

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Seminole County Crappie Masters National Qualifier

DEPARTMENT: Economic Development

DIVISION: Tourism Development

AUTHORIZED BY: William McDermott

CONTACT: Shani Beach

EXT: 7135

MOTION/RECOMMENDATION:

Approve and authorize the Chairman to execute an agreement with Crappie Masters, Inc. for the 2010 Seminole County Crappie Masters National Qualifier in the amount of \$8,000.

County-wide

William McDermott

BACKGROUND:

The previous Bass Pro Shops, Crappie Masters Seminole County Championship was held January 31, and February 1, 2009. The event brought 450 room nights to Seminole County.

The 2010 Seminole County Crappie Masters National Qualifier is scheduled to take place on February 5-6, 2010 on Lake Jesup and Lake Monroe. Anglers and guests from over 12 states are expected to attend. This event is projected to bring 400 or more room nights with an estimated economic impact of \$94,000.

Funds will be used for marketing and promotion of the event. On November 12th the Tourism Development Council unanimously recommended that funding be approved for this event in the amount of \$8,000.

Funds are appropriated in Tourism Development's FY 09-10 promotional budget.

STAFF RECOMMENDATION:

Staff recommends the Board approve and authorize the Chairman to execute an agreement with Crappie Masters, Inc. for the 2010 Seminole County Crappie Masters National Qualifier in the amount of \$8,000.00.

ATTACHMENTS:

1. Agreement
2. Exhibit A
3. Exhibit B
4. Exhibit C

Additionally Reviewed By:

- Budget Review (Lisa Spriggs, Ryan Switzer)
- County Attorney Review (Ann Colby)

2010 CRAPPIE MASTERS NATIONAL QUALIFIER TOURNAMENT
TOURIST TAX FUNDING AGREEMENT

THIS AGREEMENT is made and entered this _____ day of _____, 2010, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY", and **CRAPPIE MASTERS, INC.**, whose address is 255 NE 851 Road, Clinton, Missouri 64735, hereinafter referred to as "CRAPPIE MASTERS".

W I T N E S S E T H:

WHEREAS, the Florida State Legislature enacted Section 125.0104, Florida Statutes, known as the "Local Option Tourist Development Act" in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

WHEREAS, the voters of Seminole County approved by referendum the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

WHEREAS, COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the Seminole County-based 2010 Crappie Masters National Qualifier Tournament to be held February 5, 2010 - February 6, 2010, on Lake Monroe and Lake Jessup, to promote tourism in Seminole County.

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, COUNTY and CRAPPIE MASTERS agree as follows:

SECTION 1. TERM. The term of this Agreement is from the date of its execution through September 30, 2010, unless earlier terminated, as

provided herein.

SECTION 2. TERMINATION. This Agreement may be terminated by either party at any time, with or without cause, upon not less than thirty (30) days written notice to the other party as provided for herein or, at the option of COUNTY, immediately in the event that CRAPPIE MASTERS fails to fulfill any of the terms, understandings, or covenants of this Agreement. COUNTY shall not be obligated to pay for any services provided or costs incurred by CRAPPIE MASTERS after CRAPPIE MASTERS has received notice of termination. Upon said termination, CRAPPIE MASTERS shall immediately refund to COUNTY, or otherwise utilize as COUNTY directs, any unused funds provided hereunder.

SECTION 3. SERVICES.

(a) CRAPPIE MASTERS shall use funds from this Agreement to promote the Seminole County-based 2010 Crappie Masters National Qualifier Tournament to be held February 5, 2010 - February 6, 2010 (the "Event"), as described in Exhibit A attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo, with telephone number and website address, must appear on all promotional material for which reimbursement will be requested, including but not limited to all electronically transmitted materials.

(c) CRAPPIE MASTERS shall submit proposed advertisement and promotional copy to COUNTY for review and approval prior to publication. Advertising and promotional copy that has not been approved by COUNTY shall not be eligible for reimbursement.

(d) Promotional packages sent out by CRAPPIE MASTERS for the Event must contain a list of all Seminole County hotels provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such promotional packets must be approved by COUNTY prior to distribution in order to qualify for

reimbursement.

(e) CRAPPIE MASTERS shall permit a third-party company designated by the COUNTY to conduct on-site surveys during the Event to coordinate the survey process. CRAPPIE MASTERS shall cooperate in making the Event accessible in whatever manner is necessary for completion of the survey.

(f) After-event preliminary statistics for room nights and economic impact must be submitted to COUNTY no later than thirty (30) days after the Event.

(g) A hotel poll reflecting an accurate accounting of room nights used for the Event shall be conducted by CRAPPIE MASTERS and submitted to COUNTY within thirty (30) days of the Event.

(h) CRAPPIE MASTERS shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at the Event. Said website shall be linked to the Seminole County Tourism website (www.visitseminole.com) and such link shall be maintained throughout the duration of this Agreement.

(i) Failure to comply with or failure to meet the requirements of said Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to CRAPPIE MASTERS by COUNTY pursuant to this Agreement.

SECTION 4. LIABILITY AND INSURANCE.

(a) **Liability.** COUNTY and its Commissioners, officers, employees, and agents shall not be deemed to assume any liability for the acts, omissions, and negligence of CRAPPIE MASTERS or its officers, employees, and agents in the performance of services provided hereunder. CRAPPIE MASTERS hereby agrees to fully and completely indemnify, insure, and hold harmless COUNTY from and against any liability, of whatsoever type or nature, howsoever arising, relating, in any way, to the acts or omissions of CRAPPIE MASTERS and its officers, members, agents, and employees.

(b) **Insurance.**

(1) CRAPPIE MASTERS shall furnish COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). COUNTY and its officials, officers, and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that COUNTY shall be given not less than thirty (30) days written notice prior to the cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained, CRAPPIE MASTERS shall provide COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate shall contain a statement that it is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement. In lieu of the statement on the Certificate, CRAPPIE MASTERS shall, at the option of COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement.

(3) In addition to providing the Certificate of Insurance, if required by COUNTY, CRAPPIE MASTERS shall, within thirty (30) days after receipt of the request, provide COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.

(4) Neither approval by COUNTY nor failure to disapprove the insurance furnished by CRAPPIE MASTERS shall relieve CRAPPIE MASTERS of its full responsibility for performance of any obligation including CRAPPIE MASTERS' indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 624.4621, Florida Statutes, shall have and maintain a Best's Rating of "A-" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(C) If, during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company shall: (1) lose its Certificate of Authority, or (2) fail to maintain the requisite Best's Rating and Financial Size Category, CRAPPIE MASTERS shall, as soon as it has knowledge of any such circumstance, immediately notify COUNTY and immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as CRAPPIE MASTERS has replaced the unacceptable insurer with an insurer acceptable to COUNTY, CRAPPIE MASTERS shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of CRAPPIE MASTERS, CRAPPIE MASTERS shall, at its sole expense, procure, maintain, and keep in force amounts and types of insurance conforming to the minimum requirements set forth in this Section. Except as otherwise specified in this Agreement, the insurance shall become effective prior to the commencement of the Event and shall be maintained in force until the Agreement completion date. The amounts and types of insurance shall conform to the following minimum

requirements.

(A) Commercial General Liability.

(1) CRAPPIE MASTERS' insurance shall cover CRAPPIE MASTERS for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, without the attachment of restrictive endorsements other than the elimination of Coverage C, Medical Payment, and the elimination of coverage for Fire Damage Legal Liability.

(2) The minimum limits to be maintained by CRAPPIE MASTERS (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

LIMITS

General Aggregate	Three (3) Times the Each Occurrence Limit
Personal & Advertising Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by CRAPPIE MASTERS pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by COUNTY or its officials, officers, or employees shall be excess of and not contributing to the insurance provided by or on behalf of CRAPPIE MASTERS.

(8) Occurrence Basis. The Commercial General Liability required by this Agreement shall be provided on an occurrence basis rather than a claims-made basis.

SECTION 5. BILLING AND PAYMENT. COUNTY hereby agrees to provide financial assistance to CRAPPIE MASTERS up to a maximum sum of EIGHT THOUSAND AND NO/100 DOLLARS (\$8,000.00) for all services provided hereunder by CRAPPIE MASTERS during the term of this Agreement in accordance with the project budget and requirements set forth in Exhibit A. Qualified expenditures are reimbursable upon:

(a) Receipt by COUNTY of the Request for Funds form, attached hereto and incorporated herein as Exhibit B, from CRAPPIE MASTERS requesting amount for which CRAPPIE MASTERS wishes to be reimbursed. The Request for Funds form shall be completed properly and documentation attached including original or copies of invoices and copies of canceled checks. Such request by CRAPPIE MASTERS shall only be for services specifically provided for herein necessary to serve Seminole County. Said Request for Funds form shall be submitted no later than ninety (90) days after the Event. Failure to comply with this requirement shall result in termination of this Agreement and forfeiture of all financial assistance granted to CRAPPIE MASTERS under this Agreement.

(b) Verification by the Seminole County Tourism Development Director that CRAPPIE MASTERS provided the services for which reimbursement is sought and has complied with the reporting requirements contained hereinafter;

(c) The Request for Funds form shall be accompanied by a detailed report of the economic impact on COUNTY resulting from the Event or activity for which funds have been provided hereunder. Such report, attached hereto and incorporated herein as Exhibit "C", shall include, but not be limited to, the actual number of hotel or motel rooms occupied and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:

Original: Director
Seminole County Tourism Development
1055 AAA Drive, Suite 145
Heathrow, Florida 32746

Copy: Director, Department of Finance
Seminole County Services Building
1101 East First Street
Sanford, Florida 32771

(e) Reimbursement shall be contingent upon CRAPPIE MASTERS' compliance with the requirements as stated in Exhibit A.

SECTION 6. REPORTING REQUIREMENTS. In the performance of this Agreement, CRAPPIE MASTERS shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures. CRAPPIE MASTERS shall transmit and certify interim records with each Request for Funds form submitted to COUNTY. The Request for Funds form shall detail costs incurred as referenced in Exhibit A. CRAPPIE MASTERS shall submit a final financial report within ninety (90) days of project completion or lapse or termination of this Agreement.

SECTION 7. NON-ALLOWABLE COSTS. The purpose for which Tourist Development Tax grant funds are provided to CRAPPIE MASTERS shall not duplicate programs for which monies have been received, committed, or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in Exhibit "A". Non-reimbursable expenditures include, but are not limited to, legal, engineering, accounting, auditing, planning, marketing, feasibility studies, or other consulting services; real property or capital improvements; interest reduction in deficits and loans; prize money, scholarships, awards, plaques, or certificates; private entertainment, lodging, food, and beverages; and wages, salaries, administrative, or travel expenses other than those appearing, if any, in Exhibit A.

SECTION 8. UNAVAILABILITY OF FUNDS. CRAPPIE MASTERS acknowledges that Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at COUNTY's option, by written notice of termination to CRAPPIE MASTERS as provided hereinafter. COUNTY shall not be obligated to pay for any services provided or costs incurred by CRAPPIE MASTERS after it has received such notice of termination. In the event there are any unused COUNTY funds, CRAPPIE

MASTERS shall promptly refund those funds to COUNTY or otherwise use such funds as COUNTY directs.

SECTION 9. ACCESS TO RECORDS. CRAPPIE MASTERS shall allow COUNTY, its duly authorized agent, and the public access to such of CRAPPIE MASTERS' records as are pertinent to all services provided hereunder at reasonable times and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

SECTION 10. LIAISON. CRAPPIE MASTERS shall submit the originals of the Request for Funds form and any other required reports or correspondence to the following:

Director
Seminole County Tourism Development
1055 AAA Drive, Suite 145
Heathrow, Florida 32746

SECTION 11. NOTICES. Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, return receipt requested, and sent to:

For COUNTY:

Director
Seminole County Tourism Development
1055 AAA Drive, Suite 145
Heathrow, Florida 32746

For CRAPPIE MASTERS:

Paul Alpers, President/CEO
Crappie Masters, Inc.
255 NE 851 Road
Clinton, Missouri 64735

Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

SECTION 12. ASSIGNMENTS. Neither party to this Agreement shall assign this Agreement, nor any interest arising herein, without the written consent of the other.

SECTION 13. ENTIRE AGREEMENT.

(a) It is understood and agreed that the entire Agreement of the parties is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof.

(b) Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties.

SECTION 14. COMPLIANCE WITH LAWS AND REGULATIONS. In providing all services pursuant to this Agreement, CRAPPIE MASTERS shall abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of, such services, including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement and shall entitle COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to CRAPPIE MASTERS as provided hereinabove.

SECTION 15. CONFLICT OF INTEREST.

(a) CRAPPIE MASTERS agrees that it will not engage in any action that would create a conflict of interest in the performance of its obligations pursuant to this Agreement with COUNTY or which would violate or cause others to violate the provisions of Part III, Chapter 112, Florida Statutes, relating to ethics in government.

(b) CRAPPIE MASTERS hereby certifies that no officer, agent or employee of COUNTY has any material interest (as defined in Section 112.312(15), Florida Statutes, as over 5 percent) either directly or indirectly, in the business of CRAPPIE MASTERS to be conducted here, and that no such person shall have any such interest at any time during the term of this Agreement.

(c) Pursuant to Section 216.347, Florida Statutes, CRAPPIE MASTERS hereby agrees that monies received from COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the legislature or any other state or federal agency.

IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST: CRAPPIE MASTERS, INC.

BOBBY BROWN, Secretary/Treasurer

By: _____
PAUL ALPERS, President/CEO

[Corporate Seal]

Date: _____

ATTEST: BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

MARYANNE MORSE
Clerk to the Board of
County Commissioners of
Seminole County, Florida

By: _____
BOB DALLARI, Chairman

 Date: _____

For the use and reliance
of Seminole County only.

As authorized for execution by
the Board of County Commissioners
at their _____, 20____
regular meeting.

Approved as to form and
legal sufficiency.

County Attorney

Attachments:
Exhibit A - Project Application
Exhibit B - Request For Funds Form
Exhibit C - Economic Impact Report Form

AEC/sjs
12/9/09
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EVENT GUIDELINES

Applications must conform to the guidelines specified by the Tourist Development Council. Applications that do not conform to these guidelines will not be considered for funding. The funding limits are subject to final approval by the Tourist Development Council and Board of County Commissioners.

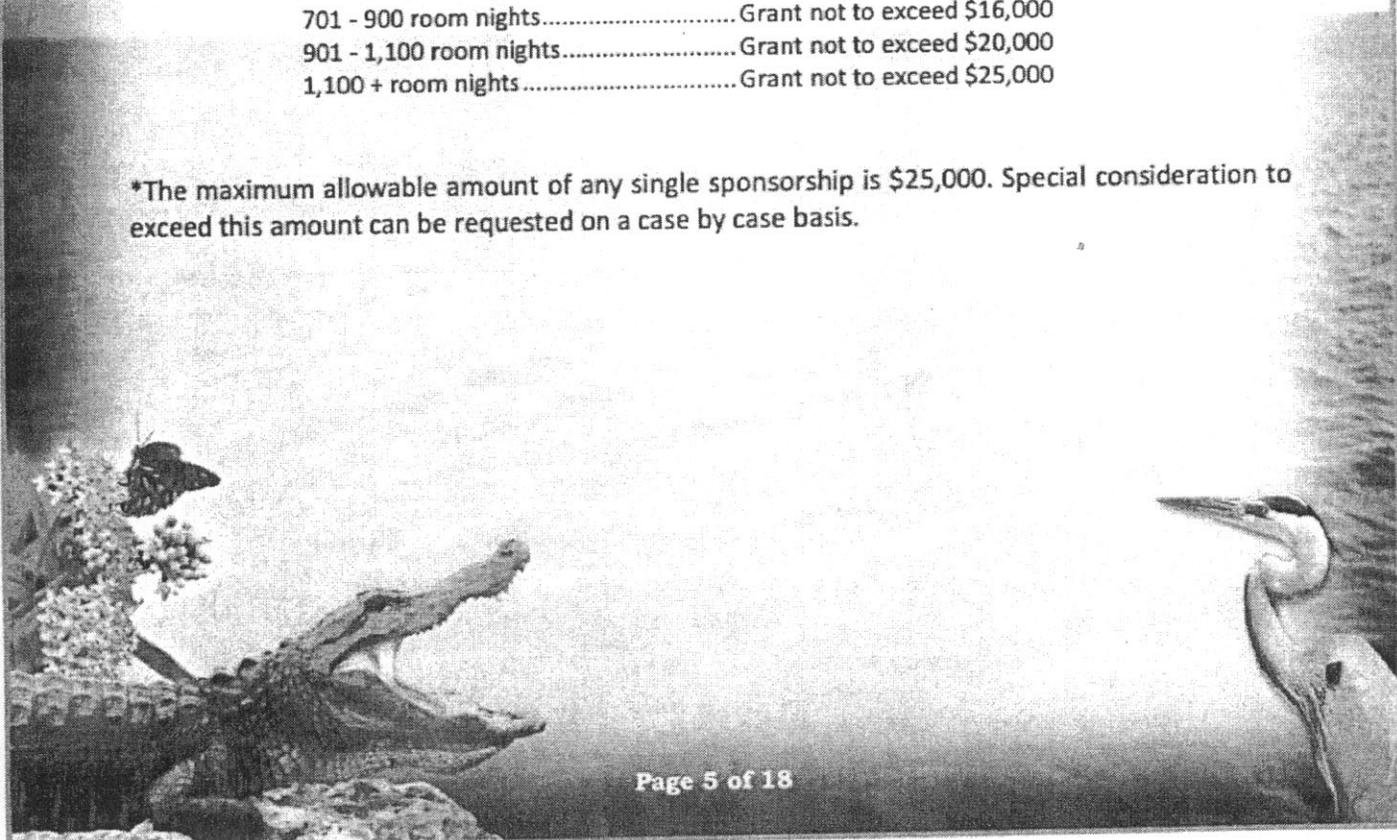
Sponsorships are available for major events staged in Seminole County by organizations that attract large numbers of visitors from outside the County. The event must generate a **minimum of 100 room nights** to be considered for funding. An example would be national or international amateur sports events.

Consideration for funding is determined by the number of room nights and the overall direct economic impact your event will bring to Seminole County. The level of funding will be determined based upon the **guaranteed minimum number of room nights** your event will bring into Seminole County hotels. The funding scale below will indicate the maximum total dollar amount you can apply for based upon the total number of room nights you project your event will bring into Seminole County.

FY 09/10 Funding Scale

100 – 300 room nights	Grant not to exceed \$4,000
301 - 500 room nights.....	Grant not to exceed \$8,000
501 - 700 room nights.....	Grant not to exceed \$12,000
701 - 900 room nights.....	Grant not to exceed \$16,000
901 - 1,100 room nights.....	Grant not to exceed \$20,000
1,100 + room nights.....	Grant not to exceed \$25,000

*The maximum allowable amount of any single sponsorship is \$25,000. Special consideration to exceed this amount can be requested on a case by case basis.



Disbursement

80 % Rule for Reimbursement

Reimbursement If the total amount of actual room nights is less than 80% of your guarantee, the following formula will be used to determine the reimbursement percentage. The County will only reimburse up to this percentage of the original amount awarded if your event generates less than 80% of the minimum room night guarantee as stated in the application. The total amount reimbursed will be based upon the following formula:

1.
$$\frac{\text{Total Number of Actual Room Nights}}{\text{Total Number of Guaranteed Room Nights (pg. 15)}} = \% \text{ of Room Nights}$$
2. % of Room Nights (x) the Original Grant Amount Awarded = Maximum total amount County would reimburse for the event.

Example: Let's say the TDC approved a grant for \$12,000 for an event that guaranteed 700 room nights. If your event guaranteed 700 room nights and your event actually only generated 500 total room nights, the County would reimburse up to 71% of the original amount awarded. $500/700= 71\%$. The maximum total amount awarded in this case would be \$8,520.00 assuming all other paperwork and copies of cancelled checks has been submitted to the CVB following your event. On the other hand, if the event generated 567 actual room nights (81 % of the guarantee) then your organization would qualify to receive up to the full amount (\$12,000.00) that was initially awarded.

Your organization will be responsible to pay the remaining balance owed for any bid fee, facility fees, or promotional expenses as outlined in your tourism development tax request if the actual number of room nights is less than 80% of what was guaranteed.

It is the responsibility of the event organizer to provide a list of host hotels to the CVB at least 30 days prior to the start of the event for tracking purposes; All hotels will be required to submit a **Room Night Pick-up Form** to the CVB at the conclusion of the event as an e-mail will be sent from the CVB to all hotels after the event to gather the room nights picked up from the event. Grant disbursement will be decided upon by the CVB once all room night information has been collected. If the actual total number of rooms is less than 80 percent of the minimum number of rooms that was guaranteed, the reimbursement formula above will be used to determine the reduced total amount that can be paid by Seminole County TDC funds for this event. Event organizers are still encouraged to conduct their own room night surveys for back up documentation should there be any discrepancies in determining the total number of room nights generated from the event.



Additional Information and Guidelines for Funding

If approved for funding, the event organizer will receive a pre and post event e-mail from the CVB outlining exactly what needs to be done in order to receive full reimbursement at the conclusion of the event. It will include, but is not limited to, the following:

1. All marketing and promotional material must be submitted to the CVB for approval prior to distribution for promotion of the event.
2. Provide a list of Seminole County host hotels to the CVB 30 days prior to the event.
3. Seminole County's logo and Web site www.visitseminole.com shall be placed on all Web sites pertaining to promotion of the event.
4. Seminole County's logo and name inclusive on all digital and printed material associated with the event and will list Seminole County as a sponsor of the event.

Please note: All final paper work as outlined in your contract must be submitted to the CVB **within 90 days of the conclusion of the event**. Your request for reimbursement will be considered incomplete until all of the following forms are submitted to the Seminole County CVB.

Exhibit A- Event Application

Exhibit B- Request for Funds Form

Exhibit C- Post Event Economic Impact Analysis

Exhibit D- Room Night Pickup Forms (will be completed by the CVB)



CRITERIA FOR EVALUATION OF APPLICATIONS

Applications will be evaluated on four (4) categories.

- I. COMMITMENT TO THE EXPANSION OF TOURISM IN SEMINOLE COUNTY**
 - A. Evidence that the event: serves to attract out-of-county visitors generating hotel/motel/campground rentals; will be marketed to the fullest extent possible in an effective and efficient manner; demonstrates a willingness of the organizers to work with the tourism industry; commitment to develop other funding sources in subsequent years.

- II. SOUNDNESS OF PROPOSED EVENT**
 - A. The extent to which the event: has clearly identified objectives; has assigned responsibilities and accountability; has a realistic timetable for implementation; has additional funding sources available that will be utilized; will accomplish its stated objectives.

- III. STABILITY AND MANAGEMENT CAPACITY**
 - A. A proven record or demonstrated capacities of the organization to develop resources, effectively plan, organize and implement the proposed event.
 - B. The organization has a successful history of service in, and to, Seminole County Tourism.
 - C. Ability of the organization to administer public grants and to prepare and deliver the necessary progress reports to the Tourist Development Council.

- IV. QUALITY AND UNIQUENESS OF PROPOSED EVENT**
 - A. Extent to which the activity provides a program for Seminole County visitors and its residents, of significant merit and that, without such assistance, would not take place in the County.



USE OF TOURISM DEVELOPMENT FUNDS

Florida State Statutes 125.0104 section 5(A) 2 states that Tourism funds must be used to promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

NOTICE: If your event is approved for funding, all collateral material and advertisements must list Seminole County as one of the event sponsors. **Also, the CVB logo and website must be visible on all printed materials.**

AUTHORIZED USES OF FUNDS

The following are examples of how Tourist Development Funds may be used to promote tourism for Seminole County.

Promotional Expense

1. Promotional expenses in conjunction with an event to increase participation and bring visitors to Seminole County. Examples are: printing and distribution of promotional pieces sent out to promote the event outside of a 100 mile radius.
2. Advertising and publicity of an event outside of the Greater Orlando area to increase participation, attendance and awareness of the event and generate hotel room nights.

Operational Expense

Operational expenses are only allowable when they logically and defensibly can be attributed purely to the development/production of the event that specifically targets and promotes out-of-town visitors to Seminole County.

1. Bid Fee (Must be considered an authorized use as determined by the State Statute)
2. In Kind Services such as facility rentals for events that take place at publicly owned and operated facilities and/or events that take place at facilities that are operated by not-for-profit organizations and open to the public.

Please be advised that Seminole County policy requires the submission of original invoices and copies of canceled checks with all requests for both bid fees and promotional expense reimbursement. Reimbursement will only be made if original invoices and copies of canceled checks are provided. Facility Fees are to be paid directly to the facilities, not to the event organizers.

There are no exceptions.

UNAUTHORIZED USES OF FUNDS

The following are examples of non-allowable expenses of Tourism Development Tax Funds.

FUNDS MAY NOT BE USED FOR:

1. Prize money, scholarships, awards, plaques, or certificates.
2. Travel expenses.
3. Private entertainment, food, and beverages.
4. Annual operating expenditures not directly related to the event or event.
5. Legal, medical, engineering, accounting, auditing, planning, feasibility studies or other consulting services.
6. Salaries.
7. Real property or capital improvements to privately owned facilities.
8. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
9. Interest or reduction of deficits and loans.
10. Expenses incurred or obligated prior to or after the grant event period.
11. Advertising and promotional materials distributed at the event site or after event.



APPLICATION FOR FUNDS GENERAL INSTRUCTIONS

THE FOLLOWING QUESTIONS MUST BE ANSWERED IN FULL.

I. GENERAL INFORMATION

To assist us in evaluating the impact of your event on Seminole County and to better understand what support you are requesting, the following questions must be answered completely. Please do not skip any information which applies to your event.

Please contact Danny Trosset, Sales and Marketing Manager at 407-665-2913 with any questions.

Copies of the following items are required and should be submitted with your application:

- () IRS Determination Letter of non-profit status
- () List of current Officers and Board members indicating terms. (If available)
- () Proof of Liability Insurance



**PART II
APPLICATION FOR FUNDS
TOURIST DEVELOPMENT SPONSORSHIP**

I. GENERAL INFORMATION

(1) NAME OF ORGANIZATION

(2) NAME OF EVENT

(3) CONTACT PERSON

(4) CONTACT PERSON E-MAIL

(5) COMPLETE ADDRESS OF ORGANIZATION

STREET:

CITY:

ST:

ZIP:

PHONE:

CELL:

FAX:

(6) ORGANIZATION'S CHIEF OFFICIAL:

TITLE:

Address if different from above:

PHONE:

CELL:

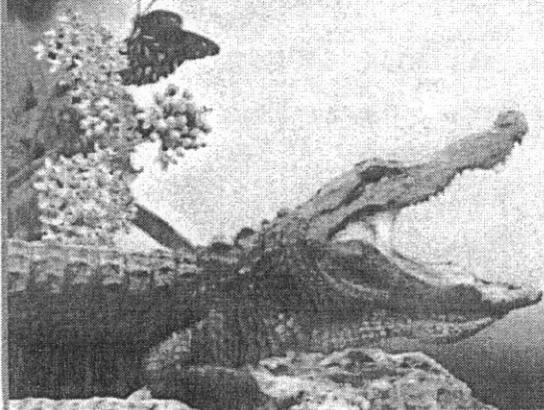
FAX:

(7) INTENDED USE OF FUNDS: (Refer to Pages 6-7 – Authorized/Unauthorized Uses of Funds)

(8) AMOUNT REQUESTED \$

(Enter number only)

(9) IF ENTIRE REQUEST CANNOT BE FUNDED, CAN THE EVENT BE RESTRUCTURED FOR LESS FUNDING? YES NO



II. DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. **If needed, use a separate sheet to complete these questions in detail.**

- (1) What are your organization's goals and objectives?

Promoting competitive crappie fishing, sponsors, family fishing, and community involvement throughout out tournament trail. The Crappie Masters trail is supported by grass roots anglers and family teams such as father-son, father-daughter, grandfather-grandson, wives & husbands. Enhancing our American communities by promotions through print, radio, internet and TV. Enhancing our communities by having a positive economic impact.

- (2) What services does your organization provide?

Crappie Masters provides a free-kids fishing rodeo, staff to run the entire event, media and TV crews to promote and enhance the community.

- (3) How will your organization monitor expenditure of funds?

Crappie Masters will have their economic budget which monitor all hotel/motel food and labor costs.

- (4) How will your event bring additional visitors and hotel room nights to Seminole County?

Crappie Masters Bass Pro Shops tournaments has averaged representatives from 15 different states. Through Bass Pro Shops sales flyers, these events will be advertised in over 22 different states. By premiering Monroe Lake as one of the prime hot spots for crappie fishing, it will bring in several anglers to come and fish just for fun and entertainment.

- (5) What is your organization's experience in managing sponsorships and grants?

CrappieMasters has worked throughout the country with several different states and tourisms applying for grants to bring these unique fishing tournaments to many different communities such as Virginia, Missouri, Florida, Mississippi, Alabama, Tennessee, Iowa, Minnesota, and many others.

III EVENT INFORMATION (Use additional sheets where necessary.)

(1) EVENT NAME:

(2) TYPE OF EVENT:

(3) DATE OF EVENT:

(4) LOCATION OF EVENT:

(5) NUMBER OF DAYS:

HOURS: FROM: TO:

(6) EVENT PROMOTER (IF OTHER THAN YOUR ORGANIZATION)

NAME OF PROMOTER:

COMPANY NAME:

ADDRESS:

PHONE and FAX:

PROJECTED NUMBER OF EXPECTED ADULT PARTICIPANTS

OUT OF STATE: # OF DAYS:

IN-STATE NON-LOCAL: # OF DAYS:

IN-STATE NON-COUNTY: # OF DAYS:

PROJECTED NUMBER OF YOUTH SPECTATORS

OUT OF STATE: # OF DAYS:

IN-STATE NON-LOCAL: # OF DAYS:

IN-STATE NON-COUNTY: # OF DAYS:

PROJECTED NUMBER OF EXPECTED YOUTH PARTICIPANTS

OUT OF STATE: # OF DAYS:

IN-STATE NON-LOCAL: # OF DAYS:

IN-STATE NON-COUNTY: # OF DAYS:

PROJECTED NUMBER OF MEDIA, STAFF, OFFICIALS

OUT OF STATE: # OF DAYS:

IN-STATE NON-LOCAL: # OF DAYS:

IN-STATE NON-COUNTY: # OF DAYS:

PROJECTED NUMBER OF ADULT SPECTATORS

OUT OF STATE: # OF DAYS:

IN-STATE NON-LOCAL: # OF DAYS:

IN-STATE NON-COUNTY: # OF DAYS:

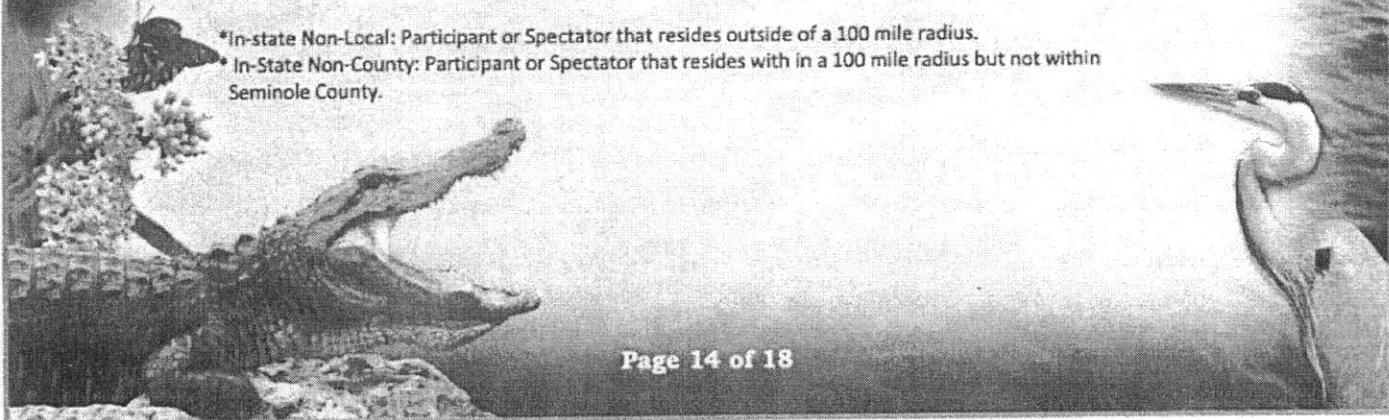
EXPECTED NUMBER OF ROOM NIGHTS

EXPECTED AVERAGE ROOM RATE: (Enter number only)

EXPECTED FACILITY FEES: \$

EXPECTED ADDITIONAL EVENT EXPENSES: \$

*In-state Non-Local: Participant or Spectator that resides outside of a 100 mile radius.
 In-State Non-County: Participant or Spectator that resides within a 100 mile radius but not within Seminole County.



(11) THE ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY FROM YOUR EVENT (The Eco Impact form for the application can be found on the Web site):

\$94,204.00

(12) WHAT IS THE GUARANTEED MINIMUM NUMBER OF ROOM NIGHTS YOUR EVENT WILL BRING TO SEMINOLE COUNTY? (This is the minimum number of rooms that must be captured by the event and documented by submitting the Room Night Pick-Up Form (Exhibit D) within 90 days of the conclusion of the event. The Seminole County CVB reserves the right to reduce the grant disbursement should the event fail to meet this minimum room night guarantee.)

400

(13) PROVIDE A LIST OF OTHER EVENT SPONSORS & THE AMOUNT(S) OF THEIR SPONSORSHIPS.

Bass Pro Shops, American Angler, Minkota, Mercury Motors, Hummingbird, Road Runner, Grizzly Jig, Navionics, Titelok, Frabill, Bug band, Bobby Garland, Tundra, Gary Yamamoto, Spikeit, Slider, Proplite, Mr. Crappie, KeepAlive, Kodiac, Porpucine Fish Attractor, Foodsource, Huffman Publishing, Tracker, Well mate

(14) PROVIDE THREE (3) YEARS OF THIS EVENT'S HISTORY, IF APPLICABLE.

Previous Event: Bass Pro Shops Crappie Masters Seminole County championship
 Date Jan 31, Feb 1, 2009 Location Lake Monroe & Jessup, Sanford, FL
 Contact Name/Phone: Paul L. Alpers (Enter number only)
 Total Participants 100 Room Nights 450 Economic Impact \$ 425,000

Previous Event: Bass Pro Shops Crappie Masters Florida State Championship
 Date Feb 1 & 2, 2008 Location Lake Monroe & Jessup, Sanford, FL
 Contact Name/Phone: Paul L. Alpers, 573 280 8020 (Enter number only)
 Total Participants 140 Room Nights 600 Economic Impact \$ 625,000

Previous Event: _____
 Date _____ Location _____
 Contact Name/Phone: _____ (Enter number only)
 Total Participants _____ Room Nights _____ Economic Impact \$ _____

(15) PLEASE PROVIDE DETAILS OF HOW THE EVENT WILL WORK.

Crappie Masters anglers will compete for 8 1/2 hours on competition days. Weigh-in will be held at the park in downtown Sanford, FL along with a free kids fishing rodeo on Saturday from 8 am to 11 am. The top 20 teams that have not already qualified, will be qualified for the 2010 national championship in Clinton, MO. There will be a media fish-off on Thursday. All sponsors, media, and dignitaries will fish with selected pro anglers. There will be a seminar - meeting held for anglers prior to competition. At this time door prizes will be given away to all participants. The top 10 teams will be guaranteed a minimum purse of \$10,000 to the top 10 places.

EVENT BUDGET SUMMARY

INCOME SOURCES:

(Enter number only)

TOURIST DEVELOPMENT TAX REQUEST \$

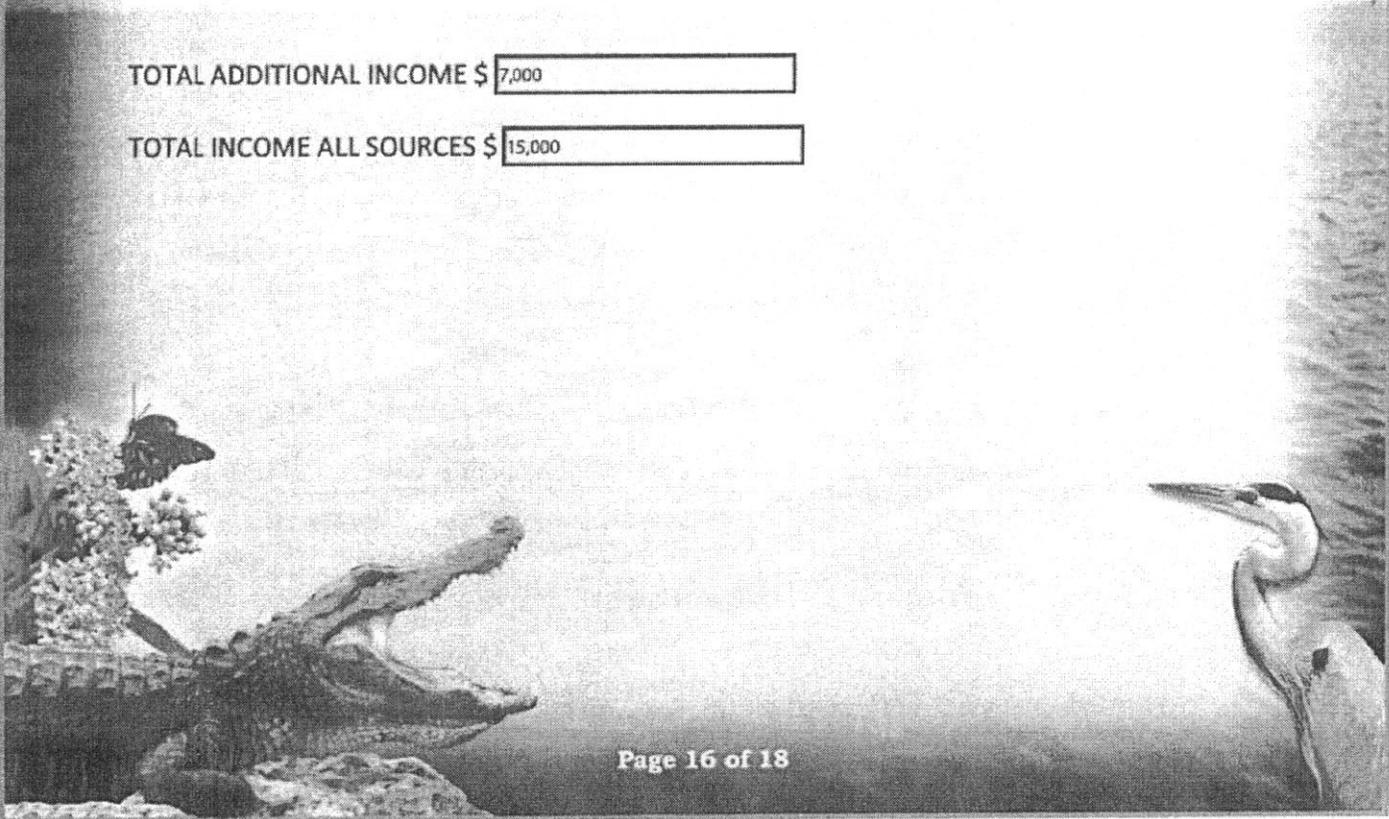
ADDITIONAL INCOME SOURCES (Seminole County cannot be sole source.)

(Enter number only)

Bass Pro Shops	\$	<input type="text" value="2,000"/>
Sanford	\$	<input type="text" value="5,000"/>
<input type="text"/>	\$	<input type="text"/>
<input type="text"/>	\$	<input type="text"/>
<input type="text"/>	\$	<input type="text"/>
<input type="text"/>	\$	<input type="text"/>
<input type="text"/>	\$	<input type="text"/>
<input type="text"/>	\$	<input type="text"/>
<input type="text"/>	\$	<input type="text"/>
<input type="text"/>	\$	<input type="text"/>
<input type="text"/>	\$	<input type="text"/>

TOTAL ADDITIONAL INCOME \$

TOTAL INCOME ALL SOURCES \$



\$40-\$50,000

EVENT EXPENSES:

Provide an itemized summary of all event expenses. Please also indicate the total amount requested and the intended use of funds at the bottom of the page.

TOTAL EXPENSES

(Enter number only)

Bass Pro Shops Crappie Masters TV	\$ 6,000
Full page ad in CrappieMasters Guide for Seminole County	\$ 2,000
Civic Center Rental for banquet	\$ 600
Trip to Florida to run event	\$ 1,500
Meals and Hotels for staff	\$ 2,500
Tournament fee for polygraph examiner	\$ 300
Media fish off luncheon	\$ 400
Writers & media lodging	\$ 1,700

Total Expenses: \$ 15,000

Intended Utilization of Funds:

(Enter number only)

Bass Pro Shops Crappie Masters TV Series- \$6,000	\$
Full Page Ad in Crappie Masters for Seminole County- \$2,000	\$
	\$
	\$
	\$

TOTAL EVENT EXPENSES: \$ 15,000



CERTIFICATION

I have reviewed this Application for Funds from the Tourist Development Council. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete. Please print and mail this signed document to the Seminole County CVB at the address listed on page 1. The application will be considered incomplete until the Seminole County CVB receives a copy with the original signatures.

Paul L. Alpers

Chief Corporate Officer

October 2, 2009

Date

Marijane Ward

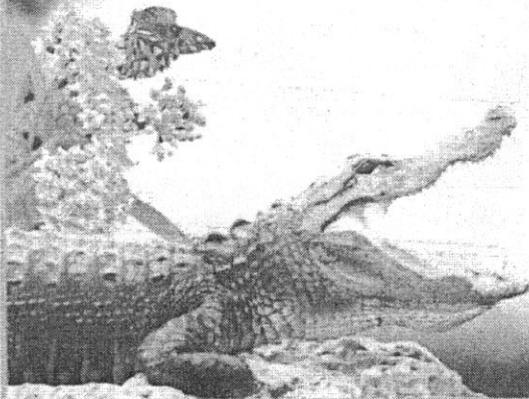
Witness

October 2, 2009

Date

For Official Use Only:

This document was last updated on August 5, 2009.





"The Guarantee Says It All"

Promote
Enhance
Preserve

October 2, 2009

TO: Seminole County Tourism

The new Bass Pro Shops Crappie Masters TV all American show will be a program devoted entirely to the Crappie Masters tournaments and the community and amenities that surround each event.

This TV show will go out to 21 million households, which will air 6 different times from July 1, 2010 until December 31, 2010. It will also go out to 3 million selected cable network homes. This show will promote and enhance the community featuring the different points of interest of the area. It will also reveal different tips and techniques on how to crappie fish on Monroe Lake in Sanford, Florida. Also, there will be one-on-one interviews with Seminole County Tourism representatives showcasing the local area.

Cost: \$6,000

The Seminole County Tourism full-page ad in Crappie Masters Tournament Guide will be distributed in 40,000 issues throughout 18 different states enticing different anglers from all over to come and compete in such a prestigious event.

Cost: \$2,000

Seminole County will also have a live link from Crappie Web site to their site and a banner ad on the Monroe Lake – Jessup page of the web site.

Paul Alpers, President: 573-280-8020
Bobby Brown, Vice President: 417-532-0244 email:crappiemasters@gmail.com
Crappie Masters, Inc.
P.O. Box 989
Lebanon, MO. 65536

EXHIBIT "B"
REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 DOUGLAS AVENUE, #116, LONGWOOD FL 32779

EVENT NAME _____

ORGANIZATION _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

NAME OF CONTACT _____ CONTACT TELEPHONE _____

CONTACT E-MAIL _____

EVENT DATE FROM _____ TO _____

REQUEST # _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$ _____

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

(For Final Report only)
Please complete the following:

#of Hotels used _____
#of Hotel room nights _____
#of out-of-town participants _____
#of out-of-town fans _____
#of out-of-town media _____
Total direct economic impact \$ _____

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

Exhibit C

SEMINOLE COUNTY ECONOMIC IMPACT STUDY

Group Name: Bass Pro Crappie Masters Seminole County National Qualifier
 Event Organizer: Paul Alpers
 Contact Information: 860-694-0135

Feb. 6-6, 2010 : Dates of Event
 Lake Monroe : Location of Event
 : Contact Information

Expected Figures				
Expected Adult Participants	Multiplier	Quantity	Event Days	Totals
Out of State	\$143.00	98	4	\$56,056.00
In-State Non-Local	\$125.00	33	3	\$12,375.00
In-State Non-County	\$16.00	20	3	\$960.00
Expected Youth Participants				
Out of State	\$72.00	5	1	\$360.00
In-State Non-Local	\$125.00			\$0.00
In-State Non-County	\$16.00	25	1	\$400.00
Expected Adult Spectators				
Out of State	\$143.00	10	2	\$2,860.00
In-State Non-Local	\$125.00	20	2	\$5,000.00
In-State Non-County	\$16.00	75	2	\$2,400.00
Expected Youth Spectators				
Out of State	\$72.00	1	2	\$72.00
In-State Non-Local	\$125.00	1	2	\$125.00
In-State Non-County	\$16.00	1	2	\$16.00
Expected Media/Professionals				
Out of State	\$143.00	15	6	\$12,870.00
In-State Non-Local	\$125.00	1	2	\$250.00
In-State Non-County	\$16.00	5	2	\$160.00
Expected Facility Fees	\$100.00			
Expected Additional Event Expenses	\$200.00			
Expected Total Direct Impact				\$94,204.00
Expected Hotel Impact				
	Resort Tax	Room Nights	Average Room Rate	Total
Expected Hotel Impact	0.05	450	69	\$1,553
Expected Economic Impact				
	Multiplier	Divisor	Total	
Total Output Economic Impact	\$94,204	1.5		\$141,306.00
Total Earnings Impact	\$94,204	0.57		\$53,896.28
Total Employment Impact	\$94,204	22	1000000	\$2.07
Expected Tax Generated				
	Total Direct Impact	Tax Free Sales	Tax Rate	Total
State Sales Tax Generated	\$94,204	\$100.00	0.06	\$5,646.24
	FL DOR Multiplier	Total		
State Sales Tax Reimbursed to County	0.09653	\$545.03		
	Total Direct Impact	Tax Free Sales	Tax Rate	Total
County Local Option Sales Tax	\$94,204.00	\$100.00	0.01	\$941.04