

**Lee County Board Of County Commissioners
Agenda Item Summary**

Blue Sheet No. 20060389

1. ACTION REQUESTED/PURPOSE: Approve and execute a Funding and Reimbursement Agreement between Lee County and the Society for Ethical Ecotourism in Southwest Florida to pay for promotional advertising for "The Great Calusa Blueway Paddling Festival" in the not-to-exceed amount of \$32,068 for a three day event to take place June 2006.

2. WHAT ACTION ACCOMPLISHES: Promotes ethical ecotourism and awareness, understanding and proper use of Lee County's greenways and trails through a three day "The Great Calusa Blueway Paddling Festival" to take place June 2-4, 2006 in the Pine Island-Matlacha Community.

3. MANAGEMENT RECOMMENDATION: Approve and execute Funding and Reimbursement Agreement.

4. Departmental Category: // CIIA		5. Meeting Date: 04-18-2006
6. Agenda:	7. Requirement/Purpose: (specify)	8. Request Initiated:
<input checked="" type="checkbox"/> Consent	<input type="checkbox"/> Statute	Commissioner _____
<input type="checkbox"/> Administrative	<input type="checkbox"/> Ordinance	Department <u>Parks & Recreation</u>
<input type="checkbox"/> Appeals	<input type="checkbox"/> Admin. Code	Division _____
<input type="checkbox"/> Public	<input checked="" type="checkbox"/> Other	By: <u>John Yarbrough</u>
<input type="checkbox"/> Walk-On		

9. Background: The Society for Ethical Ecotourism in SW Florida (SEESWFLA) applied for and received grants from the Lee County Tourist Development Council and Visit Florida in the total amount of \$32,068 for the out-of-county promotion of the first annual "Calusa Blueway Paddling Festival." Lee County Parks & Recreation (LCP&R), being one of the sponsors along with the Pine Island Chamber of Commerce, agreed to assist with the promotion of the event since The Great Calusa Blueway is managed by LCP&R. With SEESWFLA being a not-for-profit educational organization, and both grants being on a reimbursement basis, and SEESWFLA not having the full funds to pay for the promotion up front, LCP&R agreed to assist with the promotion payment on a reimbursement basis according to the grant agreements time frames and procedures. The Pine Island Chamber of Commerce has organized a program committee to plan and run the event, with the entire community in support of this ethical and educational festival.

Funds will be made available in account #KH5722000100.503490

10. Review for Scheduling:

Department Director	Purchasing or Contracts	Human Resources	Other	County Attorney	Budget Services			County Manager/P.W. Director
					Analyst	Risk	Grants	
<i>J. J. ...</i>				<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	

11. Commission Action:

- Approved**
- Deferred**
- Denied**
- Other**

RECEIVED BY
COUNTY ADMIN:
4-6-06
4:30
COUNTY ADMIN
FORWARDED TO:

Rec. by CoAtty
Date: 4/6/06
Time: 3:45 PM
Forwarded To:
Co. Atty.
4/6/06

Rec. by CoAtty
Date: 3/29/06
Time: 3:20 PM
Forwarded To:

**FUNDING AND REIMBURSEMENT AGREEMENT
BETWEEN LEE COUNTY AND THE SOCIETY FOR
ETHICAL ECOTOURISM IN SOUTHWEST FLORIDA**

THIS AGREEMENT is entered into this 1 day of March, 2006, between **LEE COUNTY**, a political subdivision of the State of Florida, by and through the Board of County Commissioners (hereinafter referred to as "County") with a mailing address of P.O. Box 398, Fort Myers, FL 33902, and the **SOCIETY FOR ETHICAL ECOTOURISM IN SW FLORIDA**, a Florida not-for-profit Corporation (hereinafter "SEE SWFLA") whose mailing address is P.O. Box 62203, Fort Myers, Florida 33906 and which was created for the purpose of assisting the local area in maintaining a professional code of ecotourism ethics.

WITNESSETH:

WHEREAS, in 2001 the Board of County Commissioners created a paddling trail, called the "Great Calusa Blueway Paddling Trail" to promote awareness, understanding and recreational use of Lee County's greenways and trails; and

WHEREAS, the countywide paddling trail system, "The Calusa Blueway Paddling Trail" is part of the statewide Florida Greenways and Trails System; and

WHEREAS, on June 2-4, 2006 in the Matlacha-Pine Island area, the County is sponsoring the "The Great Calusa Blueway Paddling Festival," which will include a fishing tournament, kayak race, poker run, kayak clinic, demonstrations, trips and exhibitors; and

WHEREAS, SEE SWFLA received grant awards from the Lee County Tourist Development Council and from Visit Florida for the promotion of "The Great Calusa Blueway Paddling Festival" to be expended on a reimbursement basis, with Lee County staff and SEE SWFLA members and volunteers providing an in-kind match; and

WHEREAS, the County is willing to assist SEE SWFLA in promoting "The Great Calusa Blueway Paddling Festival" by providing funding that will be repaid to the County; and

WHEREAS, the Lee County Board of County Commissioners finds that this Agreement and Project serves a public purpose by promoting ethical ecotourism and awareness, understanding and proper use of Lee County's greenways and trails;

NOW, THEREFORE, in consideration of the foregoing, and the terms and provisions as contained herein, the parties agree that a Funding and Reimbursement Agreement shall exist between them consisting of the following:

SECTION I: SCOPE OF SERVICES

- A. SEE SWFLA hereby agrees to complete the project known as "The Calusa Blueway Paddling Festival" and to comply with the terms and conditions of the grant agreements entered into between SEE SWFLA and the Lee County Tourist Development Council dated August 19, 2005, and Visit Florida dated June 30, 2005 as set forth in attached Exhibits "A & B" and made a part of this Agreement.
- B. The Project: Promotional Advertising for "The Great Calusa Blueway Paddling Festival."
- C. The Funding Amount: Up to Thirty-Two Thousand Sixty-Eight Dollars (\$32,068.00).

SECTION II: RESPONSIBILITY OF THE PARTIES

- A. County will disburse funds up to an amount not-to-exceed Thirty-Two Thousand Sixty-Eight Dollars (\$32,068.00) to pay for promotional advertising for "The Great Calusa Blueway Paddling Festival," as described on Exhibit "C".
- B. SEE SWFLA will use such funds for costs that are directly related to this contract and will ensure that such costs are properly documented for reimbursement purposes.
- C. SEE SWFLA will timely submit the invoices to the grant parties shown on Exhibits "A" and "B" for reimbursement of the County's expenditure of funds for the promotional advertising, in accordance with the procedures and time frames set forth in the grant agreements.
- D. Upon receipt of payment from the grant parties, SEE SWFLA will promptly repay the County such funds expended by the County for the project.

- E. Repayment of all funds is due in full thirty (30) days after the project period ends or on September 30, 2006, whichever occurs earlier. In the event that SEE SWFLA fails to repay the County, SEE SWFLA agrees to reimburse the County for any collection fees or legal fees incurred by the County to recover such costs.
- F. SEE SWFLA will comply with the terms and conditions of the grant agreements, attached as Exhibits "A" and "B".
- G. SEE SWFLA will ensure that all subcontractors working on any project elements hold all appropriate licenses and provide the appropriate indemnification and liability insurance for the work to be completed on the project.
- H. SEE SWFLA is responsible for providing its own insurance. Said coverage shall name SEE SWFLA, its officers, directors, agents, employees and volunteers as additional insureds.

SECTION III: HOLD HARMLESS

- A. SEE SWFLA will not be liable, nor be required, to indemnify the County for any portions of any damages arising out of any error, omission, and/or negligence of the County, its employees, agents, or representatives relating to this Agreement.
- B. SEE SWFLA will hold the County harmless and indemnify the County from all liability, losses, claims, and demands for personal injury or death or property damage arising out of or caused either wholly or in part by the work performed by SEE SWFLA on County property.

SECTION IV: RIGHT TO INSPECTION OF RECORDS (AUDIT)

The County, its various Departments and all parties entering into agreements with the County that involve public funds, are subject to audit by the Lee County Clerk of Court. As such, if public funds are expended by the County for SEE SWFLA, it is also subject to audit by the Clerk of the Court. SEE SWFLA intends, and will use its best efforts, to comply with all local, state and federal laws, rules and regulations governing the payment of taxes, general accounting principles and charitable corporations. SEE SWFLA will comply with all reasonable requests made by the Clerk of Court to examine SEE SWFLA books and records that are kept relative to this Agreement in order to verify the payment of taxes, or fees and compliance with the terms and obligations of this Agreement.

IN WITNESS WHEREOF the Parties have executed this Agreement by its duly authorized representatives as set forth below.

ATTEST: CHARLIE GREEN
CLERK OF COURTS

BOARD OF COUNTY COMMISSIONERS
OF LEE COUNTY, FLORIDA


By: _____
Deputy Clerk

By: _____
Tammara Hall, Chairwoman


APPROVED AS TO FORM:

By: _____
County Attorney's Office

WITNESSES:




Witness



Witness

THE SOCIETY FOR ETHICAL
ECOTOURISM IN SW FLORIDA

By: 

Wendy Erler, Vice-Chairperson

Project Budget Narrative: Describe line items for each applicable budget category shown on the budget schedule. Provide sufficient detail to show cost relationship to project activities. If in-kind match is being provided by a third party, a letter from that party confirming the amount and type of that match must be included with this project work plan.
Note: Indirect costs are not allowed as match.

Grant Funding: \$5,000.00 from Visit Florida for publicity and promotion of Florida's Cultural Heritage and Nature Tourism advantages.

\$27,068.00 from Lee County TDC for marketing program which includes print and web advertising and printing of brochures, flyers and inserts. All advertising must be done outside of Lee County.

Total Grant Funding: \$32,068.00

Matching Funds:

Lee County Staff: \$ 5,840.00 for 284 hours for planning and implementation

Volunteer hours: \$16,720.00 for volunteer hours as follows:
625 hours by PI Chamber of Commerce Members
320 hours by SEE SW FLA Members
100 hours by Community and P&R Volunteers

Sponsors In-Kind: \$8,500.00 for printing, phones, web site, prizes/awards, equipment use, vehicles, etc.

SEE SW FLA Treasury: \$1,200.00 for miscellaneous supplies

Total Matching Funds: \$32,260.00

Total Project Cost: \$64,328.00

Exhibit "C"

Funding Agreement
Exhibit “A”

the beaches of
FORT MYERS  **SANIBEL**

January 19, 2006

Mr. John Kiseda
 Lee County Parks & Recreation
 Via Fax: 432-2030

Dear Mr. Kiseda:

It is our pleasure to inform you that your funding request for fiscal year 2005/2006 will remain the same; the Tourist Development Council (TDC) had approved \$27,068.00 for the Great Calusa Blueway Paddling Festival and although the event is slightly changed in terms of dates and activities, the Society for Ethical Ecotourism of Southwest Florida may request reimbursements not to exceed the above-mentioned amount under the TDC Events Marketing program. We have noted that the event will now be held on June 2, 3, and 4, 2006.

The purpose of the Events Marketing program is to assist organizations with the advertising and promotion of their events to attract visitors to stay in Lee County paid accommodations during off peak season. Advertising and promotions must take place outside of Lee County, at least 140 miles away or a minimum of two hours driving distance.

► The Great Calusa Blueway Paddling Festival

Please note that the TDC approved your initial marketing plan. If your marketing plan has changed since the original submission, please provide us with a new plan stating how the funding will be spent.

TDC members have requested that effective with fiscal year 05/06 all events funded by the TDC must be listed on the VCB Web site, in the Alliance for the Arts Calendar of Events and on the News-Press Web site.

TDC's directives to VCB staff concerning reimbursements for fiscal year 2005-2006 are that reimbursements must be in agreement with the rules of this funding program. A copy of the program criteria may be found on our partnership Web site www.leevcb.com under Events Marketing. Please be aware that:

- ⇒ Numerous items are eligible for TDC funding under this program. If, however, you did not request an item in your marketing plan for TDC's approval, the item may not be submitted for reimbursement.
- ⇒ Cancelled checks (front & back) must be included with each item for which you are requesting reimbursement showing that the invoice has already been paid.
- ⇒ Detailed information is needed concerning the distribution (direct mail) of your promotional material in terms of local distribution vs. distribution outside of Lee County.
- ⇒ It is mandatory for the TDC to be listed as a sponsor in all your collateral material and advertisements. A TDC logo, in either black & white or color, must be included in all your

Mr. John Kiseda
January 19, 2006
Page 2

- ⇒ promotional material and advertisement. Please remember that the TDC logo has changed since we started using the tag line: The Beaches of Myers and Sanibel. The TDC may decline to reimburse an invoice with an incorrect logo or if the logo is not used at all. Please call Jessica Fairbanks or me to obtain the appropriate logo.
- ⇒ Your final reimbursement request must include a final narrative report as well as your revenue room night generation report. Reimbursement may be withheld until the report is received.

The TDC has requested during the past several years that events organizers improve their room-night tracking process. Our suggestion is for organizers to ask attendees for their zip codes as they enter the event's front gate. Please note that the deadline for staff to receive your reimbursement request is 30 days after your event but no later than noon on September 8, 2006 or your funding will be forfeited. There will be no further reminders of this notice.

Once the Board of County Commissioners approves the VCB's budget for fiscal year 2005/2006, the funding approved by the TDC for your event will become available on October 1, 2005. Fiscal year runs from October 1 through September 30 each year. You will hear from us again only if there is a budget approval issue. Please let us know if you have questions or require assistance concerning the issues addressed in this letter.

John, as this is the first year that you will be involved with the reimbursement process, we strongly recommend that you review the program criteria as mentioned earlier, especially in regards of what the funding can be used for, that you insure that all you ads, internet ads, collateral material include a TDC logo and that all invoices are submitted prior the deadline.

The TDC appreciates your efforts to bring visitors to Lee County during the off-peak season. We wish you success with your event.

Sincerely,



Rosamé Piret
Program Manager

Cc: D.T. Minich, CDME

**LEE COUNTY TOURIST DEVELOPMENT COUNCIL
COMMUNITY SPECIAL EVENTS MARKETING PROGRAM
APPLICATION FORM**

Please Submit one (1) original and seven (7) copies of the application with attachments to Lee County Visitor & Convention Bureau, Events Marketing Program, 12800 University Park, Suite 550, Fort Myers, FL 33907 - Deadline: 3 P.M. April 20, 2005

- 1) **Name of Applicant Organization:** The Society for Ethical Ecotourism of Southwest Florida
- 2) **Federal ID #:** 59-3694712
- 3) **Street/P.O. Box:** P.O. Box 62203
- 4) **City:** Fort Myers **State:** FL **Zip:** 33906-2203
- 5) **Contact Person:** Liane Crawford-Smith **Title:** Event Coordinator
- 6) **Telephone #:** ofc - 239.765.4111 or cell - 239.425.5004 **Fax #:** 239.765.5755
- 7) **Funding Manager:** John Kiseda **Phone #:** (home) 239.277.5742 or (ofc) 461.7472
- 8) **Organization's Chief Official:** John Kiseda **Title:** Chairperson
- 9) **Name of Event & Brief Description:** The Great Calusa Blueway Paddling Festival. A seven day festival that includes (a) The Official Kick Off & Media Blitz Of The Calusa Blueway Paddling Trail (b) Fifty-Mile Kayak Team Challenge (c) Mound Key Archaeological State Park Paddling Trip (d) Sunset, Bird Rookery and Estuary Kayak Guided Tours in Estero Bay (e) Estero Island Roundabout Club Paddle (f) Randell Research Mound Paddle (g) Geocaching Treasure Hunts (h) Cache-In Trash Out (i) Cool Stuff Vendors & Sponsor Exhibits (j) Seminars.
- 10) **Area of Event Impact (Location in Lee County):** The first year, we will begin with multiple stops in three core locations in Lee County all on the Calusa Blueway Paddling Trail and they include Fort Myers Beach (Estero Bay), Captiva, and Matlacha/Pine Island (Pine Island Sound).
- 11) **Event date:** October 7-13, 2005
- 12) **Total V.C.B. Dollars Requested:** \$44,731
Total Amount of Match: \$45,268
- 13) If the full amount requested **cannot** be awarded, will out-of-area advertising/marketing still occur?
Yes: The amount of advertising/marketing/pr that we would be able to provide would be substantially reduced and would impact the number of room nights we are able to produce.

14) **Signature of Organization's Chief Official:** _____
John Kiseda
Typed Name


Signature

NOTE: No TDC Funds will be allowed for wages, salaries, or administrative costs.

Funding Agreement
Exhibit “B”



VISIT FLORIDA
661 East Jefferson Street
Suite 300
Tallahassee, Florida
32301
T (850) 488-5607
F (850) 224-9589
www.flausa.com

June 30, 2005

Ms. Liane Crawford-Smith
The Society for Ethical Ecotourism in Southwest Florida
P.O. Box 62203
Fort Myers, FL 33906-2203

Dear Ms. Crawford-Smith:

VISIT FLORIDA has experienced the most competitive grant cycle ever in the history of the Cultural Heritage and Nature Tourism Grant Program. With that said, we are very pleased to announce that the Florida Commission on Tourism and VISIT FLORIDA have awarded your organization a Cultural Heritage and Nature Tourism Marketing Grant in the amount of \$5,000 for your cultural heritage and nature tourism efforts as outlined in your application.

Enclosed you will find a template of a press release for your use, should you desire to announce your grant award locally. If your organization has never received payment from VISIT FLORIDA, please fill the out the enclosed minority vendor and W9 forms (if applicable), and fax them to Sara R. Patterson at (850) 224-2938. Also enclosed is information outlining the criteria and requirements for grant reimbursement.

We are required to inform you that the receipt of grant funds from the Florida Commission on Tourism or VISIT FLORIDA may invoke classification of the recipient as a sub-recipient under the Florida Single Audit Act. Any organization classified as a sub-recipient and receiving at least \$300,000 in state funds will be required to comply with the Single Audit Act. The applicable Catalog of State Financial Assistance number is 31.006. Please see 215.97, F. S. and 27D-1, F.A.C. for further information or visit www.myflorida.com.

The Florida Commission on Tourism and VISIT FLORIDA realize how vital tourism is to the state, and we thank you for your continued support of the industry. Again, congratulations on your award, and we look forward to seeing the final product. If you have any questions, please do not hesitate to contact Sara R. Patterson, New Product Development Representative at (850) 488-5607, ext. 363 or spatterson@VISITFLORIDA.org.

Sincerely,

A handwritten signature in black ink that reads 'Bud Nocera' followed by a horizontal line.

Bud Nocera
President and CEO

Enclosures: Minority Vendor/W9 Forms, Press Release, Criteria/Requirements, Logo Guidelines

2005-2006 Grant Application

Date received April 14, 2005

All funded projects must contain the following VISIT FLORIDA logo (includes web site), and the exact written acknowledgement that the project received financial assistance from VISIT FLORIDA, or the project will not be funded:



This project received financial assistance from VISIT FLORIDA™.

Incomplete applications will be returned. Use a separate application for each project. **Return the original and five (5) copies to VISIT FLORIDA.**

Deadline: 5:00 p.m. Friday, April 15, 2005

Applications received before or after the deadline will be returned to the applicant.

Mail to:

VISIT FLORIDA

CULTURAL HERITAGE AND NATURE TOURISM GRANT PROGRAM

661 East Jefferson Street, Suite 300, Tallahassee, FL 32302

I. IDENTIFICATION AND DESCRIPTION

(Please Type)

Applicant Organization: The Society for Ethical Ecotourism in Southwest Florida

FEID: 59-3694712

Address: P.O.Box 62203

Fort Myers, FL 33906-2203

Telephone: 239-277-5742 **Fax:** 239-461-7460

Email: kisedaib@leegov.com

Check all that apply:

- A. Local government unit: Yes No
B. Non-profit corporation: Yes No

Project Director: Liane Crawford-Smith

Project Assistant: John Kiseda



VISIT FLORIDA

Cultural Heritage and Nature Tourism Grant Program

Contact information for individual responsible for application compliance and follow-through:

Name: Liane Crawford-Smith Email: lianec@sunstream.com

Address: 6620 Estero Blvd. Fort Myers Beach, FL 33931

Telephone: (239) 765-4111 Fax: (239) 765-5755

Project Name: The Great Calusa Blueway Paddling Festival

Date Project will begin: May-05 (Month/Year) Date of Project Completion: October/2005
(Month/Year)

Date of Festival or Event (if applicable): October 7 - 13, 2005 (Day/Month/Year)

Funding:

Total Project Budget (Total cost of expenses) \$ 44731.00

Matching Funds or In-Kind Services Provided (if applicable) \$ 25,000.00

Please explain source of matching funds, dollar-for-dollar or in-kind services (where applicable):

In-Kind services from Host Hotels is \$15,000. Production of all collateral materials created in-house Advertising Agency at SunStream Hotels & Resorts value is \$10,000 In-Kind.

Has this project previously received a grant from VISIT FLORIDA? If so, when was it received and what type of grant was it?

No

2005-2006 Grant Application



VISIT FLORIDA

Cultural Heritage and Nature Tourism Grant Program

II. GRANT REQUEST

Grant Category: Marketing Image Development Tourism Education
(Check only one)

Amount Requested:

Multi-County and/or Multi-Partner Marketing \$5,000
(Maximum grant up to \$5,000)

Multi-County Image Development \$
(Maximum grant of \$3,000)

Multi-County and/or Multi-Partner Tourism Education \$
(Maximum grant of \$2,000)

Grant Descriptions:

Multi-County and/or Multi-Partner Marketing: To assist in funding multi-county and/or multi-Partner projects that contribute directly to the publicity and promotion of Florida's Cultural Heritage and Nature Tourism advantages; may also be used to assist funding of tourism research projects.

Multi-County Image Development: To assist in funding multi-county image development (photography and/or motion picture) to produce images/video of Florida Cultural Heritage and Nature attractions in two or more counties for use on web sites, brochures, etc.

Multi-County and/or Multi-Partner Tourism Education: To assist in funding multi-county and/or multi-Partner on-going projects designated to educate local citizens, businesses, and community leaders on Cultural Heritage and Nature Tourism in Florida, via publications and/or presentations.

Project Information and Details: (Please attach additional sheets as needed)

Briefly describe the project in clear and concise terms:

See the following two pages

The Calusa Blueway Paddling Festival ...

is a one-of-a-kind, signature event on "The Great Calusa Blueway Paddling Trail" which is recognized as one of the best U.S. kayaking destinations by both *Paddler* and *Canoe & Kayak* magazines.

Come, paddle and explore with us, and experience the unhurried pace of beautiful beaches, breathtaking sunsets, exotic wildlife and fascinating nature preserves along the warm Gulf waters surrounding Pine Island and Matlacha.

Calusa Blueway



Paddling Festival

June 2 - 4, 2006

Pine Island - Matlacha

- Paddle of the Pass
 - 4 mile Recreational or
 - 10 mile Competitive Race
- Fishing Tournament
- Kayak Workshops
 - Demos & Buying Tips
- Fishing Seminars
- Children's Area
 - Activities & Events
- Kayak Tours
- Boat Excursions
- Guided Walks
- Cultural Programs
- Vendors
- Organizational Displays

Paddlers from around the world are invited to explore the fabled bays, rivers, backwaters and shorelines of southwest Florida. "The Great Calusa Blueway Paddling Trail," inspired by Calusa Native Americans - the first residents of the area - has been developed by Lee County Parks & Recreation and funded with Lee County tourist development tax dollars specifically dedicated to beach and shoreline enhancement projects.

The trail, now nearly 100-miles, encompasses two distinct regions of the Gulf of Mexico coast. The first portion meanders through Estero Bay, while the newest section will take paddlers through the scenic bays of Sanibel & Captiva Islands, and Pine Island.

www.calusabluewaypaddlingfestival.com

Society for
Ethical Ecotourism
Southwest Florida



Pine Island



Florida's Creative Coast

