



Florida Main Street District

TDT Grant Application

Main Street District Name: Sanford Main Street, Inc.

Main Street District Date Established: 1993 original; Reorganized in 2019

Main Street District Director: Christina Hollerbach

Director Contact: christina@hollerbachs.com 407-417-7750

Main Street District Address: 111 South Magnolia Avenue, Sanford, FL 32771

Please use the following checklist as a guideline to ensure you are submitting and receiving all necessary paperwork for your Main Street:

- ☐ Complete Main Street Grant Application
- ☐ Provide Florida Main Street Letter/Certificate of current Accreditation
- ☐ Submit Tax ID or IRS letter of non-profit tax-exempt status
- ☐ Submit certified letter of support from municipality leadership
- ☐ Submit Tourism Impact study (Hotel Room Count, Restaurant Count, Attractions, Visitor Surveys, any supplementing study to demonstrate impact of the tourism industry within your Main Street District)
- ☐ Submit current Marketing Plan, Organizational Outline (Board Members), and Detailed Grant Budget presentation
- ☐ Demonstrate Private Industry Financial Support (Membership Dues)

Grant Requirements: The Seminole County Tourism Office will retain one non-voting seat in the applying Main Street Board of Directors. Grant Funding will only be dispersed once the services have been rendered. Approved Invoices are to be submitted to the Seminole County Tourism Office for reimbursement.

Important dates/timeline to remember:

Marketing Committee Availability: Grant Applications must be approved by the TDC Marketing Committee. Grant applications will be subject to availability among the TDC Marketing Committee Agenda. Once approved by the marketing committee the Grant Application will then proceed to the TDC for review.

Tourist Development Council (TDC) Agenda Availability: Grant Applications must be approved by the TDC. Grant applications will be subject to availability among the TDC Agenda. Once approved by the TDC the Grant Application will then proceed to the Seminole County Board of County Commissioners for final review.

Note: Seminole County reserves the right to cancel any Main Street agreement at any time. Applications are to be submitted on a yearly basis. Decisions made by the TDC and/or Seminole County Board of County Commissioners are

final and will not be appealed in the same fiscal year. Applicants may reapply at the beginning of each fiscal year (October 1st).

SEMINOLE COUNTY TOURIST DEVELOPMENT TAX (Pulled from Orange County TDT Grants)

FLORIDA MAIN STREET GRANT APPLICATION FORM AND INSTRUCTIONS

INTRODUCTION

The purpose of this document is to allow applicants to seek excess Tourist Development Tax (TDT) funding to attract and promote Florida Main Street District(s) held in Seminole County, Florida. Please be aware that excess TDT funding for new Main Street District(s) are NOT always available due to pre-existing funding commitments and changing TDT collections from year to year. Interested groups should contact Karen Aplin (KAplin@DoOrlandoNorth.com) to confirm that the Main Street District grant is available before submitting an application. This application is an evaluation tool only, and despite availability of funds at any given time, the County is not obligated to fund any Main Street District(s) at any time. The Seminole County Board of County Commissioners (BOCC) in consultation with the Seminole County Tourist Development Council (TDC) has goals for the use of TDT: 1) ensure compliance with Florida TDT statutorily allowed uses, 2) support Main Street District(s) that enhance the County economy by raising the profile of the community, attracting overnight visitors, and promoting the Seminole County economy including the vital tourism industry, and 3) provide partnership funding to the Main Street District that best use the TDT funding in connection with funding from other partners to deliver the proposed economic and/or promotional benefits. This application is a tool to evaluate the likelihood that proposals from Main Street District(s) will be able to best achieve the goals forth by the Seminole County BOCC and Seminole County TDC. The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes. Seminole County has a preference for partnerships among Main Street District(s) that are currently partnering with other municipalities and private businesses. The BCC and/or TDC may request further information or clarifications related to information in the application or for issues that arise during the evaluation. Successful applicants will be required to enter into a funding agreement with the County setting forth the terms, conditions, timelines, and deliverables associated with receiving TDT funding from Seminole County. A funding process can take several months or more so please plan accordingly. This application is for Florida Main Street District(s) located in Seminole County seeking TDT funds for their external marketing (over 75 mile radius) efforts.

**Florida Main Street District
TDT Grant Application**

Main Street District Name	Sanford Main Street, Inc.
Address	111 South Magnolia Avenue
City	Sanford
State	FL
Zip Code	32771
Contact Person Name	Christina Hollerbach
Contact Person Title	President
Contact Phone Number	407-417-7750
Main Street District Website	www.sanfordmainstreet.com
Do any employees of your organization work in any capacity for Seminole County government? (Any unresolved conflict of interest or conflict not reported in advance may result in termination of funding).	No
Is this a non-profit organization?	Yes, organized as a 501(c)6
Tax Code Status	501(c)6
Is this organization tax exempt?	Yes
What is your Federal ID# as it appears on Form W-9?	59-3191854
What are your target audiences?	Target audiences primarily include FL and GA residents as well as individuals travelling into Sanford via the airlines serviced by Orlando Sanford International Airport
How do you intend to provide a valid estimated count of attendance and room nights at Main Street District's events?	Combination of web traffic data, guest and visitor surveys, hotel surveys and ticket sale information as applicable.
Total amount of grant funding being requested from the County TDT for this Main Street District	\$50,000
Intended Use of Funds Note: Please remember to	Promotion, marketing and programing expenses and paid advertising intended to reach beyond Seminole, Orange, Volusia

attach itemized expenditures to be funded by this grant. If funding is for advertising, detail the media and/or publication(s), which will be used. Attach a complete pro forma budget for the event including a listing of all anticipated funding sources and expenditures. Will you be partnering for promotion with other local agency or group?	<p>and Osceola Counties with the potential to drive overnight visitation.</p> <p>Media to be used includes, broadcast, web and regional print and distribution of promotional pieces.</p>
<p>List all other actual city/county/state/federal funding sources for this Main Street District including any city/county funding.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	Anticipated funding for the 2021-2022 budget year from the City of Sanford and CRA should not exceed \$125000
<p>List all other non-governmental contributors, sponsors, and sources of funding for this Main Street District other than government funding provided above and the TDT from Seminole County.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	Local business owners
<p>What additional sources of funding have you sought or do you intend to seek outside of those listed above?</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	Recognized beneficiary of net proceeds from Jingle Jams annual event
List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).	Not applicable
In this space, please give other details on your Main Street	Promotion of Sanford Main Street will drive additional business to Sanford thereby increasing the total spend at local

District that would add additional economic impact in Seminole County.	businesses improving their real estate valuations (and corresponding tax basis), gainful employment of additional residents and better visibility of Seminole County and what it offers.	
What are your marketing, media, and advertising plans (local, regional, national, and/or international)? Will you be partnering for marketing, media, and advertising with another local agency or group?	<p>Plans to include local, regional and national marketing, media and advertising. Some international advertising to the extent materials are included and/or considered by the international airlines serviced by Orlando Sanford International Airport.</p> <p>Target audiences primarily include FL and GA residents as well as individuals travelling into Sanford via the airlines serviced by Orlando Sanford International Airport</p>	
Tourist Development Tax Request	\$50,000	
Contributors, sponsors and other funding sources (include in-kind) NOTE: Failure to disclose other funding may result in denying future TDT funding of events.	City of Sanford	\$ 100,000
	Private Industry Support	\$ 40,000
	Signature Event	\$ 65,000
	Seminole County TDT Grant	\$ 50,000
	Advertising	\$ 20,000
		\$
		\$
Total Contributor/Sponsor Funds	\$275,000 (including \$50,000 TDT grant); \$225,000 (excluding TDT grant)	
Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)		\$
		\$
		\$
		\$
		\$
		\$
		\$
Total Other Income	\$ 0	
Total Income	\$275,000 (including TDT grant); \$225,000 (excluding TDT grant)	
Please list ALL Main Street District expenses and indicate which items will utilize TDT funds	Salary and Payroll cost	\$ 52,000
	General & Admin	\$ 5,000
	Advertising & Public Relations	\$ 145,000
	Contingencies	\$ 7,500
	Reserves	\$ 15,500
	Signature Event	\$ 50,000
Total Expense	\$ 275,000	

Certifications (Pulled from Orange County TDT Grants)


I have reviewed this GRANT APPLICATION hereby submitted to Seminole County. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that Seminole County in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the Main Street District for which the grant is awarded. The County, unless otherwise specifically stated, is only a financial contributor to the Main Street District and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts or financial liability incurred. All third parties are hereby put on notice that the County will not be responsible for payment of any costs or debts for the Main Street District that are not paid by the grant applicant.

I understand the above guidelines and agree to comply with them. I understand full receipt of grant funding is based upon the organization's compliance with all regulations.

Authorized Agent: Christina Hollerbach

Title: President of Sanford Main Street Board of Directors

Authorized Agent Signature: _____



Date: 07/23/2021

Additional Information and Clarification (Pulled from Orange County TDT Grants)

Grant Impact, Support & Bidding:

1. Main Street District applicants may be required to give a presentation to Tourist Development Council at a regularly scheduled Seminole County TDC meeting and also may be required to present to the Seminole County BOCC as well.
2. The Main Street District applicant is required to list other financial support in addition to the requested TDT grant. Main Street District(s) that bring higher levels of partnership funding to leverage any TDT funding better meet the goals for TDT funding and may be more favorably evaluated than Main Street District(s) that do not.

The following requirements must be met in order to disburse funds:

1) The Grantee will expend funds in accordance with allowable expense items as indicated in the funding agreement: The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes.

Allowable Expenses (Outside of a 75 mile radius):

- a. External Promotion, marketing & programming
- b. External Paid advertising & media buys
- c. Acquisition of agency to execute the external (Outside of 75 mile radius) marketing campaign

2) A successful grantee will be funded for and must demonstrate the proven payment of invoices that meet the allowable expenses in the funding agreement.

Proof of payment includes:

- a) A copy of the invoice billed and paid by the Grantee and the accompanying Key Performance Indicators of the marketing acquisition