

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Sanford Bikefest 2009

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 Sanford Chamber of Commerce for the 2009 Sanford Chamber Bike Fest in the amount of \$2,000.00.

District 5 Brenda Carey

William McDermott

BACKGROUND:

This event is held annually in October the weekend before The Daytona BikeFest. The intent is to attract motorcycle enthusiasts to book room nights and spend money in Seminole County prior to the Daytona event. Organizers of the 2009 event project 250 room nights and an estimated total direct impact of \$3.7million. The County is expected to recoup approximately \$21,473 in resort and sales tax generated by the event.

Funds will be used to promote and advertise the event to out-of-town visitors to generate hotel room nights.

The Tourism Development Council met on August 13, 2009 and is recommending approval for \$2,000.

STAFF RECOMMENDATION:

Staff recommends that the Board approve the agreement with Sanford Chamber of Commerce for the 2009 Sanford Chamber Bike Fest in the amount of \$2,000.00.

ATTACHMENTS:

- 1. Agreement

Additionally Reviewed By:	
<input checked="" type="checkbox"/>	Budget Review (Lisa Spriggs, Ryan Switzer)
<input checked="" type="checkbox"/>	County Attorney Review (Ann Colby)

**2009 SANFORD CHAMBER BIKEFEST
TOURIST DEVELOPMENT TAX AGREEMENT**

THIS AGREEMENT is made and entered this _____ day of _____, 20____, 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 the **SANFORD CHAMBER OF COMMERCE**, whose address is 400 East First Street, Sanford, Florida 32771, hereinafter referred to as "CHAMBER".

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, the COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the Seminole County-based Sanford Chamber Bikefest to be held October 9-11, 2009 at Riverwalk, Fort Mellon Park in Sanford, Florida, to promote tourism in Seminole County.

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

Section 1. Term. This Agreement shall be in effect until 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 the COUNTY, immediately in the event that the CHAMBER fails to fulfill any of the terms, understandings or covenants of this Agreement. The COUNTY shall not be obligated to pay for any services provided or costs incurred by the CHAMBER after the CHAMBER has received notice of termination. Upon said termination, the CHAMBER shall immediately refund to the COUNTY, or otherwise utilize as the COUNTY directs, any unused funds provided hereunder.

Section 3. Services.

(a) The CHAMBER shall use funds from this Agreement to promote the Thunder in the Streets, Bikefest 2009 in a manner as to encourage out-of-County visitors to attend the Games. Such effort shall be as described in Exhibit "A" attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo with telephone numbers and website address must appear on all promotional material for which reimbursement will be requested.

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

(d) Promotional packages for the Bikefest 2009 sent out by the CHAMBER must contain a list of 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 the COUNTY prior to distribution in order to qualify for reimbursement.

(e) The CHAMBER shall permit a third-party company, as designated by the COUNTY, to conduct on-site surveys during the Highland Games Event to coordinate the survey process. The CHAMBER shall cooperate in

making their Event accessible in whatever manner necessary for completion of the survey.

(f) After-Event preliminary statistics for room nights and economic impact must be submitted to the COUNTY no later than ninety (90) days after the Event.

(g) The event organizer will provide the Seminole County Convention & Visitors Bureau (SCCVB) with a list of participating hotels for the event. The SCCVB will distribute and collect the Hotel Pick Up form, attached herto and incorporated herein as Exhibit "D", to participating hotel general managers, to document room nights generated by the event.

(h) The CHAMBER shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at the CHAMBER's 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 this Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to CHAMBER by the COUNTY pursuant to this Agreement.

Section 4. Liability and Insurance.

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

(b) **Insurance.**

(1) CHAMBER shall furnish the COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). The COUNTY, its officials, officers and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that the 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 by CHAMBER, CHAMBER shall provide the 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 of Insurance 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, CHAMBER shall, at the option of the COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with this Agreement and that the insurance is in full compliance with the requirements of this Agreement.

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

(4) Neither approval by the COUNTY nor failure to disapprove the insurance furnished by CHAMBER shall relieve CHAMBER of CHAMBER's full responsibility for performance of any obligation

including CHAMBER's 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, CHAMBER shall, as soon as CHAMBER has knowledge of any such circumstance, immediately notify the 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 CHAMBER has replaced the unacceptable insurer with an insurer acceptable to the COUNTY, CHAMBER shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of CHAMBER, CHAMBER shall, at CHAMBER's 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 this Agreement completion date. The

amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(1) CHAMBER's insurance shall cover CHAMBER 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 CHAMBER (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

	<u>LIMITS</u>
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 CHAMBER pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by the COUNTY or the COUNTY's officials, officers or employees shall be excess of and not contributing with the insurance provided by or on behalf of CHAMBER.

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

Section 5. Billing and Payment. The COUNTY hereby agrees to provide financial assistance to the CHAMBER up to a maximum sum of TWO THOUSAND AND NO/100 DOLLARS (\$2,000.00) for all services provided hereunder by the CHAMBER 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 the COUNTY of the Request for Funds Form, attached hereto and incorporated herein as Exhibit "B", from the CHAMBER requesting all or part of the above amount. The Request for Funds Form shall be completed properly and documentation attached including original or copies of invoices and copies of canceled checks (front and back). Such request by the CHAMBER shall only be for services specifically provided for herein necessary to serve Seminole County and as authorized under Section 125.0104, Florida Statutes. 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 CHAMBER under this Agreement.**

(b) Verification by the Seminole County Economic Development/Tourism Director that the CHAMBER is providing the services for which reimbursement is sought and has complied with all provisions of this Agreement including all reporting requirements;

(c) The Request for Funds Form shall be accompanied by a detailed report of the economic impact on the COUNTY resulting from the Event, funds for which 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, restaurant meals consumed and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:

Original: Director
Seminole County Economic Development/Tourism
1000 AAA Drive
Heathrow, FL 34746-5075

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

(e) Reimbursement shall be contingent upon the CHAMBER's compliance with the requirements as stated in Exhibit "A".

Section 6. Reporting Requirements. In the performance of this Agreement, CHAMBER shall maintain books, records and accounts of all activities in compliance with normal accounting procedures. CHAMBER shall transmit and certify interim records with the Request for Funds Form submitted to the COUNTY. The Request for Funds Form shall detail costs incurred as referenced in Exhibit "A".

Section 7. Non-Allowable Costs. The purpose for which Tourist Development Tax grant funds are provided to the CHAMBER 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, 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. The CHAMBER 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 the COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by the COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of the COUNTY, by written notice of termination to the CHAMBER as provided hereinafter. The COUNTY shall not be obligated to pay for any services provided or costs incurred by the CHAMBER after the CHAMBER has received such notice of termination. In the event there are any unused COUNTY

funds, CHAMBER shall promptly refund those funds to the COUNTY, or otherwise use such funds as the COUNTY directs.

Section 9. Access to Records. The CHAMBER shall allow the COUNTY, its duly authorized agent and the public access to such of the CHAMBER's 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. The CHAMBER shall submit the originals of the Request for Funds form and any other required reports or correspondence to the following:

Director
Seminole County Economic Development/Tourism
1000 AAA Drive
Heathrow, FL 34746-5075

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

For COUNTY:

Director
Seminole County Economic Development/Tourism
1000 AAA Drive
Heathrow, FL 34746-5075

For CHAMBER:

Pam Czopp
Sanford Chamber of Commerce
400 E. First Street
Sanford, Florida 32771

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, the CHAMBER 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 the COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to the CHAMBER as provided hereinabove.

Section 15. Conflict of Interest.

(a) The CHAMBER 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 the 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) The CHAMBER hereby certifies that no officer, agent or employee of the COUNTY has any material interest (as defined in Section 112.312(15), Florida Statutes, as over 5%) either directly or indirectly, in the business of the CHAMBER 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, the CHAMBER hereby agrees that monies received from the 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.

SANFORD CHAMBER OF COMMERCE

Witness

Print Name

By: _____

CHARLES DAVIS,
Chairman of the Board

Date: _____

Witness

Print Name

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA



By: _____

BOB DALLARI, Chairman

Date: _____

MARYANNE MORSE
Clerk to the Board of
County Commissioners of

Seminole County, Florida

For the use and reliance
of Seminole County only.

Approved as to form and
legal sufficiency.

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

County Attorney

AEC/lpk/ljp
8/26/09 8/27/09

P:\Users\Legal Secretary CSB\Economic Development\2009 Sanford Chamber Bikefest.doc

Attachments:

- Exhibit "A" - Project Description and Expenses
- Exhibit "B" - Request For Funds Form
- Exhibit "C" - Economic Impact Report
- Exhibit "D" - Hotel Pick Up Form

EXHIBIT "A"

PART II APPLICATION FOR FUNDS
TOURIST DEVELOPMENT SPONSORSHIP
FY 2008-09

(1) NAME OF ORGANIZATION: Sanford Chamber of Commerce

(2) NAME OF EVENT: Sanford Chamber Bikefest 2009

(3) CONTACT PERSON: Pam Czopp

(4) CONTACT PERSON E-MAIL: pam@sanfordchamber.com

(5) COMPLETE ADDRESS OF ORGANIZATION:

STREET: 400 East First Street

CITY: Sanford

ST: Florida

ZIP: 32771

PHONE: 407-322-2212

CELL: 407-325-7444

FAX: 407-322-8160

(6) ORGANIZATION'S CHIEF OFFICIAL: Charles Davis

TITLE:

Address if different from above:

Chairman of the Board

1754 Rinehart Road, Sanford, FL 32771

PHONE: 407-324-9137 Email: davisc58@nationwide.com FAX: 407-324-9116

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

(1) **Promotional expenses in conjunction with Bikefest event to increase participation and bring visitors to Seminole County.**

(2) **Advertising and publicity of Bikefest event outside of the Greater Orlando area to increase participation, attendance and awareness of the event and generate hotel room nights.**

(8) AMOUNT REQUESTED: \$10,000.00

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

II DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

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

The Sanford Chamber of Commerce is a membership organization that serves as an advocate for the business community of Sanford and the Seminole county Area. The Sanford Chambers goal is to create a stable and diverse business environment characterized by widespread industry growth, steady job creation and active networking and information sharing.

Our intent with this event is to bring motorcycle enthusiasts and spectators into our community, booking room nights and spending money here the week before the Daytona Biketoberfest. This influx of visitors will result in tourism dollars being spent in all the associated businesses in the area. In 2008, the Sanford police department estimated we hosted over 80,000 guests for the two and a half day period. We expect to exceed this by 15 to 20% this year based on past history.

- (2) What services does your organization provide?

The Sanford Chamber of Commerce provides networking opportunities to our members that allows them to make the necessary business contacts to grow their businesses. Other services provide are joint marketing opportunities, educational seminars and presentations and provide leadership in major growth, cultural and political issues that affect the business community.

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

The TDC funds will be used to offset our advertising and marketing expenses, monitored through our accounting software. The Chambers finances are monitored by the Executive Director and overseen and monitored by the Board Treasurer and in turn the Board of Directors.

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

Thunder in the Streets Bikefest is a two and half day event that in 2008 attracted and estimated 370 room nights. By strategically positioning the event the weekend before the Daytona Biketoberfest, we capture a large percentage of out-of-towners that extend their stay to take in both events and the great fall riding during the week.

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

The Sanford Chamber of Commerce has managed numerous sponsorships received for a wide variety of events in the past. The sponsorships are attributed toward a specific event of purpose and expenses as the bills arrive. 2009 Thunder in the Streets will be the 5th Annual Bikefest Event.

III EVENT INFORMATION

- (1) EVENT NAME: Thunder in the Streets, Bikefest 2009
(2) TYPE OF EVENT: Motorcycle showcase, vendor show and entertainment.
(3) DATE OF EVENT: October 9, 10 & 11, 2009
- (4) NUMBER OF DAYS: 2.5 HOURS: FROM: Friday, 5 pm TO: Friday, 11 pm
Saturday, 10 am Saturday, 11 pm
Sunday, 10 am Sunday, 5 pm
- (5) EVENT PROMOTER (IF OTHER THAN YOUR ORGANIZATION)
N/A
- (6) PROJECTED NUMBER OF LOCAL PARTICIPANTS, GUESTS, & MEDIA 36,400
- (7) PROJECTED NUMBER OF OUT-OF-COUNTY PARTICIPANTS 7,200
AVERAGE NUMBER OF DAYS STAY IN SEMINOLE COUNTY 2.5
- (8) PROJECTED NUMBER OF OUT-OF-COUNTY GUESTS OF PARTICIPANTS _____
AVERAGE NUMBER OF DAYS STAY IN SEMINOLE COUNTY _____
- (9) PROJECTED NUMBER OF OUT-OF-COUNTY MEDIA PERSONS 5
AVERAGE NUMBER OF DAYS STAY IN SEMINOLE COUNTY 2.5
- (10) PROVIDE THE ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY FROM YOUR EVENT \$3,707,562.50.
- (11) WHAT IS THE GUARANTEED MINIMUM NUMBER OF ROOM NIGHTS YOUR EVENT WILL BRING TO SEMINOLE COUNTY? 250
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 the minimum room night guarantee.
- (12) PROVIDE A LIST OF OTHER EVENT SPONSORS AND THE AMOUNT(S) OF THEIR SPONSORSHIPS.
Nationwide Insurance @ \$15,000.00
Seminole Harley Davidson @ \$15,000
Wayne Densch @ \$5,000
- (13) PROVIDE THE LOCATION, CONTACT NAME AND PHONE NUMBER FOR THE EVENT FOR THE LAST THREE YEARS.
- 2008
Location: Riverwalk, Ft. Mellon Park and Downtown Sanford
Contact: Charles Davis, Event Chair
Phone: 407-324-9137
- 2007
Location: Riverwalk, Ft. Mellon Park and Downtown Sanford
Contact: Charles Davis, Event Chair
Phone: 407-324-9137

2006 Location: Riverwalk, Ft. Mellon Park and Downtown Sanford
Contact: Charles Davis, Event Chair
Phone: 407-324-9137

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

The location of the event will remain at Riverwalk, Ft. Mellon Park and Downtown Sanford. Entertainment and Staging will be set up in Ft. Mellon Park and the Kick Off This year will begin at 11 am on Friday. During the 3 days will include recorded music, live bands, beauty contests; comedian and Molly Hatchet. Also we will be providing a Megatron with 7 x 13' trailer where we can run power point; commercials; interviews; live on stage).

Security will be employed through the Sanford Police Department and/or Sheriff's department; Barricades will be positioned; Generators and Lights; & Portables.

Approximately 70 to 100 vendors will provide food; drink; apparel; and paraphernalia.

EVENT BUDGET SUMMARY

INCOME SOURCES:

TOURIST DEVELOPMENT TAX REQUEST \$10,000

ADDITIONAL FUNDING SOURCES

 Sponsorships/Advertisers \$ 82,500
 Sanford CRA \$ 7,500

TOTAL ADDITIONAL FUNDS \$100,000

OTHER INCOME SOURCES

 Vendor Revenue \$15,000
 Food Concessions \$ 8,000
 Water/Soda Concessions \$ 8,000
 Information Boot: Ice/Soda/Water \$ 2,000
 Event Guide
 Merchandise Sales \$ 4,000
 Beer/Alcohol \$50,000
 Cash-to-Go ATM \$ 250

Misc. Income \$90,690** Actual = \$87,250
TOTAL OTHER INCOME \$177,940** Actual = \$87,250

TOTAL INCOME ALL SOURCES \$287,940 Actual = \$187,250

****2 Errors (totald 2 x)

- (1) Miscellaneous Income Total Actual = \$87,250 (recorded as \$90,690)
- (2) Miscellaneous Income Total was Added to Other Income Sources
 Double Entry

Actual/Event Budget Summary

INCOME: \$187,250
EXPENSES: \$138,620

TOTAL NET: \$ 48,630

EVENT EXPENSES:

Intended Utilization of Tourist Tax Funds

Print/Promotional Advertising

Mobile Billboard	\$4,500 (Tampa)
Born to Ride	\$ 800 50% coverage outer market \$1,600/Total (South Georgia/Florida – Full Page Color Ad)
Dixie Biker	\$ 600 50% coverage outer market \$1,200 (Florida and Web Page/Full Page Color Ad)
Event Guide	\$1,600 Coverage outer market (Florida)

Radio

Cox Radio	\$ 1,500 Outer Market Coverage
Cycle Rider Radio	\$ 1,000 Clear Channel – Jacksonville

Total Tourism Funds: \$10,000

Other Event Expenses:

Print/Promotional Advertising **\$ 3,200**

Full Throttle Magazine	\$ 500
Thunder Press	\$ 500
Posters	\$ 500
Flyers	\$1,000
Sponsor Banners/Board	\$ 500
Street Banners	\$ 200

Radio

Cox Radio	\$ 6,000	\$10,500
Cycle Rider Radio	\$ 500	
Clear Channel Radio	\$ 4,000	

Entertainment/Bands-Acts \$25,000 **\$44,000**

Staging:

Stages/Lighting	\$15,000
Fencing/Scaffold	
M/C & Cycle Rider	\$ 4,000

Beverages **\$21,700**

Coke/Water	\$ 2,000
Beer	\$10,000
Alcohol/Mixers	\$ 5,000
Ice	\$ 1,500
Cups/Paper Goods	\$ 200
Sales Tax (est. 8%)	\$ 3,000

Logistics

City of Sanford	\$ 7,500
Police Department	\$21,000
Golf Carts	500

Bike Racks	200	
Port-O-Lets	\$ 3,500	
Walkie Talkies	400	
Light Towers	500	
Generators	\$ 5,000	
Fuel Service	\$ 695	
Tents	\$ 2,500	
Signs	\$ 200	
Children's Play Area	0	\$41,995

Operations

Copies/Printing/Postage	\$ 25	
Permits	\$ 5,500	
Event Insurance	\$ 50	
Badges	\$ 50	
Misc. Expense	\$ 100	
Misc. Supplies	\$ 500	\$ 6,225

VIP Benefits

500	\$ 500	
Plaques/Ribbons	\$ 500	\$ 1,000

TOTAL EVENT EXPENSES **\$138,620**

CERTIFICATION

I have reviewed this Application for Funds from the Tourist Development Council for FY 2008-09. 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.

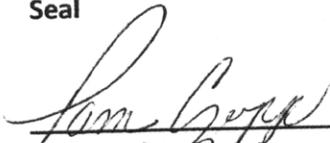


Chief Corporate Officer

4/7/09

Date

Seal



Corporation Secretary

4/7/09

Date

10:47 AM
 07/14/09
 Cash Basis

Sanford Chamber of Commerce
Profit & Loss by Class
 January 2008 through June 2009

	Bike Fest 2008	TOTAL
Income		
4300 · Event Income		
4320 · Bikefest		
4322 · Beer/Alcohol/Soda/Water Sales	47,929.25	47,929.25
4324 · Merchandise Sales	612.00	612.00
4326 · Sponsorships	76,155.00	76,155.00
4328 · Vendor Space	29,255.60	29,255.60
Total 4320 · Bikefest	153,951.85	153,951.85
Total 4300 · Event Income	153,951.85	153,951.85
Total Income	153,951.85	153,951.85
Gross Profit	153,951.85	153,951.85
Expense		
6300 · Event Expense		
6320 · Bikefest Expense		
6322 · Advertising Bikefest		
6326 · Print/Publications	7,449.20	7,449.20
6328 · Radio/TV/Cable	16,626.00	16,626.00
Total 6322 · Advertising Bikefest	24,075.20	24,075.20
6330 · Beer/Alcohol Booths	16,379.38	16,379.38
6332 · Entertainment/Staging	46,650.00	46,650.00
6334 · Logistics	44,728.66	44,728.66
6335 · Misc. Bikefest Expense	4,231.83	4,231.83
6336 · Soda/Water	2,262.96	2,262.96
6338 · Supplies	558.44	558.44
Total 6320 · Bikefest Expense	138,886.47	138,886.47
Total 6300 · Event Expense	138,886.47	138,886.47
Total Expense	138,886.47	138,886.47
Net Income	15,065.38	15,065.38

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: Thunder in the Streets Bikfest 2009
 Event Organizer: Sanford Chamber of Commerce
 Contact Information: Pam Czopp 407-322-2212

October 9, 10, 11, 2009 :Dates of Event
 River Walk Fort Mellon Park:Location of Event
 Contact Information

Expected Figures				
	Multiplier	Quantity	Event Days	Totals
Expected Adults				\$0.00
Out of State	\$143.00			\$2,250,000.00
In-State Non-Local	\$125.00	7200	2.5	\$1,456,000.00
In-State Non-County	\$16.00	36,400	2.5	
Expected Youth				\$0.00
Out of State	\$72.00			\$0.00
In-State Non-Local	\$125.00			\$0.00
In-State Non-County	\$16.00			\$0.00
Expected Spectators				\$0.00
Out of State	\$143.00			\$0.00
In-State Non-Local	\$125.00			\$0.00
In-State Non-County	\$16.00			\$0.00
Expected Media/Professionals				\$0.00
Out of State	\$143.00			\$1,562.50
In-State Non-Local	\$125.00	5	2.5	\$0.00
In-State Non-County	\$16.00			\$0.00
Expected Facility Fees				
Expected Additional Event Expenses				\$3,707,562.50
Expected Total Direct Impact				
	Resort Tax	Room Nights	Average Room Rate	Total
Expected Hotel Impact	0.05	250	79	\$19,750

Actual Figures				
	Multiplier	Quantity	Event Days	Totals
Actual Adults				\$0.00
Out of State	\$143.00			\$0.00
In-State Non-Local	\$125.00			\$0.00
In-State Non-County	\$16.00			\$0.00
Actual Youth				\$0.00
Out of State	\$72.00			\$0.00
In-State Non-Local	\$125.00			\$0.00
In-State Non-County	\$16.00			\$0.00
Actual Spectators				\$0.00
Out of State	\$143.00			\$0.00
In-State Non-Local	\$125.00			\$0.00
In-State Non-County	\$16.00			\$0.00
Actual Media/Professionals				\$0.00
Out of State	\$143.00			\$0.00
In-State Non-Local	\$125.00			\$0.00
In-State Non-County	\$16.00			\$0.00
Actual Facility Fees				
Actual Additional Event Expenses				\$0.00
Actual Total Direct Impact				

Economic Impact			
	Multiplier	Divider	Total
Total Output Economic Impact	\$0	1.5	\$0.00
Total Earnings Impact	\$0	0.57	\$0.00
Total Employment Impact	\$0	22	1000000

Tax Generated			
	Total Direct Impact	Tax Free Sales	Tax Rate
State Sales Tax Generated	\$0		0.06
	FL DOR Multiplier	Total	
	0.09653	\$0.00	
State Sales Tax Reimbursed to County	Total Direct Impact	Tax Free Sales	Tax Rate
County Local Option Sales Tax	\$0.00		0.01

Total Hotel Impact			
	Rooms	Nights	Rate
Hotel			Total
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
Total Hotel Impact			\$0.00
Resort Tax Collected			



SEMINOLE COUNTY CONVENTION & VISITORS BUREAU (CVB)

ROOM NIGHT PICKUP CERTIFICATION FORM

Dear General Manager: In order to help Seminole County maximize the number and size of events attracted to Seminole County, and your hotel, we respectfully request the completion of this form for the event listed below.

Request for Room Night Pick-UP

Attn: General Manager, please provide the room night information for the event dates listed below as soon as possible:

Hotel Name/ Location: _____

Contact Person: _____ **Phone:** _____

Event Name: _____

Event Dates: _____

I certify the organization/event listed above consumed the following room nights:

Total Number of Room Nights Picked up from Event(s): _____

GM: _____

The purpose of this form is to **certify the number of local hotel room nights in Seminole County attributable to this event.**

The Seminole County CVB reserves the right to unilaterally reduce the maximum amount of any grant awarded should the applicant's room night guarantee not be satisfied or documented with this Room Night Pick Up Certification Form.

Your cooperation in completing this form is greatly appreciated. For additional information please contact :

Sharon Sears, CVB Executive Director at (407) 665-2901.
