

CITY OF FORT PIERCE DEPARTMENT OF URBAN REDEVELOPMENT

FORT PIERCE AUTHENTIC TOURS (FPAT) PROGRAM

GRANT OPPORTUNITY TO INCREASE CAPACITY AND SUSTAINABILITY

2012 GUIDELINES

PLEASE BE SURE TO READ THIS ENTIRE DOCUMENT BEFORE BEGINNING THE APPLICATION PROCESS.

- Program Name: FORT PIERCE AUTHENTIC TOURS PROGRAM GRANT OPPORTUNITY TO INCREASE CAPACITY AND SUSTAINABILITY
- Maximum Award: \$5,000 per qualifying applicant. It is recommended that funding requests average \$3,500.
- Grant Program Contact: Libby Woodruff, Grants Administrator
City of Fort Pierce Department of Urban Redevelopment
100 U.S. Hwy. 1, Fort Pierce, FL 34950
Phone: 772-460-2200, ext. 254; Email: ewoodruff@city-ftpierce.com
- Purpose: This grant program should improve existing eco/agri/aqua/nature tourism program quality, delivery and sustainability and subsequently increase tourism, create new jobs and improve the local economy of Fort Pierce.
- Project Eligibility: To be eligible, a proposal must meet the following criteria:
1. The business or entity submitting a proposal must be a current authorized participating member of the FPAT Program. (Please see Attachment D.)
 2. Eligible project categories include: (See Attachment C for Project Ideas)
 - Business or Entity Capacity Improvement** (*Increase capacity and sustainability through the purchase of computers, equipment or appropriate financial management software, etc.*);
 - Equipment/Transportation Purchase** (*Increase capacity and sustainability through the purchase of appropriate non-office equipment or vehicles. Note: applications for purchases will receive additional consideration when the purchase will be shared by multiple FPAT program members.*);
 - Equipment/Transportation Rental** (*Increase capacity and sustainability through the rental of appropriate non-office equipment or vehicles.*)
 - Other** – (*must describe other project that will build capacity or sustainability*)
 3. Funds shall NOT be granted for normal and routine operating expenses normally paid by the grantee. Routine expenses include, but are not limited to such costs as: salaries and fringe, office rent, utilities, mileage, lodging, meals, telephone, shipping, advertising or marketing costs (other than location or vehicle signage), etc.
 4. The proposal must describe in detail how it will stimulate an increase in tourism which will in turn lead to new job creation at

the business or indirectly in the community. An acceptable process for measuring success must be included in the proposal.

5. If the proposal includes the purchase of any equipment or vehicles over \$750, a minimum of three (3) bids must be submitted for each item.
6. Proposals for non-office equipment/transportation rental must include a commitment for the continuation of this rental, as needed, to sustain the business for a period of two years beyond the initial funding year, without additional funding from FPAT for this item.
7. Projects that have already started are eligible for funds; however, funds cannot be used to reimburse expenses already incurred.
8. The project must comply with all applicable State and Local regulations.
9. Only one (1) application per member, per funding cycle.

Application Procedures: The following items must be completed for an application to be accepted:

1. A detailed narrative of the project shall be attached to the application including justification for how the project will increase tourism.
2. A detailed budget of project expenses shall be attached to the application. (Remember, at least three (3) quotes are required for all equipment and vehicle purchase requests over \$750.)

Bonus Criteria:

The applicant will be eligible for bonus points which will be added to the scoring total if any of the following apply:

1. A business is open to the general public on Sundays for at least five (5) hours, between the hours of 12 noon and 7:00 p.m. during the months of March through October.
2. A business is open to the general public at least eight (8) hours on Mondays year round.
3. The project will immediately create new jobs. One bonus point will be awarded per new job created.
4. Will assist more than one business in the FPAT program.

**Grant Application
Submittal and Review:**

Public announcement of the availability of this Grant Opportunity was made before February 15, 2012.

1. All completed applications and supporting documentation must be received by the City of Fort Pierce, Department of Urban Redevelopment by 3:00pm on March 16, 2012.
2. Applications will receive threshold review between March 19 and March 30, 2012, by the City of Fort Pierce Department of Urban Redevelopment staff.
3. Applicants will be contacted during the threshold review period to answer questions, and provide additional information, to ensure completeness, as needed.
4. Late or incomplete applications will NOT be considered.

5. Following threshold review, Urban Redevelopment staff will forward the applications to the FPAT Advisory Board for review and scoring on April 20, 2012.
6. The FPAT Advisory Board will meet on May 3, 2012 to formally review and score the applications.
7. Grant applications recommended for funding will be forwarded to the City Commission.
8. The Fort Pierce City Commission will announce grant awards during the regularly scheduled Commission meeting on May 21, 2012.
9. A mandatory meeting will be scheduled with the awardees and Urban Redevelopment staff within two weeks following the grant announcements. Awardees will review and finalize individual Grant Award Contractual Agreements and overview the grant award and reporting process.

Final Procedures:

Following the grant award, the following procedures will be conducted:

1. Unless otherwise approved by the FPAT program, a project or purchase must begin within six (6) months from the notification of the award.
2. In the event changes to your project or leadership become necessary, notify the FPAT Advisory Board by contacting Libby Woodruff, City of Fort Pierce Grants Administrator at 772-460-2200 x254, to discuss alternative measures.
3. The FPAT program reserves the right to fund projects at an amount less than what was originally requested.

Review Criteria:

The following shall be considered by the FPAT Advisory Board during the process of reviewing applications:

1. The completeness of the grant application.
2. The type and scope of the business or organization applying.
3. Length of time in business; overall experience in this type of business.
4. The project's ability and intent to attract visitors to the City of Fort Pierce on a continuing basis and/or create new jobs in the area.
5. The timetable in which the project will be completed.
6. The dollar amount requested.
7. The support of this project by multiple FPAT program members.
8. The financial and management capacity of the applicant.
9. The business or organization's ability to perpetuate the project into the future and carry out the tasks associated with the project, without FPAT funding.
10. The overall merit of the application.

Additional Information:

The FPAT Advisory Board reserves the right to require additional information to show compliance with the standards described within these guidelines.

Claw Backs:

If at any time projects are not being performed within the scope of the approved application and terms of this program, it will be voided and any funds dispersed to the business or organization shall be returned to the City of Fort Pierce FPAT program within 30 days.



2012

Sustainability and Capacity Building

Grant Opportunity

APPLICATION PACKET

* Electronic versions of the 2012 Guidelines and Application Packet are available on the City's website at <http://cityoffortpierce.com/Ecotourism/FPATProgram.html> upon request to: Libby Woodruff at ewoodruff@city-ftpierce.com , telephone 772-460-2200 x254 or from the FPAT website at www.fortpierceauthentic tours.com

CITY OF FORT PIERCE DEPARTMENT OF URBAN REDEVELOPMENT

FORT PIERCE AUTHENTIC TOURS PROGRAM - GRANT OPPORTUNITY

2012 APPLICATION CHECK LIST

Please include one (1) original (marked as such with original signature executed in ink, (preferably blue ink) and nine (9) copies of your completed application, which should include all documents noted below:

- 2012 Application Check List
- 2012 Application Cover Sheet – **notarized, signed and dated**
- 2012 Applicant and Project Information
- List of the business/organization’s Board of Directors, leadership, and/or principals/owners
- 2012 Proposal Summary (Attachment A)
- Business Cooperative Agreement (If application is for multiple FPAT members)
- 2012 Bonus Points (if applicable) (Attachment B)
- 2012 Detailed Budget with brief individual description for all budget items (Attachment C)
- Completed FPAT Membership Application and payment for membership dues, if applicable (Att. D)
- Documentation of organization’s legal name and mailing address
- Financial statement, certified by officer. Government entities are exempt from this requirement.
- Current tax clearance certificate for State and Federal clearances
- City of Fort Pierce tax receipts
- Proof of liability insurance
- By-laws, corporate resolution, or other documentation to verify the person(s) authorized to sign legal documents on behalf of the organization
- Proof of approved partnership or relationship, if applicable
- Letters of support for the project, if applicable

APPLICATION PACKET *

- 2012 Application Check List – 1 page
- 2012 Application Cover Sheet – 1 page
- 2012 Applicant and Project Information – 1 page
- Attachment A – 2012 Proposal Summary – 3 pages
- Attachment B – 2012 Bonus Points – 1 page
- Attachment C – 2012 Budget - Example of Projects by Category; SAMPLE and Actual Budget Form - 3 pages
- Attachment D - Fort Pierce Authentic Tours Program – Membership Information and Application – 2 pages

* Electronic versions of the 2012 Guidelines and Application Packet are available on the City’s website at <http://cityoffortpierce.com/Ecotourism/FPATProgram.html> upon request to: Libby Woodruff at ewoodruff@city-ftpierce.com , telephone 772-460-2200 x254 or from the FPAT website at www.fortpierceauthenticitours.com

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FORT PIERCE AUTHENTIC TOURS PROGRAM - GRANT OPPORTUNITY

2012 APPLICATION COVER SHEET

Please submit **ONE (1) signed, notarized original and NINE (9) copies of the complete application package** for review. Mail or hand-deliver applications **by 3:00 p.m. on Friday, March 16, 2012,** to the following address:

The City of Fort Pierce
Department of Urban Redevelopment
Attention: Libby Woodruff
100 U.S. Hwy. 1
Fort Pierce, FL 34950

My signature and notarization attests to the fact that I have read, understand, and agree to abide by the terms and requirements stated in this application.

Applicant Signature Date

Applicant's Printed Name

Applicant's Business or Entity

STATE OF _____ §

COUNTY OF _____ §

Before me, the undersigned authority, on this day personally appeared _____, known to me to be the person whose name is subscribed to the foregoing instrument, and upon his/her oath acknowledged to me that he/she executed the same for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND AND SEAL OF OFFICE THIS ____ DAY OF _____, 20__.

NOTARY PUBLIC IN AND FOR ST. LUCIE COUNTY
ST. LUCIE COUNTY, FLORIDA

CITY OF FORT PIERCE DEPARTMENT OF URBAN REDEVELOPMENT

FORT PIERCE AUTHENTIC TOURS PROGRAM – GRANT OPPORTUNITY

2012 APPLICANT & PROJECT INFORMATION

APPLICANT INFORMATION:

Business/Organization (Full Legal Name) _____

Street Address _____

Mailing Address _____

City/State/Zip _____

Phone _____ Fax: _____ Email: _____

Website Address, if available _____

Federal Taxpayer ID No. _____ State Taxpayer ID No. _____

Organization is a (check one): For-profit entity Non-profit entity Government entity

PRIMARY CONTACT PERSON (PROJECT MANAGER):

Name Title

Phone: _____ Fax: _____ Email: _____

PROJECT INFORMATION:

Project Name: _____

Amount Requested: _____

*Type of project: Please check the **primary (#1) project** you are requesting:*

___ **Business or Entity Capacity Improvement**

___ **Equipment / Transportation Purchase**

___ **Equipment / Transportation Rental**

___ **Other (Describe) _____**

CITY OF FORT PIERCE DEPARTMENT OF URBAN REDEVELOPMENT

FORT PIERCE AUTHENTIC TOURS PROGRAM – GRANT OPPORTUNITY

2012 PROPOSAL SUMMARY

(90 points total)

*Please follow the outline provided below for your written proposal. Please do not leave any of the questions blank. **Please use additional pages, as necessary.***

A. Past Performance and Capabilities

A.1. DESCRIPTION OF BUSINESS / ORGANIZATION: (5 points)

- a. Provide a brief history of the establishment, development, and accomplishments of the business.

- b. Describe your business management structure and cooperative partnerships, if any.

A.2. QUALIFICATIONS AND EXPERTISE: (6 points)

- a. Describe the qualifications and expertise of the individuals responsible for implementing the project.

- b. Demonstrate the depth and breadth of experience the business has in performing similar work and identify a commitment to similar efforts in prior years.

- c. Demonstrate the project manager's ability to manage a project of the proposed scope.

B. Project Description

B.1. DESCRIPTION OF PROPOSED PROJECT: (14 points)

Project Name: _____

Provide an overview of the proposed project:

- a. State the goals and identify objectives that directly lead to the project's completion.

- b. Create an estimated timeline for the project implementation, including start and end dates and completion of major milestones in the project (projects must be initiated within 6 (six) months of grant award).

B.2. TOURISM BENEFITS, COMMUNITY SUPPORT AND INVOLVEMENT (36 points)

Discuss the following:

- a. How will this project positively effect and impact tourism **within** the City of Fort Peirce?

- b. How will this project stimulate an increase in tourism, which will in turn lead to new job creation at this business, or indirectly in the Fort Pierce community?

- c. Identify all entities that support or are directly involved in this project. (Attach letters of support to this application, if applicable.)

B.3. PROJECT SUSTAINABILITY (8 points)

Describe how the project will be sustained on an ongoing basis.

CITY OF FORT PIERCE DEPARTMENT OF URBAN REDEVELOPMENT

FORT PIERCE AUTHENTIC TOURS PROGRAM - GRANT OPPORTUNITY

2012 BONUS POINTS

Your answers to the following will determine the amount of bonus points you will receive on your application.

1 point. _____ My business will be open to the general public on Sundays for at least five (5) hours, between the hours of 12 noon and 7:00 p.m. during the months of March through October.

1 point. _____ My business will be open to the general public at least eight (8) hours on Mondays year round, beginning _____.

1 point per job. This project will immediately create new jobs. ____ new jobs will be created as a result of this project.

1 point. _____ This project will assist more than one business in the FPAT program. List the names of all businesses in the FPAT program that this project will assist: _____

CITY OF FORT PIERCE DEPARTMENT OF URBAN REDEVELOPMENT

FORT PIERCE AUTHENTIC TOURS PROGRAM - GRANT OPPORTUNITY

2012 ITEMIZED BUDGET

(10 points total)

PROJECT EXAMPLES

Following these examples is a SAMPLE budget. Please follow the layout shown in the sample as you complete a budget form for each grant application. Please add rows as needed to provide a complete picture of the project budget.

Business / Entity Capacity Improvement

- Laptop Computers, Printers, Copy/Fax Machines, etc.
- Swipe Reader (debit and credit transactions)
- Cash Register
- Telephone Answering Machine
- Display stands, shelves, cabinets, tables
- Signage
- Safety Equipment (life jackets, helmets, etc.)
- Bicycles
- Kayaks
- Fishing Equipment
- Tents / Camping Gear
- Cookware / Dishes (not disposable)
- Boat or Vehicle Refurbishing (seats, A/C, etc.)
- First Aid Kits
- Other

Equipment / Transportation Purchase (include costs for vehicle license and registration)

- New or Used
 - Transport Vehicle
 - Cargo Van
 - Truck or Trailer, or both
 - Tools
 - Other

Equipment / Transportation Rental

- Transport Vehicle (van, bus, etc.)
- Trailer
- Mowing Equipment
- Tools
- Other

Other Project: List name of project, name of each item and price for each item related to the project, quantity of each item, total and brief description of each item listed in the budget for this project.

Administrative Expenses: Administrative Expenses **are not** eligible for funding through this grant opportunity.

THIS IS A SAMPLE BUDGET

ATTACHMENT C

PROJECT NAME (Choose One) <input checked="" type="checkbox"/> <i>Business or Entity Capacity Improvement</i> <input type="checkbox"/> <i>Equipment / Transportation Purchase</i> <input type="checkbox"/> <i>Equipment / Transportation Rental</i> <input type="checkbox"/> <i>Other _____</i> <i>(List individual budget items below)</i>	PRICE EACH	QTY	TOTAL	DESCRIPTION
Dell Laptop Computer (Inspiron 15R)	\$599.00	2	\$1,198.00	Two (2) Dell Laptop computers will be used to schedule tours, create advertising, promote the business, and maintain financial information.
QuickBooks Software	\$319.95	1	\$319.95	QuickBooks software will be used on laptop to maintain financial accuracy.
Shipping and Handling	65.00	1	\$65.00	S&H for items listed here.
TOTAL EXPENSES			\$1,582.95	
TOTAL GRANT REQUEST FROM FPAT			\$1,582.95	



Fort Pierce Authentic Tours (FPAT) Program
Membership Application

APPLICANT INFORMATION

Form with fields for Last Name, First, Today's Date, Dues, Business/Organization Name, Street Address, Bus Phone, Zip, City, Cell Phone, Email, and Your Title. Includes checkboxes for For-Profit Business, Individual, Fort Pierce Non-Profit Business, Government, and Fort Pierce Educational Institution.

Non-Discrimination Rule: No person shall, on the ground of race, color, national origin, religion, sex, age or handicap, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity funded in whole or in part with funds made available by the U.S. Department of Housing and Urban Development (HUD).

PLEASE BRIEFLY DESCRIBE YOUR BUSINESS/ORGANIZATION OFFERINGS AND TYPE YOUR MISSION STATEMENT BELOW:

Blank space for describing business/organization offerings and mission statement.

CODE OF CONDUCT and RULES OF MEMBERSHIP

MEMBER BENEFITS

- Abide by the FPAT Mission Statement & Bylaws;
Abide by U.S. Dept. of HUD regulations as they apply to the use of economic development funds;
Conduct my business in a professional manner & respect the values & aspirations of local citizens;
Project a positive attitude, show courtesy and respect toward your customers and fellow FPAT members, be honest and deliver a quality product;
Have a genuine commitment to continually improve the social, environmental and cultural aspects of the program;
Encourage appreciation of and respect for the area's natural, cultural and aesthetic heritage among students, teachers, visitors, staff, and citizens;

- Be efficient in the use of all natural resources; manage waste in an environmentally responsible manner and strive to eliminate or minimize pollution in all its forms;
Collaborate with our colleagues within the educational, nonprofit and private sectors towards the goal of sustainable development and an improved quality of life for all Fort Pierce residents;
Provide honest and objective information to tourists, students, press and other parties regarding the program's sustainability practices; and
Hold appropriate licenses/registration and insurance to operate.

The FPAT Advisory Board reserves the right to terminate any membership due to the disregard of the Code of Conduct and Rules of Membership, upon a majority vote.

- Business promotion through tourism publications and FPAT website;
Discounted registration and booth fees at FPAT-sponsored events;
Networking opportunities at workshops and events;
Collaborate with local school districts, universities, etc. to encourage appreciation of and respect for area's natural, cultural and aesthetic heritage;
Apply for grant funds offered through FPAT program;* and
Provide direction for tourism in the Fort Pierce area.
* Qualifications for grant awards will be dependent on grant specifications.

My Business / Organization:

- Actively promotes "Green" (using and wasting less to help the environment, including recyclable items and items made from recycled materials, biodegradability, reduced carbon emissions and items made from renewable resources.
Buys American products whenever possible to support jobs for American workers.
Buys products and services from Fort Pierce first, whenever possible.
Actively Recycles. Explain:

By signing this Membership Application, I hereby agree to abide by the FPAT Code of Conduct and Rules of Membership.

Signature: _____ Date: _____

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