

# AVON PARK CRA BOARD REGULAR MEETING AGENDA

123 E. Pine St. Avon Park, FL 33825

Monday, June 22, 2015

5:30 PM

*(Please turn off pagers and cell phones)*

## A.

### OPENING

1. Invocation
2. Pledge of Allegiance
3. Roll Call
  
4. **Motion:** Approve 5/26/15 Regular Meeting Minutes
5. **Motion:** Approve 6/08/15 Special Meeting Minutes
  
6. **Southside CRA Board Meeting was held June 10 and the following motions were made:**
  - a. **Motion:** Approve Event grant Ruth House Ministries \$ 3750.00

## 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.

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

**Members Present:** Councilman Garrett Anderson, Councilman Parke Sutherland, Councilman Terry Heston, Mayor Sharon Schuler,

**Members Absent:** Deputy Mayor Brenda Giles (excused absence)

**Others Present:** Administrative Services Director/City Clerk 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 March 23, 2015. **Motion** made by Councilman Parke Sutherland, Seconded by Councilman Terry Heston to approve minutes as presented. Motion passed unanimously.

**MAIN STREET CRA MET 5-7-2015**

**Motion:** Façade grant: 15, 17, 19, 23 Main St \$4,202.50.

Motion made by Councilman Parke Sutherland, Seconded by Councilman Terry Heston to approve Façade Grant 15, 17, 19, 23, Main St \$4202.50. Motion passed unanimously.

**Motion:** Recommended Business Facades - \$5,000.00 per year, Home Façade \$2, 50.00 per year.

No motion made.

**Motion:** No Façade Grants until Oct 1, 2015, pending replenishment of Main Street CRA Account.

No Motion Made.

**Review Masonic Lodge Grant Application for Façade Grant:**

Mason Lodge Rep. approached CRA Board requesting reimbursement of grant in October 2015 vs. now knowing the CRA has no façade grant funds.

**Motion** made by Councilman Terry Heston, Seconded by Councilman Garret Anderson to approve the Masonic Lodge request contingent the Advisory Board approves the grant for \$4,450.00 Motion passed 3 to 1 with Councilman Garret Anderson abstaining.

Meeting adjourned at 5:55 pm

Maria Sutherland, City Clerk

Sharon Schuler, CRA Board Chairperson

**AVON PARK COMMUNITY REDEVELOPMENT AGENCY**  
**MINUTES SPECIAL MEETING**  
**Council Chambers — 123 E. Pine St.**  
**Monday June 8, 2015**  
**5:45 PM**

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

**Members Absent:** None

**Others Present:** Administrative Services Director/City Clerk Maria Sutherland, Members of the audience.

Mayor Sharon Schuler called the meeting to order at 5:45 PM

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

**Motion** made by Deputy Mayor, Seconded by Councilman Parke Sutherland to fund the Jaycees \$5,000.00 for the 4<sup>th</sup> of July event. Motion passed unanimously.

Meeting adjourned at 5:47 pm

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Maria Sutherland, City Clerk

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Sharon Schuler, CRA Board Chairperson



# **CITY OF AVON PARK**

**Highlands County, Florida  
110 East Main Street  
Avon Park, Florida 33825**

## **SOUTHSIDE CRA ADVISORY BOARD REGULAR MEETING AGENDA**

**110 E Main Street  
Avon Park, FL 33825  
City Council Chambers**

**Wednesday June 10, 2015  
5:30 p.m.**

- A. Roll Call
- B. Approval of Minutes of 1-22-2015
- C. Event Grant application- Ruth House Ministries
- D. CDBG Engineering Plans Review and finalize
- E. CRA Plan Draft - Review and finalize
- F. Adjourn

Any person who might wish to appeal any decision by the Southside CRA 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.

**SOUTHSIDE CRA ADVISORY BOARD  
SPECIAL MEETING MINUTES  
January 22, 2015**

**Present:** Chairperson Gerald Snell, Arnold Davis, Kelvin Sheppard  
Alt. Al Joe-Hinson, Theresa Whiteside, Alt ~~Fern~~ Davis

**Absent:**

**Also attending:** Maria Sutherland, Shirley Johnson.

The meeting was called to order at 4:30 p.m. Roll was called and a quorum was present.

The Pledge was said and invocation was given.

Bob Franke from LaRue Consulting provided an overview of the draft Southside CRA Plan. The Board discussed expansion areas and elements of the plan that would assist with future grants. Several different scenarios of expansion areas were also discussed.

Meeting adjourned at 6:15 PM

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Maria Sutherland

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Gerald Snell, Chair

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

**Southside Event Grant Application**

Date: 6/5/2015

Organization Name: Ruth House Ministries International Inc.

Is organization non-profit  Yes  No Tax I.D. # 85-8013032646C-2

Event Location: Community Center

5617671778   8634580703   8634580703   N/A  
Business Phone   Cell Phone   Home Phone   FAX

Summary of Proposed Event: 2015 TRAVELING Women and Men's Leadership Conference to be open to all people

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 Southside 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 Southside District and must be open to the general public. Any admission fees proposed to be charged must be disclosed in the application. Please include in the project narrative the estimated number of attendees.
3. A complete budget of anticipated income and expenses must be included with the application. Also include an estimated number of participants and attendees. To apply for funds from the Tourism Grant Program from Highlands County Tourist Development Council Visitor & Convention Bureau, email [tdc@highlandscvb.com](mailto:tdc@highlandscvb.com), or call 863-402-6909.
4. **Eligible expenses may include:**
  - a. Digital Advertising (Website, Social Media, and Search Engine Marketing)
  - b. Traditional Advertising (newspaper, Radio, Television, Flyers/Postcards and Billboards) Brochures and Event Website Production

5. **All print advertising shall list the Southside CRA as an event sponsor.**
6. Each applicant shall provide a brief presentation (five minutes or less) that details the event and be prepared to answer any questions from the CRA Board on the designated meeting date.
7. The applicant must obtain all necessary permits and approvals, including Health Department permits for food preparation.
8. Event planners will return City property and infrastructure to the condition it was prior to the event.
9. **For reimbursement of funds, all paid receipts must be returned within 3 months of the completion of the event.**

**TOTAL ADVERTISING COST FOR EVENT** \$ 1,000.00  
 (Obtain and attach bids/quotes for this Event)

**TOTAL AMOUNT OF GRANT REQUESTED** \$ 7,500.00  
 (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.

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

Barbara J. Robinson  
**PRINT EVENT SPONSOR'S NAME**

[Signature] 10/5/2015  
**AUTHORIZED REPRESENTATIVE'S SIGNATURE** **DATE**

<b>For official use only</b>			
CRA Advisory approved:	Yes	No	DATE: _____
CRA Board approved:	Yes	No	DATE: _____
Informed grantee date:	_____		Initials: _____

TO: THE SOUTHSIDE ADVISORY BOARD

FROM: REVEREND BARBARA ROBINSON, RHM, INT'L, INC.

RE: CITY EVENT – SEPTEMBER 2015.

DATE: JUNE 10, 2015

REQUESTING YOUR APPROVAL FOR FINANCIAL ASSISTANCE FOR AN UPCOMING COMMUNITY EVENT FOR THE MONTH OF SEPTEMBER TO BRING EMPOWERMENT SPECIALIST AND STRATEGIST; MOTIVATIONAL SPEAKER, FORMER SENATOR AND AMBASSADOR DR. CINDY TRIMM TO AVON PARK TO SPEAK ON OVERCOMING POVERTY AND OPPRESSION IN RURAL AREAS AS WELL AS PERSONAL EMPOWERMENT AND ENCOURAGEMENT FOR LEADERS. SHE IS A PERSONAL COACH AND BUSINESS CONSULANT WHO CONVEY PROFOUND TRUTHS THAT RESTORE MINDS AND TRANSFORM LIVES. THIS EVENT IS OPENED TO ALL PEOPLE ESPECIALLY THE CITY OF AVON PARK. WE ARE REQUESTING \$7,500 TO HELP US GET HER TO OUR COMMUNITY AND IF THIS IS IMPOSSIBLE ALL AT ONCE \$3700 DEPOSIT AND THE BALANCE WHEN SHE ARRIVES. IF THAT IS NOT FEASIBLE, THE FAITH BASED COMMUNITY – ***TAKING BACK OUR CITIES INITIATIVE EFFORT***- WILL ACQUIRE THE BALANCE WITH CONFERENCE FEES FROM PARTICIPANTS. YOU MAY REACH ME AT MY CELLULAR ON 561-767-1778 OR EMAIL ME AT: [CHRISTIANCOMMUNITY2003@YAHOO.COM](mailto:CHRISTIANCOMMUNITY2003@YAHOO.COM).

REVEREND BARBARA J. ROBINSON, GOD'S SERVANT

AT RUTH HOUSE MINISTRIES INTERNATIONAL, INC.

ANTICIPATED BUDGET FOR TOURISM

GRANT PROGRAM

TOTAL NO. OF ATTENDEES = 300@ 25.00 PER DAY @ 2 DAY CONFERENCE =7,500

X 2 days = 15,000.00 This is with conference fees.

AT THE COMMUNITY CENTER

Avon Park, Florida

TOTAL NO. OF ATTENDEES = 400@ 25.00 PER DAY @ 2 DAY CONFERENCE = 10,000X2=20,000.00

This is with conference fees.

AT THE CHATEAU E'LAN HOTEL & SPA

(OVER CAPACITY IS 500)

\*TARGETTED AREAS FOR ADVERTISEMENT - EAST OF AVON PARK = F T. PIERCE/WEST PALM BEACH

NORTH OF AVON PARK = ORLANDO/WINTERHAVEN,Lakeland

SOUTH OF AVON PARK = BELLE GLADE/LABELLE, Venus

ADMINISTRATIVE EXPENSES

RADIO ADVERTISEMENT - LIVE RECORDING \$200 - \$300 PER MONTH approximately

NEWSPAPER ADVERTISEMENT - ¼ OR ½ PAGE ADVERTISEMENT - \$75.00 PER ¼ PAGE APPROX.

AUDIO VISUAL TECHNICIAN 2 NIGHTS@ 3HOURS = Approximately \$750.00 - \$1,000.00

LOCAL CABLE COMPANY APPROXIMATELY 200- 400 MO. ( MONTH OF AUGUST)@2-4wks

LIMOUSINE RENTAL APPROXIMATELY \$500 - \$750( ROUNDTRIP)1day

FACEBOOK/EBLAST/FLYERS INTERNET

\*RENTAL OF COMMUNITY CENTER \$350.00 PER DAY PLUS \$200.00 DEPOSIT (REFUNDABLE)  
AND KEY DEPOSIT = TOTALLING \$560.0 FIRST DAY; SECOND DAY IS 350.00.

\*RENTAL OF CHATEAU ELAN HOTEL \$ SPA \$500.00 PER DAY LESS CATERING OF MEALS

Total CONFERENCE FEES - (2Day) COMMUNITY \$15,000 APPROX.

Less Conference Expenses Ambassador	\$7,500
Less Footmen Expenses	2,500
Less Hotel, Restaurants, Transportation, Advertisement, Administrative, Audio Visual	5,000

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TOTAL CONFERENCE FEES -(2Day)                      CHATEAU ELAN HOTEL \$ 20,000 APPROX.

Less Conference Expenses Ambassador	\$7,500
Less Footmen Expenses	4,500
Less Hotel, Restaurants, Transportation, Advertisement, Audio-Visual, Administrative, Administrative (Approximately)	8,000

A conference of this magnitude is \$45.00 for the two nights or \$25.00 per night if they chose to register nightly. Expenses will vary depending on the vendor we choose. As for advertisement we will only chose three geographical areas. This atmosphere changer tends to have her own following; people that targets her conferences and those who acquire information from the Internet. We plan to target the major geographical metropolitan cities such as Orlando, Ft. Pierce, and Belle Glade.

Many of our attendees come to us yearly from surrounding areas and this year many will come from out of the state of Florida. This is an estimate of what we anticipate, however, sometimes it can be less attendees depending on the make up of the geographical area. However, we are requesting the City of Avon Park fund us with the expenses associated with the former Senator and Ambassador and Empowerment Specialist who will come to speak to our community leaders at a cost of **\$7,500(Not Less than \$3700)** for that one night plus cost of Conference Center and Advertisement. Our registration will give us a definite count of the amount of attendees who will attend once all or half the amount is secured. Our deadline for registration will **be July 15, 2015.**

Our effort is to share our concern for others through community outreach and to empower our leaders through political empowerment and strategies that are effective in strengthening and improving our neighborhoods. Attendees will chose their choice of foods and restaurants and choice of hotels to help our local business owners of whom most are our sponsors or community partners. This will increase their revenues and generate more business for this area. If event is totally funded by Tourism & South Side, all conference fees with the exception of registration fees of \$10.00 will be waived to accommodate our footmen from Dayton, Ohio who will place their foot on our cities infrastructures as part of Community Outreach to reach out to the impoverished and oppressed families in city. If the entire \$7500 is not granted, then we would have to offset the difference with registration and conference fees totally \$45.00. Sincerely, Community Leader - Barbara J. Robinson, God's Servant.

# HARVEST TIMES TRAVAILING WOMEN & MEN'S CONFERENCE 2015

## FOR THE PERFECTING OF THE SAINTS MAGAZINE—2015 VOLUME 1

APOSTLES FIRST  
Theme: "I AM ONE OF THEM"

Help me sponsor former  
senator and ambassador  
Dr. Cindy Trimm of  
Trimm International by  
registering today!

**NOT BY MIGHT,  
NOT BY POWER,  
BUT BY MY SPIRIT**



Sponsored By: Travailler Barbara J. Robinson  
God's Servant  
Ruth House Ministries International, Inc.



Apostle Lillie Wright  
& The Footmen  
UNITED MINISTRIES, DAYTON, OHIO

A Two Day Conference To Be Held:  
Friday—Saturday, September 11th—12th  
6:00 p.m.—9:00 p.m.

At the Community Center at Avon Park  
310 W. Main Street  
Avon Park, FL 33825

Limited Seating Available—Register Today  
(863) 458-0703 or (561) 767-1778  
Hotel & Transportation Available  
Registration Deadline: July 15, 2015

*So Christ himself gave the apostles, the prophets, the evangelists, the pastors and teachers, to equip his people for works of service, so that the body of Christ may be built up until we all reach unity in the faith and in the knowledge of the Son of God and become mature, attaining to the whole measure of the fullness of Christ. - Ephesians 4:11-13*

*A part of the Taking Back Our Cities Initiative effort, - Overcoming poverty & oppression*

**HARVEST TIMES TRAVAILING WOMEN & MEN'S CONFERENCE 2015**  
*FOR THE PERFECTING OF THE SAINTS*  
*MAGAZINE—2015 VOLUME 1*

**APOSTLES FIRST**  
Theme: "I AM ONE OF THEM"

Help me sponsor former senator and ambassador Dr. Cindy Trimm of Trimm International by registering today!

**NOT BY MIGHT,  
NOT BY POWER,  
BUT BY MY SPIRIT**



Sponsored By: Travailler Barbara J. Robinson  
God's Servant  
Ruth House Ministries International, Inc.



Apostle Lillie Wright  
& The Footmen  
UNITED MINISTRIES, DAYTON, OHIO

A Two Day Conference To Be Held:  
Friday—Saturday, September 11th—12th  
6:00 p.m.—9:00 p.m.

At the Chateau E'lan Hotel & Spa  
Nascar Raceway Airport  
150 Midway Drive, Sebring, FL 33870

**Limited Seating Available—Register Today**  
**(863) 458-0703 or (561) 767-1778**  
**Hotel & Transportation Available**  
**Registration Deadline: July 15, 2015**

*So Christ himself gave the apostles, the prophets, the evangelists, the pastors and teachers, to equip his people for works of service, so that the body of Christ may be built up until we all reach unity in the faith and in the knowledge of the Son of God and become mature, attaining to the whole measure of the fullness of Christ. - Ephesians 4:11-13*

*A part of the Taking Back Our Cities Initiative effort, - Overcoming poverty & oppression*

# Cindy Trimm

Dr. Cindy Trimm has dedicated her life to serving God and humanity. A best-selling author, high impact teacher, and former senator, Dr. Trimm is a sought-after empowerment specialist, revolutionary thinker, and transformational leader. She has earned a distinguished reputation as a catalyst for change and voice of hope to the nations.

Dr. Trimm travels worldwide partnering with social, spiritual, and civic leaders in an effort to equip people everywhere to discover purpose, maximize potential, and leave a positive footprint through their lives. Viewing this world as a global village, she continues to initiate strategic interdisciplinary forums, as well as host conferences and summits designed to develop practical solutions toward the healing of our world from its deeply rooted social and spiritual ills.

Best-selling books by Dr. Trimm include: *Commanding Your Morning* and *Rules of Engagement*, which have sold over one million copies. Her recent release, *The Art of War for Spiritual Battle*, is gaining momentum and popularity.

Dr. Trimm combines her wealth of leadership expertise with her depth of spiritual understanding to reveal life-transforming messages that empower and inspire. Seasoned with humor, compassion, revelatory insight, and personal candor, Dr. Trimm opens minds and touches hearts with biblically-based principles of inner healing and personal empowerment.

Pulling on her background in government, education, psychology, and human development, Dr. Trimm translates hard-hitting spiritual insights into everyday language that empower individuals to transform their lives.

When I preach the message of the Kingdom, it's a message that actually saved my life. The principles that I teach are principles that I use every single day of my life--not only the principles concerning prayer and spiritual warfare, but the principles concerning what you do with your mouth and what you do with your mind--the principles concerning how God speaks to you in concepts and ideas and how you are always just one decision away from living the life of your dreams.

I look back at my life and I see how at each point of my life I was my own worst enemy. I learned fairly young that I was my only problem and I was my only solution. I learned to have the mindset that with God nothing is impossible--and that you don't judge a person for where they are, you help them to get where they should be. I learned that within everybody there is a seed of greatness, and it is for each of us to discover what that is. There are many people who are born in worse circumstances than I was. Some people are born with silver spoons, others with



## Consumer's Certificate of Exemption

DR-14  
R. 04/11

Issued Pursuant to Chapter 212, Florida Statutes

85-8013032646C-2	03/31/2014	03/31/2019	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

RUTH HOUSE MINITRIES INTERNATIONAL INC  
24 GRACE ST  
AVON PARK FL 33825

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



## Important Information for Exempt Organizations

DR-14  
R. 04/11

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Account Management at 800-352-3671. From the available options, select "Registration of Taxes," then "Registration Information," and finally "Exemption Certificates and Nonprofit Entities." The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.

## TOURISM GRANT PROGRAM OCTOBER 1, 2014 – SEPTEMBER 30, 2015

### Overview

The Tourism Grant Program is presented by the Highlands County Tourist Development Council (TDC) / Visitor & Convention Bureau (VCB). The program's goal is to attract visitors into Highlands County by the means of advertisements.

### Tourism Grant Funds shall be used for:

- Digital Advertising (*Website, Social Media, and Search Engine Marketing*)
- Traditional Advertising (*Newspaper, Radio, Television, Flyers / Postcards and Billboards*)
- Brochures and Event Website Production

**ALL ADVERTISING MUST BE TARGETED TOWARD VISITORS OUTSIDE OF HIGHLANDS COUNTY**

### Submittal & Meeting Schedule

Grant Cycle	Submittal Deadline	TDC Meeting Date
#1	10/16/2014	10/30/2014
#2	1/16/2015	1/29/2015
#3	4/16/2015	4/30/2015
#4	7/16/2015	7/30/2015

\*Meeting dates subject to change

### Optional Consultations

Applicants may consult a representative of the Highlands County Visitor and Convention Bureau for application questions and review not less than two weeks prior to submittal deadline.

### Required Attendance

Each applicant shall provide a brief presentation (five minutes or less) that details the event and be prepared to answer any questions from the TDC on the designated meeting date.

### Keep in mind when applying for a tourism grant...

ALL GRANTS are subject to the approval of the Highlands County Board of County Commissioners (BCC). Grant applications are presented to the BCC approximately one-month after the TDC Meeting date from which you presented. **NO GRANT EXPENDITURES CAN BE USED PRIOR TO BCC APPROVAL.** Please schedule your out-of-county advertising around this time-table.

Applications are available by request through the Highlands County Visitor & Convention Bureau. Contact the Bureau at 863-402-6909 or by email [tdc@highlandscvb.com](mailto:tdc@highlandscvb.com)

Additional grant guidelines do apply. See application for details.



# GRANT PROGRAMS

## →Category A (One Day Event)

Up to \$1,000

Room verifications are not required for this grant

## →Category B (Overnight Stay)

Up to \$5,000

Room verifications are required for this grant

Tourism Grant Funds shall be used for:

- Digital Advertising (*Website, Social Media, and Search Engine Marketing*)
- Traditional Advertising (*Newspaper, Radio, Television, Flyers / Postcards and Billboards*)

**ALL ADVERTISING MUST BE TARGETED TOWARD VISITORS OUTSIDE OF HIGHLANDS COUNTY**

## →Marketing Assistance

Brochure / Post Card / Flyer (one time per event/organization)

Up to \$1,000 for design and printing.

- 75% of total amount printed must be designated for out-of-county distribution
- Up to \$500 for re-prints per year after initial printing (Brochure Only). Reprints must have same distribution percentage as initial printing.
- Reprints for brochures will be one time per event/organization up to \$500. (No reprints for post cards or flyers).

## Event Website Design

Up to \$1,000 for design (one time per event)

Web page (Home Page) must have direct link to the Visit Highlands County webpage.

*SPECIAL NOTE: Can apply for one item under the One Day Event per event, or can choose to change from one category to another with-in the One Day Event plan. (Example: \$500 for advertising & \$500 for Website Design)*

## →Field Rentals

### Field Rentals

- Majority (51%) of the teams must be from out-of-the county to receive up to \$5,000 for field rentals only.
- Field Rentals are for one or more days
- Visitor Verification Forms are required.

## →Lake & Waterway Projects

Per Highlands County Ordinance #12-13-16 To finance beach park facilities or beach improvement, maintenance, renourishment, restoration and erosion control , including shoreline protection, enhancement, cleanup or restoration of inland lakes to which there is public access as those uses relate to the physical preservation of the beach, shoreline, or inland lake pursuant to Section 125.0104(5)(a)4, Florida Statutes.

*Because of limited funds, this program requires a matching dollar amount from two separate entities .Grant amount varies depending on fund availability. Room verifications are not required for this grant*



**Guidelines for Grant Application**

**Eligible Applicants:** Not-For-Profit, Government Agencies, Chambers of Commerce.  
(Maximum of 4 Years Eligibility)

**Grant:** Funding recommended by the Highlands County Tourist Development Council (“TDC”) to the Highlands County Board of County Commission for the purpose of financially assisting events that bring out-of-county visitors to Highlands County for overnight stays.

**Group Events:** Groups who choose Highlands County as a place to hold their multi-day group event, i.e., conventions, conferences. A group event must have a registration that identifies participants and city of origin. Funds will be awarded based on number of overnight stays. Grants requiring overnight stays will be judged on the following scale:

Number of verified overnight rooms	Amount of Grant
50	\$ 500.00
100	\$1,000.00
200	\$2,000.00
350	\$3,500.00
500	\$5,000.00

**Team Sporting Events:** Organized sporting tournaments that come to Highlands County for a multi-day event. Sporting events may receive Grants each year they select Highlands County as their venue. Funds will be awarded based on field rental fees to a cap of \$1,350.00. Factors used in evaluation process will included but not be limited to the following:

1. Number of verified overnight stays;
2. Number of out of county teams;
3. Number of out of county players;
4. Number of out of county coaches and officials;
5. Tournaments for ages 18 and under; and,
6. An analysis of projected economic impact to Highlands County.

**Individual Sporting Events:** Organized sporting tournaments that come to Highlands County for a multi-day event. Sporting events may receive Grants each year they select Highlands County as their venue. Each tournament will be evaluated and the amount of Grant will be determined. Factors used in evaluation process will included but not be limited to the following:

1. Number of verified overnight stays;
2. Number of out of county players;
3. Number of out of county coaches and officials;
4. Tournaments for ages 18 and under; and,
5. An analysis of projected economic impact to Highlands County.

Number of verified overnight rooms	Amount of Grant
50	\$ 500.00
100	\$1,000.00
200	\$2,000.00
350	\$3,500.00
500	\$5,000.00

**Festivals:** Multi-day festivals that bring out of county visitors. Funding may only be used to advertise outside of Highlands County. Festivals may apply for the first four years of existence. Funding will be awarded using the criteria below.

Is there matching cash dollars?

Amount of total funds used to advertise outside of Highlands County

Projected number of attendees

In all of the above categories, the Highlands County VCB reserves the right to award higher amounts should they determine the event brings substantial economic impact to Highlands County.

#### **Application Process:**

Applications for Group Events and Sports Tournaments must be filed with the Highlands County Tourist Development Council (TDC) no later than 60 days prior to the event. Applications for festivals must be filed no later than 180 days prior to the festival; Once the TDC has evaluated and approved an application, it will be placed on the earliest TDC agenda for their review and recommendation.

## **Contract Process**

The following requirements must be satisfied and the contract presented to the Highlands County Board of County Commissioners (BOCC) to receive final approval of the TDC Grant.

1. The TDC office will have the contract approved and signed by the following:
  1. Board Attorney
  2. Department of OMB
  3. County Administrator
  4. Administrative Services Director
  5. Assistant County Administrator/Community Services Division Director
  6. Risk Management
  7. Tourism Director
  
2. The applicant will be responsible for obtaining the signatures of the President and Secretary of the organization requesting the grant funds. Please return the signed contracts to the Tourist Development office in a timely manner.
3. The TDC office will submit ten copies of the signed contract to the County Administrative office two Fridays prior to the Board of County Commissioners agenda date. The BOCC Regular meetings are the first and third Tuesday of the month.
4. A representative for the grant request should be present at the Board of County Commissioners meeting to answer any questions.
5. After the Board of County Commissioners approves the grant request, funds may be expended. Any funds spent prior to the BOCC approval will not be reimbursable.
6. A copy of the final contract may be obtained at the Tourist Development office one week after the BOCC approval.
7. The applicant should contact the Tourist Development office to obtain an electronic copy of the TDC logo for advertisements. A deduction will be made to the grant funding if the TDC logo does not appear on all reimbursable advertisements.
8. The applicant will be responsible for submitting the proper documentation for reimbursement within 60 days of the event. Reimbursements submitted after 60 days will be null and void.

**Payment of Grant:** (All Grants are reimbursable)

Following the event the applicant submits the following documentation for reimbursement:

- a. Verified number of rooms (Unless otherwise stated in the recommended motion by the TDC)
- b. Invoice to BCC for amount up to the approved amount of Grant;
- c. All vendor receipts supporting the approved items;
- d. A Post Event Economic Impact form (Attachment D);
- e. Proof of payment to the vendors. (Copy of canceled check);
- f. For advertising, Proof of Publication;
- g. For festival promotion brochures distributed outside Highlands County copy of product; and,
- h. Upon review of all required documents the Grant will be submitted to the Finance Office, to be placed on the County Commission agenda for approval. Once the Commission has approved the warrant, the Clerk of Court and Auditor to the Commission will forward a check to the applicant.

**Check List-Pre Event**

- Complete and file application (Attachment A) with Attachment B (either 90 or 180 days prior to event); and,
- Complete Projected Economic Impact (Attachment C) form.
- Pick up Contract from the TDC and have it signed by your organizations' President and Secretary.
- Return signed contract to the Tourist Development Office.
- Have a representative of your organization attend the Board of County Commissioners meeting to answer any questions.
- One week after the Board of County Commissioners approval of your contract, contact the Tourism Office to request your copy of the contract.
- Contact the TDC office to obtain a copy of the TDC logo for advertisements.

**Check List-Post Event**

- Submit proper documentation for reimbursement from the organization within 60 days of the event date. Reimbursements submitted after 60 days will be null & void.
- Attach vendor receipts to the invoice.
- Complete Actual Post Event Economic Impact form (Attachment D);
- Submit copies of products (ads, promotional brochures etc.); and,
- Be sure to complete the bottom portion of the Post Event Actual Economic Impact (Attachment D) for verified room nights.

I have read and fully understand the above Grant rules.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



**APPLICATION**  
**Highlands County Tourist Development Council Grant**

**ATTACHMENT A**

Date: \_\_\_\_\_

Name of Organization applying: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Attach the organizations W-9 (Required)

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Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Location of Event: (City) \_\_\_\_\_

Estimated Number of Participants \_\_\_\_\_

Age Group: Under 18 \_\_\_\_\_ Over 18 \_\_\_\_\_

Number of Vendors: \_\_\_\_\_ Number of out of County Vendors: \_\_\_\_\_

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Please choose one	Grant Request:	Max Allowable:
Brochures/Post Card/Flyer ( <i>print and design</i> ):	\$ _____	\$ 1,000
Brochure Reprints:	\$ _____	\$ 500
Event Website Design:	\$ _____	\$ 1,000
Advertising: ( <b>no</b> room verification required)	\$ _____	\$ 1,000
Advertising: ( <b>with</b> room verification required)	\$ _____	\$ 5,000

\*Total maximum allowed with no room verification is 1,000

\*Total maximum allowed with room verification is \$5,000

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Name of publication/s:	Area/s the advertising will reach:
Digital _____	_____
Newspaper _____	_____
Magazine _____	_____
Flyer _____	_____
Other _____	_____

\_\_\_\_\_  
 Authorized Applicant Signature

\_\_\_\_\_  
 Title

Reviewed by: \_\_\_\_\_  
 City/County Representative

\_\_\_\_\_  
 Title

**ATTACHMENT B**  
**REIMBURSEMENT REQUEST AND POST EVENT REPORT**

The following requirements must be satisfied and items presented to the Highlands County Tourism Office located at 501 S. Commerce Ave Suite 3, Sebring, Florida 33870, to receive reimbursement for approved grant expenditures. Non events are only required to satisfy items number 4 and 5.

Event reimbursement requirements:

1. Not less than seven days prior to any event at which alcoholic beverages are sold or otherwise dispensed in any manner for consumption at the event, the Grantee shall deliver a certificate of insurance, prior to the event, naming Highlands County, a political subdivision of the State of Florida, the Highlands County Tourist Development Council, and their respective elected and appointed officials, officers, employees, agents, and volunteers as additional insureds. The certificate of insurance shall include Commercial General Liability, Products Liability, and Liquor Liability Insurance with minimum limits of \$1,000,000.00 per occurrence, combined single limit for bodily injury liability and property damage liability, including premises and operations. Fire damage liability insurance coverage shall also be included with a limit of \$100,000.00. The Certificate of Insurance must be signed by a person authorized by the insurer to bind coverage on its behalf.
2. All printed material for which reimbursement is requested must contain the following statement, prominently displayed: Partially funded by the Highlands County Tourist Development Council and the Highlands County Board of County Commissioners.
3. All advertising for which reimbursement is requested must comply with the American Broadcasting Society's standard "Advertising to be of a 'G' nature" and must promote tourism in Highlands County.
4. Invoice(s) for all expenditures for which reimbursement is requested.
5. Copy of all cancelled check(s) issued in payment of expenditures for which reimbursement is requested.
6. Copy of all product(s) developed or produced, such as brochures and advertising, for which reimbursement is requested.
7. Copy of Advertising Proof of Publication "Tear Sheet(s)" for all advertising for which reimbursement is requested.
8. Completed "Post-Event Actual Economic Impact" (Attachment D) form (figures to be based on outside area attendance).

**Pre Event**  
**Projected Economic Impact**  
**ATTACHMENT C**

Projected Room Nights

# of Nights x # of Rooms = Total Room Nights x Room Rate = Total  
 \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ x \$ \_\_\_\_\_ = \$ \_\_\_\_\_

# of Out of County Participants:

Adult: \_\_\_\_\_ Child (18 & under) \_\_\_\_\_

Other Sponsors:

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_

Please List all Hotels to be used for this event: (Use extra sheet if necessary)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Organization \_\_\_\_\_

Authorized Applicant Signature \_\_\_\_\_

Date \_\_\_\_\_

**Office Use Only**

\*Expenditure/day x # of out of County Adults: x # of days x \*Multiplier = \$ Impact

\$ \_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_ x 1.73 = \$ \_\_\_\_\_

\*Expenditure/day x # of out of County Children x # of days x \*Multiplier = \$-Impact

\$ \_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_ x 1.73 = \$ \_\_\_\_\_

Grand Total \$ \_\_\_\_\_

**Post Event**  
**Actual Economic Impact**  
**ATTACHMENT D**  
**Required for events only**

Actual Room Nights

# of Nights x # of Rooms = Total Room Nights x Room Rate = Total  
 \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ x \$ \_\_\_\_\_ = \$ \_\_\_\_\_

# of Out of County Participants:

Adult: \_\_\_\_\_ Child (18 & under) \_\_\_\_\_

Other Sponsors:

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_

Please List all Hotels used to verify overnight stays for this event: (Use extra sheet if necessary)

Name of Hotel	# of Overnight Stays	Name of Hotel	# of Overnight Stays
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total			_____

Organization \_\_\_\_\_

Authorized Applicant Signature \_\_\_\_\_

Date \_\_\_\_\_

**Office Use Only**

\*Expenditure/day # of Adults: x # of days x \*Multiplier = \$ Impact

\$ \_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_ x 1.73 = \$ \_\_\_\_\_

\*Expenditure/day x # of Children x # of days x \*Multiplier = \$-Impact

\$ \_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_ x 1.73 = \$ \_\_\_\_\_

Grand Total \$ \_\_\_\_\_

**Office Use Only**  
**ATTACHMENT E**

Received by: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_

Application Check List:

Completed Application: \_\_\_\_\_

Attachment B & Other required documentation: \_\_\_\_\_

\*\*TDC Approved Date \_\_\_\_\_

\*\*BOCC Approved Date \_\_\_\_\_

Approval Notice to Applicant & Facility Representative: Date: \_\_\_\_\_

\* Expenditure/day and Multiplier will be completed by staff.

\*\* Applications for only field rental do not require TDC/BOCC approval. The funds will be processed by a PO and invoice (s) will be processed to the city/county after tournament occurs and all required paper work submitted and approved.