



**TDT Funding Application under Florida Statute 125.0104(5)(b); Zoo funding in a county under 750,000 in population.**

## **PURPOSE**

This document sets forth the guidelines for applicants requesting grant funding through the use of Tourist Development Taxes.

Applications must conform to the guidelines as outlined within the application. Applications that do not conform to these guidelines will not be considered for funding. Applications will be reviewed by the Tourist Development Council and a funding recommendation will be made for final approval by the Seminole County Board of County Commissioners. Seminole County reserves the right at its discretion to modify the total amount awarded.

All grant applications will be reviewed by County staff and the final funding recommendation and payment will be made by Seminole County. If approved, the applicant will receive a funding agreement from Seminole County which will include all of the requirements and obligations of the organization in order to be granted funds from the County.

## **AUTHORIZED USE OF TOURISM DEVELOPMENT FUNDS**

Florida Statutes, Section 125.0104(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.

Current permitted uses of TDT revenue are identified in the Florida Statutes, Section 125.0104(5)(b), as follows:

“(b) Tax revenues received pursuant to this section by a county of less than 750,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. All population figures relating to this subsection shall be based on the most recent population estimates prepared pursuant to the provisions of s. 186.901. These population estimates shall be those in effect on July 1 of each year.”

## **UNAUTHORIZED USE OF FUNDS**

The following are examples of unauthorized expenses of Tourism Development Tax Funds.

1. Prize money, scholarships, awards, plaques, or certificates
2. Travel expenses
3. Private entertainment, food, and beverages
4. Legal, medical, engineering, accounting, auditing, planning, feasibility studies or other consulting services
5. Salaries
6. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art
7. Interest or reduction of deficits and loans
8. Expenses incurred or obligated prior to or after the grant event period
9. Advertising and promotional materials distributed at the event site or after the event
10. Any and all other uses that are directly prohibited by the Florida State Statute

## **SUBMITTING ORGANIZATION INFORMATION**

**NAME OF ORGANIZATION:** Central Florida Zoo & Botanical Gardens

**TAX STATUS OF SUBMITTING ORGANIZATION:** Tax exempt under section 501 (c)(3)

**FE ID NUMBER:** 59-1357197

**(PLEASE SUBMIT W-9 WITH APPLICATION)**

**APPLICANT NAME AND TITLE:** Dino Ferri, CEO

**ADDRESS:** 3755 W. Seminole Blvd. Sanford, FL 32771

**PHONE:** 407.323.4450 x 112    **EMAIL:** Dinof@centralfloridazoo.org

**WEBSITE:** www.centralfloridazoo.org

### **ORGANIZATION OVERVIEW**

Please provide an overview of applying organization, to include:

- Organizational outline, including but not limited to names of governing board members and organizational chart or list and roles of staff members
- Membership numbers, if applicable
- Programming
- Events
- Current budget

(These and other relevant documents may be attached to the application).

**Please see attached pages 5-10**

## **APPLICATION FOR FUNDING DETAILS**

1. **TOTAL AMOUNT ORGANIZATION IS REQUESTING:** \$300,000
2. **HAS YOUR ORGANIZATION RECEIVED FUNDING FROM ORLANDO NORTH SEMINOLE COUNTY TOURISM IN THE PAST?** ☒ YES      No

**IF SO, PLEASE PROVIDE BACKGROUND AS TO HOW PREVIOUS FUNDS WERE UTILIZED:**

Over the past 17 years, the Zoo has received tourist tax money to help with facility upgrades, maintenance, repairs, expansion projects, advertising and marketing. This past year the Zoo applied for \$300,000 for emergency operating funds to recover revenue lost during the state-mandated shutdown due to COVID-19. Seminole County Board of Commissioners authorized the \$300,000 in November 2020.

**HAS YOUR ORGANIZATION RECEIVED FUNDING FROM SEMINOLE COUNTY GOVERNMENT IN THE PAST?** ☒ YES      NO

**IF SO, PLEASE PROVIDE BACKGROUND AS TO HOW COUNTY FUNDS WERE UTILIZED:**

Funds from Seminole County Government were utilized to build Florida black bear habitat in 2015.

### **PLEASE LIST INTENDED UTILIZATION OF REQUESTED GRANT FUNDS**

Provide an itemized summary indicating the intended use of grant funds. Please be as detailed as possible, including marketing efforts, capital projects, etc. and the proposed dollar amount that will be expended for each category.

EXPENSE TYPE	AMOUNT
<b>Marketing Efforts</b>	<b>\$100,000</b>
Broadcast – Television	
Broadcast - Radio	
Billboards	
Digital	
Print	
<b>Pedestrian Bridge Replacement</b>	<b>\$87,000</b>
<b>Animal Department Improvements</b>	<b>\$113,000</b>
Silvery Cheeked Hornbill	\$23,000
Amur Leopard Expansion	\$90,000
<b>TOTAL EXPENSES:</b>	<b>\$300,000</b>

## PLEASE LIST ADDITIONAL SOURCES OF INCOME

Additional sources of income may include: Membership dues, ticket sales, events, philanthropic donations, other local, state, or federal funding. Orlando North Seminole County Tourism cannot be sole source of funding.

INCOME SOURCE TYPE	INCOME AMOUNT
<b>Revenues FY 2019/2020</b>	
Annual Passholders	562,288
Gate Receipts	1,868,188
Guest Services	109,312
Education Programs	246,717
Facilities Rental	70,046
Promotional Events	890,483
Grants (State, County, and Non-Government)	166,472
Public Support	337,264
Zipline	158,850
Train/Carousel	87,496
Other	765,262
<b>Total Revenues (Not Including Proposed Grant):</b>	<b>5,274,725</b>

## CERTIFICATION

I have reviewed and completed this application for Orlando North Seminole County TDT funding.

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.



NAME

Dino Ferri

TITLE

CEO

DATE

29 March, 2021

The Central Florida Zoo & Botanical Gardens (CFZ&BG) is a conservation resource providing experiences that excite and inspire children and adults to learn and act on behalf of wildlife. The Central Florida Zoo was first established as the Sanford Zoo in 1923 when a rhesus monkey was given to the Elks Club by a traveling circus. While under the Fire Department's care, more animals were added to the collection, including a female monkey, a bulldog, a skunk, an opossum, a raccoon, and a squirrel.

In the 1940s, the Sanford Zoo relocated to new facilities on Lake Monroe's shores in downtown Sanford. Visitors enjoyed watching playful spider monkeys on 'Monkey Island,' and lion vocalizations could be heard throughout downtown Sanford.

Fast forward to 1975 when the support of dedicated citizens and the donation of a 106-acre piece of land from Seminole County, the Central Florida Zoological Park opened at its current location, with Jack Hanna as Director. During the 1980s and 1990s, we added boardwalks, reptiles, and animal hospital and became accredited for the first time by the Association for Zoos and Aquariums.

In 2007, the Zoo officially announced its botanical garden status and became the Central Florida Zoo & Botanical Gardens or CFZ&BG. Since that time, we've grown to 116 acres, care for over 350 animals representing over 100 species, added a "KABOOM!" playground, a special play area for the "little ones," have zip lines and a fun splash pad, thanks to the generosity of donors, members, and grantmakers. These additions make the CFZ&BG a great place to spend the day at an affordable price.

Our educational programming is of the highest quality, providing teacher training, education for children from pre-k to high school. Interns are invited to gain experience in their field while in college or after college residencies. A highly educated team writes the curriculum for teachers seeking to enhance the State of Florida's core standards. Annually, each class is revisited and recreated to offer repeat visitors new experiences while achieving the same core standards. Whether on our property for live classroom fun, a virtual session, or through one of our "Zoo to You" visits, the education program accentuates and enhances the experience of learning for all ages.

Annual events, "pre-and post-pandemic," include Zoo Boo-Bash during October, the Asian Lantern Festival in partnership with Tianyu Arts & Culture Inc, Brews around the Zoo sponsored by Wayne Densch, and an annual gala event. We host birthday parties and weddings, as well as local chamber meetings, offering the Central Florida community many options to experience our beautiful property.

Expanding our work toward the conservation of wildlife, the CFZ&BG acquired The Orianne Center for Indigo Conservation or OCIC in 2014. Partnering with others, the center works through land conservation, research, species monitoring, captive breeding, and reintroduction programs for the eastern indigo snake and striped newt. The OCIC, partnering with others, has successfully reintroduced the Eastern Indigo in Alabama. The impact reports have been significantly positive to date, resulting in a reduction in the venomous snake population, working toward balance in the region.

The CFZ&BG's leadership is educated and experienced. We employ over 100 staff members for guest services, animal care, education, facilities, horticulture, public safety, and administration. We provide annual passes to over 7,000 households on average. Our institutional collection plan plays a vital role in population management; variables such as available space, institutional resources, and staff expertise are all considered in planning decisions. We participate in 32 Species Survival Programs. Each Species Survival Program works to maintain healthy, genetically diverse populations while advisory groups and conservation action plans focus on research and conservation initiatives for these species.

The Zoo is a not-for-profit corporation organized under Chapter 617 of the Florida Statutes and is a non-stock corporation with no owners. It is qualified as a tax-exempt 501(c)(3) organization for tax purposes. Under the guidance of a board of directors, our team works toward offering experiences to individuals and families that educate, excite, and ignite a passion for learning and taking action on behalf of wildlife.

**Central Florida Zoological Society, Inc.**  
**Board of Directors**  
*Updated 10 March 2021*

Alex Williams  
*Board Chair, Wayne Densch, Inc.*

Chandler Robertson  
*Vice Chair, Thermotane Propane*

Edye Murphy-Haddock  
*Secretary, Murphy Properties, LLC*

Rosemary Aldridge, P.E., CHMM  
*Neel-Schaffer, Inc.*

Al Sarabasa  
*D&A Building Services, Inc.*

Commissioner Patrick Austin  
*Sanford City Commission*

George Smith  
*Wharton-Smith, Inc.*

Patrick Buchanan  
*Certified Financial Planner*

Erik Swenk  
*Office of Appeal Hearings – Office of IG – DCF*

Kevin DeSanti  
*Finance Committee Chair, Kevin DeSanti, CPA*

Stephen Turner, MS, LMHC  
*Orlando Health South Seminole Hospital*

Elisa Forte  
*Fairwinds Credit Union*

Brenda Urias  
*Marketing Committee Chair, AAA Travel Services*

Bob Morrison  
*Rosenfield & Co. PLLC*

Carrie Vanderhoef  
*Special Events Committee Chair, Wekiva Island*

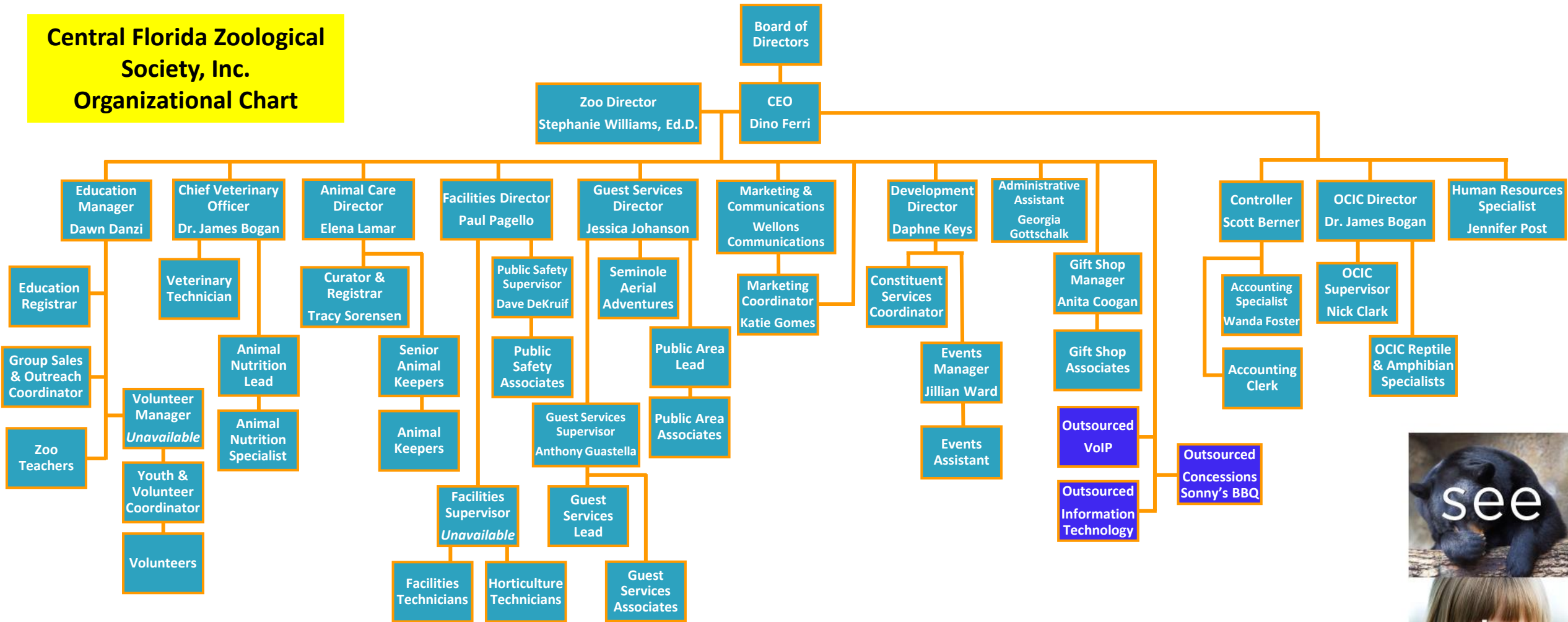
Oliver Pinnock  
*Development Committee Chair, Boss Laser*

Samuel Weissman  
*Weissman | Paul, PLLC*

Abby Sanchez  
*Seminole County Public Schools*

Commissioner Jay Zembower  
*Seminole County Board of County Commissioners*

# Central Florida Zoological Society, Inc. Organizational Chart



COVID-19 led to too many unknowns for the Zoo's Board of Directors to approve a fiscal year budget for 2020/2021. Below is the approved budget for 2019/2020.

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, Inc.

Budget for FY 2019/2020

	BUDGET
<b>Revenues</b>	
Annual Passholders	600,000
Gate	2,442,800
Concessions/gift shop	305,960
Group Sales	123,650
Government support	166,625
Educational	436,100
Net Events	176,645
WMD net Rental	152,100
Public Support	363,816
Train/Carousel/Zipline	468,528
Other Revenue	189,113
<b>Total revenues</b>	<b>5,425,337</b>
<b>Expenses</b>	
Payroll	3,334,494
Animal care	229,026
Advertising expenses	73,028
Employee expenses	55,457
Facilities Repairs and Maintenance	210,535
Office Supplies/website/credit card fees	194,423
Utilities	193,320
Insurance	544,502
Professional Fees	81,100
Printing	27,059
Supplies	69,840
Other Expenses	275,752
<b>Total Operating Expense</b>	<b>5,285,841</b>
<b>Net Operating Income</b>	<b>139,496</b>