

**SUMTER COUNTY BOARD OF COMMISSIONERS  
EXECUTIVE SUMMARY**

**SUBJECT:** FY 2009-2010 Grant Application for the UF/IFAS Sumter County Extension Office  
using Tourist Development Funds

**REQUESTED ACTION:** Approve the Grant Application for UF/IFAS Sumter County  
Extension Office in the amount of \$5,250.00

Work Session (Report Only)    **DATE OF MEETING:** 11/10/2009  
 Regular Meeting                       Special Meeting

**CONTRACT:**  N/A    Vendor/Entity: \_\_\_\_\_  
Effective Date: \_\_\_\_\_    Termination Date: \_\_\_\_\_  
Managing Division / Dept: \_\_\_\_\_

**BUDGET IMPACT:** \$5,250.00  
 Annual                      **FUNDING SOURCE:** Tourist Development Fund  
 Capital                      **EXPENDITURE ACCOUNT:** Tourist Development Fund  
 N/A

---

**HISTORY/FACTS/ISSUES:**

The UF/IFAS Sumter County Extension Office requested \$8,300.00 from the Tourist Development Committee (TDC) for the Agritunity event taking place January 22<sup>nd</sup> and 23<sup>rd</sup> 2010. The event will feature a general session, workshops and livestock and crops and a tradeshow featuring livestock, tractors and agricultural suppliers.

The TDC recommended awarding \$5,250.00 towards the event based on the anticipated amount of attendees. See attached documentation from the TDC

---

**Sumter County Chamber of Commerce  
TDC Grant Review Process Explanation**

The Sumter County Chamber of Commerce Review Committee's sole purpose is to review Tourism Development grants prior to presentation to the Sumter County Tourist Development Council. Grants are reviewed for completeness, compliance with statutes and ranking. The applicant is encouraged to attend.

Following review, a recommendation is made by the Chamber TDC Review Committee and the grant request is forwarded, along with recommendations, to the Tourist Development Council for consideration.

**The Sumter County Chamber of Commerce Review Committee neither approves or denies TDC grant applications.**

Applicant Initials: SAL

The application is then reviewed by the Sumter County Tourism Development Council (TDC) at a scheduled meeting. The Sumter County TDC is appointed by the Sumter County Board of Commissioners.

The scheduled meeting is advertised by legal notice in The Villages Daily Sun. The applicant is encouraged to attend this meeting. The grant is approved or denied at this level.

**Approval at this level does not insure funding.**

Applicant Initials: SAL

Grants approved by the Sumter County TDC must be ratified by the Sumter County Board of Commissioners during a regular meeting before a grant can be considered funded.

Grant applicants are encouraged to attend all meetings where funding will be discussed. It is the responsibility of the applicant to follow up on the grant application.

Date: August 13, 2009

Organization: UF/IFAS Sumter County Extension

Grant Applicant Name: Susan A. Kelly



\_\_\_\_\_  
If the entire request cannot be funded, can the project be restructured for less funding?  
If so, please indicate minimum amount necessary. If not, please explain.

**BACKGROUND INFORMATION**

In the space below, please describe your organization in the following areas:

- Your organization's goals and objectives
- Your target audiences
- Services your organization provides
- Community need for the services your organization provides
- How Sumter county residents and visitors will benefit from your project and how you will evaluate your effectiveness
- Other sources of funding that your organization can provide to match the funds requested from the Tourist Development Council
- How you will monitor expenditures of grant funds

**PROJECT/EVENT DETAILS**

In the space below, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projects on numbers of attendees, hotel rooms needed, restaurant meals to be consumed and your publicity and advertising plans.

**PROJECT BUDGET RECAP**

**INCOME**

|                                  |          |                        |
|----------------------------------|----------|------------------------|
| Tourist Development Fund Request | \$ 8,300 | Total Request \$15,800 |
| Matching fund sources            |          |                        |
| Registration                     | \$ 3,000 |                        |
| Exhibitor Fees                   | \$ 4,500 |                        |
|                                  | \$       |                        |
|                                  | \$       |                        |
| Total matching funds             |          | \$ 7,500               |
| Other income sources             |          |                        |
| n/a                              | \$       |                        |
|                                  | \$       |                        |
|                                  | \$       |                        |

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_  
 Total matching funds \$ 7,500

TOTAL INCOME \$ 15,800

**EXPENSES**

Please indicate which items will utilize TDC funds

- Facility Rental \$ 500
- Advertising \$ 4000
- Equipment Rental \$ 800
- Speaker Travel/Fees \$ 1000
- Bus transportation \$ 2500
- Local Chef Cook Off \$ 3500
- Office Supplies \$ 500
- Postage \$ 2000
- Printing \$ 1000

TOTAL EXPENSES \$ 5,800

**CERTIFICATIONS**

I have reviewed this GRANT APPLICATION from the Sumter County 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.

BY: Susan A. Kelly (SEAL)  
 Organization Leader

ATTEST: Jeanne K. Elbridge  
 Secretary

Considered this \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_\_\_, at a duly called meeting of the Sumter County Tourist Development council. By motion duly recorded, this funding request is hereby:

\_\_\_\_\_ Approved in the amount of \$ \_\_\_\_\_  
 \_\_\_\_\_ Denied

SUMTER COUNTY  
 TOURIST DEVELOPMENT COUNCIL

BY: \_\_\_\_\_

Sumter County Tourist Development Council Grant Request

UF/IFAS Sumter County Extension

Susan A. Kelly

August 13, 2009

Project: AGRItunity 2010 Conference and Trade Show, January 22 and 23, 2010

## BACKGROUND INFORMATION

### Goals and Objectives:

UF/IFAS Sumter County Extension is a partnership between the University of Florida and Sumter County Board of County Commissioners. The purpose of the extension service is to provide education and resources to the citizens in Sumter County. The foundation of the educational information provided is research that is conducted by University of Florida as a land grant university, and which is then extended to local citizens.

Areas of concentration for educational outreach in Sumter County are:

- Commercial Horticulture
- Residential Horticulture
- Agriculture and Small Farms
- Livestock Production
- Sustainable Living
- Florida Yards and Neighborhoods
- Nutrition, Wellness and Diabetes Education
- 4-H Youth Development

### Target Audiences:

UF/IFAS Sumter County Extension clientele are homeowners, land owners, farmers, ranchers, residents, businesses, youth, families and seniors.

### Services Provided:

Services include workshops, seminars and classes on a variety of topics that are of interest to our clientele. Faculty members speak to garden clubs, industry groups and local groups as guest speakers. Faculty members work with clientele on an individual basis through farm, business or home visits. Educational materials are produced and provided on research-based topics. Youth and Master Gardener volunteers receive training for their volunteer positions in the organization. Other services include providing pesticide certification licensing, soil pH testing, and demonstration gardens

#### Community Need for Services:

UF/IFAS Sumter County Extension provides non-biased, research based information to individuals, officials and businesses to help them make informed decisions and improve their economic, social and environmental quality of life. Without extension there is no source of this type of free or low cost information. Faculty members work to develop programs and activities that benefit the community that are not provided by any other organization.

#### How Sumter County residents and visitors will benefit from AGRItunity 2010:

AGRItunity provides opportunities for individuals and families who are seeking the economic and lifestyle benefits of an agricultural enterprise. Through this conference, participants will learn what information is available to them to help them start or improve an agricultural enterprise. The development of many new small farms in Sumter county can be traced to attendance at a previous AGRItunity conference.

In addition, the AGRItunity trade show and farm tours are opportunities for local small businesses to meet new clients from Sumter County and surrounding areas, improving their economic outlook.

Visitors who attend the conference will be introduced, perhaps for the first time, to the beauty of Sumter County. They will be able to interact with and network with local residents, and will hopefully be encouraged to return here for future events, recreation or business pursuit.

Participants in the AGRItunity Conference will complete an evaluation form prior to leaving on Saturday. The exhibitors will be mailed an evaluation form after the conference and trade show are completed. These forms are closely considered by the AGRItunity planning committee in developing future events.

#### Other Sources of Income:

Participants coming to AGRItunity 2010 will be charged \$10 pre registration and \$15 at the door. There are also exhibitor and sponsor fees that will be collected from businesses participating.

#### Monitoring Expenditures:

Grant funds will be distributed through Sumter BOCC Finance Department and subject to the rules established by the county commissioners. A planning committee consisting of faculty and industry representatives will approve all purchases for the conference.

## EVENT DETAILS:

AGRItunity 2010 Conference and Trade Show is in the 4<sup>th</sup> year of providing educational workshops and a trade show for people who are part time or full time farmers, or are interested in learning more about an agricultural enterprise. Previous conferences have been very well attended, growing from 180 attendees the first year to 300 in January 2009. The trade show continues to be a favorite part of the conference with more than 32 exhibitors and vendors participating last year.

This year, the committee hopes to add farm tours and a local foods cook-off to the event, making it a two day conference. On Friday, there will be farm tours for the public, beginning and ending at the West Central Florida Ag Center. Following the farm tours, local chefs will be invited to prepare delicious dishes using locally produced produce, meats and other food products. Participants will be able to sample the dishes and vote for the winning recipe for the 2010 Local Foods Cook-Off.

Also on Friday, vendors will be setting up their exhibits and booths and most will seek lodging nearby. Speakers will also be coming in on Friday and will be looking for local hotel accommodations. In 2009 there were approximately 60 exhibitors, 30 speakers and 40 volunteers involved in producing the conference and trade show.

Saturday the conference will begin in the morning with a general session and keynote speech. The participants will then break up into smaller sessions designed to provide information about livestock production, beekeeping, heirloom vegetable production, horse management, poultry management and many other timely topics. A local restaurant will be invited to sell country style meals to the participants at noon.

The event will be publicized using many methods, including as many free and low cost methods such as email notifications and press releases. It will be advertised on local extension websites and blogs.

Advertising methods planned:

2 mailed postcards to non-duplicate "greenbelt" list in Sumter, Pasco, Hernando and Citrus counties.

1 postcard to previous attendees

Advertisement in statewide trade journals and magazines such as In The Field Magazine and Farm and Ranch Magazine

Newspaper advertisements in Sumter, Lake, Marion, Hernando, Citrus and Pasco newspapers

Distribution of flyers to feed stores, livestock market and other places of interest

**Sumter County Chamber of Commerce  
TDC Committee  
Application Checklist**

Organization Name: UF/IFAS Sumter County Extension

Event Name: Agritunity

Event Date: January 22<sup>nd</sup> and 23, 2010 (2 Day Event)

Amount Requested: \$8300.00

Previously Funded By TDC?  Yes  No  
Amount(s) \$6700 (2006 & 2007) #Years 4

- Charter
- Articles of Incorporation
- By-laws
- Chamber verified status through Sunbiz.org – please attach
- Minutes of meeting authorizing officers to apply for grant funds
- IRS determination letter of non-profit status
- List of current officers and board members indicating terms and salaries
- Organizational chart
- Copy of financial statement of most recent fiscal year

Recommendation:

Rank Assigned: 2- somewhat impacts tourism

Approved  Denied  Additional Information Required

Reasons: The Chamber Review Committee recommends funding in the amount of \$ 5,250.00 for Agritunity for the following reasons: The event is relatively new (now in it's fourth year). Increasing attendance (250 in 2008 and 300 in 2009) indicates that the event is growing. Presentation of the event as a two-day event will encourage the approximately 90 speakers and vendors (primarily from out of the area) to stay overnight.

Some important aspects to consider in relation to funding this event-  
Keynote Speakers offer Eco-Retreats and Corporate retreats on their farm. This event offers farmers an opportunity to think about their business in a manner that supports and represents an important component of Eco-tourism

Farm Tours on the second day of the event will focus on "Let's See Sumter" which begins building an additional tourism venue with an emphasis on ways in which Agribusiness can parlay farm business to other business tracks including use of farms as eco-tourism

Ratified by the Sumter County TDC on 071708

venues with a focus on Sumter County's quality of life. Funding is being recommended primarily because this event has the potential to generate tourism and because we must offer our visitors something to do while they are here.

Funding is recommended at 2/3's of the recommended amount based upon the estimated number of attendees from outside Sumter County.

Advertising- Requested \$4,000.00 Recommended at \$3,000.00

Bus Transportation - \$2,500.00- It is the opinion of the Chamber Review Committee that funding for Transportation is not allowed by the statutes.-0

Local Chef Cook-Off- \$3500.00- This is a local chef cook-off and will not encourage participation from out of the area-0

Postage- \$2000.00 -Although funding was not requested, it was the opinion of the Review Committee that mailers for outside of the area constitute promotion of the event and funding is recommended for the 2/3's amount at \$1500.00. The same concept is applied to printing in the amount of \$1000.00 with a recommendation for funding at \$750.00.

Total recommended funding-\$5,250.00

## ESTIMATED IMPACT STATEMENT

This form must accompany all grant requests

1. Please provide a detailed description of the Event/Project for which funding is requested:

AGRIunity 2010 is a conference and trade show in the 4<sup>th</sup> year and is an educational activity sponsored by UF/IFAS Sumter County Extension. With the funds from the Tourist Development Council, the AGRItunity Planning Committee hopes to expand the event to two days with farm tours and a local foods cook-off. AGRItunity 2010 will feature a general session, workshops on livestock and crops and a tradeshow featuring livestock, tractors and agricultural suppliers. This event is advertised in statewide trade publications as well as in newspapers and mailings to adjacent counties. Attendees, vendors and speakers come from all over Florida and occasionally from other states to enjoy this unique conference.

---

2. Overall Anticipated Event Attendance:

Each year attendance has increased by approximately 50 attendees. We anticipate 350 attendees, speakers, vendors and special guests will attend AGRItunity 2010.

---

3. Describe the estimated impact that your Event/Project will have on tourism. Detail anticipated number of overnight stays. Include additional relevant information i.e. impact on retail establishments i.e. restaurants, retail stores, etc.

Approximately 60 vendors, 30 speakers and special guests and numerous attendees from other counties will choose to spend the night in Sumter County, as the conference begins early in the morning. With this grant, the plan is to increase the number of people staying the night so that they can attend the farm tours and local foods cook-off. In addition, the event is catered by The Speckled Butterbean, a locally owned restaurant and in 2008 they sold 180 lunches at \$8.00 each for a total of \$1440 for that restaurant. Many attendees will also stop locally for a night time meal after the event, as well as the local service stations for fuel. Of course there is a long term impact of bringing visitors to Sumter County who will hopefully return to stay, eat and enjoy recreation on another visit.

---

4. Please explain how your organization plans to measure event/project results. Include details on the methodology that will be used to collect data.

Attendees are asked to complete an evaluation form with questions about each aspect of the conference including workshops, general session and trade show. We also try to determine where the attendees are coming from, how many acres they farm, sex, age and whether something they learned at the conference will be used in practice in their business. The vendors also will be asked to complete an evaluation that will help us provide them the best trade show experience each year, and will determine if they were able to meet the customers that they are seeking by participating in this event. We do know that there is an economic impact associated with AGRItunity beyond tourism and that is in the start up of new small farms. In the 3 years since the conference started there have been several farms that started as a result of information gained at the conference.

---



Discussion related to Chef's Local Food Cook-off funding. Chef's Local Food Cook-Off is a new event and a firm plan was not in place. Details are currently being worked out in a committee. Lee Ann Carr restates that the Chamber Review Committee was not of the opinion that the Local Food Cook-Off was geared for tourists but was a locally focused event.

Chamber Review Committee expresses concern that grant applicants are not reviewing the statutes before filling out the grant. Lee Ann Carr states that it is the Review Committees opinion that it is the grant applicant's responsibility to determine which items are eligible funding by reading the statutes and asking questions prior to grant submission.

Mr. Veal referred to the workshop and noted that County Commissioners seemed to want this event to be funded. Lee Ann Carr stated that during the workshop, the Chamber Review Committee was directed to focus on the number of overnight stays and using that criteria, they could not recommend more than a "2" rating (slightly impacts tourism) for the event as it stands today. Lee Ann Carr states that this was a recommendation by the Chamber Review Committee and the TDC must make its own recommendation. The Chamber Tourism Report was referenced including the emphasis on Heritage and Eco-Tourism.

Cost to attend Agritunity is \$10.00

Items recommended for funding-

- Chamber Review Committee's recommendation of \$5250.00
- Additional TDC Recommendation-Local Chef's Cook-Off- \$3500.00

TDC Total Amount of Recommended Funding: \$8750.00

Robbie Kellum expressed concern about a commitment to fund a Local Chef's Cook-Off without additional details. She noted that there did not appear to be a firm plan in place for this event. Susan Kelly (representing Agritunity) stated that this was a new idea that was being developed in greater detail by a committee.

Challenges related to renting the fairgrounds for the event were discussed. It was noted that Tourist Development funds had been used for many of the renovations. Discussion but no resolution related to this item.

Motion for Funding in the amount of \$8750.00: Jim Veal Second: Warren Maddox

Passed Unanimously- Funds will be taken from the New Event Building Account

Lee Ann Carr cautioned Susan Kelly that the Grant could not be considered as approved until it was ratified by the Sumter County Board of County Commissioners. An impact statement will be required upon completion of the event and prior to receipt of grant funds.

**Meeting Schedule Discussed-** It has been the habit of the Tourist Development Council to meet on a quarterly basis with additional meetings scheduled as needed. Chamber Review Committee recommends that the TDC meet on a monthly basis in order to accomplish some of the items, such as tourism planning, that remain on their agenda. Tourism Planning was discussed at length with a notation that we lost a qualified tourism planner (Bud Nocera) due to the length of time between interview and decision. Statutes mandate quarterly meetings at a minimum but the TDC may meet more frequently. Decision to plan at least one additional meeting with the sole purpose of moving the tourism planning process forward. An additional meeting was planned with the sole purpose of discussing tourism planning on November 17<sup>th</sup>. No other purpose for this meeting. Commissioner Gilpin may have additional ideas as indicated by a previous email

New Economic Development contract was discussed, including the possibilities of tying the planning process into the new Economic Development group. Lee Ann Carr reported that she contacted Mr. Dodge initially to discuss this possibility and that he stated that he was not qualified to create this type of plan. Commissioner Gilpin has indicated by email that Mr. Dodge may have some additional input. General TDC discussion related to tourism planning.

.Mr. Hiller was discussed at length and it was noted that the BOCC was unlikely to approve Mr. Hiller. Discussion related to final approval of TDC funds which Chamber Director Lee Ann Carr requested this be tabled until Mr. Gilpin was able to be present.

Quarterly schedule for 2009 discussed-

Grant Review scheduled for the fourth Thursday on a Quarterly basis.

January 21, 2010

April 22, 2010

July 22, 2010

October 28, 2010

**Unfinished Business:**

Guidelines Revision discussed. Chairman Gilpin has requested that the Guidelines be tabled until he can be present. Additions from members were requested, pending this review. It was noted that the Chamber Review Committee had recommended adding information on where to find the statutes related to tourism. Tabled until January meeting.

Chamber Tourism Report Discussed.-Article in Florida Monthly discussed including editorial content and advertisement. Renewed emphasis on Regional Tourism discussed. A commitment has been made to advertise in Recommend Magazine in both the golfing section and the fishing section. This Visit Florida Publication is content-rich and has a one- year shelf life.

The need to create capital projects was discussed. Potential project might include Glades Herp Farm.

Discussion related to TDC responsibility within the statutes including funding recommendations to the BOCC.

The Chamber Review Committee strongly recommends that the TDC develop a tourism plan as soon as possible. Lee Ann Carr states that all surrounding counties have a tourism plan in place

Potential for a full-time tourism employee discussed. It was noted that this was something that might result from a tourism plan.

Submitted by:

Lee Ann Carr

Sumter County Chamber of Commerce

November 3, 2009

Meeting Adjourned at 5:05 PM

REVIEWED & APPROVED: \_\_\_\_\_  
(Date)