

***Division of Support Services***  
***Financial Services***

7375 Powell Road • Wildwood, FL 34785 • Phone (352) 689-4435 • FAX: (352) 689-4436  
Website: <http://sumtercountyfl.gov>



# Memo

**To:** Tourism Development Council  
**From:** Financial Services Staff  
**Date:** September 30, 2011  
**RE:** Grant Funding Request

**Sumter County Wayfindings Signs –**  
**Phase 1 Development of a Signage Master Plan**

Requested in Grant Application: \$12,500

Staff Recommendation: This is a capital improvement. Currently there are no score sheets available for these types of project.

Staff comments:

1. All required documentation was submitted timely and in an orderly fashion.
2. Proposed project falls within the Tourism Plan.
3. Matching funds for grant request are 25% cash and 25% in-kind services (a total value of \$12,500).
4. TDC funds for capital project are available.

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Financial Services Manager  
7375 Powell Road  
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County Administrator  
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**SUMTER COUNTY WAYFINDING SIGNS,  
PHASE I: DEVELOPMENT OF A  
SIGNAGE MASTER PLAN**

**Sumter County Tourism Development Council  
Grant Application**

**September 6, 2011**

Applicant:

Sumter County  
Board of County Commissioners  
7375 Powell Road, Ste 200  
Wildwood, FL 34785

**Sumter County Wayfinding Signs,  
Phase I: Development of a Signage Master Plan**

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## SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL

### GRANT APPLICATION FORM AND INSTRUCTIONS

For consideration by the Sumter County Tourist Development Council, please make sure your application is filled out completely and accompanied by the following information. If any item is not applicable, indicate N/A over the checkbox.

- Completed Checklist (this form)
- Grant Application
- N/A Articles of Incorporation (except government entities);
- N/A Letter of non-profit tax-exempt status as well as completed IRS **Form 990** Return of Organization Exempt from Income Tax
- N/A **IRS Form W-9 Request for Taxpayer Identification Number and Certification**
- N/A TDC Final or Interim Report (for previous TDC grantees only);
- Written authorization on official organization letterhead for AUTHORIZED AGENT to act on behalf of Applicant;
- N/A Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- N/A Sponsorship package;
- Complete project event budget;
- Three support documents (letter of recommendation, programs, brochures, media articles, etc.);
- Capital Improvement Projects must include a draft diagram of the project and include any specifics that will assist the TDC and BOCC in the approval process. All Capital Improvement Projects must meet all zoning and permitting regulations including applicable architectural and engineering requirements.
- N/A All written agreements involving media, hotels/motels and venue contracts/leases.

Application packets should follow above format with dividers or tabs between each section. When complete one (1) signed/stamped original, eleven (11) copies, and one (1) electronic copy (i.e. CD, flash drive, etc.), for a **total of 13** items, must be submitted by 5:00 p.m. on the application submittal deadline date to.

**Sumter County Tourist Development Council**  
**C/O Sumter County Board of County Commissioners**  
**Financial Services Department**  
**7375 Powell Road, Suite 206**  
**Wildwood, FL 34785**  
**Phone: (352) 689-4435 Fax: 352-689-4401**

# Sumter County Wayfinding Signs

Sumter County (the County) has many attractive facilities and attractions, but they are not linked or connected in a visitor friendly way to make navigation around the County easy. Gateway and wayfinding signs greet tourists and help direct them from the main roads to local attractions. This will help visitors navigate the County's roadways, while presenting a consistent and attractive community image. A system of wayfinding signs will further benefit the County's tourist attractions and facilities by encouraging visitors to move from one attraction to another. The proposed signage will compliment other tourism efforts, including establishment of a historic scenic byway and development of regional tourism materials.

## Phase I: Development of a Signage Master Plan

An effective and attractive system of gateway and wayfinding signs requires careful planning and forethought. This application requests funding for the first phase; developing a signage master plan. The Signage Master Plan will identify effective gateway and wayfinding sign locations, provide sign design concepts, provide construction and installation specifications, and present recommendations for implementation. Planning a gateway and wayfinding signage system will require a team of professionals. The Sumter County Board of County Commissioners (BOCC) will solicit a consultant with expertise in planning signage systems and sign design. BOCC staff will provide local planning expertise and contract oversight as the in-kind match.

This grant application meets the following Tourism Development Council objectives as identified on the Allocation of Grant Funds scoring form.

- ✓ Objective 1: Gateway and wayfinding signs promote tourism year-round including low occupancy months.
- ✓ Objective 2: Wayfinding signs encourage longer tourist stays by building awareness of local attractions and encouraging visitors to move from one attraction to another. Longer stays generate additional Tourism Development Taxes. Unlike an individual event, wayfinding signage promotes visitor stays on an ongoing, continuous basis.
- ✓ Objective 5: Wayfinding signs will promote attendance at local historical sites and nature-based attractions.
- ✓ Objective 7: Wayfinding signs promote attendance at Sumter County attractions by guiding visitors from the main roads to these attractions.
- ✓ Objective 8: Local vendors will be solicited for the contract to implement the Signage Master Plan.
- ✓ Objective 9: Development of a wayfinding sign master plan will lead to installation of attractive new signage, an important form of infrastructure that compliments other tourism initiatives.
- ✓ Objective 10: Gateway and wayfinding signage provides social enhancement by presenting a positive community image and by building awareness of a wide variety of local attractions.

## Phase II: Implementation of the Signage Master Plan

Phase II will include the manufacturing/purchasing and installing the proposed signage. Details of the Phase II will be based on the recommendations made in the Signage Master Plan.

## Evaluation Criteria

A unified system of gateway and wayfinding signs will enhance tourism efforts throughout Sumter County and assist in the expansion of tourism opportunities. The proposed project is Phase I, Development of a Signage Master Plan. A second implementation phase will follow after the signage master plan recommendations are considered and discussed.

### Commitment to the expansion of tourism in Sumter County

- a) **Will be marketed to the fullest extent possible in an effective manner.** The proposed signage master plan will identify high visibility locations where gateway and wayfinding signs can be most effective in assisting visitors and enhancing their tourist experience.
- b) **Will offer cultural and entertainment events to county residents and tourists.** Wayfinding signage will increase awareness of cultural attractions among visitors and residents. The proposed wayfinding signage plan will identify venues and attractions that host events of interest to tourists. The proposed plan will also identify signage locations to best assist visitors and residents in locating these venues during a cultural or entertainment event.
- c) **Demonstrates a willingness of the organizers to work with the tourism industry.** Consultants preparing the signage master plan will work with the local tourism industry to best identify signage priorities.
- d) **Will be able to provide self-funding in subsequent years.** The project will be completed in two phases – a planning phase and an implementation phase. The entire project will be complete within two years and will require no additional funding after the implementation phase.
- e) **Will have an economic impact on the County and the community.** Gateway and wayfinding signs will have a positive economic impact on the County and the community. The potential impact is indirect in that it supplements and enhances local marketing efforts. Wayfinding signs help extend the duration of a visit by encouraging visitors to move from one attraction to another.

### Soundness of the proposed project

- a) **Has clearly identified objectives.** The proposed project has clearly identified objectives that will be specified in the Request for Qualifications (RFQ).
- b) **Has assigned responsibilities and accountability.** The BOCC is highly experienced in contract oversight and has demonstrated the highest level of fiscal responsibility and accountability.
- c) **Has a realistic timetable for implementation.** The RFQ will specify a realistic timetable for plan completion.
- d) **Has additional funding sources available that will be utilized.** The BOCC will utilize general funds and in-kind services to match the grant award.
- e) **Will accomplish its stated objectives.** Gateway and wayfinding signs have been used successfully by many communities to improve the visitor experience.

## Quality and uniqueness of the proposed project

**Extent to which the activity provides a benefit to Sumter County, its tourists and residents which is of significant merit and, without such assistance, would not take place in the county.**

Gateway and wayfinding signage will compliment and enhance existing tourism marketing efforts by presenting an attractive community image while making it easier for tourists to find local attractions. Sumter County's many attractive facilities and attractions are not currently linked or connected in a visitor friendly way that makes navigation around the County easy. Wayfinding signs will fill this need by guiding tourists from the main roads to local attractions. A system of wayfinding signs compliments regional tourism efforts, such as establishment of a historic scenic byway that links multiple attractions and communities.

## Stability and management capacity

- a) **Proven record or demonstrated capacity of the organization to develop resources, effectively plan, organize and implement the proposed project.** The BOCC has a proven track record in developing and implementing high quality community resources.
- b) **The organization has a successful history of service in and to Sumter County.** The BOCC has a very successful history of serving residents and visitors, and providing responsible stewardship to public resources.
- c) **Ability of the organization to administer public grants of this type, and to prepare and deliver the necessary progress reports to the TDC.** The BOCC is highly experienced in administrating public grants and will deliver the necessary progress reports to the TDC.
- d) **If a previous applicant, have reporting requirements been submitted in a timely manner.** Sumter County Board of County Commissioners received a TDC grant in 2006 for "Capital Improvements at the Sumter County Agricultural Center" The file contains a complete financial accounting.

**SUMTER COUNTY  
TOURIST DEVELOPMENT GRANT APPLICATION**

A. Event Name:

Sumter County Wayfinding Signs, Phase I. Development of a Signage Master Plan

B. Sponsoring Organization. Sumter County Board of County Commissioners

Mailing Address. 7375 Powell Road, Ste. 200

Wildwood, FL 34785

E-mail address bradley.arnold@sumtercountyfl.gov

C. Organization Official/Title (President, Director, etc.)

Signature \_\_\_\_\_

Title County Administrator

Telephone (work) 352-689-4400 (cell) 352-303-0375

D Who will be in charge of this event? Sumter County Planning and Development/  
Brad Cornelius, AICP, CPM, LEEDS Green Assoc., Director

Phone (work) 352-689-4460 (cell) 352-303-6716

E-mail address brad.cornelius@sumtercountyfl.gov

E. Who will be financially responsible for this event?

Name: Sumter County Board of County Commissioners/Bradley Arnold

Title: County Administrator

Phone (work) 352-689-4400 (cell) 352-303-0375

E-mail address bradley.arnold@sumtercountyfl.gov

F Describe the event. Develop a gateway and wayfinding signage master plan for Sumter County. The plan will provide an assessment of the current condition, identify effective sign locations, provide sign design concepts, and present recommendations for implementation.

G. Location of event: Countywide

H. Date and times of event. Plan to be completed in Fall 2011/Winter 2012

I. Total room dollars expected to be generated this event: A wayfinding sign system generates hotel room stays indirectly by complementing other tourism advertising and building community awareness of venues and attractions.

Total Rooms N/A X the number of nights N/A X the average room rate = Total Dollars \$ N/A

J Amount of Tourist Development Tax generated by this event: Wayfinding signs will encourage longer tourist stays by building awareness of local attractions and encouraging visitors to move from one attraction to another. Longer stays generate additional Tourism Development Taxes. Unlike an individual event, wayfinding signage promotes visitor stays on an ongoing basis.

Total Dollars from I. above \$ N/A X .02 = \$ N/A

K. Estimate of the total economic impact of the event on the County: A gateway and wayfinding sign system will have long-ranging indirect economic benefits that are difficult to quantify. An effective and attractive system of signs will promote tourism year-round and encourage longer stays by building awareness of local attractions.

L. How many years has this event existed? 0

M. Has the event received Tourist Development Tax funds in the past?

Yes \_\_\_\_\_ No X

If yes, what year(s) \_\_\_\_\_ and amount(s) \_\_\_\_\_

N Is this the first time this event has been held in Sumter County, Florida?

Yes X

No \_\_\_\_\_ if no, when was the last time it was held in Sumter County? \_\_\_\_\_

O. Describe previous experience of applicant in events similar to this event BOCC staff is highly experienced in developing and implementing community plans. County staff has implemented the Sumter County Comprehensive Plan for many years. Recently County staff conducted Sumter 2030, a countywide public visioning process.

P For recurring events, please provide the following past two years information regarding this event.

	Year 1	Year 2
Month/Year	_____	_____
City	_____	_____
Lodging Facility	_____	_____
Verifiable Room Nights	_____	_____

**Note: Attach clippings or copies of newspaper, magazine, or professional periodicals showing coverage of event(s), which may be beneficial to the TDC in making its recommendation. Also give a description of television, radio, or other coverage received.**

Q. Estimated number of attendees staying overnight for proposed event N/A

R. Have you reserved rooms at a lodging facility?

Yes \_\_\_\_\_ No X

If yes, Name of Facility \_\_\_\_\_

Number of rooms reserved \_\_\_\_\_

Lodging Facility room rate \$ \_\_\_\_\_

S. Who will be in charge of the Lodging Facility arrangements? N/A

How will this be handled? For example: A. Block of rooms held and rooms are assigned by the host organization, B Individuals will make their own arrangements; C. Other

Explain \_\_\_\_\_

T Does the event itinerary include formalized breakfast, lunch or dinner in local restaurants or catering by local business for event? Explain and include documentation. N/A.

U Are any local attractions being included in the itinerary for this event such as: (Attach documentation supporting this information. An Email blast to attendees highlighting local attractions will be acceptable. (TDCadmin@sumtercountyfl.gov must be copied on email to verify ) Attendance at one of the below must be included in agenda of the proposed event to be eligible. Failure to place added attractions in the event agenda may result in reduced award.)

\_\_\_\_\_ Attend a local play, concert, or dance performance

\_\_\_\_\_ Visit a local nature based activity (i.e. Dade Battlefield Nature Trails, etc.)

\_\_\_\_\_ Visit local historical settings (i.e. Federal Cemetery, Dade Battlefield, Etc.)

X Other The proposed signage will direct visitors to local venues and attractions.

V Are local businesses being used during the production of this event (i.e. printing, catering, etc.)?

Explain. Sumter County will solicit vendors to manufacture and install the gateway and wayfinding signs during Phase II, during which any local vendor may submit a bid.

W Does this event incorporate activities that add to the environment such as landscaping (plant trees, shrubs, flowers, or liter pickup, etc.) or any other socially charitable contribution (table arrangements to local hospitals or care centers, financial donation to local charitable organization, etc.)? This item must be included on the agenda to be accepted.

Explain. This event is the first step in establishing a system of wayfinding signs throughout the County. Gateway and wayfinding signs will be an attractive addition to the County's roadway landscape.

X. Is the sponsoring organization a certified small minority business within its state of jurisdiction? If so indicate the state in which it is certified and include either the website to verify the certification or a copy of the certification.

No X Yes \_\_\_\_\_ State of Certification \_\_\_\_\_

Y How did you learn about the Sumter County Tourist Development Tax Grant Program?

\_\_\_\_\_ Newspaper (which newspaper? \_\_\_\_\_)

\_\_\_\_\_ Magazine (which magazine? \_\_\_\_\_)

\_\_\_\_\_ Word of mouth

\_\_\_\_\_ Former grant applicant

X Other Sumter County BOCC

**Describe the marketing Plan for event. Include Promotional/Advertising plans for both in and out of county (use additional sheets).**

Sumter County will use established procedures for soliciting, awarding, and managing of the contract.  
Z. If your event is profitable; would you be willing to return all or a portion of the grant to the Sumter County BOCC? Please explain your answer

N/A

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***ORGANIZATIONS MUST HAVE MATCHING FUNDS***

Please check the appropriate match.

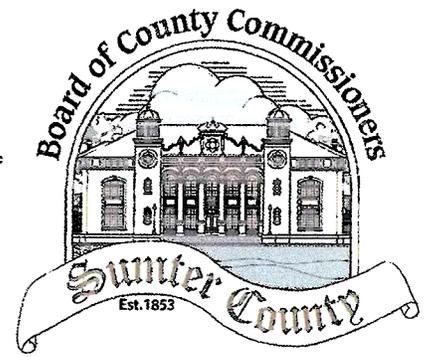
50% Tourist Development / 50% cash match

50% Tourist Development / 25% cash match / 25% in-kind match   X  

If in-kind matching is used, specify type: Local assistance in planning and contract management

**Board of County Commissioners**  
**Sumter County, Florida**

7375 Powell Road • Wildwood, FL 34785 • Phone (352) 689-4400 • FAX: (352) 689-4401  
Website: <http://sumtercountyfl.gov>



August 23, 2011

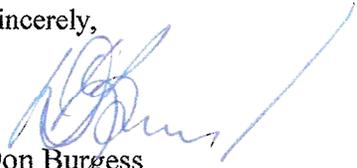
Sumter County Tourist Development Council  
c/o Sumter County Board of County Commissioners  
Financial Services Department  
7375 Powell Road, Ste. 200  
Wildwood, FL 34785

Members of the Tourist Development Council,

This letter is to confirm the Sumter County Board of County Commissioners (BOCC) has authorized Mr Bradley Arnold, County Administrator to act as the Authorized Agent on behalf of Sumter County BOCC with regard to its application for a Tourism Development Grant for Sumter County Wayfinding Signage, Phase I. Development of a Signage Master Plan. All official correspondence concerning this application should be directed to Mr Arnold.

Thank you for your consideration of this application.

Sincerely,

  
Don Burgess  
Chairman

Richard "Dick" Hoffman, Dist 1  
(352) 689-4400  
7375 Powell Road  
Wildwood, FL 34785

Doug Gilpin, Dist 2  
2<sup>nd</sup> Vice Chairman  
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Randy Mask, Dist 5  
Office (352) 689-4400  
Home: (352) 793-3930  
7375 Powell Road  
Wildwood, FL 34785

Bradley S. Arnold,  
County Administrator  
(352) 689-4400  
7375 Powell Road  
Wildwood, FL 34785

Gloria R. Hayward, Clerk & Auditor  
(352) 793-0215  
209 North Florida Street  
Bushnell, FL 33513

County Attorney  
The Hogan Law Firm  
Post Office Box 485  
Brooksville, Florida 34605

**EVENT/PROJECT BUDGET OUTLINE**

**EVENT/PROJECT NAME** Wayfinding Signage Phase I, Development of a Signage Master Plan

	<b>Previous Year's Revenue &amp; Expenses</b>	<b>Current Projected Revenues &amp; Expenses</b>
<b><u>LIST ALL REVENUE</u></b>		
Admissions	_____	_____
Concessions	_____	_____
Sponsorships	_____	_____
Booth Space	_____	_____
Advertising Revenue	_____	_____
Sale of Promotional Items	_____	_____
TDC Grant	_____	\$12,500
Other: <u>BOCC</u>	_____	\$12,500
General Fund. \$6,250		
In-kind services: \$6,250		
<b>Total Revenue</b>	\$ <u>N/A</u>	\$ <u>\$25,000</u>
<b><u>LIST ALL EXPENSES</u></b>		
Administrative	_____	_____
Advertising/Promotions	_____	_____
Printing	_____	_____
Promotional Items	_____	_____
Concessions	_____	_____
Awards	_____	_____
Travel	_____	_____
Talent	_____	_____
Other: <u>Plan Preparation</u>	_____	\$ <u>25,000</u>
<b>Total Expenses</b>	\$ _____	\$ <u>25,000</u>
<b>NET PROFIT/LOSS</b>	\$ <u>N/A</u>	\$ <u>0</u>

**PLEASE INCLUDE THE OVERALL EVENT BUDGET. UPON THE AWARD OF TOURIST DEVELOPMENT TAX GRANT FUNDS, A BREAKDOWN OF THE BUDGET BETWEEN TOURIST DEVELOPMENT FUNDS, CASH, AND IN-KIND EXPENDITURES WILL BE REQUIRED. BUDGETS WILL BE DUE NO LATER THAN TWO WEEKS PRIOR TO START DATE OF THE EVENT. BELOW IS AN EXAMPLE OF THE BREAKDOWN THAT WILL BE REQUIRED**

**EVENT BUDGET SUMMARY**

Funding Sources other than requested from Tourist Development Tax Grant Program

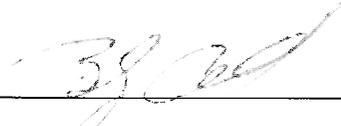
Source	Amount
BOCC General Fund	\$6,250
BOCC In-kind Service - staff	\$6,250
Total of other funding sources	\$12,500

Please place a budget amount in each applicable box. In blank spaces provided, please add in any items that will be included in complete budget

Organization. Sumter County BOCC

Event Gateway and Wayfinding Signage Master Plan

Event Dates. Fall 2011/Winter 2012

Official Signature: 

	TOURIST DEVELOPMENT FUNDS	CASH	IN-KIND	TOTAL
PRINTING				
POSTAGE				
MEDIA/ADVERTISING/PROMOTION				
LOCAL TRANSPORTATION				
TRAVEL EXPENSES				
REGISTRATION				
RENTAL OF FACILITY				
List any other expenses below				
Consulting Services	\$12,500	\$6,250	\$6,250	\$25,000
<b>TOTAL</b>	<b>\$12,500</b>	<b>\$6,250</b>	<b>\$6,250</b>	<b>\$25,000</b>

**APPLICATION CERTIFICATION**

I have reviewed the TOURIST DEVELOPMENT TAX GRANT APPLICATION from the Sumter County Tourist Development Council 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 the TDC/BOCC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC/BOCC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. All third parties are hereby put on notice that the TDC/BOCC will not be responsible for payment of any costs or debts for the event that are not paid by the grant application.

Bradley Arnold

\_\_\_\_\_  
Authorized Agent

County Administrator

\_\_\_\_\_  
Title

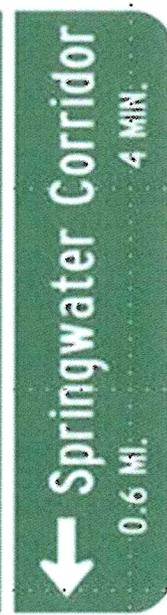
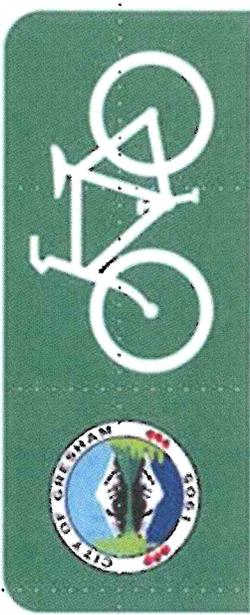
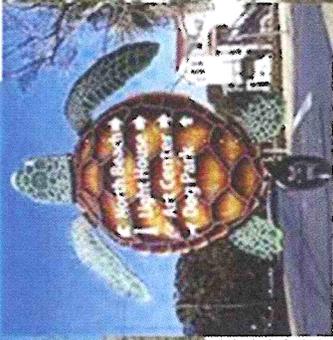
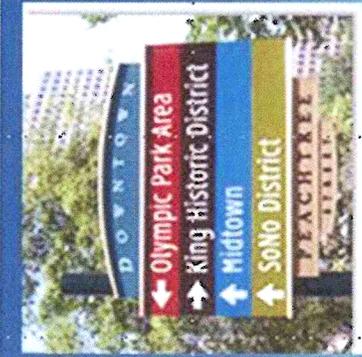
8/29/11  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Authorized Agent Signature

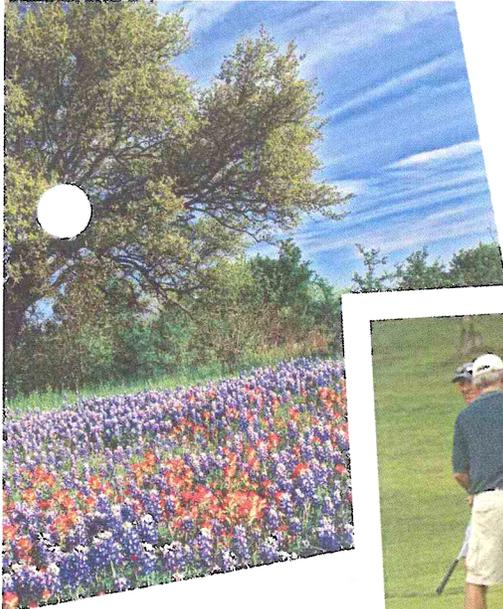
## **Supporting Documents:**

- **Examples of wayfinding signs in other communities**
- **Excerpt from 2011 Sumter County Tourism Plan**
- **Draft Request for Proposals**
- **Letters of Support**

# Examples of Wayfinding Signs



business }  
or }  
pleasure } BOTH



# 2011 Sumter County Tourism Plan



## Weaknesses of the Sumter County Tourism Market

**1)** Sumter County's attractions/facilities/events are relatively unknown at the regional or statewide levels. A recent meeting with a senior commercial bank lender located in Leesburg provided insight to this weakness. Even though he had been in the marketplace for more than 20 years, almost every tourism/business asset of Sumter County was unknown to him. He became animated and excited in his bank playing a stronger role in Sumter County's future after he became acquainted with the facts. Sharing the sweet secrets of Sumter County with new visitors will be a multi-year effort, but once they become knowledgeable about the tourism attractors, visitations will increase.

**2)** Sumter County's restrooms, picnic facilities, parking areas, unifying signage, docks, play areas etc., need to be upgraded and expanded to meet standards of regional competitors. A beautiful lakeside picnic location will draw new visitors to Sumter County for a first-time visit, but properly designed, clean and accessible support facilities will bring them back again and again. For example, all major league baseball facilities that upgraded the appearance and cleanliness of women's restrooms experience 20% or more increases in attendance by women (research demonstrated that major league baseball facilities needed to offer twice the restroom facilities per capita for women as for men to meet customer expectations of availability, cleanliness and attractiveness).

Visitors have experienced the high-level of facility design and maintenance evidenced at Walt Disney World © and The Villages. These same visitors have also seen sophisticated facilities in surrounding regional counties and cities. Those experiences raise the expectation for visitors of all facilities and programs. This does not suggest that a dockside fishing facility must be a theme park, but it punctuates the need to offer all visitors well above average experiences to build visitation. Sumter County has a variety of unique areas, facilities and programs that can draw visitation with a strong and continuous marketing program. Once you draw them to visit, everything from the cleanliness of the restroom to the friendliness of the service station attendant contribute to whether or not that individual will be a return visitor.

**3)** Sumter County has both attractive facilities and events, but they are not linked or connected in a visitor friendly way to either make navigation around the County easy or to encourage visitors to move from one attraction to another. Today, Sumter County's tourist attractions and fa-

cilities have grown without the benefit of an overarching view of what might work best long-term. Sumter County needs a "recreation, open space and tourism facilities" physical plan for mid-range and long-term execution. The County and its cities have terrific natural features and attractions, but need a shared plan/program to minimize long-term costs, maximize cooperation and maximize resident and visitor satisfaction. For example, there are strong beginnings of bike paths in the County. How will they link up to each other and to the other natural features that would enhance tourism visitations? Such is the need to connect the CSX Van Fleet Bike Trail and Withlacoochee State Bike trails at the Green Swamp.

The same is true for the initial plannings of a scenic highway program. A high-level recreation open space and facility plan coordinates and targets long-term capital improvements that will not only dramatically increase the quality of life within the County, attract business and residential investment, but also build memorable tourist visitations. This planning/investment will also help attract new tourism based businesses and new lodgings.

**4)** Sumter County currently has a shortage of adequate lodging accommodations to support growth as a visitor destination. More and higher grade lodging experiences will bring more people to visit the county for multi-day visits and thus experience more of Sumter County. Additional hotel rooms will result in a higher tax base which can then be reinvested into marketing of tourism. The result is a virtuous cycle of business and private enterprise benefiting both the tourist industry and the residents of Sumter County. The first step in attracting new lodging construction is simply building total visitor traffic, both day and overnight visitors.

**5)** Sumter County needs a wider distribution of restaurants to support increased visitation. The Villages offers a wide variety of style and price levels of restaurants but the availability of restaurants in mid and south county is quite limited.

**6)** Sumter County lacks a coordinated tourism signage package, the locations and designations of which should be integrated into a published tourism brochure and website.

**7)** Sumter County has disconnected stakeholders. There is very little communication to or among the lodging, restaurant, event or facilities industry groups.

## DRAFT-- RFP – SCOPE OF SERVICES

The Sumter County Board of County Commissioners (BOCC) seeks to engage the services of a consulting firm for RFP# \_\_\_\_\_/2011, to initiate and complete the planning, designing, and engineering of a gateway and wayfinding signage system, so these signs can be fabricated and installed throughout the community

### INTRODUCTION

Sumter County (the County) community leaders have worked hard to create a community with an exceptional quality of life for residents, as well as a destination for tourists and visitors. That hard work has paid off, and the County enjoys an increasing number of tourists traveling our scenic roadways and visiting local attractions. However, we need to do a better job of greeting visitors and assisting them as they navigate our roadways. To address this need, the County is planning to develop a system of gateway and wayfinding signs to greet visitors and highlight the many opportunities throughout the County

The BOCC is seeking an experienced consultant that can aid Sumter County by developing a Wayfinding Signage Master Plan that accomplishes the aforementioned functions. As part of the proposal process, qualified applicants shall provide a scope of work that addresses the following standards:

- 1 **Overall Signage Objectives.** The basic objectives of the proposed signage system are as follows:
  - Greet visitors with an attractive signage design that makes a good first impression and reinforces the community identify.
  - Help motorists, cyclists, and bicyclists to navigate around the County and enhance the visitor's experience by reducing driver frustrations.
  - Promote tourism by highlighting key destinations, including attractions, rural commercial centers (i.e. small cities and unincorporated communities with tourism facilities), parks, and entertainment venues.
  - Attract customers to the County's business centers and attractions by encouraging travelers to visit multiple destinations.
  - Provide attractive, low maintenance signage that promotes a safe driving experience.
2. **Design Concept:** The signage system will require a hierarchy of signs with a unified design concept. The selected consultant shall provide the County with three distinct design concepts that complement the community image. Each design concept must be applicable to all sign types recommended in the signage plan. The appearance of the signs should remain fairly uniform to indicate to the traveler that this is an integrated sign system and additional similar signage can be expected as they travel within the County. Gateway signs located at selected entrances to the County should include a welcome message. All signs must adhere to Manual of Uniform Traffic Control Devices and Florida Department of Transportation (FDOT) Green Book standards and any pertinent State codes.
- 3 **Signage Package:** Following selection of a design concept, the selected consultant shall apply the approved design to the sign types provided in proposed signage system. The selected consultant shall provide a portfolio of images with recommended sign fabrication and installation specifications for each signage type. Final design drawings shall be provided in a digital format compatible with FlexiSign Pro 8 1 and on a common media drive acceptable by the Sumter County Division of Public Works.

- 4 **Signage Plan and Maps:** Using input from County staff, site visits, and the 2010 Sumter County Tourism Plan, the selected consultant will develop a signage plan that specifies the location, signage type, and legend for all proposed signs. The signage plan shall include maps identifying priority travel routes, County access points, key destinations, and signage locations. The selected consultant will hold scoping meetings with FDOT and Sumter County Division of Public Works to ensure sign specifications and locations meet Federal, State and local standards. The most heavily traveled routes should be considered for placement of gateway signs. Unique and scenic attractions and rural commercial centers shall be considered for priority travel routes.
- 5 **Recommendations and Implementation Plan.** The selected consultant shall develop recommendations for implementation and a project phasing plan that identifies the sequence for sign installation by location and sign types. The recommendations shall identify priorities for implementing a fully built-out system, recommend standards for sign fabrication, and address sign maintenance.
6. **Cost Estimates:** The selected consultant shall develop cost estimates for each of the three design concepts. Cost estimates shall include estimated costs of sign fabrication and mounting hardware. Line cost estimates shall be provided for the final signage package. Estimates for the final signage package shall include the cost of sign fabrication, mounting hardware, permitting and installation.

The above conditions are not exhaustive, but are illustrative of the primary expectations of the selected consultant. Additional conditions or expectations may be included within the contract award. Contract negotiations will begin after the Sumter County Board of County Commissioners approves the recommendation from the Selection Committee.

**CITY OF CENTER HILL  
94 S. VIRGINIA AVE. /PO BOX 649  
CENTER HILL, FL 33514  
(352) 793-4431  
FAX (352) 568-2264**

August 29, 2011

Sumter County Tourism Development Council  
C/O Sumter County Board of County Commissioners  
Financial Services Department  
7375 Powell Road, Ste 206  
Wildwood, FL 34785

Dear Sumter County Tourism Development Council Chairman Gilpin,

It is my pleasure to write a letter in support of the Sumter County Wayfinding Signs proposal being submitted to the Sumter County Tourism Development Council (TDC) by Sumter County Board of County Commissioners (BOCC).

Sumter County currently lacks a coordinated tourism signage system to greet visitors and assist travelers as they navigate our community's roadways. The proposed gateway and wayfinding signage system will address that need and provide an increase in event and destination attendance whether it is in the unincorporated or incorporated areas.

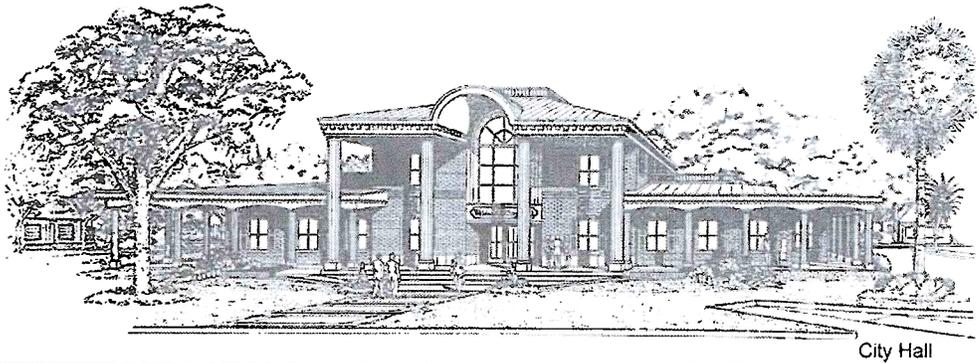
City of Center Hill fully supports the efforts of the BOCC as they seek funding from the TDC for a project that benefit the local tourist industry

Sincerely,



Diane Lamb, City Clerk

City of  
Wildwood,  
Florida



wildwood-fl.gov  
Area Code: 352  
Zip Code: 34735

**CITY HALL**  
100 N. Main Street  
330-1330 Phone  
330-1338 Fax

**CITY MANAGER**  
Extension 109

**CITY CLERK/FINANCE**  
Extension 100

**CUSTOMER SERVICE**  
(Utility Accounts/TDD)  
Extension 130

**DEVELOPMENT SERVICES**  
Planning/Zoning/Concurrency  
Extension 118  
330-1334 Fax

**HUMAN RESOURCES**  
Extension 105  
330-1339 Fax

**PARKS & RECREATION  
COMMUNITY CENTER**  
Reservations:  
Extension 114

**POLICE**  
100 E. Huey Street  
330-1355  
330-1358 Fax

**PUBLIC WORKS**  
410 Gray Street  
330-1343  
330-1353 Fax

**WASTEWATER**  
1290 Industrial Drive  
330-1349  
330-1350 Fax

**WATER**  
101 E. Huey Street  
330-1345  
330-1347 Fax

August 26, 2011

Sumter County Tourism Development Council  
C/O Sumter County Board of County Commissioners  
Financial Services Department  
7375 Powell Road, Ste. 206  
Wildwood, FL 34785

**RE: Sumter County Wayfinding Signs Proposal**

Dear Sumter County Tourism Development Council Chairman Gilpin

It is with pleasure I am writing this letter in support of the Sumter County Wayfinding Signs proposal being submitted to the Sumter County Tourism Development Council (TDC) by Sumter County Board of County Commissioners (BOCC)

Sumter County currently lacks a coordinated tourism signage system to greet visitors and assist travelers as they navigate our community's roadways. The proposed gateway and wayfinding signage system will address that need and provide an increase in event and destination attendance in both incorporated and unincorporated areas of Sumter County

The City of Wildwood fully supports the efforts of the BOCC as they seek funding from the TDC for a project that will benefit the local tourist industry

Sincerely,

Robert Smith  
City Manager  
CITY OF WILDWOOD