



DeSoto County

Tourism Development Council

Meeting Agenda

Tuesday, December 10, 2024

1:30 PM

201 E Oak St, Arcadia, FL 34266

CALL TO ORDER

MINUTES APPROVAL

Minutes of August 20, 2024

[24-598](#)

Attachments: [TDC Minutes for August 20, 2024](#)

REGULAR BUSINESS

Tourist Development Revenue Update

[24-599](#)

Attachments: [TD Revenues-Master \(002\)](#)

Review Arcadia Youth Rodeo Association Marketing Matching Grant Application

[24-603](#)

Attachments: [Arcadia Youth Rodeo Grant Application](#)

Review Marketing Matching Grant Resolution

[24-607](#)

Attachments: [2025- Resolution Marketing Matching Grant](#)

Sondra Guffey Presentation: “What I learned from Wetumpka”

[24-606](#)

PUBLIC COMMENTS

COMMITTEE COMMENTS

STAFF COMMENTS

ADJOURN

NOTE: For quasi-judicial matters, any party desiring a verbatim record of the proceeding of this hearing for the purpose of an appeal is advised to make private arrangements for the production of a record and anyone wishing to present documents or other written evidence to the Board must provide eight (8) copies of the written material. If special accommodations are required in accordance with the Americans with Disabilities Act, individuals should contact the County Administrator's Office by calling 863-993-4800 at least forty-eight hours prior to the hearing.



DeSoto County

12/10/2024

-
-
- Consent Agenda Quasi-Judicial Public Hearing
 Regular Business 1:30 pm
 Public Hearing Minutes

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Trent Anthney

TITLE & DESCRIPTION:
TDC Minutes of August 20, 2024

REQUESTED MOTION:
Approval

SUMMARY:
A reading of the minutes from the TDC August 20, 2024 meeting.

BACKGROUND:
Due to hurricanes, the TDC meeting on October 8, 2024, where the August 20, 2024 minutes were scheduled for review, was canceled. This is a reading of the August 20, 2024 minutes with staff request for approval.

FUNDS:
Budget Amount: Click or tap here to enter text.
Actual Agenda Item: Click or tap here to enter text.
Cost: Click or tap here to enter text.
Account Number: Click or tap here to enter text.
Explanation: Click or tap here to enter text.



DeSoto County

Tourism Development Council

Meeting Minutes - Draft

Tuesday, August 20, 2024

1:30 PM

CALL TO ORDER

The Tourism Development Meeting was called to order at 1:37 p.m. by Chair Trent Anthney.

Present: Trent Anthney, Zac Varner , Meagan Joseph, Pam Ames, Daniel Sutphin and Sondra Guffey

Excused: Jerod Gross, Ashley Harn, Judy Wertz-Strickland and Summer Lempenau

Absent: Sanjay Patel

MINUTES APPROVAL

Minutes of June 18, 2024

[24-366](#)

Vice Chair Varner made a motion to approve the minutes for June 18, 2024. Ms. Joseph seconded the motion. All approved.

REGULAR BUSINESS

Tourism Development Revenue Update

[24-371](#)

Ms. Guffey presented a tourism development revenue update. Numbers were up for both April and May, 2024. In April 2024, the revenues were \$13,594.49 compared to \$12,317 in April 2023. For May 2024, the revenues were \$13,393.31 compared to \$10,677.83 in 2023.

Ms. Ames stated that a new local brewery called Three Trees Brewery Co. was in the works for a location in the downtown area.

Ms. Guffey mentioned the recent opening of Broken Spur Diner at 10 Polk Ave, Arcadia, FL, in the space previously owned by Mary Margaret's Tea & Biscuit.

Ms. Ames stated that Arcadia Main Street will have a "Back to School Bash" set for September 14th, a Block Party, with Food Trucks. She added that they have Bike Fest planned for November 2nd. She stated that they are adding a beer walk for Friday night, November 1st, to test if they will stay.

Vice Chair Varner questioned the meaning of that statement.

Ms. Ames said that they find that past April they had 4,600 people in the downtown area for bike fest, but the hotels are not full. So, visitors are just day tripping. Ms. Ames said that Arcadia Main Street wants to figure out a way to get visitors to stay overnight.

Chair Anthney and Vice Chair Varner both suggested using Facebook advertisements to push events.

Chair Anthney asked if most Arcadia Main Street event visitors are day trippers?

Ms. Ames said that day trippers are generally the case.

Vice Chair Varner stated that part of the problem for tourism in the downtown area is that most people don't stay overnight. He added that "our big things" (locals) are to go out of town to eat or take part in tourist activities.

Ms. Guffey stated that the county's tourism department markets with Sarasota and Charlotte Counties because if we can keep visitors for an extra day, or if DeSoto County tourism can bring visitors over for an extra day, we can try to bring those visitors into DeSoto County.

Mr. Anthney stated it's beneficial to piggy back on neighboring counties tourism efforts.

A motion was made by Mr. Anthney to approve funding more tourism advertising through avenues such as the Farm Guide published "Edible Sarasota" magazine. Ms. Ames seconded the motion. All approved.

Discussion of TDC member terms ending

[24-367](#)

TDC term memberships ending were discussed. Members expressed wanting to remain on the Tourism Development Council. Ms. Guffey suggested members email her with their request to remain on the council. To do so, each member must email a statement as to why they want to remain on the council, along with a form of resume.

Discussion of FAQs from tourists and visitors for website

[24-368](#)

Mr. Sutphin asked TDC members what questions they often receive from guests and/or visitors to the county for a Frequently Asked Question page on the county's tourism website.

Mr. Anthney stated that he typically gets questions involving water level, green algae, red tide, where to eat, and the presence of alligators.

Mr. Varner added that he often receives questions regarding food destinations and other activities for families.

Ms. Ames stated that she typically receives questions about retail and dining.

PUBLIC COMMENTS

n/a

COMMITTEE COMMENTS

Regarding the Tourism Development Marketing Matching Grant, Chair Anthney suggested applicants provide information showing that their entity has proof of recognition by the State of Florida to do business in Florida and be FEI certified.

Ms. Guffey agreed to add the statement to the ongoing revisions to the grant.

Mr. Anthney made a motion to approve the additional grant revision language, Ms. Joseph seconded. All approved.

STAFF COMMENTS

All staff-related comments were discussed during other agenda items.

ADJOURN

Chair Anthney made a motion to adjourn the meeting at 2:41pm. Vice Chair Varner seconded. All approved.

NOTE: For quasi-judicial matters, any party desiring a verbatim record of the proceeding of this hearing for the purpose of an appeal is advised to make private arrangements for the production of a record and anyone wishing to present documents or other written evidence to the Board must provide eight (8) copies of the written material. If special accommodations are required in accordance with the Americans with Disabilities Act, individuals should contact the County Administrator's Office by calling 863-993-4800 at least forty-eight hours prior to the hearing.



DeSoto County

12/10/2024

-
- Consent Agenda Quasi-Judicial Public Hearing
 Regular Business 1:30 pm
 Public Hearing Presentation

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Sondra Guffey

TITLE & DESCRIPTION:

Tourist Development Revenue Update

REQUESTED MOTION:

n/a

SUMMARY:

Tourism Department staff will present the most recent Tourist Development revenue results

BACKGROUND:

Tourist Development Revenues for fiscal year 2023/24 were up by 4% -- \$170,922.80 compared to FY 2022/23 at \$164,531.75.

FUNDS:

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.

Tourist Development	FY2023/24	FY 2022/2023	Variance	Percent Change		
October	\$11,564.18	\$14,704.23	-3,140	-21%		
November	\$10,389.56	\$14,541.06	-4,152	-29%		
December	\$17,374.53	\$14,862.79	2,512	17%		
January	\$19,025.05	\$17,126.53	1,899	11%		
February	\$24,274.64	\$18,448.25	5,826	32%		
March	\$21,016.52	\$20,772.18	244	1%	100455.04	
April	\$13,594.49	\$12,317.05	1,277	10%		
May	\$13,393.31	\$10,677.83	2,715	25%		
June	\$9,394.35	\$11,252.40	-1,858	-17%		
July	\$9,632.87	\$10,181.53	-549	-5%		
August	\$11,494.02	\$9,923.62	1,570	16%		
September	\$9,769.28	\$9,724.28	45	0%		
Total Revenues	\$170,922.80	\$ 164,531.75	6,391	4%	3189.44	3.2% over first 6 months of 2023
FY 22/23		\$164,531.85				
FY 21/22		\$121,020.86				
FY 20/21		\$84,008.75				
FY 19/20		\$69,444.29				
FY 18/19		\$73,370.06				



DeSoto County

12/10/2024

-
- Consent Agenda Quasi-Judicial Public Hearing
 Regular Business Choose a time
 Public Hearing Grant

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Sondra Guffey

TITLE & DESCRIPTION:

Review Arcadia Youth Rodeo Association Marketing Matching Grant Application

REQUESTED MOTION:

Approval

SUMMARY:

Arcadia Youth Rodeo Association has submitted an application for the DeSoto County Tourism Marketing Matching Grant.

BACKGROUND:

This is the most recent AYRA application for the DeSoto County Tourism Marketing Matching Grant. The organization has been approved in the past. This agenda item is a review of that application to either approve, request more information, or deny the new application.

FUNDS:

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.

DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM



*Brandia youth Kodo
emailed 8-19-24*

*Hard copy
to be
mailed
8-20-24*

GRANT APPLICATION CHECKLIST

For consideration by the DeSoto County Tourism Development Council, please make sure your Application is filled out completely and accompanied by the following information. If any item is not applicable, indicate N/A over the check box.

- Completed checklist (this form) ✓
- Completed Grant Application ✓
- Articles of Incorporation ✓
- Letter of not-for-profit tax-exempt status as well as completed IRS Form 990 Return of organization Exempt form Income Tax ✓
- IRS Form W-9 Request for Taxpayer Identification Number and Certification
- Written authorization on official organization letterhead for AUTHORIZED AGENT to act on behalf of Applicant ✓
- Organizational outline, including but not limited to names and addresses of each board member and corporate officer ✓
- Samples of ads/promotional material ✓

Awards and disbursement of funds are subject to budget availability (on a first come, first served) and collections of the Tourist Development Tax. All applications will be reviewed by the Tourist Development Council and final awards will be approved by the Board of County Commissioners, including the total amount of available funds for the award.

Office Location:

Turner Agri-Civic Center
Economic Development Office
2250 NE Roan Street
Arcadia, FL 34266

For Questions, contact: Sondra Guffey or Daniel Sutphin
863-993-4807 or S.Guffey@desotobocc.com or D.Sutphin@desotobocc.com

DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM



GRANT APPLICATION

- A. Event Name: Arcadia Youth Rodeo Association Amount Requested: 3000.00
- B. Sponsoring Organization: AYRA
Mailing Address: 2450 NE Roan Street
Arcadia, FL 34266
- C. Organization Official/Title (President, Director, etc.)
Signature: *Pat Pearce*
Title: AYRA Board Member/Director
Contact number: 863.990.5076 Email: ayrardeo@gmail.com
- D. Who will be in charge of this event? Board of Directors
Cell Phone: 8639905076 Email: ayrardeo@gmail.com
- E. Who will be financially responsible for this event?
Name: AYRA
Title: Point of contacts - Lacy Carlton-Pearce or Pat Lindsay
Contact number: 863.990.5076/863.494.2014 Email: ayrardeo@gmail.com
- F. Describe the event: A youth rodeo organization rodeo event with a series of 6 youth rodeos and a Top 10 Finals rodeo. Events include, but not limited to barrel racing, goat tying, bull riding, pole bending, breakaway roping, Tie Down Roping, Team Roping and other rough stock events.
- G. Location of event(s) : DeSoto County, Mosaic Arena
- H. Date(s) and times of event: Oct. 26 - 27, 2024, Dec. 14, 2024, Jan. 25, 2025, February 22, 2025, March 22, 2025, April 26, 2025 (FINAL'S)
- I. Estimate of the total economic impact of the event on the County: \$180,000.00 - \$200,000.00
This estimate is based on numbers on memberships from the previous year, 172 paid memberships and includes fuel, groceries, hotel stays, shopping and dining out.
- J. How many years has this event existed? Since 2008 (16 years)
- K. Is this the first time this event has been held in DeSoto County, Florida? Yes No X

**DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM**



L. If no, when was the last time it was held in DeSoto County? April 27th & 28th, 2024

M. Has the event received Tourist Development Tax funds in the past?

Yes No

If yes, what year(s) 2023 and amount(s) 3000.00

N. Describe previous experience of applicant in events similar to this event.

The current Board of Directors has been in place for 7 years. The current president served as the VP two years prior to his Presidency. He also serves on the AAFCR Board of Directors; as well as, currently opened a National Little Britches Franchise, named South Florida Little Britches Rodeo Association.

O. For recurring events, please provide the following past two years information regarding this event:

	Year 1	Year 2
Month/Year	<u>22-23</u>	<u>23-24</u>
Lodging Facility	<u>Holiday Inn \$150.00/Hookups</u>	<u>Holiday Inn \$200.00/Hookups</u>
City	<u>Arcadia</u>	<u>Arcadia</u>
Verifiable # of nights reserved	<u>no host hotel; families make individual arrangements</u>	<u>no host hotel; families make individual arrangements</u>

P. Estimated number of attendees staying overnight for proposed event. 125.

Q. Have you reserved rooms at a lodging facility?

Yes No

If yes, name the facility: _____

Number of rooms reserved: _____

Lodging facility room rate \$ _____

R. Who will be in charge of the Lodging Facility arrangements? N/A - Individuals make own arrangements

How will this be handled? For example: A. Block of rooms held and rooms are assigned by the host organization; B. Individuals will make their own arrangements; C. Other.

Explain _____

**DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM**



S. Does the event itinerary include formalized breakfast, lunch or dinner in local restaurants or catering by local business for event? Explain and include documentation.

Onsite concessions stand ran by locals, Tom Houser & employees. Tom has exclusive rights to all events held @ Mosaic Arena

T. Name any local attractions being included in the itinerary for this event? _____
Eli's Western Wear

U. Are local businesses being used during the production of this event (i.e. printing, catering, etc.)? Yes, We support as many local businesses in the community as possible.

Explain: _____
Archiele Printing, Saddle Up Creations, Tracker Supply, Bryan Farm Supply, Smith's Ranch & Garden (feed for stock), Concession Stand, Walk-Her, Eli's Western Wear (Shore Front Advertising), Archiele Computer

V. Does this event incorporate activities that add to the environment such as landscaping (plant trees, shrubs, flowers, or liter pickup, etc.) or any other socially charitable contribution (table arrangements to local hospitals or care centers, financial donation to local charitable organization, etc.)? This item must be included on the agenda to be accepted.

Explain: _____
In December 2023, the AYRA did a Christmas Toy Drive and all items were donated to the WES Cowboys Committee to hand out to families and students in need.

W. Describe the marketing plan for event. Include Promotional/Advertising sample(s) of the ads/promotions for both in and out of County (Attach addition sheets if needed)

*social media platforms (facebook/IG post & reels/Remind APP)/logo & name mentions during all events
~~*logo displayed on website with direct link to visitdesoto.com~~
~~*logo displayed on contestant t-shirts/rodeo number back tags/displayed on all flyers /daysheets~~
~~*logo on displayed on table flyers at each VIP table at the awards banquet~~

ORGANIZATIONS MUST HAVE MATCHING FUNDS

Please check the appropriate match:
75% Tourist Development / 25% cash match X _____
75% Tourist Development / 12.5% cash match /12.5% in-kind match _____
If in-kind matching is used, specify type: _____

X. **Additional Information for Consideration: (Optional).**

Applicants may submit a general outline to share additional information for consideration by the Selection Committee. This section may be used to communicate relevant information to the request not specifically asked in the application document or may be used to provide detail on organization/personal capacity and or experience or other information deemed relevant and important by the applicant. ***THIS SECTION SHALL BE LIMITED TO 3 PAGES.**

**DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM**



EVENT/PROJECT BUDGET OUTLINE

EVENT / PROJECT NAME AYRA

**Previous Year's and Current Year Projected (if applicable)
Revenue & Expenses Revenues & Expenses**

LIST ALL REVENUE		
Admissions	38051.94	68245.85
Concessions	0	0
Sponsorships	28950.00	56450.00
Booth Space	0	0
Advertising Revenue	0	0
Sale of Promotional Items	4966	6811
TDC Grant	0	3000.00
Other:	16584	38731.17
Total Revenue	\$ 88552.94	\$ 173238.02

LIST ALL EXPENSES		
Administrative	16902.00	26660.00
Advertising/Promotions	0	0
Printing	8100.00	10281.00
Promotional Items	4966.00	6811.00
Concessions	0	0
Awards	54120.00	102774.00
Travel	0	0
Talent	0	0
Other:		

Total Expenses	<u>\$ 84088.00</u>	<u>\$ 146526.00</u>
NET PROFIT/LOSS	<u>\$ 4464.00</u>	<u>\$ 26712.02</u>

**Electronic Articles of Incorporation
For**

**N08000002448
FILED
March 11 2008
Sec. Of State
tburch**

ARCADIA YOUTH RODEO ASSOCIATION, INC.

The undersigned incorporator, for the purpose of forming a Florida not-for-profit corporation, hereby adopts the following Articles of Incorporation:

Article I

The name of the corporation is:
ARCADIA YOUTH RODEO ASSOCIATION, INC.

Article II

The principal place of business address:
124 HEARD STREET
ARCADIA, FL. US 34266

The mailing address of the corporation is:
124 HEARD STREET
ARCADIA, FL. US 34266

Article III

The specific purpose for which this corporation is organized is:
YOUTH ORGANIZATION

Article IV

The manner in which directors are elected or appointed is:
AS PROVIDED FOR IN THE BYLAWS.

Article V

The name and Florida street address of the registered agent is:
EUGENE E WALDRON JR
124 NORTH BREVARD AVENUE
ARCADIA, FL. 34266

I certify that I am familiar with and accept the responsibilities of registered agent.

N08000002448
FILED
March 11, 2008
Sec. Of State
tburch

Registered Agent Signature: EUGENE E. WALDRON, JR.

Article VI

The name and address of the incorporator is:

ANNE-MARIE DRIGGERS
124 NORTH BREVARD AVENUE
ARCADIA, FL 34266

Incorporator Signature: ANNE-MARIE DRIGGERS

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P
DON T HALL
124 HEARD STREET
ARCADIA, FL. 34266 US



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

ARCADIA YOUTH RODEO ASSOCIATION INC
2450 NERWAN STREET
ARCADIA, FL 34266

Date: 04/07/2022
Employer ID number: 26-2253162
Person to contact: Name: Customer Service
ID number: 31954
Telephone: (877) 829-5500
Accounting period ending: December 31
Public charity status: 170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required: Yes
Effective date of exemption: December 21, 2021
Contribution deductibility: Yes
Addendum applies: No
DLN: 26053757001301

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Letter 947 (Rev. 2-2020)
Catalog Number 36152P

Form W-9

Request for Taxpayer Identification Number and Certification

(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

- 1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)
- 2 Business name/disregarded entity name, if different from above.

ARCADIA YOUTH RODEO ASSOCIATION

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor C corporation S corporation Partnership Trust/estate

LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

Other (see instructions)

501(c)(3)

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions.

Requester's name and address (optional)

5 Address (number, street, and apt. or suite no.). See instructions.

2450 NE ROAN STREET

6 City, state, and ZIP code

ARCADIA, FL 34266

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN), if you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
		-							
OR									
Employer identification number									
2	6	-	2	2	5	3	1	6	2

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person	Date
		8/19/2024

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

Print or type.
See *Specific Instructions* on page 3.

Arcadia Youth Rodeo Association

2450 NE Roan Street

Arcadia, FL 34266

www.arcadiayouthrodeo.com

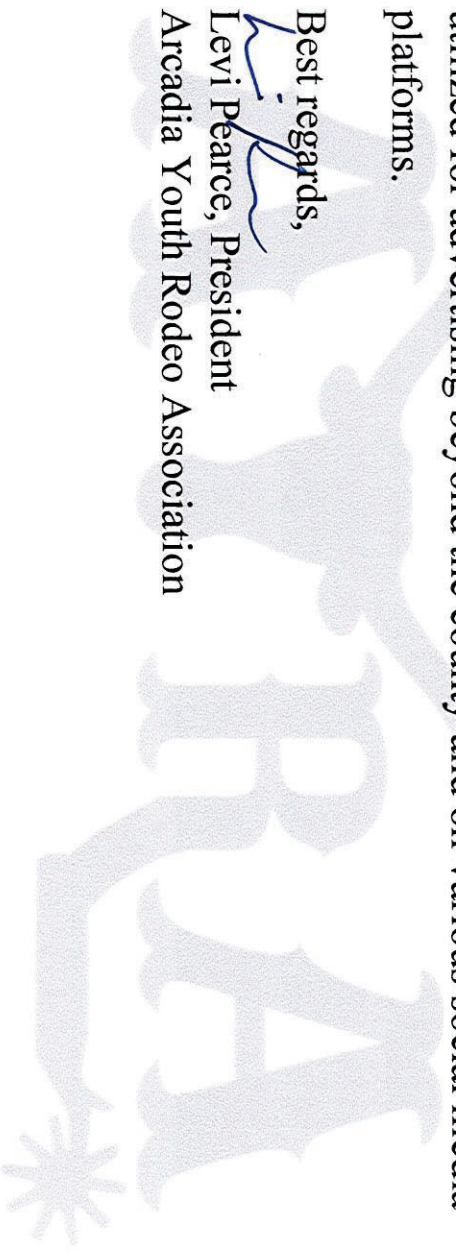
Dear Concerned Parties,

Lacy Carlton-Pearce is authorized to represent the Board of Directors in submitting a Local Event Marketing Application for DeSoto County. The request has been approved by the Board. The allocated funds will be utilized for advertising beyond the county and on various social media platforms.

Best regards,

Levi Pearce, President

Arcadia Youth Rodeo Association



TEL: 863.494.2014

ayrarodeo@gmail.com

FAX: 863.494.2751

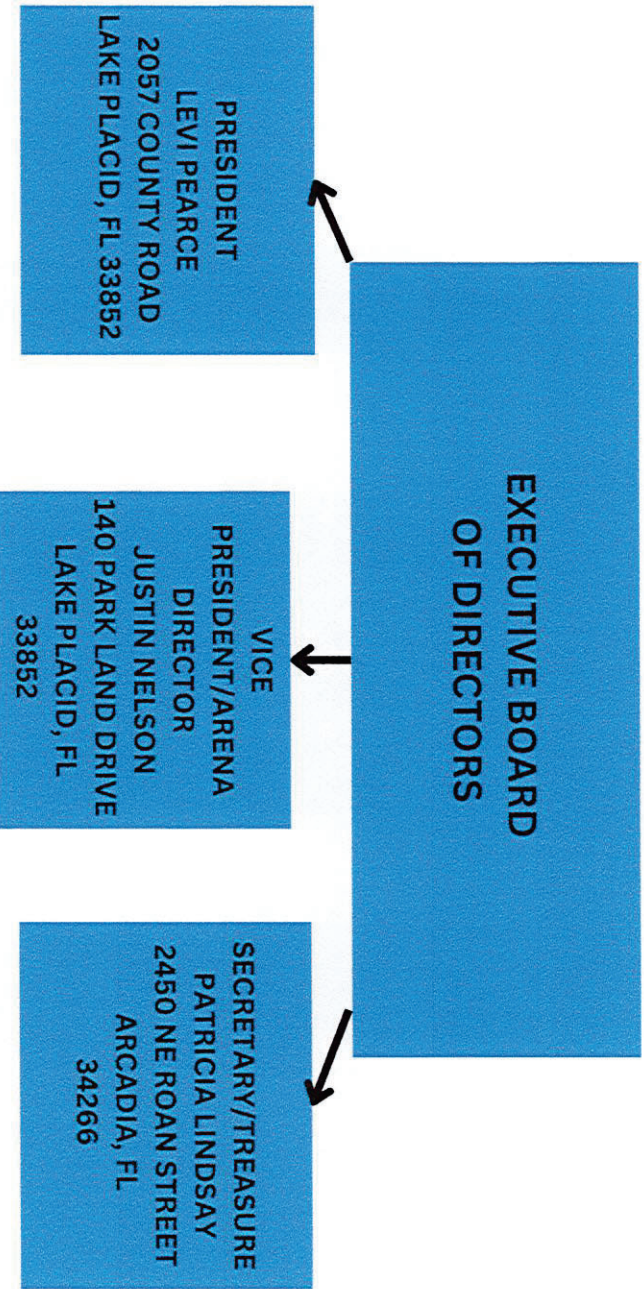
Arcadia Youth Rodeo Association

2450 NE Roan Street

Arcadia, FL 34266

www.arcadiayouthrodeo.com

The Arcadia Youth Rodeo Association (AYRA) is a Florida Not For Profit Corporation registered in Florida. It was officially established on March 3, 2008 under Document Number NO8000002448 with the Divisions of Corporations.



General Board Members for the 2024-2025:

- Lacy Carlton-Pearce – 2057 County Road 29, Lake Placid, FL 33852
- Leslie Brewer Nelson – 140 Park Land Drive, Lake Placid, FL 33852
- Laura Ann Brewer – 4610 NW Florida Avenue, Arcadia, FL 34266
- Petey Brewer – 4610 NW Florida Avenue, Arcadia, FL 34266
- Carl McKettrick – 2450 NE Roan Street, Arcadia, FL 34266
- John Lipe – 8990 SW Lipe Road, Arcadia, FL 34266
- Kelly Logan, 5390 Greenwood Circle, Punta Gorda, FL 33982

Sincerely,

Lacy Carlton-Pearce Board Member and Director

Arcadia Youth Rodeo Association

Tel: 863.494.2014

ayrarodeo@gmail.com

FAX: 863.494.2751

2023-2024

Contestant Back Tag

***I didn't have your new logo before sent off to production**



2023-2024

Contestant T-shirt

***I didn't have your new logo before sent off to production**



2024-2025

Back Tag

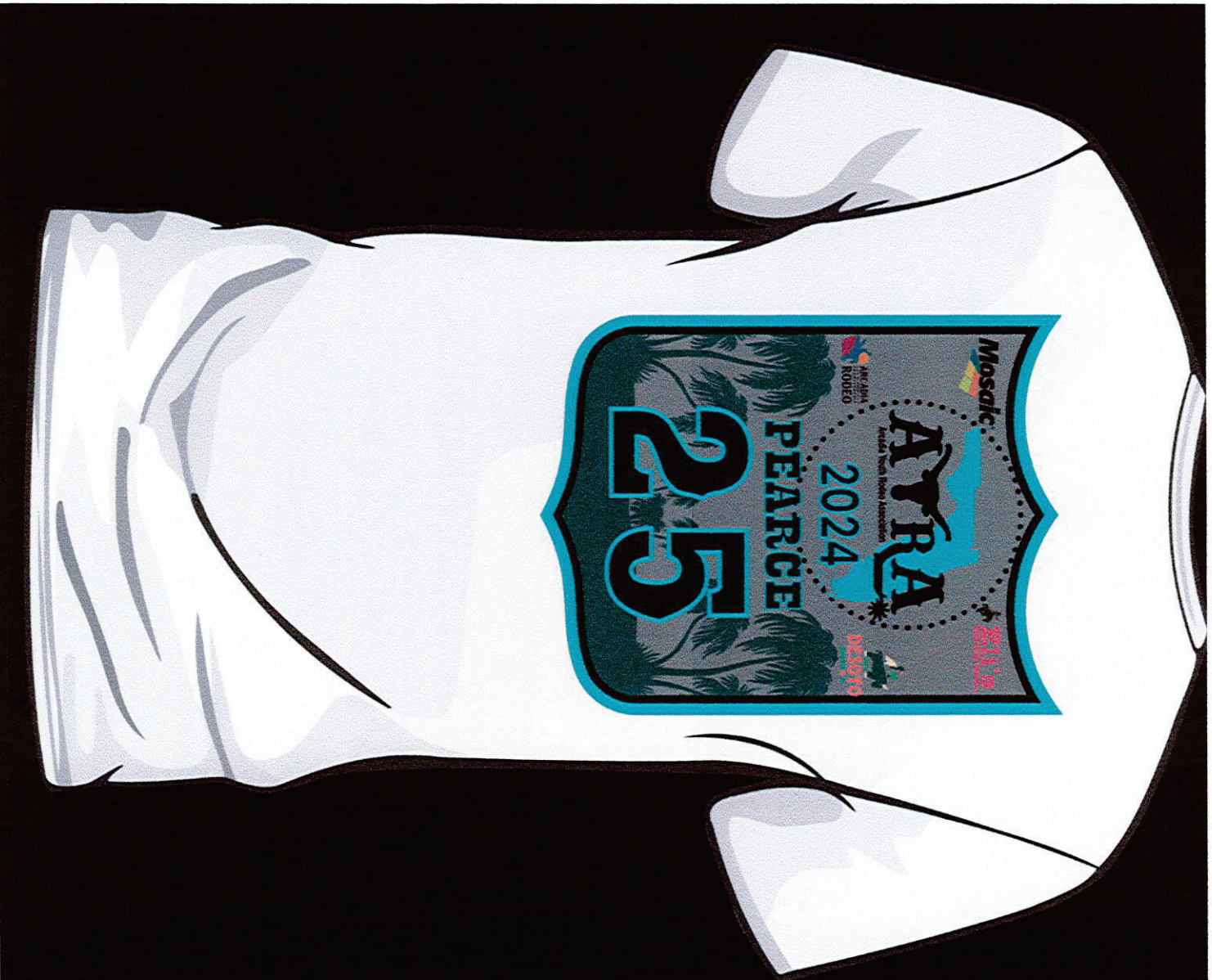
Mock up



2024-2025

Contestant T-shirt

Mock up





Custom Graphics & Signs
 315 SW Park Street
 Okeechobee, FL 34972 United States
 cg_signs@comcast.net | (863) 824-0101

Invoice #13938

Issue date
 Jan 11, 2024

Invoice #13938

We appreciate your business.

*Contestant T-shirts
 + Rodeo Back tags
 promotional material*

\$5431.84

Customer
 AYRA Arcadia Youth Rodeo
 ayra rodeo@gmail.com

Invoice Details
 PDF created August 19, 2024
 \$9,835.58

Payment
 Due January 11, 2024
 \$9,835.58

Items	Quantity	Price	Amount
1/11/24 - 25 random snap back caps	25	\$13.99	\$349.75
Snap back hats	36	\$13.99	\$503.64
YXS -Adults XL ss custom t-shirts - including student officer & parents	286	\$13.99	\$4,001.14
Adult 2XL ss custom t-shirts - full color prints	10	\$15.99	\$159.90
Back numbers - with 2 grommets each	171	\$3.75	\$641.25
2x4 Sponsor banner - Lakeside	1	\$48.00	\$48.00
2x4 Sponsor banner - MidFlorida	1	\$48.00	\$48.00
2x4 Sponsor banner - Hartt	1	\$48.00	\$48.00
2x4 Sponsor banner - Woodlies	1	\$48.00	\$48.00
2x4 Sponsor banner - Bryan	1	\$48.00	\$48.00
4x8 - Sponsor banner - Farm Credit	1	\$175.00	\$175.00
4x8 - Sponsor banner - Tous	1	\$175.00	\$175.00
4x8 - Sponsor banner - Indian River	1	\$175.00	\$175.00
4x8 - Sponsor banner - OSS	1	\$175.00	\$175.00
Sponsor flag(s) Double sided - Farm Credit - OSS - J.Brewer	3	\$299.99	\$899.97
2x4 Sponsor banner - Charley Pearce	1	\$48.00	\$48.00
2x4 Sponsor banner - KA Driggers	1	\$48.00	\$48.00



View online

To view your invoice go to <https://squareup.com/u/Yc6XELkp>
 Or open the camera on your mobile device and place the QR code in the camera's view.



Custom Graphics & Signs
 315 SW Park Street
 Okeechobee, FL 34972 United States
 cg_signs@comcast.net | (863) 824-0101

Invoice #13938
Issue date
 Jan 11, 2024

30 - Contestant Names on back - AYRA and since 08 on front - Variety of colors / sizes Tshirts - Dec 8, 2023	30	\$13.99	\$419.70
15 - Contestant Names on back - AYRA and since 08 on front - Variety of colors / sizes Tshirts - Jan 25, 2024	15	\$13.99	\$209.85
7 - Jingle Bell Parade Tshirts - Fronts only	7	\$13.99	\$97.93
Sponsorship plaques -	40	\$32.50	\$1,300.00
Table signs - double sided	19	\$11.15	\$211.85
Senior signs	5	\$20.00	\$100.00
Step stakes	1	\$2.25	\$2.25
Mutton Bustin' helmet	1	\$29.85	\$29.85
Mutton Burtin' Vest	1	\$16.50	\$16.50
Goat Tying string holds - NO CHARGE	3	\$0.00	\$0.00
Cooler Award Decals (2 for each)	28	\$14.50	\$406.00
2 parent shirts sold in our office			-\$50.00
Custom Graphics Sponsorship			-\$500.00
Subtotal			\$9,835.58

Total Paid

\$9,835.58

Payments

May 13, 2024 (Square Point of Sale)

\$9,835.58



View online

To view your invoice go to <https://squareup.com/u/Yc6XELkp>
 Or open the camera on your mobile device and place the QR code in the camera's view.

Marketing
Promotional

Mosaic Arena

AYRA FINALS ~ SATURDAY, APRIL 27, 2024



MUTTON BUSTIN		JUNIOR GOATS (cont.)			TOT BARRELS (cont.)			
1	Hudson	Mayworth	7	Ella	Tous	2	Paisley	Parrish
2	Lincoln	Brucker	8	Alissondra	Jacobs	3	Nailah	Moreno
3	Bristol	Zadai	9	Olan Wright	Pearce	4	Lynae	Belanger
4	Julio	Naranjo	10	Carlton Palley	Pearce	5	Elie	Bales
5	Jeremiah	DeSear	*GOAT CHANGE*			*****DRAG*****		
6	Brit	Wiggins	11	Elissen	Connours	6	Emerson	Black
7	James	Simpson	*GOAT CHANGE*			7	Tealey	Frierison
8	Delaney	Dewey	*GOAT CHANGE*			8	London	Gaskill
9	Xander	Exposito	*GOAT CHANGE*			9	Wylon	Scott
10	Jayden	DeSear	*GOAT CHANGE*			10	Bristol	Zadai
LEADLINE GOATS		LEADLINE GOATS		LEADLINE GOATS		*****DRAG*****		
1	Weston	Mayworth	3	Isabella	Vannostrand	*****DRAG*****		
2	Conlee	Stevens	4	Ella	Upldike	1	Carlton Palley	Pearce
3	Ezlyn	Exposito	5	Austlynn	Lott	2	Kyla	Wiggins
4	JR	Guthrie	*GOAT CHANGE*			3	Avery	Pieczonka
5	Clark	Foos	6	Skylar	Zadai	4	LeeAnn	Vanner
6	Holden	High	7	Katie	Tvenstrup	5	Elissen	Connours
7	Wrenley	Scott	8	Shelby	Cruse	*****DRAG*****		
8	Hudson	Mayworth	9	Caylie	Conrad	6	Alexandria	Soils
9	Julio	Naranjo	*GOAT CHANGE*			7	Alissondra	Jacobs
10	Kodee Hayne	Gonzalez	*GOAT CHANGE*			8	Riley	Upldike
11	Elie	Bates	*GOAT CHANGE*			9	Natahlie	Moreno
12	Luka	Palladino	*GOAT CHANGE*			10	Brooke	Smith
13	Xander	Exposito	*GOAT CHANGE*			*****DRAG*****		
14	Quatro	Stevens	*GOAT CHANGE*			*****DRAG*****		
TOT GOATS		TOT GOATS		TOT GOATS		*****DRAG*****		
1	Brooklyn	Beeles	5	Luka	Palladino	1	Morgan	Foth
2	Cecilila	Beverly	6	Lennon	Wiggins	2	Skylar	Zadai
3	Emerson	Black	7	Holden	High	3	Paysleigh	Pickle
4	Nailah	Moreno	8	Hudson	Mayworth	4	Katie	Tvenstrup
5	Paisley	Parrish	9	Clark	Foos	5	Ada	Evans
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Carroll Companies, Inc.
 1640 Old 421 South, Boone, NC 28607
 Phone 828-264-2521 Fax 828-264-2633

Invoice Date	4/15/24	Due Date	5/15/24	Customer #	14062	Invoice #	161687-00
PO Date	4/2/24	PO #	AYRA2410	Add Ons		Page #	1 of 2

Marketing Promotional logo on backtag for jackets

Invoice

Bill To
 ARCADIA YOUTH RODEO ASSOC
 2450 NE ROAN ST
 ARCADIA, FL 34266-5050

Ship To
 ARCADIA YOUTH RODEO ASSOC
 2057 COUNTY RD 29
 LAKE PLACID, FL 33852

Remit To
 CARROLL COMPANIES, INC., 1640 OLD 421 SOUTH, BOONE, NC 28607

Ship Point	Via	Shipped	Terms	Package ID
Boone Finished Goods	UPS Ground	4/15/24	ACH	

Notes

Line	Product and Description	Order Quantity	Backorder Quantity	Shipped Quantity	Qty UM	Unit Price	Price UM	Amount(Net)
1	AYRAFELT 10" Felt Back Shield Name/Number Drops	13.00	0.00	13.00	each	15.00	each	195.00
3	STS9355S YOUTH NAVY BRUMBY SOFTSHELL-WHITE FUNGY	3.00	0.00	3.00	EA	66.00	EA	198.00
4	STS9355M YOUTH NAVY BRUMBY SOFTSHELL-WHITE FUNGY	4.00	0.00	4.00	EA	66.00	EA	264.00
5	STS9356L YOUTH NAVY BRUMBY SOFTSHELL-WHITE FUNGY	1.00	0.00	1.00	EA	66.00	EA	66.00
6	STS9465M LADIES NAVY BRUMBY SOFTSHELL-WHITE FUNGY	2.00	0.00	2.00	EA	69.00	EA	138.00
7	STS9465L LADIES NAVY BRUMBY SOFTSHELL-WHITE FUNGY	1.00	0.00	1.00	EA	69.00	EA	69.00
8	STS9465XL LADIES NAVY BRUMBY SOFTSHELL-WHITE FUNGY	1.00	0.00	1.00	EA	69.00	EA	69.00
9	STS9465XXL LADIES NAVY BRUMBY SOFTSHELL-WHITE FUNGY	1.00	0.00	1.00	EA	79.00	EA	79.00
10	NAME CHARGE NAME CHARGE	13.00	0.00	13.00	EA	7.00	EA	91.00
11	EMBSM SMALL HAT/ FLAT EMB	13.00	0.00	13.00	EA	6.00	EA	78.00

10 Lines Total

Qty Shipped Total

52.00

Subtotal	1,247.00
Freight Out	325.72
Taxes	0.00
Down Payment	1,572.72
Total	0.00

Marketing
Promotional





DeSoto County

12/10/2024

-
- Consent Agenda Quasi-Judicial Public Hearing
 Regular Business 1:30 pm
 Public Hearing Grant

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Sondra Guffey

TITLE & DESCRIPTION:

Review Marketing Matching Grant Resolution

REQUESTED MOTION:

Approval

SUMMARY:

Tourism Department staff has updated the DeSoto County Tourism Marketing Matching Grant resolution and is looking for insight or other comments on the resolution changes.

BACKGROUND:

Tourism Department staff has been working to modify the DeSoto County Tourism Marketing Matching Grant resolution with previous comments and suggestions from the TDC members. With those comments, staff has updated the resolution, which will still need to go before the Board of County Commissioners for final approval.

FUNDS:

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.

2025-

A Resolution Modifying the Tourism Development Marketing Grant.

DESOTO COUNTY, FLORIDA

RESOLUTION NO. 2025-

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF DESOTO COUNTY, FLORIDA, MODIFYING THE TOURISM DEVELOPMENT MARKETING GRANT PROGRAM; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Board adopted Ordinance No. 2010-02 establishing the DeSoto County Tourist Development Council; and

WHEREAS, the Board adopted Ordinance No. 2010-15 implementing a 2% Tourist Development Tax and adopting a three-year Tourism Plan; and

WHEREAS, the voters of the County passed the Tourist Development Tax in the 2010 General election; and

WHEREAS, the Tourism Plan specifically allows for use of funds for the purpose of providing financial assistance to promote tourism events and attractions; and

WHEREAS, the Board adopted Resolution 2013-10 creating the DeSoto County Tourism Development Marketing Plan in February 2013; and

WHEREAS, the Board adopted Resolution 2016-26 to revise the Tourism Development Marketing Grant Program; and

WHEREAS, the Board adopted Resolution 2022-25 to revise the Tourism Development Marketing Grant Program; and

WHEREAS, the DeSoto County Tourist Development Council has reviewed the performance of the program and recommends several changes to increase access to and participation in the program; and

WHEREAS, the Board finds adoption of this Resolution is in the best interest of the residents of Desoto County, Florida

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF DESOTO COUNTY, FLORIDA, AS FOLLOWS:

Section 1. That the foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct and are hereby incorporated by reference as part of this Resolution.

Section 2. That the DeSoto County Tourism Development Marketing Grant Program is hereby modified and reformed as reflected in Attachment 1.

Section 3. That this Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED this 14th Day of January, 2025

ATTEST:

BOARD OF COUNTY COMMISSIONERS

Mandy Hines
County Administrator

J.C. Deriso
Chairman

Valerie Vicente
County
Attorney

ATTACHMENT 1

PURPOSE:

This document sets forth the guidelines and eligibility criteria for grant awards from Tourist Development Tax funds. Applications will be accepted annually from eligible organizations that will sponsor and promote tourism activities within DeSoto County, bring substantial numbers of tourists/visitors to the County and promote overnight bed stays within the County. The overall purpose of the program is to promote DeSoto County as a Tourist destination by assisting tourism events launch effective marketing campaigns.

ELIGIBILITY REQUIREMENTS:

1. The Organization must be an organization qualified to do business in Florida.
2. All events, performances, or programs must be open to the public.
3. Events may be a series of recurring similar events (such as monthly market, a concert series, etc.)
4. Events cannot be unreasonably restrictive through admittance fees, public access or crowd capacity, which limits participation by visitors.
5. Events, performances or programs must take place in DeSoto County. If these events, performances, or programs are to be used for fund raising purposes, profits must go exclusively to programs that benefit DeSoto County residents and/or charities.
6. Tourism Development Marketing Grant funds require a 25% match from the Organization/grantee. The County provides 75%

ELIGIBLE USES OF FUNDS:

The following are examples of how tourist development funds may be used to promote tourism in the County:

1. Promotional or advertising expenses in conjunction with an event to increase the awareness of DeSoto County outside this area.
2. Out-of-county advertising and publicity of an event to increase participation, attendance and awareness including, but not limited to, internet, social media, print, television, audio advertising, and use of billboard advertising.

MAXIMUM AWARD:

Awards shall not exceed a maximum of \$3,000.00 per award. The applicant will be required to share in cost at a ratio of 25% of the award. Applicants shall indicate the amount of funding requested in their application based on ability and commitment to provide a 25% match, up to the maximum award. Applicants may request, or be offered an award of less than the maximum award.

APPLICATION PROCESS:

Applications will be solicited on an annual (fiscal year) basis through advertisement in a newspaper of general circulation at an appropriate time as determined by tourism development staff. The advertisement shall include, at a minimum, the following:

1. Amount of funding made available
2. Purpose of availability of funds
3. Location where applications may be obtained
4. Address or email to which applications must be submitted
4. Office Contact phone number

APPLICATION SCORING PROCESS:

All applications received by the deadline outlined in the public advertising shall be date/time stamped upon receipt and shall be provided to the Tourist Development Office. The Tourist Development Office will establish a Selection Committee from members of the Tourist Development Council and/or County Staff. The Selection Committee members shall be provided the applications and scoring sheets for independent review. The selection committee may request oral presentations from applicants in the application scoring process. The Selection Committee shall meet and make formal funding recommendations to be submitted to the Board of County commissioners for consideration. Upon award, recipients will be notified by staff and presented with an award document for acceptance and signature and be available for media promotions or press releases as appropriate. Applications will be scored based on the following criteria:

Evaluation Factors	Possible Points	Score
Commitment to the expansion of tourism in DeSoto County	25	
Soundness of Proposed Project	20	
Quality and Uniqueness of proposed Project	20	
Positive Economic Impact to DeSoto County	15	
Stability of Management and capacity	10	
Use of DeSoto County Vendors & Business Owners	10	
Total	100	

ADVERTISING GUIDELINES:

Promotional and advertising materials must be reviewed & approved by BOCC staff prior to publishing and advertisement in order to assure eligibility. Those that do not meet criteria, may not be eligible for reimbursement.

1. Grantee Website and Social Media Sites and Digital Advertisements - Your organization's event website and/or social media and organizational website and/or social media must provide a link to the DeSoto County TDC website at: www.VisitDeSoto.com.
2. Print/Digital - All grantees must show on printed materials (including advertising, flyers & posters): the Visit DeSoto logo and, space permitting, the Tourism Website: www.VisitDeSoto.com.
3. Audio - All audio advertising must include verbal "For more information on DeSoto County, FL go to www.VisitDeSoto.com
4. Video - All video advertising must display video credit with the Visit DeSoto logo plus, "For more information on DeSoto County, FL go to www.VisitDeSoto.com

EVENT MONITORING:

Any member of the Tourist Development council, designated staff of the Board of County Commissioners or assigned volunteers may attend and/or monitor any and all events to ensure compliance with grant and reporting requirements. All grant recipients are required to maintain complete and accurate accounting and project records for the event. All funds granted shall be subject to audit by the Board of County Commissioners Administrative Services Department. All documentation submitted to the County shall become public record and governed as such by Chapter 119, Florida statutes.

All organizations must accomplish what is presented and set forth in the grant agreement. If for any reason the requirements of the grant agreement have not been met, the County has the right to withhold any payment and/or terminate the grant agreement.

REPORTING REQUIREMENTS:

1. Final Status Report: Within thirty (30) days of the completion of the activity/activities or event/series of events that promote tourism within DeSoto County, the grantee must summarize its efforts by providing the following information (as outlined in the grant application):
 - A brief narration of the event(s). Include any media coverage received
 - An evaluation of the estimated economic impact the event(s) had on DeSoto County.
 - Include local attractions that were visited as part of the event, and local restaurants or businesses utilized as part of the event.
 - Photographs, if any, of the event.
 - Final estimated number of event participants.
 - Room Night Certification Form - the organization must make every effort to obtain the number of overnight stays from local hotels within the County that housed those attending the event. This means that the grantee should make available a list of County hotels (and other transient rental facilities) and encourage overnight stays. After the event, the grantee will be required to request the hotel(s), RV parks and campgrounds provide information regarding the number of individuals residing at the establishment(s) as a result of the event.
 - o Event surveys - The organization should also provide volunteers to randomly survey event attendees to form a rational percentage of total attendance that became an overnight stay.
2. A financial statement listing all of the revenues received and expenses paid in the course of the event.

NOTE: IF THE EVENT RESULTS IN NO OVERNIGHT STAYS, OR FEW OVERNIGHT

STAYS, THE GRANTEE MUST DOCUMENT ITS EFFORTS TO PROMOTE OVERNIGHT STAYS AND GENERAL TOURISM.

REIMBURSEMENT PROCESS:

A Request for Funds Form must be completed on a reimbursement basis only and made after proof of paid invoices are presented and submitted to the Economic and Tourist Development Department for interim draws and for final payment. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your award document. Payment is on a reimbursement basis and proof of paid invoices, tear sheets of ads, copies of programs, schedule of the airing of audio and video advertisements, must be provided prior to payment of grant funds to the organization. Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments.

Organization representative must complete final report and submit reimbursement requests to the Economic Development office within thirty (30) days of the close of the event or series of events. Requests received after that date will not be reimbursed. This is your responsibility, and no reminder notices will be sent from the Economic and Tourist Development Office or the Tourist Development Council.

If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. No advanced payment of expenses by the County is authorized.

*Reimbursement process subject to change to maintain compliance with County policy and/or auditor advice or requirements.

If Tourist Development Tax funds become inadequate to fund all or part of a Tourist Development grant, the County reserves the right to reduce funding to a grantee accordingly.

There are no guarantees that all applicants will be awarded funding. Even though a project may qualify, limited funds may not allow all projects to receive assistance. All decisions regarding the award of grant funds are at the sole discretion of the Board of County Commissioners following recommendations of the Tourist Development Council.



DeSoto County

12/10/2024

-
- Consent Agenda Quasi-Judicial Public Hearing
 Regular Business 1:30 pm
 Public Hearing Presentation

DEPARTMENT: Tourism Development
SUBMITTED BY: Sondra Guffey
PRESENTED BY: Sondra Guffey

TITLE & DESCRIPTION:

Sondra Guffey Presentation: "What I learned from Wetumpka"

REQUESTED MOTION:

n/a

SUMMARY:

Ms. Guffey will provide a presentation regarding her experience at the Rural Economic Development Summit in November.

BACKGROUND:

Ms. Guffey attended the Rural Economic Development Summit last month. There was an excellent session on the city of Wetumpka, Alabama and the transformation that took place in that rural town. Wetumpka was featured on the Hometown Takeover TV Show. Some gems of inspiration here.

FUNDS:

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.