

DeSoto County

Tourism Development Council

Meeting Agenda

Tuesday, April 9, 2024

1:30 PM

CALL TO ORDER

MINUTES APPROVAL

Minutes of February 20, 2024

[24-141](#)

Attachments: [TDC MeetingMinutes_022024](#)

REGULAR BUSINESS

Presentation of updated VisitDeSoto.com website

[24-142](#)

Discussion of upcoming public Turner Center events

[24-145](#)

Attachments: [Turner Center upcoming events \(8.5 x 11 in\)](#)

Discussion of potential tourism promo items

[24-146](#)

Documentary planned involving DeSoto County

[24-147](#)

Tourism Marketing Matching Grant selection

[24-148](#)

Attachments: [Bike Fest Matching Grant Binder_ALL](#)
[Padgett Matching Grant Binder_ALL](#)
[Grant Application Checklist](#)
[2023-24 Guidelines For Grant](#)
[2022-25Resolution Marketing Matching Grant Program](#)

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

4/9/2024

Item #:

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

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

TITLE & DESCRIPTION:
Minutes of February 20, 2024

REQUESTED MOTION:
Approval

SUMMARY:
Minutes of February 20, 2024

BACKGROUND:
Click or tap here to enter text.

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, February 20, 2024

1:30 PM

CALL TO ORDER

Present: Jerod Gross, Sanjay Patel, Ashley Harn, Judy Wertz-Strickland, Meagan Joseph, Summer Lempenau, Daniel Sutphin and Sondra Guffey

Excused: Trent Anthney, Zac Varner and Pam Ames

MINUTES APPROVAL

Minutes of October 10, 2023

[24-071](#)

Attachments: [DeSoto County TDC Oct. 10, 2023 Minutes](#)

A motion was made by Ms. Wertz-Strickland, and seconded by Mr. Gross. All approved.

REGULAR BUSINESS

Central Florida Regional Planning Commission to discuss strategic plan

[24-072](#)

Attachments: [TDC_Central Florida Regional Planning Commission discussion](#)

Central Florida Regional Planning Commission members, Brenda Tores and April DaSilva, asked TDC members and guests to describe DeSoto County in three words as part of their group's goal to help develop and work with the county regarding a strategic plan that could encompass future vision for the County, industries to seek for growth and development, growth locations, areas in the County to target for future development, workforce recruitment, obstacles, needs and more.

Also present (guests) were Economic Development Advisory Committee members Debbie Wertz and Asena Mott. Some responses to the CFRPC questions included: diverse, actively growing, small town, quaint community, hometown, friendly, country, poised and ready for growth, citrus, humble, "Old Florida" feeling, personal and tight-knit.

Ms. Tores asked what some of the needs might be for the County.

Some of the responses included: a better variety of housing for rent and own, infrastructure expansion; more funding for schools and educators; more available/attainable housing for workforce such as teachers, nurses and first responders; more youth activities.

It was added that attainable housing is important to keep that workforce in town.

Ms. Wertz-Strickland mentioned that the city of Arcadia, while working with the local YMCA, has secured funding to renovate the historic Speer Center in Arcadia, which will be a hub for the local YMCA program.

Local street reconstruction was also mentioned as a need.

Mr. Gross mentioned wanting downtown Arcadia -- the historic district -- to have more of a nightlife so visitors come and stay for longer than an afternoon.

Ms. Mott stated that Arcadia needs to be a destination for tourists and locals, alike.

Presentation of new VisitDeSoto.com website, rebrand update [24-073](#)

Mr. Sutphin presented the latest rebrand updates involving VisitDeSoto.com and marketing company Destination by Design.

Presentation and discussion of Florida Power & Light WonderFL campaign and website [24-074](#)

Attachments: [Life in SCFL Overview](#)
 [Q1 WonderFL Partner Update](#)
 [WonderFL Careers with Passion Purpose Full Standard](#)

Ms. Guffey discussed the ongoing Florida Power & Light Office of Economic Development's WonderFL campaign. The FPL group has been identifying opportunities to support business growth throughout the state. The campaign is a tool for communities to recruit the workforce talent to help tell the story of not only the state of Florida but, also, the communities within. DeSoto County is listed on the WonderFL.com site in the South Central Florida region, which can be accessed through LifeInSouthCentralFL.com.

PUBLIC COMMENTS

N/A

COMMITTEE COMMENTS

Ms. Joseph mentioned that Horse Creek Retreat is doing well and getting booked all the time.

Ms. Harn mentioned some tourists aren't spending like they were due to inflation, but are still frequenting her store, Honey Belles Boutique and Gifts, in downtown Arcadia.

Ms. Lempenau stated that the Peace River Campground has been consistently sold out, adding that 60 to 70 reservations would be a quiet weekend.

Ms. Wertz-Strickland stated that her business The Valley Florist Downtown sold over 1,200 roses for Valentine's Day.

Mr. Patel mentioned that adding more murals to the downtown area could be an attraction for tourists.

Ms. Harn stated that creating QR Code flyers referencing the downtown area's history might be useful, adding that the flyers could be attached to light poles in the historic district.

STAFF COMMENTS

Ms. Guffey discussed the most recent tourism development tax revenue report, stating it was down around \$3,000 in November 2023.

ADJOURN

This was approved.

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DeSoto County

4/9/2024

Item #:

- ☐ 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 & Daniel Sutphin

TITLE & DESCRIPTION:
Presentation of updated VisitDeSoto.com website

REQUESTED MOTION:
n/a

SUMMARY:
A walkthrough the new VisitDeSoto.com website, thoughts and discussion of potential additions or changes.

BACKGROUND:
Marketing company Destination by Design recently went live with the new VisitDeSoto.com website. The new site is part of a rebranding effort with the company.

FUNDS:
Budget Amount: Click or tap here to enter text.
Actual Agenda Item: Click or tap here to enter text.
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DeSoto County

4/9/2024

Item #:

- ☐ Consent Agenda ☐ Quasi-Judicial Public Hearing
☒ Regular Business 1:30 pm
☐ Public Hearing Other

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

TITLE & DESCRIPTION:
Discussion of upcoming public Turner Center events

REQUESTED MOTION:
n/a

SUMMARY:
The Turner Agri-Civic Center is hosting a number of entertainment-based events that may be of interest to TDC members-availability to participate, sale of promotional items, etc.

BACKGROUND:
The Tourism Department is based out of the Turner Agri-Civic Center

FUNDS:
Budget Amount: Click or tap here to enter text.
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Explanation: Click or tap here to enter text.

2024



AGRI - CIVIC

+863-993-4807

VisitDesoto.com

Upcoming Events

@ The Turner Center

2250 N.E. Road Street, Arcadia, FL, 34266

30
MARCH

7:00 PM - 11:00 PM

Country Artist Lonnie Jones

Traditional Country Music band Lonnie Jones & Tennessee Shine will take the stage at 7PM. For more information: [Visitdesoto.com/events](https://visitdesoto.com/events) or ... SCAN the QR code.

SCAN ME



18
APRIL

6:00 PM - 10:00 PM

DeSoto Schools Fine Arts Fest

The School District of DeSoto County will host a Fine Arts Festival. Open to the public. Doors open at 6PM. For more information: [Visitdesoto.com/events](https://visitdesoto.com/events) or ... SCAN the QR code.

SCAN ME



30
APRIL

5:00 PM - 7:00 PM

Car-themed CARnival family event

Hosted by Big Brothers Big Sisters, Remake Learning Days and more, the event features hands-on activities, reading, free food, prizes, moreso much more! For more information: [Visitdesoto.com/events](https://visitdesoto.com/events) or... SCAN the QR code

SCAN ME



04
MAY

7:30 PM - 11:00 PM

DeSoto Hoe Down w/ Pure Country

Join a public dance with the band Pure Country. Event organizers plan to raise money for two public safety or criminal justice scholarships. For more information: [Visitdesoto.com/events](https://visitdesoto.com/events) or... SCAN the QR code

SCAN ME



2024



AGRI - CIVIC

+863-993-4807

VisitDesoto.com

Upcoming Events List

@ The Turner Center

2250 N.E. Road Street, Arcadia, FL, 34266

- March 30th -- Country Concert Lonnie Jones and Tennessee Shine -- 7pm
- May 4 - Min Health Fair - 9am-3pm
- May 4 - DeSoto Hoe Down - 6-11pm
- June 2 - Centerstone Resource Fair
- June 4 - Hurricane Emergency Operations Center Expo
- June 15 - Father's Day Man Show expo for Dad/men
- July 4 - Freedom Fest Fireworks and Entertainment
- July 20 - Christmas in July concert and expo
- July 27&28 - Military, gun and knife show
- August 25 - Party Planning Pageant
- August 30-Sept 2 - Kidz Fest
- Sept 4 - MCR Health Fair
- Sept 28 - Wrestling
- Oct 1 - Sheriff Night Out
- Oct 12-13 - Naples Dog Show
- Oct 26 - TBD Concert
- Oct 31 - Trick or Treat
- Nov 30-Dec 1 - Briard Dog Show
- Dec 31 - Possible Gospel Sing

****Event Times not shown are to be determined*

**For more information, call 863-993-4807
or go to VisitDeSoto.com**





DeSoto County

4/9/2024

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

TITLE & DESCRIPTION:

Discussion of potential tourism promo items

REQUESTED MOTION:

n/a

SUMMARY:

The Tourism Department seeks input from TDC members for potential new promotional items with rebranded image.

BACKGROUND:

The Tourism Department has recently completed a rebranding effort with marketing company Destination by Design.

FUNDS:

Budget Amount: Click or tap here to enter text.

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DeSoto County

4/9/2024

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

TITLE & DESCRIPTION:
Documentary planned involving DeSoto County

REQUESTED MOTION:
n/a

SUMMARY:
A documentarian plans to visit April 17 to film different aspects and areas of DeSoto County

BACKGROUND:
Click or tap here to enter text.

FUNDS:
Budget Amount: Click or tap here to enter text.
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DeSoto County

4/9/2024

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☐ Public Hearing Other

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

TITLE & DESCRIPTION:
Tourism Marketing Matching Grant selection

REQUESTED MOTION:
Approval

SUMMARY:
The Tourism Department has received multiple applications for the Tourism Marketing Matching Grant. The department seeks member input and/or approval of award for the applications that were received.

BACKGROUND:
Click or tap here to enter text.

FUNDS:
Budget Amount: Click or tap here to enter text.
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Explanation: Click or tap here to enter text.

DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM



GRANT APPLICATION

- A. Event Name: Berta Arcadio Bike Fest Amount Requested: \$7,512.50
- B. Sponsoring Organization: Arcadio main Street
Mailing Address: 17 N Polk Avenue
Arcadio, FL 34716
- C. Organization Official/Title (President, Director, etc.)
Signature: [Signature]
Title: Director
Contact number: 813-444-7070 Email: eventsarcadiomainstreet.com
- D. Who will be in charge of this event? Alessie Trujillo
Cell Phone: 813-444-7070 Email: eventsarcadiomainstreet@gmail.com
- E. Who will be financially responsible for this event?
Name: Alessie Trujillo
Title: Director
Contact number: 813-444-7070 Email: same
- F. Describe the event: we bring thousands of Bikers to expose Arcadio. we want to highlight the historic district. we have live music, vendors, food trucks and bike show.
- G. Location of event: Historic downtown Arcadio
- H. Date and times of event: April 2, 2022 and April 1, 2023
- I. Estimate of the total economic impact of the event on the County: Around 2,000 - 4,000 attendees
- J. How many years has this event existed? establish in 2018
- 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? 2018, 2019, 2022

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

Yes _____ No _____

If yes, what year(s) _____ and amount(s) _____

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

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

	Year 1	Year 2
Month/Year	<u>2022-April</u>	<u>2022-April</u>
Lodging Facility	<u>Oak Park Inn</u>	<u>Oak Park Inn</u>
City	<u>Arcadie</u>	<u>Arcadie</u>
Verifiable # of nights reserved	<u>2-3 nights</u>	<u>2-3 nights</u>

P. Estimated number of attendees staying overnight for proposed event? 10-20.

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? Main Street - Arcadie

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 Individuals will make their own arrangements and we advertise facilities.

**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.

Yes, we advertise local restaurants for the event.

- T. Name any local attractions being included in the itinerary for this event? The
Historic District

- U. Are local businesses being used during the production of this event (i.e. printing, catering, etc.)?

Yes, all merchants and restaurants in downtown Arcadio

Explain: _____

- V. Does this event incorporate activities that add to the environment such as landscaping (plant trees, shrubs, flowers, or litter 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: Funds go into Arcadio Main Street to fund program

- W. Describe the marketing Plan for event. Include Promotional/Advertising plans for both in and out of County (Attach additional sheets if necessary).

We advertise on Facebook ads with
a 2 hour radius and 3 different
magazines in the State of Florida.

ORGANIZATIONS MUST HAVE MATCHING FUNDS

Please check the appropriate match:

50% Tourist Development / 50% cash match _____

50% Tourist Development / 25% cash match /25% 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 Berts Arcadia Bike Fest

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

LIST ALL REVENUE

Admissions	<u>Ø</u>	<u>Ø</u>
Concessions	<u>Ø</u>	<u>Ø</u>
Sponsorships	<u>\$2,000.00</u>	<u>\$4,750.00</u>
Booth Space	<u>\$3,930.00</u>	<u>\$5,310.00</u>
Advertising Revenue	<u>Ø</u>	<u>Ø</u>
Sale of Promotional Items	<u>\$3,500.00</u>	<u>\$2,730.00</u>
TDC Grant	<u>Ø</u>	<u>Ø</u>
Other:	<u>Ø</u>	<u>Ø</u>
Total Revenue	\$ <u>9,430.00</u>	\$ <u>12,790.00</u>

LIST ALL EXPENSES

Administrative	<u>\$700.00</u>	<u>\$200.00</u>
Advertising/Promotions	<u>\$800.00</u>	<u>\$2,550.00</u>
Printing	<u>\$100.00</u>	<u>\$100.00</u>
Promotional Items	<u>\$150.00</u>	<u>\$225.00</u>
Concessions	<u>Ø</u>	<u>Ø</u>
Awards	<u>Ø</u>	<u>Ø</u>
Travel	<u>Ø</u>	<u>Ø</u>
Talent	<u>Ø</u>	<u>Ø</u>
Other:		
Total Expenses	\$ <u>1,250.00</u>	\$ <u>3,075.00</u>
NET PROFIT/LOSS	\$ <u>8,180.00</u>	\$ <u>9,715.00</u>



Campaign



Bike Fest 22

Mar 16, 2022 - Nov 5, 2022



Completed



Edit

Duplicate

Date ▼

Metrics

Results

Event Responses

635

Cost per Event Responses

\$0.22

Amount spent

\$141.52

\$300.00 lifetime budget

Reach

15,977

Impressions

47,595

\$158.48 remaining

▼ Show more



View performance

Setup



Campaign name

Bike Fest 22





Campaign



Arcadia Bike Fest
Oct 13, 2021 - Apr 1, 2023



Completed



Edit



Duplicate

Date ▾ ⚙ Metrics

Results

Event Responses **3,036**

Cost per Event Responses **\$0.16**

Amount spent **\$500.00**

\$500.00 lifetime budget



Reach **53,631**

Impressions **179,550**

▼ Show more

View performance

Setup



Campaign name
Arcadia Bike Fest



Budget and Schedule



Payment receipt

You paid \$850.00

to BORN TO RIDE, INC. on 3/6/2023

Invoice no.	6343
Invoice amount	\$850.00
Total	\$850.00
No additional transfer fees or taxes apply.	

Status	Paid
Payment method	Credit Card
Authorization ID	ARIJXU3P99018448

Thank you



BORN TO RIDE, INC.

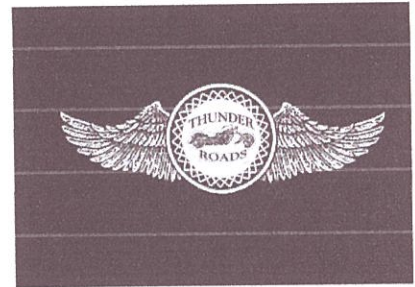
(813)661-9402

www.borntoride.com | dgalletti@borntoride.com
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Thunder Roads Florida Magazine
P.O. Box 731506
Ormond Beach, FL 32173
(850)206-6991
thunderroadsf@yahoo.com



Statement

TO

Alessia Trujillo
Arcadia Bike fest

STATEMENT NO. 2428

DATE 03/03/2023

TOTAL DUE \$700.00

ENCLOSED

DATE	ACTIVITY	AMOUNT	BALANCE
02/02/2023	Balance Forward		0.00
02/10/2023	Invoice #4068	700.00	700.00

Paia

Current Due	1-30 Days Past Due	31-60 Days Past Due	61-90 Days Past Due	90+ Days Past Due	Amount Due
700.00	0.00	0.00	0.00	0.00	\$700.00

You paid an invoice! (#000206)

message

Full Throttle Multi-Media Inc. <messenger@messaging.squareup.com>

Reply-To: "messenger@messaging.squareup.com"

CAESQhloNjA2XzZkNjRmNGY2LTdjYzUINGNmOC04NTk3LTUyMTYxMTVjNTg5YxoLYzoyMTU0MzEyMzMlCW1lc3NlbmdlcilghdX5+sgs5XttvbtwnQdoE1Tss1FS0iO4XC3

o: eventsarcadiamainstreet@gmail.com



Full Throttle Magazine & Multi-Media

Invoice Paid

\$500.00

Paid on February 25, 2022

Full Page Ad March Issue

Invoice #000206

February 25, 2022

Customer

Pam

eventsarcadiamainstreet@gmail.com

Invoice summary

full page ad march issue	\$500.00
Subtotal	\$500.00
Total Paid	\$500.00

Visa 2296

02/25/22, 11:19 AM

Send estimates or invoices for your business?

Process \$1,000 in sales free when you sign up for Square.

**Full Throttle Multi-Media Inc.**

Invoice Paid

\$500.00

Paid with Visa 4113 on February 24, 2023 at 11:18
AM

Full page ad - March 2023 **Full Throttle** Bike Show at
Event

Invoice #000416

February 24, 2023

Customer

Pam

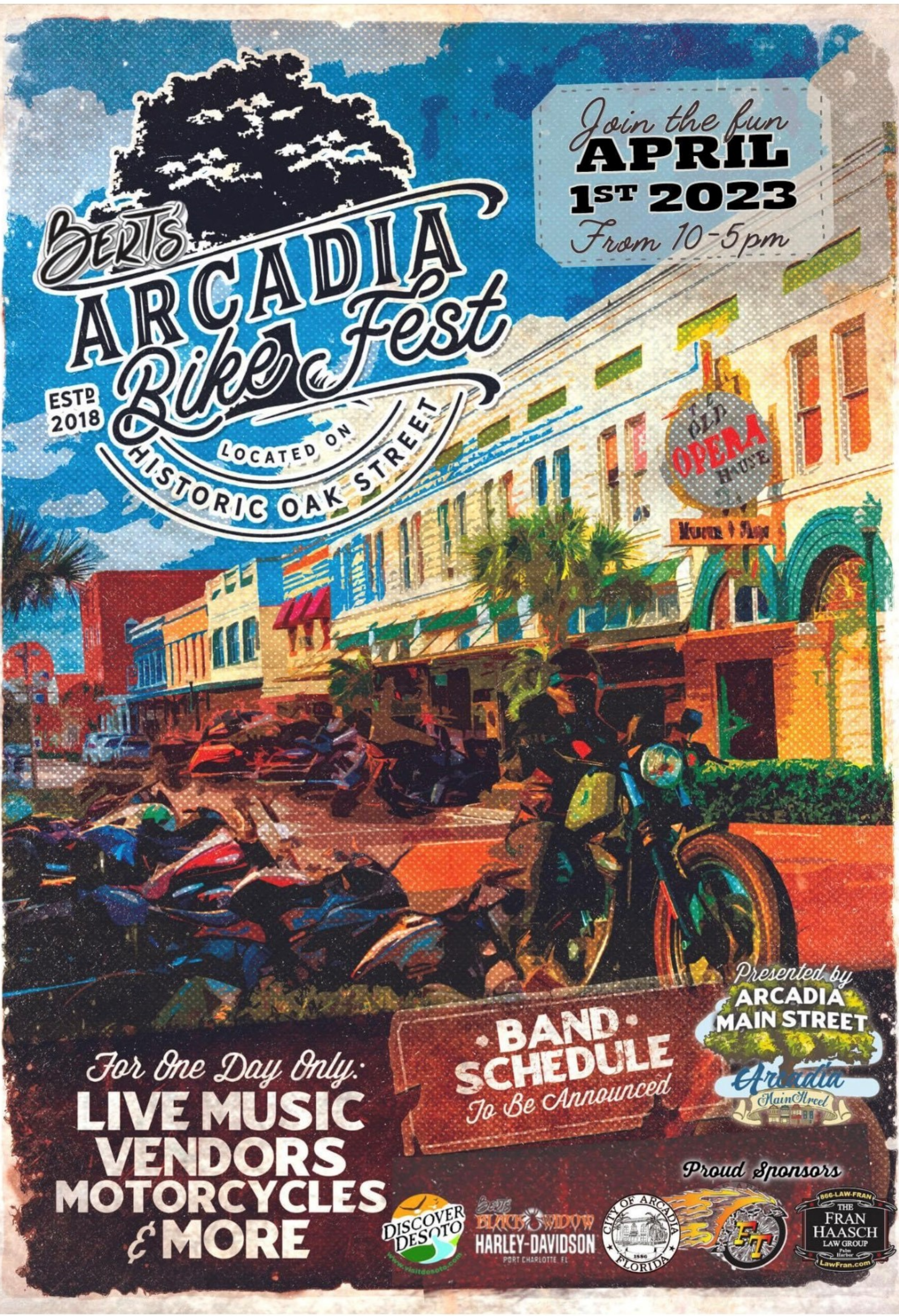
eventsarcadiamainstreet@gmail.com[Download Invoice PDF](#)**Message****Full** page ad - March 2023**Full Throttle** Bike Show at Event**Invoice summary**

Full page ad - March 2023 Full Throttle Bike Show at Event	\$500.00
--	----------

Subtotal	\$500.00
----------	----------



Photo



Arcadia Bike Fest · Follow

Jan 19

ARCADIA BIKE FEST IS BACK!!! 🔥

Mark your calendars for Saturday, A... See more

140 8 comments 86 shares

Photo



- | | | | | |
|--------------------------------------|------------------------------------|------------------|--------------|--------------|
| 1 FRAN HAASCH LAW GROUP BOOTH | 4 VENDORS | FOOD VENDORS | RESTROOM | BEER STATION |
| 2 BERT'S BLACK WIDOW BOOTH & VENDORS | 5 FULL THROTTLE BIKESHOW & PARKING | LIVE PERFORMANCE | BIKE PARKING | |
| 3 VENDORS | BIKE ENTERNACE ONLY | ATM | BARRICADE | |

 **Arcadia Main Street** · Following
Mar 30

Bert's Arcadia Bike Fest is back!! 🔥

COME AND JOIN THE FUN this Saturday, April 1,... **See more**
👍😭 9 8 comments 3 shares



4TH ANNUAL
— BERT'S ARCADIA BIKE FEST —
APRIL 1ST & NOVEMBER 4TH
— HISTORIC DOWNTOWN ARCADIA —



T Mobile



BERT'S ARCADIA Bike Fest

ESTD
2018

LOCATED ON
HISTORIC OAK STREET

ÚNETE A LA DIVERSIÓN

1 ABRIL 2022

DE 10 A 5P. M.

THE
OLD
OPERA
HOUSE

Museum & Stage

Presented by
**ARCADIA
MAIN STREET**

Arcadia
Main Street

SOLO POR UN DIA:
MÚSICA EN VIVO
VENDDORES
MOTOCICLETAS Y MÁS

**SOUL CIRCUS
COWBOYS**
MÚSICA EN VIVO

Proud Sponsors

T Mobile

Mosaic

BERT'S
**BLACK WIDOW
HARLEY-DAVIDSON**
PORT CHARLOTTE, FL

**DISCOVER
DESOTO**
www.visitdesoto.com

**CITY OF ARCADIA
FLORIDA**

866-LAW-FRAN
**THE
FRAN
HAASCH
LAW GROUP**
Palm
Harbor
LawFran.com



406 of 615



Arcadia Main Street

Feb 25, 2022 · 🌐

COME AND JOIN THE FUN on Saturday, April 2, 2... See more

Boost post

👍❤️ 26

3 comments 25 shares

👍 Like

💬 Comment

➦ Share

27



4TH ANNUAL
— BERT'S ARCADIA BIKE FEST —
APRIL 1ST & NOVEMBER 4TH
— HISTORIC DOWNTOWN ARCADIA —



T Mobile





3 of 135



Arcadia Bike Fest

Apr 3 · 🌐

We want to say THANK YOU to Bert's Black Wido... See more

Boost post

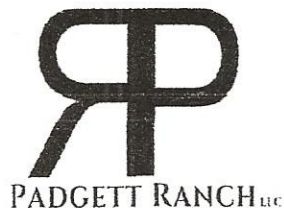
👍❤️ 71

5 comments 7 shares

👍 Like

💬 Comment

➦ Share



Padgett Ranch, LLC.
5422 Northeast McIntyre Street
Arcadia, Florida 34266
padgettranchfamilyfest@gmail.com

January 8, 2024

To: DeSoto County Tourism Development Council

RE: Grant Application

Randy or Sharla Padgett has the authority to act on behalf of:

Padgett Ranch LLC

5422 NE McIntyre Street

Arcadia, Florida 34266

Randy & Sharla Padgett are the only members of the LLC.

5422 NE McIntyre Street

Arcadia, Florida 34266

Padgett Ranch LLC – EIN # 82-4499818

We thank you for considering us for this grant, and are very grateful
for the opportunity,

Randy & Sharla Padgett

Padgett Ranch LLC

*One generation shall praise thy works to another, and shall declare thy mighty acts.
Psalm 145:4*

DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM



GRANT APPLICATION

- A. Event Name: Padgett Ranch Family Fest Amount Requested: _____
- B. Sponsoring Organization: Padgett Ranch LLC
Mailing Address: 5422 NE McIntyre St.
Arcadia, Florida 34266
- C. Organization Official/Title (President, Director, etc.)
Signature: Sharla M. Padgett
Title: President
Contact number: 863-990-4989 Email: padgettranchfamilyfest@gmail.com
Sharla
- D. Who will be in charge of this event? Randy & Sharla Padgett
Cell Phone: 863-990-4982 Email: Same
Randy
- E. Who will be financially responsible for this event?
Name: Padgett Ranch LLC
Title: _____
Contact number: _____ Email: _____
- F. Describe the event: Florida Agri-tourism event for families to enjoy a day together.
- G. Location of event: Padgett Ranch
- H. Date and times of event: Oct. 21, 22, 28 & 29 Nov 4 & 5
- I. Estimate of the total economic impact of the event on the County: _____
- J. How many years has this event existed? 6
- 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? 2021 - (Hurricane 2022)

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

Yes _____ No X

If yes, what year(s) _____ and amount(s) _____

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

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

	Year 1	Year 2
<u>N/A</u> Month/Year	_____	_____
Lodging Facility	_____	_____
City	_____	_____
Verifiable # of nights reserved	_____	_____

N/A P. Estimated number of attendees staying overnight for proposed event? _____.

N/A Q. Have you reserved rooms at a lodging facility?
Yes _____ No _____

If yes, name the facility: _____

Number of rooms reserved: _____

Lodging facility room rate \$ _____

N/A R. Who will be in charge of the Lodging Facility 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.

No

- T. Name any local attractions being included in the itinerary for this event? _____

N/A

- U. Are local businesses being used during the production of this event (i.e. printing, catering, etc.)?

yes- Local sourced produce - Meat Processing

Explain: Signage + Printing, All decorative needs

- V. Does this event incorporate activities that add to the environment such as landscaping (plant trees, shrubs, flowers, or litter 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: Pumpkins donated to Crossroads Hope Academy
Toy drive / DCHS

- W. Describe the marketing Plan for event. Include Promotional/Advertising plans for both in and out of County (Attach additional sheets if necessary).

Sun News Media- Print + digital-
Prime Media Network- Commercial Lee, Charlotte, Sarasota, Manatee
Local Signage
Facebook Page -

ORGANIZATIONS MUST HAVE MATCHING FUNDS

Please check the appropriate match:

75% Tourist Development / 25% cash match _____

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 Padgett Ranch Family Fest

Previous Year's and Current Year Projected (If applicable)

Revenue & Expenses Revenues & Expenses

	<u>2022</u>	<u>2023</u>
LIST ALL REVENUE		
Admissions	<u>Hurricane Year</u>	<u>\$ 7,700.00</u>
Concessions		<u>5,800.00</u>
Sponsorships		
Booth Space		
Advertising Revenue		
Sale of Promotional Items		
TDC Grant		
Other:		
Total Revenue	\$ _____	\$ <u>13,500.00</u>

LIST ALL EXPENSES

Administrative		
Advertising/Promotions		<u>\$ 6,265.00</u>
Printing		<u>40.00</u>
<u>Attractions</u>		<u>1,139.67</u>
Promotional Items		<u>2,754.05</u>
Concessions		
Awards		
Travel		
Talent		
Other:		
Total Expenses	\$ _____	\$ <u>10,198.72</u>
NET PROFIT/LOSS	\$ _____	\$ <u>3,301.28</u>

PARKING • HAY RIDE
GIANT BOUNCE PILLOW
BARREL TRAIN
DUCK RACE • CORN HOLE
CORN BOX • DUCK RACE
HORSE SHOES
OBSTACLE COURSE
SEVERAL PLAY AREAS

Fall Is for family at Padgett Ranch

Admission \$10 (2 & under FREE) 10am-5pm

October 21, 22, 28, 29 • Nov. 4, 5
5422 NE McIntyre St. Arcadia, FL 34266





Is for family at Padgett Ranch

Admission \$10 (2 & under FREE) 10am-5pm

October 21,22,28,29 • Nov. 4,5

PARKING • HAY RIDE
GIANT BOUNCE PILLOW
BARREL TRAIN
DUCK RACE • CORN HOLE
CORN BOX • DUCK RACE
HORSE SHOES
OBSTACLE COURSE
SEVERAL PLAY AREAS

5422 NE McIntyre St.
Arcadia, Fl 34266

VISIT
DESOTO
COUNTY FL





Local Network TV Order

Client Contact: Randy Padgett
Company: Padgett Ranch LLC
Address: 5422 NE McIntyre St.
City, State, Zip: Arcadia, FL, 34266
Email: padgettranch@gmail.com

Agency Rep: Kelly Robinson
Company: Primedia Network, Inc
Address: 1900 E. Golf Rd., Suite 625
City, State, Zip: Schaumburg, IL 60173
Email: kellyr@primedianetwork.com

Order Date: 9/26/23
Flight Date(s): * TBD
* Exact duration may vary based on spot frequency, station availability, etc.
30 Second Spots

Call Band	Dial	Status	Network	Market	States	Owner	Daypart	Days/Times	Impressions	Total Spots	CPM	Total Buy
WZVN-TV	26.1	Active	ABC	Ft. Myers	FL	Waterman Broadcast	Weekdays	M-F 9:00a-4:00p	265,000	25		
WZVN-TV	26.1	Active	ABC	Ft. Myers	FL	Waterman Broadcast	Weekends	Sat 12:00p-6:00p	223,200	12		
WWSB-TV	7.1	Active	ABC	Sarasota-Bradenton	FL	Gray Television	Weekdays	M-F 9:00a-4:00p	77,500	25		
WWSB-TV	7.1	Active	ABC	Sarasota-Bradenton	FL	Gray Television	Weekends	Sa-Su 12:00p-6:00p	32,400	12		
TOTALS:									598,100	74	\$ 8.44	\$ 5,045.00

Media Insertion Orders cannot be canceled once insertion orders are signed and funded. There are also no refunds on signed orders. In addition, clients who choose to pay with a credit/debit card must have any and all ability to chargeback this media purchase and if client does attempt a chargeback, they will forfeit any remaining dollars on account. Clients will receive a weekly media placement report when the campaign starts. Spots that were ordered, but did not run, will be run as make-goods on the same stations and/or moved to other stations in the PRIMEDIA Network. Clients also agree to not contact stations on this order directly while this order is being fulfilled and also understand that PRIMEDIA sells pre-negotiated discounted ad spot rates and stations can pre-empt these discounted buys without notice if they bring in business that is paying a higher spot rate. If there is a legal dispute regarding this order, clients agree that the matter will only be handled in a court in the State of Illinois. In addition, in certain times of the year low-cost media buys such as this can be heavily pre-empted by political or holiday ads and while PRIMEDIA strives to bring clients the lowest broadcast media ad spot rates, PRIMEDIA makes no claims to the performance of the media purchased and past performance is no guarantee of future results in regard to Cost Per Call, Cost Per Appointment, Cost Per Lead, Cost Per Acquisition and/or ROI (Media Return on Investment).

Client Name: Padgett Ranch Special Request: Primedia Network to provide production at no additional cost

Client Signature: [Signature] Date: 09 / 26 / 2023

Office Use Only: 148030
Client ID#: Entertainment
Vertical: Extras

Paid 9/26/23

**Remit To:**

Department 11120
P.O. Box 31792
Tampa, FL 33631-3792

PADGETT RANCH
SHARLA PADGETT
5422 NE MCINTYRE ST
ARCADIA FL 34266

The Daily SUN

- ▶ Port Charlotte/Punta Gorda (941) 206-1000
- ▶ Englewood (941) 207-1220
- ▶ North Port (941) 429-3000

Venice Gondolier Sun

- ▶ (941) 207-1220

Harbor & Venice Style

- ▶ (941) 205-2410

ADVERTISING & PRINTING INVOICE

STATEMENT DATE: 10/31/2023

CUSTOMER NO. 435634

PAGE 1

INFORMATION**YOUR SALES REPRESENTATIVE IS**

Julie Liggett
julie.liggett@yoursun.com
TELEPHONE 941-429-3005

CUSTOMER SUMMARY FOR

PADGETT RANCH

PERIOD ENDING 10/31/2023

PREVIOUS BALANCE 0.00

CURRENT CHARGES 915.00

SERVICE CHARGES 0.00

PAYMENTS / CREDITS 0.00

TERMS: DUE UPON RECEIPT

BALANCE DUE 915.00**BALANCE BROUGHT FORWARD**

0.00

10/11/2023	VG	3906155	100	FAMILY FEST	3 X 2.40	60.00	180.00
10/13/2023	ESW	3906156	410	FRIDAY REVEAL	1 X 1.00	350.00	125.00
10/18/2023	VG	3906155	100	FAMILY FEST	3 X 2.40	60.00	180.00
10/20/2023	ESW	3906156	410	FRIDAY REVEAL	1 X 1.00	0.00	125.00
10/25/2023	VG	3906155	100	FAMILY FEST	3 X 2.40	60.00	180.00
10/27/2023	ESW	3906156	410	FRIDAY REVEAL	1 X 1.00	350.00	125.00

Sales Representative must be notified of any disputed items within 30 days of statement date.

Ad ck#1357
11.13.23

TERMS: DUE UPON RECEIPT. SALES REPRESENTATIVE MUST BE NOTIFIED OF ANY DISPUTED ITEMS WITHIN 30 DAYS OF INVOICE DATE. THIS INVOICE MAY NOT INCLUDE ALL OUTSTANDING CHARGES TO DATE. REMITTING PAYMENT TO LOCAL OFFICE WILL RESULT IN DELAYS.

TO ENSURE PROPER CREDIT RETURN THIS PORTION WITH YOUR REMITTANCE

**Remit To:**

Department 11120
P.O. Box 31792
Tampa, FL 33631-3792

PADGETT RANCH
SHARLA PADGETT
5422 NE MCINTYRE ST
ARCADIA FL 34266

The Daily SUN

- ▶ Port Charlotte/Punta Gorda (941) 206-1000
- ▶ Englewood (941) 207-1220
- ▶ North Port (941) 429-3000

Venice Gondolier Sun

- ▶ (941) 207-1220

Harbor & Venice Style

- ▶ (941) 205-2410

ADVERTISING & PRINTING INVOICE

STATEMENT DATE: 11/30/2023

CUSTOMER NO. 435634

PAGE 1

INFORMATION**YOUR SALES REPRESENTATIVE IS**

Julie Liggett
julie.liggett@yoursun.com
TELEPHONE 941-429-3005

CUSTOMER SUMMARY FOR

PADGETT RANCH

PERIOD ENDING 11/30/2023

PREVIOUS BALANCE 915.00

CURRENT CHARGES 305.00

SERVICE CHARGES 0.00

PAYMENTS / CREDITS -915.00

TERMS: DUE UPON RECEIPT

BALANCE DUE 305.00**BALANCE BROUGHT FORWARD**

915.00

11/1/2023	VG	3906155	100	FAMILY FEST	3 X 2.40	60.00	180.00
11/3/2023	ESW	3906156	410	FRIDAY REVEAL	1 X 1.00	0.00	125.00
11/17/2023	0		905	LOCKBOX PAYMENT			-915.00
				CHECK # 1357			

Sales Representative must be notified of any disputed items within 30 days of statement date.

Pd CK# 1376
12-26-23

TERMS: DUE UPON RECEIPT. SALES REPRESENTATIVE MUST BE NOTIFIED OF ANY DISPUTED ITEMS WITHIN 30 DAYS OF INVOICE DATE. THIS INVOICE MAY NOT INCLUDE ALL OUTSTANDING CHARGES TO DATE. REMITTING PAYMENT TO LOCAL OFFICE WILL RESULT IN DELAYS.

TO ENSURE PROPER CREDIT, RETURN THIS PORTION WITH YOUR REMITTANCE

Karbon Media Group LLC

PO Box 3313
Arcadia, FL 34265
863-336-1250
sales@karbonmg.com



INVOICE

BILL TO	SHIP TO	INVOICE	INV-20452
Sondra Guffey	Sondra Guffey	DATE	01/30/2023
Discover DeSoto (BOCC)	Discover DeSoto (BOCC)	TERMS	Net 7
201 E Oak St.	201 E Oak Street	DUE DATE	02/06/2023
Arcadia, FL 34266	Arcadia, FL 34266 USA		
JOB ID	JOB NAME		
200105	2023 DeSoto Chamber Guide		

ITEM	DESCRIPTION	QTY	AMOUNT
Ad:DeSoto County Chamber Business & Visitors Guide:2023 Chamber Guide:Ad - Full Page - Bleed	DeSoto County Chamber Business & Visitors Guide - Full Page Ad (with Bleed)	0.50	407.50

Thank you for your business. We accept Paypal, Credit Card, or Check (remit to: Karbon Media Group, PO Box 3313, Arcadia, FL 34265)			
SUBTOTAL			407.50
TAX			0.00
TOTAL			407.50

BALANCE DUE			\$407.50



Home



Dashboard



Clients



Calendar



Map



E-mail



Research



Marketing



Account

Ledger for [Padgett Ranch \[435634\]](#)

Ticket	Date	Tran	Pub	Check	Units	Note Billing	Rate	Amount	Balance
0	12/29/2023	905		1376	0	Lockbox Payment	0.00	(\$305.00)	\$0.00
0	11/17/2023	905		1357	0	Lockbox Payment	0.00	(\$915.00)	\$305.00
3906156	11/3/2023	410	ESW		1	Friday Reveal	0.00	\$125.00	\$1,220.00
3906155	11/1/2023	410	CSW		7.2	Family Fest	25.00	\$25.00	\$1,095.00
3906155	11/1/2023	410	VGW		7.2	Family Fest	25.00	\$25.00	\$1,070.00
3906155	11/1/2023	100	CS		7.2	Family Fest	60.00	\$65.00	\$1,045.00
3906155	11/1/2023	100	VG		7.2	Family Fest	60.00	\$65.00	\$980.00
3906156	10/27/2023	410	ESW		1	Friday Reveal	350.00	\$125.00	\$915.00
3906155	10/25/2023	410	CSW		7.2	Family Fest	25.00	\$25.00	\$790.00
3906155	10/25/2023	410	VGW		7.2	Family Fest	25.00	\$25.00	\$765.00
3906155	10/25/2023	100	CS		7.2	Family Fest	60.00	\$65.00	\$740.00
3906155	10/25/2023	100	VG		7.2	Family Fest	60.00	\$65.00	\$675.00
3906156	10/20/2023	410	ESW		1	Friday Reveal	0.00	\$125.00	\$610.00
3906155	10/18/2023	410	CSW		7.2	Family Fest	25.00	\$25.00	\$485.00
3906155	10/18/2023	410	VGW		7.2	Family Fest	25.00	\$25.00	\$460.00
3906155	10/18/2023	100	CS		7.2	Family Fest	60.00	\$65.00	\$435.00
3906155	10/18/2023	100	VG		7.2	Family Fest	60.00	\$65.00	\$370.00
3906156	10/13/2023	410	ESW		1	Friday Reveal	350.00	\$125.00	\$305.00
3906155	10/11/2023	410	CSW		7.2	Family Fest	25.00	\$25.00	\$180.00
3906155	10/11/2023	410	VGW		7.2	Family Fest	25.00	\$25.00	\$155.00

| 1 | 2

Client Info

Sales

Open Items

Payments

Ledger

Contacts

History

Statements

Credit

Enter Order

Opportunities

Assignments

Log Activity

Documents

Sales Total

DeSoto County Tourism Development Council Grant Application Checklist:

If any item is not applicable, indicate N/A over the circle.

- Completed Checklist
- 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 from Income Tax
- IRS Form @-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 advertisements/marketing material with the Visit DeSoto logo and/or website link www.VisitDeSoto.com
- Receipts for advertising/marketing

**DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM**



ADVERTISING GUIDELINES:

All promotional and advertising materials must be reviewed by BOCC staff prior to publishing and advertisement.

- Grantee Website and Social Media Sites -- The organization's event website and organizational website must provide a link to the DeSoto County TDC website at: www.visitdesoto.com.
- Print: All grantees must show on printed materials: the official Visit DeSoto logo (there are options for formats) and the Tourism Website: www.VisitDeSoto.com.
- Audio: All audio advertising must include verbal "For more information on DeSoto County, Florida go to www.VisitDeSoto.com."
- Video: All video advertising must display video credit with the official Visit DeSoto logo plus, "For more information on DeSoto County, FL, go to www.VisitDeSoto.com."
- Samples of advertising are required to be included with application.

***Promotional advertising materials that do not meet the criteria set forth above shall not be eligible for reimbursement.**

EVENT(S) MONITORING:

Any member of the Tourism 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 grantees 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 or event that promotes tourism within DeSoto County, the grantee should (contact s.guffey@desotobocc.com if this is not possible) summarize its efforts by providing the following information:
 - A brief narration of the event
 - An evaluation of the economic impact the event 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.
 - Flyers, newspaper ads, brochures or marketing efforts utilized to attract tourists. Final estimated number of event participants.

**DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM**



•Room Night Certification Form: the organization must make every effort to obtain the number of overnight stays from local hotels and rentals within the County that housed those attending the event. This means that for events requiring registration, the grantee should make available a list of County hotels, short term rentals and RV parks and encourage overnight stays. For those events that do not require registration, information should be provided during the event to encourage an overnight stay. After the event, the grantee will be required to request the hotel to provide information regarding the number of individuals residing at the hotel as a result of the event.

The Tourism Development Council encourages Grantees to randomly survey event attendees to form a rational percentage of total attendance that became an overnight stay. The Tourism Development Office can help coordinate this data collection.

2.) A financial statement listing all of the revenues received and expenses paid in the course of the event should be provided. **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, copy of canceled check (front and back), 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.

The following will not be accepted for payments: Statements in place of invoices; checks or invoices not dated; tear sheets without date or company name -- a tear sheet is required for each ad for each day or month of publication.

A proof of an advertisement will not be accepted. An organization representative should complete the final report within thirty (30) days of the close of the event (if not possible, please contact s.guffey@desotobocc.com).

If the project budget has specific categories with set dollar limits, the Grantee is asked 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.**

**DESOTO COUNTY TOURISM DEVELOPMENT
MARKETING GRANT PROGRAM**



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 Tourism Development Council.

2022- 25

A Resolution Modifying the Tourism Development Marketing Grant.

DESOTO COUNTY, FLORIDA

RESOLUTION NO. 2022-

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 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 _____ day of _____, 2022

ATTEST:

BOARD OF COUNTY COMMISSIONERS

Mandy Hines
County Administrator

Elton Langford
Chairman

Donald D. Conn
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 incost 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 for on an annual 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. Date, time, and address to which applications must be submitted
5. 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 by BOCC staff prior to publishing and advertisement.

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

*Promotional advertising materials that do not meet the criteria set forth above shall not be eligible

for reimbursement.

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:
 - 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.
 - Includes 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. The Tourist Development Office can help coordinate this data collection.
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, copy of canceled check (front and back), 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.

The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date or company name. A tear sheet is required for each ad for each day or month of publication. A proof of an advertisement will not be accepted.

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.