

Board of County Commissioners Agenda Request

Date of Meeting: August 21, 2007

Date Submitted: August 9, 2007

To: Honorable Chairman and Members of the Board

From: Marlon Brown, County Manager
Farnita L. Saunders, Community Development Director

Subject: Approval of the Gadsden County Tourist Development Council Grant Request to the Havana Merchants Association for the Havana Pumpkin Festival (\$5,000)

Statement of Issue:

This agenda item seeks the Gadsden County Board of County Commissioners (BOCC) approval of the Gadsden County Tourist Development Council (TDC) grant request in the amount of \$5,000 to the Havana Merchants Association to assist in funding the Havana Pumpkin Festival.

Background:

On October 15, 2002 the Gadsden County Board of County Commissioners approved Ordinance 2002-003, levying and imposing a Tourist Development tax. During the November 7, 2006 BOCC meeting, operations of the TDC were suspended and after a thorough review and restructure of its organizational structure revision of bylaws, the BOCC approved resumption of TDC operations during the April 3, 2007 meeting.

Analysis:

Pursuant to Section 125.0104, Florida Statutes, known as the Local Option Tourist Act, the TDC can make recommendations to the BOCC for uses of the tourist development tax revenue and for the effective operation of special projects, meet and adopt a tourist development plan in according to provisions of Section 125.0104 (4)(c), Florida Statutes and continuously review expenditures of revenues from the tourist development trust fund and receive, at least quarterly, expenditure reports from the BOCC or its designee.

Since operations of the TDC were resumed, staff has worked closely with the TDC to restructure its spending allocations, revise its grant program guidelines and plan for

future marketing, promotional and tourism activities within the County. As a part of this restructure, all grant requests will be considered and approved by the TDC based upon specified criteria and a TDC recommendation will be submitted to the BOCC for final approval.

During the August 8, 2007 TDC meeting, the Council considered a request from the Havana Merchants Association to assist in funding its Havana Pumpkin Festival. Scheduled for October 20, 2007, the festival is considered a celebration of the fall season with a day filled with events and activities for the entire family. The Merchants Association anticipates approximately 80 rooms within Gadsden County will be occupied with 8,000 meals to be served. The purpose of the funding request is to assist with marketing the event, press releases, print ads, local radio advertisements, advertisements in newspapers throughout North Florida and South Georgia and Alabama and a newspaper circulation of 50,000 as an insert in the Havana Merchants Association Newspaper.

Fiscal Impact:

- *Funding Request from Havana Merchants Association: \$7,000*
- *TDC Funding Recommendation to the BOCC: \$5,000*

The overall budget of the festival is reflected as \$19,400 with \$7,000 of this funding request to the Gadsden County TDC. Other matching funds include the Town of Havana at \$2,000 and the Havana Merchants Association providing \$5,000. If approved by the BOCC as recommended by the TDC, funds in the amount of \$5,000.00 will be utilized from current year funding. Remaining TDC funds shall remain in the TDC fund to be used specifically for tourist development activities such as marketing and special events.

Options:

- Option 1: Approve grant funding in the amount of \$5,000 to the Havana Merchants Association for the Havana Pumpkin Festival as recommended by the Gadsden County TDC.
- Option 2: Do not approve grant funding in the amount of \$5,000 to the Havana Merchants Association for the Havana Pumpkin Festival.
- Option 3: Provide other direction.

Recommendation(s):

Option 1: Approve grant funding in the amount of \$5,000 to the Havana Merchants Association for the Havana Pumpkin Festival as recommended by the Gadsden County TDC.

Attachment(s):

Grant Application – Havana Merchants Association
Gadsden County TDC Recommendation

APPLICATION

**SECTION 1
PRELIMINARY INFORMATION**

Authorized Agent: Bob Lauther

Authorized Agent Title: Vice President

Contact Person: Bob Lauther

Contact Person Title: Vice President

Company/Organization: Havana Merchant's Association

Address: Box 666

City: Havana

State: FL

Zip: 32333

E-Mail: boblauther@aol.com

FAX: 850.539.8544

Phone: 561.723.5205

**SECTION 2
EVENT INFORMATION**

Event/Project Name: Havana Pumpkin Festival

Event/Project Location: Havana, Florida

Sponsoring Organization/Name: Havana Merchant's Association/Town of Havana

Event/Project Description: A celebration of the Fall season with a day filled with events and activities for the entire family.

Event Date Begins: October 20, 2007

Event Date Ends: same

Is this a non-profit organization? Yes

Tax Code Status: 501 (C) 4

What is your FEI ? (Mandatory) 20-3116477

How many rooms do you project this event will bring to Gadsden County? 80

How many room nights do you project This event will bring to Gadsden County? 160

SECTION 3 BACKGROUND INFORMATION

What are your targeted audiences? Individuals & families within the Southeastern United States

What is your projected attendance? Approximately 6000 people

SECTION 4 PROJECT/EVENT DETAILS

In this space, give details on your project or event so that the Tourist Development Council can evaluate the economic impact on the county. Include expected number of restaurant meals to be consumed.

Events and activities for all ages will span the entire day from 10:00 a.m. until 6:00 p.m. and will include, but are not limited to: hayrides, carriage rides, pony rides, pumpkin decorating contest, live auction, live music, jugglers, storytelling, fishing pond, costume contest, trick or treating, and other activities for the children. A real fire truck and a Viet Nam-era Huey helicopter will be on display. Street vendors will line the sidewalks with art, crafts and food. Pumpkins will be displayed & sold in various locations throughout the town. Due to this being an all-day event, our target is to have families arrive the day before and spend the night after the event ends in the evening.

Expected # of meals to be served is 8,000

What are your marketing and advertising plans?

- On-going press releases beginning late August, running through early October to over seventy (70) media outlets throughout the Southeast, including Washington, D.C. & the New York Times. (See Attachment I)
- Print ads: Tallahassee Democrat, Gadsden Co. Times, Havana Herald Tallahassee Magazine
- Local radio
- Out-of-Town newspapers in north Florida, south Georgia & Alabama.
- Newspaper insert using the Havana Merchant Newspaper, estimated circulation 50,000.

PROJECT NAME: HAVANA PUMPKIN FESTIVAL

PROJECT BUDGET RECAP**INCOME:**

Tourist Development Fund Request	<u>\$ 7,000</u>
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Matching Fund Sources <u>Town of Havana</u>	\$ 2,000
<u>Havana Merchant's Association</u>	\$ 5,000

Total Matching Funds	<u>\$ 7,000</u>
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Other Income Sources:

<u>Vendor Fees</u>	\$ 1,500
<u>Live Auction</u>	\$ 1,500
<u>Pumpkin Sales</u>	\$ 2,000
<u>Activities (Ticket Sales)</u>	\$ 400

Total Other Income	<u>\$ 5,400</u>
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TOTAL INCOME	<u>\$19,400</u>
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EXPENSES:

Please indicate which items will utilize TDC Funds

(x) <u>Tallahassee Democrat Ads</u>	\$ 3,000 (x)
<u>Overrun of the Havana Merchant</u>	\$ 4,000
() <u>Tallahassee Magazine</u>	\$ 1,200
() <u>Out-of-Town Newspapers Inserting</u>	\$ 4,500
(V) <u>Radio</u>	\$ 1,500
() <u>Pumpkins & Hay</u>	\$ 1,500
() <u>Miscellaneous</u>	\$ 2,400 (See Attachment II)
() <u>Carriage & Pony Rides</u>	\$ 1,300

TOTAL EXPENSES	<u>\$ 19,400</u>
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3-A
CERTIFICATES

I have reviewed this **GRANT APPLICATION** being submitted to the Gadsden County Tourist Development Council. I am in full agreement with the information contained herein. I further agree to provide an accounting of expenditures as required by the TDC within sixty (60) days of completion of project or program for which funds may be allocated. To the best of my knowledge, the information contained in this application and its attachments is accurate and complete.

BY: 
Organization Director

Bob Lauther

Printed/Typed Name

ATTEST: _____
Chairman, Pumpkin Fest Committee

Considered this ____ day of _____, 20__, at a duly noticed meeting of the Gadsden County Tourist Development Council. By motion duly recorded, this funding is hereby:

____ Approved in the amount of \$ _____

Denied

GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL

BY: _____ Chairman/Vice-
Chairman

ATTEST: _____ Secretary

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ATTACHMENT II

Miscellaneous Expenditures

Stage Rental	\$ 400
Tent Rental	450
Delivery & Set Up.....	200
Clown	300
Storyteller	200
Face Painting	200
Jugglers	150
Posters & Flyers.....	500
 TOTAL	 \$2,400

CERTIFICATION

I have reviewed this **GRANT APPLICATION** being submitted to the Gadsden County Tourist Development Council. I am in full agreement with the information contained herein. I further agree to provide an accounting of expenditures as required by the TDC within sixty (60) days of completion of project or program for which funds may be allocated. To the best of my knowledge, the information contained in this application and its attachments is accurate and complete.

BY: [Signature] (Seal)
Organization Director

ROBERT LAUTHER
Printed/Typed Name

ATTEST: [Signature]
Secretary

Considered and reviewed this 8th day of August, 2002, at a duly noticed meeting of the Gadsden County Tourist Development Council. By motion duly recorded, this funding is hereby:

Tourist Development Council Recommendation to the BOCC

Approve Funding Amount \$5000.00

Deny Funding
Reason _____

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL**

BY: [Signature]
Chairman/Vice Chairman

ATTEST: [Signature]
Secretary
Staff, BOCC.