation (flyer attached).

7. Event planners will return City property and infrastructure to the condition it was prior to the event.

8. [illegible]

TOTAL ADVERTISING COST FOR EVENT $ 4,211.00
(Obtain and attach bids/quotes for this Event)

TOTAL AMOUNT OF GRANT REQUESTED $ 2,000.00
(not to exceed 50% of eligible Event costs)

I understand this application for an Event Grant requires that I submit paid receipts for all eligible expenses. All print advertising shall list the **Main Street CRA** as an event sponsor.

The CRA reserves the right to accept or reject any application or part thereof.

Avon Park Rotary Club
PRINT EVENT SPONSOR'S NAME

Alan C Bace
AUTHORIZED REPRESENTATIVE'S SIGNATURE

1/28/2015
DATE

For official use only

CRA Advisory approved: Yes No DATE: _____

CRA Board approved: Yes No DATE: _____

Informed grantee date: _____ Initials: _____

Avon Park Rotary Bluegrass & Blueberry Festival
25-Apr-15

Main St. Event Grant Application Budget

Income

Blueberry Products	$4,200
Chicken Dinners	$4,000
Direct Public Support	$4,000
Kid's Zone arm bands @ $2	$400
Vendors	$1,000
Raffle	$400
Total	$14,000

Expenses

Advertising & Promotion * $4,000

flyers, posters, signs, print ads, radio, newspapers

Facilities & Equipment

Rental Donaldson Pk shelters	$175
Dumpster Fee	$160
Picnic Tables rental	$175

Entertainment

2 bluegrass bands	$1,000
Kid's Zone - face painting, Bounce Houses, rides	$2,000
Contest medals, prizes	$150

Other Expenses

Food Supplies, Berries	$2,500
Food Serving Supplies	$150
Total	$3,650

Total Estimated Expenses: **$10,310**

*

Breakdown of Advertising Expenses:

Art Design - logo	$50
Banners & Signs	$700
Newspaper, magazine ads	$2,135
Printing - flyers, posters, tickets	$550
Radio Ads	$776
Total	$4,211

Special rate for first time ads - 1/28/15

Effective 5/1/2014

INDEPENDENT NEWSMEDIA INC. USA

CALOOSA BELLE	22 Ft. Thompson Ave., P.O. Box 518, LaBelle, FL 33975	(863) 675-2541
CLEWISTON NEWS	820 W. Sugarland Hwy., Suite 5, Clewiston, FL 33440	(863) 983-9148
GLADES COUNTY DEMOCRAT	820 W. Sugarland Hwy., Suite 5, Clewiston, FL 33440	(863) 983-9148
IMMOKALEE BULLETIN	22 Ft. Thompson Ave., P.O. Box 518, LaBelle, FL 33975	(239) 657-6000
OKEECHOBEE NEWS	107 S.W. 17th Street, Suite D, Okeechobee, FL 34973	(863) 763-3134
THE SUN	820 W. Sugarland Hwy., Suite 5, Clewiston, FL 33440	(863) 983-9148

ROP And Classified Display Advertising Rates

PUBLICATION	Ad Size	52 weeks*	26 weeks*	13 weeks*	6 weeks*	Retail Open Rate*	National Commissionalable*
Caloosa Belle	Full	$684	$821	$958	$1,094	$1,368	$1,573
Published	Half	$370	$444	$518	$592	$739	$850
Thursday	Third	$287	$345	$401	$459	$573	$659
5,000 copies	Quarter	$190	$228	$265	$303	$379	$436
	Sixth	$146	$177	$206	$236	$294	$338
	Eighth	$97	$117	$136	$156	$194	$223
	Sixteenth	$49	$60	$70	$80	$100	$115
Clewiston New	Full	$684	$821	$958	$1,094	$1,368	$1,573
Glade Co Dem	Half	$370	$444	$518	$592	$739	$850
The Sun	Third	$287	$345	$401	$459	$573	$659
Published	Quarter	$190	$228	$265	$303	$379	$436
Thursday	Sixth	$146	$177	$206	$236	$294	$338
7,500 copies	Eighth	$97	$117	$136	$156	$194	$223
	Sixteenth	$49	$60	$70	$80	$100	$115
Immoklee	Full	$502	$602	$703	$803	$1,004	$1,155
Bulletin	Half	$271	$326	$380	$434	$543	$624
Published	Third	$210	$253	$295	$337	$421	$484
Thursday	Quarter	$139	$167	$195	$223	$278	$320
3,500 copies	Sixth	$108	$130	$151	$173	$216	$248
	Eighth	$71	$86	$100	$114	$143	$164
	Sixteenth	$37	$44	$51	$59	$73	$84
Okeechobee	Full	$751	$901	$1,051	$1,201	$1,501	$1,726
News	Half	$406	$487	$568	$649	$811	$933
Published	Third	$323	$387	$452	$517	$646	$743
Wednesday &	Quarter	$214	$256	$299	$342	$427	$491
Sunday	Sixth	$165	1/2 99 $198	$232	$265	$331	$381
Wed 5,000 Copies	Eighth	$109	$131	$153	$175	$219	$252
Sun 9,500 Copies	Sixteenth	$56	$67	$79	$90	$112	$129
Okeechobee	Full	$550	$660	$770	$880	$1,100	$1,265
News	Half	$297	$357	$416	$476	$595	$684
Published	Third	$236	$284	$331	$378	$472	$554
Friday	Quarter	$156	$188	$219	$250	$313	$360
4,000 copies	Sixth	$121	1/2 $145	$170	$194	$242	$278
	Eighth	$80	97.56 $96	$112	$128	$160	$184
	Sixteenth	$41	$49	$58	$66	$82	$94

*PRICE PER INSERTION

Avon Park
Rotary Blueberry
Festival

Highlands Today / Retail Bundles

HIGHLANDS TODAY 2013-14 ADVERTISING RATE CARD
Effective September 30, 2013

Highlands Today Unit Size Bundles

	Black & White				Full Color		
	****Full**	**1/2**	**1/4**	**1/8**	****Full**	**1/2**	**1/4**
Daily	$893.00	$546.50	$373.25	$286.63	$893.00	$666.20	$433.10
Sunday	$1,031.60	$615.80	$407.90	$303.95	$1,031.60	$735.50	$467.75

*Includes 25,000 (728 x 90) Highlandstoday.com ROS impressions.
**Full page advertisements include color, both daily and Sunday.

**Highlands Today "Own The Market" Power Bundles

*Full color included on ¼, ½ & Full pages only.

Highlands Today (Mon-Sun) # of insertions per week Sun-Wed-Fri	**Black & White** 3x5" 1/8 Page	***Make Your Mark** 3x10.5" 1/4 Page ✓	***Big Impression** 6x10.5" 1/2 Page	***Set The Pace** 6x21" Full Page
3	$515	$830	$1,469	$2,249
5	$725	$1,250	$2,315	$3,360
7	$935	$1,670	$3,161	$4,449

*HLV contract recommended. No other discounts apply. No copy changes after first publication.
**Includes 25,000 (728 x 90) Highlandstoday.com ROS impressions.

HIGHLANDS TODAY

Call your Advertising Representative for more details:
Retail (863) 386-5844 • Classified (863) 386-5876
315 US Hwy. 27 North, Sebring, FL 33870
www.highlandstoday.com

Rates are effective September 30, 2013. Rates are net and non-commissionable.

REVISED 9.5.13

For additional information, please go to HighlandsToday.com/rates

G.O.

Going Out: Your Guide to Area Dining, Entertainment, Shopping, Salons, Spas, Lodging and Attractions

magazine ad - Okeechobee area

Pricing

Regular

Sixth Page
3.5625" x 3.5625" $100

Quarter Page
3.5625" x 5" $170

Half Page
Horizontal - 7.25" x 5"
Vertical- 3.5625" x 9.5" $260

Full Page
7.25" x 9.5"
Full bleed - 8.5" x 11"..... $450

Inside Cover (Front or Back)
7.25" x 9.5"
Full bleed - 8.5" x 11"..... $525

Back Cover
7.25" x 9.5"
Full bleed - 8.5" x 11"..... $550

Special

To qualify for this special rate, simply reserve four ads to run in upcoming editions of G.O., choosing which months you want to run

Sixth Page $75
Quarter Page $125
Half Page..... $195
Full Page $375
Inside Cover (Front or Back)
..... $450
Back Cover
..... $475

Ad Deadline	Publication Date
Mon., Jan. 26	Wed., Feb. 4
Mon., Feb. 23	Wed., March 4
Mon., March 30	Wed., April 8
Mon., April 27	Wed., May 6

Ads must be ordered and payment received by Noon on Deadline Day

Contact your sales representative today:

Louise Dowling | 863.763.3134 | ldowling@newszap.com

Sun 'n Lake

Newsletter

Alice Oldham

From: Tenille Smith [tsmith@snldistrict.org]
Sent: Tuesday, January 27, 2015 2:12 PM
To: Alice Oldham
Subject: RE: Invoice

Attachments: image001.jpg

image001.jpg (2 KB)

Hi Alice,

The rate would be $50 - ad ready and I need it no later than the 1st of March. Thanks!!

Tenille Drury-Smith

Community Services Director

Phone (863) 382-2196 Fax (863) 382-2988

snl-vertical.jpg

www.snldistrict.org

From: Alice Oldham [mailto:alice1940@embarqmail.com]
Sent: Tuesday, January 27, 2015 1:39 PM
To: Tenille Smith
Subject: RE: Invoice

Heartland LIVING

863-781-0344
Facsimile: 877-570-9829

2014 Bi-Monthly
Advertising Rates

ADVERTISING RATES AND SPECS

FULL COLOR	1X	3X	6X
FULL PAGE	$995.	$945.	$895.
2/3 PAGE	$895.	$845.	$795.
1/2 PAGE	$695.	$645.	$595.
1/3 PAGE	$550.	$525.	$450.
1/4 PAGE	$450.	$425.	$350.
1/6 PAGE	$275.	$250.	$195.
DOUBLE SPREAD	$1,895.	$1,545.	$1,495.

COVERS	1X	2X	4X
BACK	$1,595.	$1,545.	$1,495.
INSIDE FRONT	$1,395.	$1,345.	$1,295.
INSIDE BACK	$1,395.	$1,345.	$1,295.

Ad rates include ad design and your ad will also be on our website where our readers can find you as well at www.HeartlandLivingMagazine.com.

AD SIZES - WIDTH X DEPTH

Full Page
Bleed: 9.125" x 12.125"
Trim: 9" x 12"
Safe Area: 8" x 11"
Non-Bleed: 7.425" x 11"

*It is stongly recommend to stay within the "safe area" on bleed ads to assure important text or images are not lost in the trimming.

Double Page Spread*
Trim Size: 17.75" x 11.875"
*Bleed: Allow .125 each side
*Safe Area: 11" x 17"

* Allow .675" minimum space each side of inner gutters. Stay within the "safe area" to assure important text or images are not lost in gutter or in the trimming.

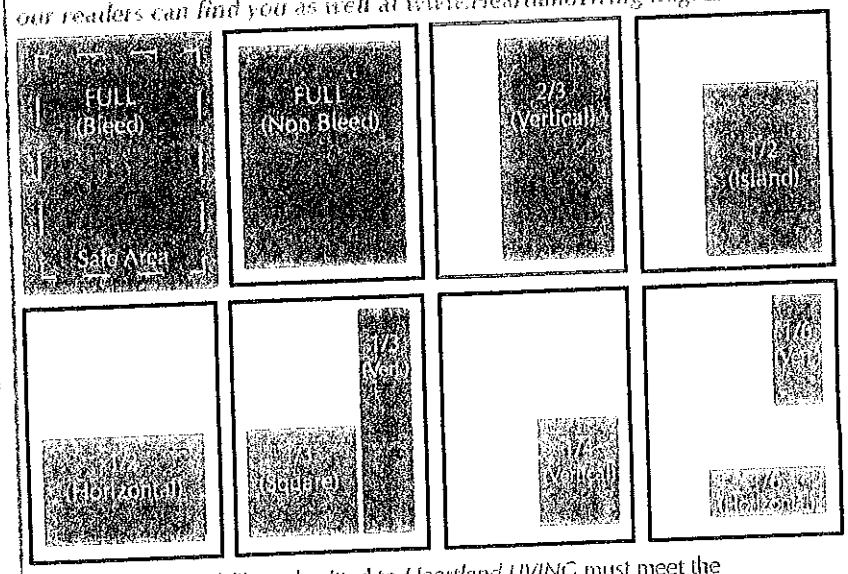
2/3 Vertical: 4.85" x 11"

1/2 Horizontal: 7.425" x 5.35"
1/2 Island: 4.85" x 8.25"

1/3 Square: 4.85" x 5.35"
1/3 Vertical: 2.3125" x 11"

1/4 Vertical: 3.575" x 5.35"

1/6 Horizontal: 4.85" x 2.5"
1/6 Vertical: 2.3125" x 5.35"



AD SPECS: Digital files submitted to *Heartland LIVING* must meet the specifications below. If provided material does not conform to *Heartland LIVING* exact specifications, *Heartland LIVING* will not be liable for variances between provided material and the published product.

Acceptable File Formats:
PDF (Flattened art/text)
EPS (Flattened art/text)
TIFF or JPEG. All artwork should be in CMYK color mode, 300 dpi.
All TIFF or JPEG photo images should be scanned at 300 dpi within 80% of it's printable size. (Note: most internet graphics are only 72 dpi and are NOT acceptable for printing. Client accepts responsibility for low resolution images sent to Heartland LIVING.

Email Art to: artdirector@Heartland-Living.com
(Files may be "stuffed / zipped" for e-mailing.) Please contact art director for upload site when sending very large files (over 13 MB).

Do not send ads or graphics in MS Publisher or MS Word! Send graphic elements as separate attachments, NOT embedded in a Word document. Text only for ad may be sent in word doc, rich text format or in body of email. There is NO charge for production assistance.

COHAN RADIO GROUP

3750 U.S. 27 North - Sebring, Florida 33870
Phone: (863) 382-9999 Fax: (863) 382-1982
Email: cohanradiogroup@htn.net

ORIGINAL BROADCAST ORDER / CONTRACT

STATION OJ-LL-TK

BILL TO:

CUSTOMER #	
ORDER #	
DATE #	1/27/2015
INVOICE DESCRIPTION	Blueberry Festival
ACCOUNT EXECUTIVE	David Onsted
COOP	
COPY/CART #	BLUE
START DATE	4/11/2015

ADVERTISER: Avon Park Noon Rotary
CONTACT: Alice Oldham
PHONE:

SCHEDULE AND RATES

Dates of Broadcasts		Time of Broadcasts		Length	Days of Week							ANNC Per Week	No. of Weeks	Rate	Cost
From	To	From	To		M	T	W	T	F	S	S				
WWOJ	4/11-4/24		TAP	60	2	2	2	2	2	1	1	12	2	$ 18.00	$ 432.00
			TAP	60	2	2	2	2	2	1	1	12	2	$ -	$ -
4/25 ODO			6a-12n	60						2		2	1	$ 16.00	$ 32.00
			6a-12n	60						2		2	1	$ -	$ -
															$ -
WWOJ	4/11-4/24		TAP	60	2	2	2	2	2	1	1	12	2	$ 14.00	$ 336.00
			TAP	60	2	2	2	2	2	1	1	12	2	$ -	$ -
4/25 ODO			6a-12n	60						2		2	1	$ 10.00	$ 20.00
			6a-12n	60						2		2	1	$ -	$ -
															$ -
WWTK	4/11-4/24		8a-10a	60	1	1	1	1	1			5	2	$ 12.00	$ 120.00
			10a-7p	60	1	1	1	1	1			5	2	$ -	$ -

Announcements Per Week	61
Total Announcements	122
Weekly Cost	$ 410.00
Total Cost	$ 940.00

ADDITIONAL INSTRUCTIONS

1:1 Foundation/Service Club Sponsorship

____Notarized ____Copy____Coop_____Agency ____xxxx____Direct

This agreement is between advertiser and/or agency shown above and Cohan Radio Group, Inc. To broadcast radio announcements and/or programs as specified above. This contract is subject to all Federal, State and Municipal regulations now in force, or which may be enacted in the future. Cohan Radio Group, Inc., has a policy prohibiting discrimination on the basis of race or gender. Accordingly, Cohan Radio Group, Inc. reserves the right to reject any order for advertising that it regards as inconsistent with this policy.

WITNESS our hands and seals the day and date first above written. TO BE SUBMITTED FOR APPROVAL BY COHAN RADIO GROUP, INC.

BY _____ DATE

ACCEPTED BY _____ DATE

ACCEPTED BY ADVERTISER

The individual signing this agreement on behalf of client hereby *Warrants and represents that he/she has the express authority to* enter into this agreement and to bind client in accordance with the provisions herein.

ACCEPTED BY _____ DATE

Agreement for Installation of Tree/Decorations on Candy Cane Lane, Gingerbread Lane, Santa Claus Square & School Spirit Way

Proprietor/Manager/ Administrator of _____, I am agreeing to the terms in order to install a tree for my place of business on the following Holiday displays:

3b.

Candy Cane Lane

Gingerbread Lane

Santa Claus Square

School Spirit Way

- All trees/decorations **MUST** be fully decorated, and ready for viewing no later than 9 a.m. on the morning of the Avon Park Christmas Parade (December 1st, 2014). **No tree/decoration is to be installed after this date.**
- All trees/decorations installed **should** remain installed until January 1st, 2015.
- All trees/decorations **MUST** be removed no later than 6 p.m. on January 2nd, 2015.
- **DO NOT** purchase expensive items to use on your tree. The City of Avon Park, Anna Marie Feeney, or any other entity is **NOT** responsible for the security or electrical upkeep of these items.
- A $5.00 reservation fee, payable to Anna Marie Feeney, **MUST** be included with this application. This fee applies to Candy Cane Lane, Gingerbread Lane and School Spirit Way.

The sponsors donation to receive a space on Santa Claus Square is a minimum of $200.00. The business name/name of contributor will be listed on the "Sponsors Banner".

signing this document, I agree to the terms above.

ne of Business: _____

dress: _____

ephone Number: _____

nature of Proprietor/Manager: _____

e: _____

ount Paid: _____

R OFFICE USE ONLY:

nt Location

Candy Cane Lane	_____	**Space #:** _____
Gingerbread Lane	_____	**Space #:** _____
Santa Claus Square	_____	**Space #:** _____
School Spirit Way	_____	**Space #:** _____

ALL FREE TO THE PUBLIC!!!

The Main Street CRA, Royal 4 Home Services, Inc.,
and the
City of Avon Park
Proudly Present

ALL FREE TO THE PUBLIC!!!

B-6

Christmas on the Mall

See many of our local businesses show their town spirit in a beautiful display of lights and imagination during the Holiday Season!!!
Toys Soldiers and Gingerbread Men will greet you at the gates of
Candy Cane Lane
&
Gingerbread Lane
Viewing is from November 29, 2014 thru January 1, 2015

Visit Veterans Square and view the beautiful
Commemorative Armed Forces Trees
honoring our Military and Their Families
A special Dedication Ceremony will be held on November 30 at 3PM

Visit **School Spirit Way**
Where our youngest and brightest show there pride and team spirit!!! Located on the Gazebo Square of the Mall!!!

Displays will shine throughout the Holiday Season!!!

There will also be bins for canned food, and unwrapped toy donations located near Santa's Workshop!!!

ENJOY WEEKEND VISITS WITH SANTA AT SANTA'S WORKSHOP OVERLOOKING SANTA CLAUS SQUARE!!!

Fridays, December 4, 11 &18- from 5 PM -8 pm.m.

Saturdays, December 5 ,12 &19 from 6 PM - 8 PM

Sundays, December 6, 13 &20- from 5 PM -8 PM

Lighting of Candy Cane Lane, Gingerbread Lane, and Santa Clause Square will be on November 29, 2015 at 6PM

The Armed Forces Trees Dedication Ceremony will be November 30 at 3PM.

The Avon Park Christmas Parade will begin at 7PM Noevmber 30th

B-10

Community Redevelopment Agency

HISTORIC STRUCTURES

FAÇADE GRANT APPLICATION

City of Avon Park
Community Redevelopment Agency
110 East Main Street
Avon Park, FL 33825

Phone: 863/452-4403 FAX: 863/452-4413

The City of Avon Park
Community Redevelopment Agency
110 E. Main St.
Avon Park, FL 33825
863/452-4403 – FAX 863/452-4413

Façade Grant Application for Historic Commercial Use Structures

Date: 1-22-15

Applicant's Name: Dwayne Hutson "The Beef Stand"

Property Address: 3 S. Lake Ave.

Business phone	cell phone	home phone	FAX
	863-253-1275	863-385-4559	

How many store fronts are you applying for ? 1

Summary of Proposed Improvements New Awning

Please attach the following information to the application:

1. Photographs clearly showing existing condition of the façade, including close-up showing detail, and long shots showing adjacent structures. Include historic photo if available.

2. If the project involves new construction or structural renovation, preliminary plans and specifications drawn to scale that show the scope of work. Also, include a complete written description of materials and construction methods to be used for proposed improvement or change.

3. Samples of all colors, to include paint, awnings, etc., and a sample of awning material if available.

4. Is the property registered with the State of Florida? Yes_____ No_____
   If yes, please provide State site file number _____

5. Applications are based on appropriated funding designated for the CRA Program and are on a first come first served basis.

Historic Buildings Matching Grants are available for the improvement of commercial use historic storefronts. Building must have been constructed prior to 1950. Total allowable funds per storefront are **50% of costs up to a maximum of $ 10,000** per individual storefront. Only one application per two year cycle will be allowed per storefront.

____ If approved, funds will be reimbursed after job is complete with copy of cancelled checks of payment made to contractor(s).

____ All grant work should commence by an approved grant request within 60 days after written approval or applicant will be required to re-apply. Work on a proposed project cannot commence prior to the approval of the application. Approved projects will be reviewed and monitored to insure the work is progressing in a timely fashion. Changes of improvements or construction change orders that differ in the scope of work from the original approved plan need to be addressed with the CRA Board prior to any new work or applicant may not be reimbursed. If applicant is unable to begin the project within 60 days of approval, they must submit a request for an extension to the CRA Board citing the reasons for the delay.

____ Project must end within 12 months from date of initial approval.

____ Please initial you have read and understand the guidelines of this application.

TOTAL COST OF PROPOSED IMPROVEMENTS $ 1350.00
(Obtain and attach at least two bids/quotes for this project). Contractor license and logo must be on the quote.

TOTAL AMOUNT OF GRANT REQUESTED $ 675.00
(see details of funding parameters at top of this page)

____ I understand this application for a Historic Structure Façade Grant requires that I comply with the design guidelines established by the City of Avon Park CRA Board, and that the money will be granted on a reimbursable basis after completion of the project. Those changes or improvements not approved by the CRA Board will not be funded. I understand that the proposed work must commence within 60 days after approval of this request or I must reapply.

____ I also understand that these improvements and attachments must remain as part of the real property and reside within the CRA target area. I also give my permission to the CRA Board to place a "Redevelopment by Design" sign on my property during the improvement phase for a minimum of 30 days after completion.

The CRA reserves the right to accept or reject any application, or part thereof.

_____
PRINT PROPERTY OWNER'S NAME

_____ _____
PROPERTY OWNER'S SIGNATURE DATE

Dwayne Hutson SR
PRINT LESSEE'S NAME

Dwayne Hutson Sr 1-22-15
LESSEE'S SIGNATURE DATE

For official use only

CRA Advisory approved: Yes No DATE:_____

CRA Board approved: Yes No DATE:_____

Informed grantee date: _____ Initials:_____

Progress review:

Date_____ Initials____ Date_____ Initials____

Date_____ Initials____ Date_____ Initials____

Construction close out: _____ Initials: _____

Paid out date:_____

Proposal

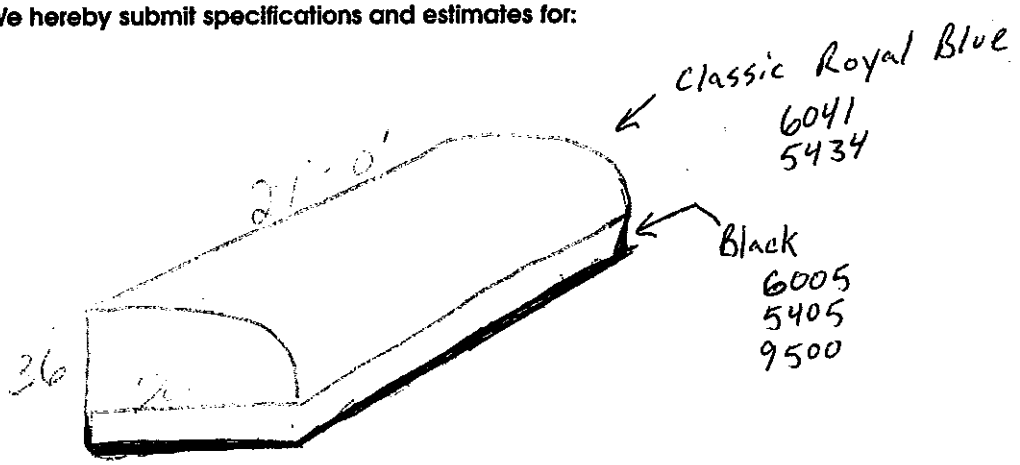
Phone: (863) 293-2442
Fax: (863) 299-6655

ARD'S AWNING & UPHOLSTERY, INC.

503 FIFTH STREET, S.W. • WINTER HAVEN, FLORIDA 33880

PROPOSAL SUBMITTED TO:	PHONE: 863-252-1275	DATE: 8-21-14
NAME: Duwayne Hudson	JOB NAME:	
STREET: 1 3 S. Lake Ave	STREET:	
CITY: Lake Park, Fl	CITY:	STATE:
STATE:	ARCHITECT:	DATE OF PLANS:

We hereby submit specifications and estimates for:



Outdura fabric - 10 year warranty

We hereby propose to furnish labor and materials — complete in accordance with the above specifications, for the sum of:

_____ dollars ($ 850.00) with payment to be made as follows:

Any alterations or deviations from the above specifications must be made in writing and all extra costs including materials and labor will become a charge over the sum mentioned in this contract.

All sales are not final and all materials remain the property of Ard's Awning & Upholstery, Inc., until paid for in full. In default of any payment by the purchaser, the seller may take possession of goods without legal process. If seller requires an attorney's services in order to institute legal action of any kind, in the event of default, then the buyer agrees to pay all attorney's fees of the seller, including all costs of collection.

Authorized Signature Ray [illegible]

NOTE: This proposal may be withdrawn by us if not accepted within 15 days.

Cancellation Policy: *All cancellations must be made in writing and forwarded to our Accounting Department. Customer will be responsible for any and all work done up and through the date of customer's cancellation of the contract. The Cancellation Date is the date on which Ard's receives and processes your cancellation request.*

Acceptance of Proposal

The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Accepted: Signature Duwayne Hudson Sr

Date 1-23-15 Signature _____