

**SANFORD MAIN STREET, INC.
TOURIST DEVELOPMENT TAX FUNDING AGREEMENT
FY 2026**

THIS AGREEMENT is made and entered this ____ day of _____, 2025, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 E. First Street, Sanford, Florida 32771, hereinafter referred to as the “COUNTY”, and **SANFORD MAIN STREET, INC.**, a Florida not-for-profit corporation, whose principal address is 230 E. 1st Street, Sanford, Florida 32771, hereinafter referred to as “MAIN ST.”.

W I T N E S S E T H:

WHEREAS, the Florida State Legislature enacted Section 125.0104, Florida Statutes, known as the Local Option Tourist Development Act in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

WHEREAS, the voters of Seminole County approved by referendum the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

WHEREAS, COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to promote and advertise tourism in the State of Florida and nationally and internationally for the purpose of attraction of tourists.

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, COUNTY and MAIN ST. agree as follows:

Section 1. Term. The term of this Agreement is from October 1, 2025, through September 30, 2026, the date of signature by the parties notwithstanding, unless earlier terminated, as provided herein.

Section 2. Termination. This Agreement may be terminated by either party at any time, with or without cause, upon not less than thirty (30) days written notice delivered to the other party or, at the option of COUNTY, immediately in the event that MAIN ST. fails to fulfill any of the terms, understandings, or covenants of this Agreement. COUNTY shall not be obligated to pay for any services provided or costs incurred by MAIN ST. after MAIN ST. has received notice of termination. Upon said termination, MAIN ST. shall immediately refund to COUNTY or otherwise utilize as COUNTY directs any unused funds provided hereunder in accordance with Section 125.0104(5), Florida Statutes.

Section 3. Services.

(a) MAIN ST. shall use funds from this Agreement in conjunction with monies granted by any public or private agency to promote and advertise tourism in the State of Florida and nationally and internationally for the purpose of attraction of tourists, as set forth in Exhibit A attached hereto and incorporated herein.

(b) MAIN ST. shall be required to have and maintain a website for the purpose of promoting tourism. Such site shall be linked to the Orlando North Seminole County Tourism website (www.doorlandonorth.com) and such link shall be maintained throughout the duration of this Agreement.

(c) It is understood that MAIN ST. shall devote monies received pursuant to this Agreement to out-of-County advertising and promotion and shall, where appropriate, participate in COUNTY's cooperative advertising programs. MAIN ST. shall submit advertisement and promotional copy paid for with Tourist Development Tax dollars to COUNTY for review and approval.

Section 4. Membership. MAIN ST. shall provide and maintain one non-voting member seat on the Sanford Main Street, Inc. Board for a member of the Orlando North Seminole County Tourism staff, designated.

Section 5. Liability and Indemnification.

(a) COUNTY and its Commissioners, officials, employees, and agents shall not be liable for the acts, omissions, and negligence of MAIN ST. and its officers, employees, members and agents in the performance of services provided hereunder. MAIN ST. hereby agrees, to the fullest extent permitted by law, to fully and completely indemnify, insure, and hold harmless COUNTY and its Commissioners, officials, employees and agents from and against any liability of whatsoever type or nature, howsoever arising, relating in any way to the acts or omissions of MAIN ST. and its officers, members, agents, and employees.

(b) MAIN ST. further agrees that nothing contained in this Agreement will be construed or interpreted as a waiver of COUNTY'S sovereign immunity and the limitation of damages as provided in Section 768.28, Florida Statutes, as that statute may be amended from time to time.

Section 6. Insurance.

(a) MAIN ST., at its sole expense, shall maintain the insurance required under this Section at all times throughout the duration of this Agreement and have this insurance approved by COUNTY's Risk Manager with the Resource Management Department. MAIN ST. shall immediately provide written notice to the COUNTY upon receipt of notice of cancellation of an insurance policy or a decision to terminate an insurance policy.

(1) MAIN ST. shall require and ensure that each of its sub-vendors or subcontractors providing services under this Agreement, if any, procures and maintains insurance of the types and to the limits specified in this Agreement until the completion of their respective

services.

(2) Neither approval by COUNTY nor failure by COUNTY to disapprove the insurance furnished by MAIN ST. will relieve MAIN ST. of its full responsibility for liability, damages, and accidents.

(3) Neither COUNTY's review of the coverage afforded by or the provisions of the policies of insurance purchased and maintained by MAIN ST. in accordance with this Section, nor COUNTY's decisions to raise or not to raise any objections about either or both, in any way relieves or decreases the liability of MAIN ST.

(4) If COUNTY elects to raise an objection to the coverage afforded by or the provisions of the insurance furnished, then MAIN ST. shall promptly provide to COUNTY such additional information as COUNTY may reasonably request, and MAIN ST. shall remedy any deficiencies in the policies of insurance within ten (10) days.

(5) COUNTY's authority to object to insurance does not in any way whatsoever give rise to any duty on the part of COUNTY to exercise this authority for the benefit of MAIN ST. or any other party.

(b) General Requirements.

(1) Before commencing work, MAIN ST. shall furnish COUNTY with a current Certificate of Insurance on a current ACORD Form signed by an authorized representative of the insurer evidencing the insurance required by this Section and Exhibit B, and including the following as Certificate Holder:

Seminole County, Florida
Seminole County Services Building
1101 East 1st Street
Sanford, Florida 32771

The Certificate of Insurance must evidence and all policies must be endorsed to provide the

COUNTY with not less than thirty (30) days (10 days for non-payment) written notice prior to the cancellation or non-renewal of coverage directly from the Insurer and without additional action of the Insured or Broker. Until such time as the insurance is no longer required to be maintained, MAIN ST. shall provide COUNTY with a renewal or replacement Certificate of Insurance within ten (10) days after the expiration or replacement of the insurance for which a previous certificate has been provided.

(2) In addition to providing the Certificate of Insurance, upon request of the COUNTY, MAIN ST. shall provide COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Agreement within thirty (30) days after receipt of the request. Certified copies of policies may only be provided by the Insurer, not the agent or broker.

(3) Deductible and self-insured retention amounts must be declared to and approved by COUNTY and must be reduced or eliminated upon written request from COUNTY. The risk of loss within the deductible amount, if any, in the insurance purchased and maintained pursuant to this document must be borne by MAIN ST.

(4) The insurer's cost of defense, including attorney's fees and attorney's fees on appeal, must not be included within the policy limits, but must remain the responsibility of the insurer for all General Liability, Auto Liability, and Employers' Liability coverages.


(5) In the event of loss covered by Property Insurance, the proceeds of a claim must be paid to COUNTY and COUNTY shall apportion the proceeds between COUNTY and MAIN ST. as their interests may appear.

(6) Additional Insured: Seminole County, Florida, its commissioners, officials, officers, and employees must be included as Additional Insureds under General Liability policies.

Such policies shall provide exception to any “Insured versus Insured” exclusion for claims brought by or on behalf of Additional Insureds.

(7) Coverage: The insurance provided by MAIN ST. pursuant to this Agreement must apply on a primary and non-contributory basis and any other insurance or self-insurance maintained by the Seminole County Board of County Commissioners or COUNTY’s officials, officers, or employees must be in excess of and not contributing with the insurance provided by MAIN ST.

(8) Waiver of Subrogation: All policies must be endorsed to provide a Waiver of Subrogation clause in favor of the Seminole County, Florida and its respective officials, officers, and employees. This Waiver of Subrogation requirement does not apply to any policy that includes a condition that specifically prohibits such an endorsement or voids coverage should the Named Insured enter into such an agreement on a pre-loss basis.

(9) Provision:  Commercial General Liability Policies required by this Agreement must be provided on an occurrence rather than a claims-made basis.

(c) Insurance Company Requirements. Insurance companies providing the insurance must meet the following requirements.

(1) Such companies must be either: (a) authorized by maintaining Certificates of Authority or Letters of Eligibility issued to the companies by the Florida Office of Insurance Regulation to conduct business in the State of Florida, or (b) with respect only to the coverage required by this agreement for Workers' Compensation/Employers' Liability, authorized as a group self-insurer by Section 624.4621, Florida Statutes (2024), as this statute may be amended from time to time.

(2) In addition, such companies other than those authorized by Section

624.4621, Florida Statutes (2024), as this statute may be amended from time to time, must have and maintain a Best's Rating of "A-" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(3) If, during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company, (A) loses its Certificate of Authority or Letter of Eligibility, (B) no longer complies with Section 624.4621, Florida Statutes (2024), as this statute may be amended from time to time, or (C) fails to maintain the Best's Rating and Financial Size Category, then MAIN ST. shall immediately notify COUNTY as soon as MAIN ST. has knowledge of any such circumstance and, upon request of COUNTY, immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as MAIN ST. has replaced the unacceptable insurer with an insurer acceptable to the COUNTY, MAIN ST. will be deemed to be in default of this Agreement.



(d) Specifications. Without limiting any of the other obligations or liabilities of MAIN ST., MAIN ST., at MAIN ST.'s sole expense, shall procure, maintain, and keep in force amounts and types of insurance conforming to the minimum requirements set forth in Exhibit B. Except as otherwise specified in this Agreement, the insurance must become effective prior to the commencement of work by MAIN ST. and must be maintained in force until final completion or such other time as required by this Agreement. The amounts and types of insurance must conform to the following minimum requirements:

(1) Workers' Compensation/Employers' Liability.

(A) MAIN ST.'s insurance must cover MAIN ST. and its subcontractors of every tier for those sources of liability which would be covered by the latest edition of the

standard Workers' Compensation and Employers Liability Policy (NCCI Form WC 00 00 00 A), as filed for use in Florida by the National Council on Compensation Insurance. In addition to coverage for the Florida Workers' Compensation Act, where appropriate, coverage is to be included for the United States Longshoremen and Harbor Workers' Compensation Act, Federal Employers' Liability Act and any other applicable federal or state law.

(B) Subject to the restrictions of coverage found in the standard Workers' Compensation and Employers Liability Policy, there must be no maximum limit on the amount of coverage for liability imposed by the Florida Workers' Compensation Act, and if applicable, the United States Longshoremen's and Harbor Workers' Compensation Act or any other coverage customarily insured under Part One of the standard Workers' Compensation and Employers Liability Policy.

(C) The minimum limits to be maintained by MAIN ST. are as specified in Exhibit B.



(D) If MAIN ST. asserts an exemption to the provisions of Chapter 440, Florida Statutes, Workers' Compensation (2024), as this statute may be amended from time to time, MAIN ST. shall provide notification to COUNTY's Risk Manager with the Resource Management Department and shall complete the COUNTY's Workers' Compensation Waiver Request. Approval of exemption is subject to COUNTY's sole discretion. If approved, the named individuals listed in COUNTY'S approved exemption will be the only individuals authorized to perform work under this Agreement.

(E) Any vendor or contractor, including MAIN ST., using an employee leasing company must complete the COUNTY'S Leased Employee Affidavit.

(2) Commercial General Liability.

(A) MAIN ST.'s insurance must cover MAIN ST. for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, or equivalent acceptable to COUNTY. Such coverage must not contain any endorsements excluding or limiting Products/Completed Operations, Contractual Liability, or Separation of Insureds. If MAIN ST.'s work, or work under its direction, control, or sub-contract, requires blasting, explosive conditions, or underground operations, the comprehensive general liability coverage shall contain no exclusion relative to blasting, explosion, collapse of structures, or damage to underground property.

(B) ISO Endorsement CG 20 10 or CG 20 26 and CG 20 37 or their equivalent must be used to provide such Additional Insured status.

(C) The minimum limits to be maintained by MAIN ST. are as specified in Exhibit B.



(3) Business Auto Liability.

(A) MAIN ST.'s insurance must cover MAIN ST. for those sources of liability which would be covered by Section II of the latest edition of the standard Business Auto Policy (ISO Form CA 00 01), as filed for use in the State of Florida by the Insurance Services Office. Coverage must include owned, non-owned, and hired autos or any auto. In the event MAIN ST. does not own automobiles, MAIN ST. shall maintain coverage for hired and non-owned auto liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy. If the contract involves operations governed by Sections 29 or 30 of the Motor Carrier Act of 1980, endorsement MCS-90 is required.

(B) If MAIN ST.'S operations involve pollutants as defined in the ISO

Form CA 00 01, Form CA9948, Pollution Liability – Broadened Coverage for Covered Autos, is required.

(C) The minimum limits to be maintained by MAIN ST. are as specified in Exhibit B.

(e) The maintenance of the insurance coverage set forth in this Section may not be construed to limit or have the effect of limiting MAIN ST.'s liability under the provisions of Section 5 concerning indemnification or any other provision of this Agreement.

Section 7. Billing and Payment.

(a) COUNTY hereby agrees to provide financial assistance to MAIN ST. up to a total maximum sum of THIRTY THOUSAND AND 00/100 DOLLARS (\$30,000.00) being the annual funding allocation. The funds will be payable for all services provided hereunder by MAIN ST. during the term of this Agreement in accordance with the proposed projects outline set forth in Exhibit A. Qualified expenditures are reimbursable upon:

(1) receipt by COUNTY of a Request for Funds form, attached hereto and incorporated herein as Exhibit C, from MAIN ST. requesting the total contract amount as stated above in Exhibit A;

(2) verification by Seminole County Tourism Division that MAIN ST. is providing the services for which reimbursement is sought and has complied with the reporting requirements contained hereinafter; and


(3) Payment requests shall be sent to:

Original: Director, Office of Economic Development and Tourism
Seminole County Government
1055 AAA Drive
Lake Mary, Florida 32746

Duplicate: Director, Department of Finance
Seminole County Services Building
1101 E. First Street
Sanford, Florida 32771

(b) If MAIN ST. misappropriates or misuses the funds provided herein, MAIN ST. shall repay COUNTY the entire sum of this Agreement within ninety (90) days of notice from COUNTY as provided hereinafter.

Section 8. Reporting Requirements. In the performance of this Agreement, MAIN ST. shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures. MAIN ST. shall transmit and certify interim financial records to COUNTY quarterly, in accordance with quarterly Tourist Development Council meeting reports. These reports should be submitted to the Seminole County Office of Economic Development and Tourism. The reports shall set forth general MAIN ST. activities, financials, and the progress.

Section 9. Non-Allowable Costs.  The purpose for which Tourist Development Tax grant funds are provided to MAIN ST. shall not duplicate programs for which monies have been received, committed, or applied for from another source. The monies provided hereunder shall not be expended on wages or salaries for administrative staff, feasibility studies for facilities, or administrative expenses.

Section 10. Unavailability of Funds. MAIN ST. acknowledges that the Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of COUNTY, by written notice of termination to MAIN ST. as provided hereinafter. COUNTY shall not be obligated to pay for any services provided or costs incurred by MAIN ST. after MAIN ST. has received such notice of termination. In the event there

are any unused COUNTY funds, MAIN ST. shall promptly refund those funds to COUNTY or otherwise utilize such funds as COUNTY directs.

Section 11. Public Records Law.

(a) MAIN ST. acknowledges COUNTY's obligations under Article 1, Section 24, Florida Constitution and Chapter 119, Florida Statutes, as amended, to release public records to members of the public upon request. MAIN ST. acknowledges that the COUNTY is required to comply with Article 1, Section 24, Florida Constitution and Chapter 119, Florida Statutes, as amended, in the handling of the public records created under this Agreement and that this statute controls over the terms of this Agreement. Upon COUNTY's request, MAIN ST. will provide COUNTY with all requested public records in MAIN ST.'s possession, or will allow COUNTY to inspect or copy the requested records within a reasonable time and at a cost that does not exceed costs provided under Chapter 119, Florida Statutes, as amended.

(b) MAIN ST. specifically acknowledges its obligations to comply with Section 119.0701, Florida Statutes, as amended, with regard to public records and must:


(1) keep and maintain public records that ordinarily and necessarily would be required by COUNTY in order to perform the services required under this Agreement;

(2) provide the public with access to public records on the same terms and conditions that COUNTY would provide the records and at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law;

(3) ensure public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed, except as authorized by law; and

(4) Upon termination of this Agreement, MAIN ST. will transfer, at no cost to COUNTY, all public records in possession of MAIN ST., or keep and maintain public records

required by COUNTY under this Agreement. If MAIN ST. transfers all public records to COUNTY upon completion of this Agreement, MAIN ST. must destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If MAIN ST. keeps and maintains the public records upon completion of this Agreement, MAIN ST. must meet all applicable requirements for retaining public records. All records stored electronically must be provided to COUNTY, upon request of COUNTY, in a format that is compatible with the information technology systems of COUNTY.

(c) IF MAIN ST. HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO MAIN ST.'s DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE SEMINOLE COUNTY PUBLIC RECORDS COORDINATOR  AT: (407) 665-7410, PUBLICRECORDS@SEMINOLECOUNTYFL.GOV, OR 1101 E. FIRST STREET, SANFORD, FLORIDA 32771.

(d) Failure to comply with this Section will be deemed a material breach of this Agreement, for which the non-breaching party may terminate this Agreement immediately upon written notice to the breaching Party.

Section 12. Liaison. MAIN ST. shall submit original Request for Funds Forms and any other correspondence, to the following:

Director
Office of Economic Development and Tourism
Seminole County Government
1055 AAA Drive
Lake Mary, Florida 32746

Section 13. Notices.

- (a) Whenever either party desires to give notice unto the other, notice may be sent to:

For COUNTY:

Director
Office of Economic Development and Tourism
Seminole County Government
1055 AAA Drive
Lake Mary, Florida 32746

For MAIN ST.:

President
Sanford Main Street, Inc.
111 S. Magnolia Avenue
Sanford, Florida 32771

- (b) Any notice delivered with respect to this Agreement must be in writing and will be deemed to be delivered (whether or not actually received) when (i) hand- delivered to the persons designated below, or (ii) five (5) business days after deposit in the United States Mail, postage prepaid, certified mail, return-receipt requested, addressed to the person at the address for the Party as set forth in subsection (a) above.

- (c) Either of the parties may change, by written notice as provided herein, the address or persons for receipt of notices. All notices shall be effective upon receipt.

Section 14. Assignments. Neither party to this Agreement shall assign this Agreement, nor any interest arising herein, without the written consent of the other.

Section 15. Entire Agreement.

- (a) It is understood and agreed that the entire Agreement of the parties is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof.

(b) Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties.

Section 16. Compliance with Laws and Regulations. In providing all services pursuant to this Agreement, MAIN ST. shall abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of such services, including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement and shall entitle COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to MAIN ST. as provided hereinabove.

Section 17. Conflict of Interest.

(a) MAIN ST. agrees that it will not engage in any action that would create a conflict of interest in the performance of its obligations pursuant to this Agreement with COUNTY or which would violate or cause others to violate the provisions of Part III, Chapter 112, Florida Statutes, relating to ethics in government.



(b) MAIN ST. hereby certifies that no officer, agent or employee of COUNTY has any material interest (as defined in Section 112.312(15), Florida Statutes, as over five percent (5%)), either directly or indirectly, in the business of MAIN ST. to be conducted here, and that no such person shall have any such interest at any time during the term of this Agreement.

(c) Pursuant to Section 216.347, Florida Statutes, MAIN ST. hereby agrees that monies received from COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the Legislature or any other State or Federal agency.

[The remainder of this page has been intentionally left blank.]

IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

WITNESSES:

SANFORD MAIN STREET, INC.

Signature

By: _____

PAUL WILLIAMS, President

Date: _____

Print Name

Signature

Print Name

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA



By: _____

JAY ZEMBOWER, Chairman

Date: _____

GRANT MALOY
Clerk to the Board of
County Commissioners of
Seminole County, Florida.

For the use and reliance
of Seminole County only.

As authorized for execution by the Board of
County Commissioners at their
_____, 20____ regular meeting.

Approved as to form and
legal sufficiency.

County Attorney

Attachments:

- Exhibit A – Seminole County Tourist Development Tax Grant Application - Sanford Main Street
- Exhibit B – Insurance Requirements
- Exhibit C – Request for Funds Form
- Exhibit D - Foreign Country of Concern Affidavit

JBN/sa
8/22/25

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Florida

Main Street District **TDT Grant Application**

Main Street District Name: Sanford Main Street, Inc.

Main Street District Date

2025 Main Street District Director: Dan Ping

Director Contact 407-710-2587

Main Street District Address: 230 E 1st Street Sanford FL, 32771

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

Complete **Main Street Grant Application**

Provide **Florida Main Street Letter/Certificate of current Accreditation**

Submit **Tax ID or IRS letter of non-profit tax-exempt status**

Submit **certified letter of support from municipality leadership**

Submit **Tourism Impact study** (Hotel Room Count, Restaurant Count, Attractions, Visitor Surveys, any supplementing study to demonstrate impact of the tourism industry within your Main Street District)

Submit current **Marketing Plan, Organizational Outline (Board Members), and Detailed Grant Budget presentation**

Demonstrate Private Industry Financial Support (Membership Dues)

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

Important dates/timeline to remember:

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

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

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

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

SEMINOLE COUNTY TOURIST DEVELOPMENT TAX FLORIDA MAIN STREET GRANT

APPLICATION FORM AND INSTRUCTIONS

INTRODUCTION

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

Florida Main Street District TDT Grant Application

Main Street District Name	Sanford Main Street, Inc.
Address	230 E 1st Street
City	Sanford
State	FL
Zip Code	32771
Contact Person Name	Dan Ping
Contact Person Title	Executive Director
Contact Phone Number	407-710-2587
Main Street District Website	SanfordMainStreet.com

Do any employees of your organization work in any capacity for Seminole County government? (Any unresolved conflict of interest or conflict not reported in advance may result in termination of funding).	No
Is this a non-profit organization?	Yes
Tax Code Status	501(c)3
Is this organization tax exempt?	Yes
What is your Federal ID# as it appears on Form W-9?	59-319-1854
What are your target audiences?	The target audience state of Florida, and the NE corridor (DC to Boston) served by Amtrak, Auto Train and Allegiant airline
How do you intend to provide a valid estimated count of attendance and room nights at Main Street District's events?	Combination of web, traffic data, visitor surveys from Sanford Information Center, hotel surveys, Pacer AI data surveys, and TDC data.
Total amount of grant funding being requested from the County TDT for this Main Street District	\$25,000
Intended Use of Funds Note: Please remember to	Marketing will be done through Google ads, social media and niche publications depending on activities being promoted (sailing, fishing, biking, etc.) Where possible, we will seek partnerships with entities like Visit Florida, Do Orlando North, as well as private industry, to expand our marketing reach.

<p>attach itemized expenditures to be funded by this grant. If funding is for advertising, detail the media and/or publication(s), which will be used. Attach a complete pro forma budget for the event including a listing of all anticipated funding sources and expenditures. Will you be partnering for promotion with other local agency or group?</p>	<p>Lake Monroe Sailing Association regatta - \$2,000 St Johns River Festival of the Arts - \$2,000 Sanford Porchfest - \$2,000 Hook'd on Lake Monroe fishing tournament \$2,000 Love Your Shorts Film Festival - \$2,000 Pints n' Paws craft beer festival - \$2,000 Sofa n' Suds/Bad at Business Beer Fest weekend \$2,000 Ghost Tours - \$500 General promotion of Sanford Main Street District's Food and beverage scene, outdoor activities (Lake Monroe fishing and boating, RiverWalk, Trail Town biking) and history tours - \$10,500</p>
<p>List all other actual city/county/state/federal funding sources for this Main Street District including any city/county funding.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>Funding for the 2025–2026 budget year includes \$24,000 from the Sanford Downtown CRA and \$39,000 from the City of Sanford.</p>
<p>List all other non governmental contributors, sponsors, and sources of funding for this Main Street District other than government funding provided above and the TDT from Seminole County.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>Board members, auxiliary board members (77 Army), business and residential supporters, sponsorships, events, and donations</p>

<p>What additional sources of funding have you sought or do you intend to seek outside of those listed above?</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>Seminole Cultural Arts Council grant funding, Levitt Music Series grant funding, Verizon grant funding, United Arts of Central Florida grant funding.</p>
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<p>List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).</p>	<p>We have received TDC funding every year since the 2020/2021 budget year. The first three years the amount was \$50,000 annually. In 2023/2024 the amount was \$30,000, and in 2024/2025 the amount was \$25,000.</p>
<p>2023In this space, please give other details on your Main Street</p>	<p>Promoting Main Street businesses and events will lead to increased spending and the collection of more sales tax. Additionally, more traffic for a downtown has helped recruit additional private investment, both in property purchases and rehabilitation of buildings, which increases property taxes. A vibrant Sanford Main Street also helps recruit additional businesses to Sanford and Seminole County.</p>

<p>District that would add additional economic impact in Seminole County.</p>		
<p>What are your marketing, media, and advertising plans (local, regional, national, and/or international)? Will you be partnering for marketing, media, and advertising with another local agency or group?</p>	<p>Our marketing plans include regional and national advertising of events that lead to hotel stays, such as the Lake Monroe Sailing Association regatta, St Johns River Festival of the Arts, Sanford Porchfest, Hook'd on Lake Monroe fishing tournament, and Love Your Shorts Film Festival. These events draw regional, national and international visitors for multi-night stays. We will look for partnerships that offer value and audience for Sanford and Seminole County, such as private agencies, Do Orlando North and visit Florida.</p>	
<p>Tourist Development Tax Request</p>	<p>\$25,000</p>	
<p>Contributors, sponsors</p>	<p>City of Sanford</p>	<p>\$ 39,000</p>

and other funding sources (include in-kind) NOTE: Failure to disclose other funding may result in denying future TDT funding of events.	Private Industry Support	\$10,000
	Signature Event	\$
	Seminole County TDT Grant	\$25,000
	Advertising	\$
	Sanford CRA	\$24,000
		\$
Total Contributor/Sponsor Funds	\$ (total including TDT grant) 98,000 \$ (total excluding TDT grant) 73,000	
Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)	Membership Dues	\$
	Event Sponsors	\$
	Annual Donors	\$
	Grants	\$
		\$
		\$
		\$
Total Other Income	\$	
Total Income	\$ (total including TDT grant) 98,000 \$ (total excluding TDT grant) 73,000	
Please list ALL Main Street District expenses and indicate which items will utilize TDT funds	Salary and Payroll cost	\$ 63,000
	General & Admin	\$5,000
	Advertising & Public Relations	\$ 25,000
	Contingencies	\$5,000

	Reserves	\$
	Signature Event	\$
Total Expense	\$ 98,000	

Certifications (Pulled from Orange County TDT Grants)

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

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

Authorized Agent: Dan Ping

Title: Executive Director

Agent Signature:

Board of Directors Authorized

Date: 08/06/2025

Additional Information and Clarification

Grant Impact, Support & Bidding:

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

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

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

Allowable Expenses (Outside of a 75 mile radius):

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

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

Proof of payment includes:

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

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2019

Open to Public Inspection

A For the 2019 Calendar year, or tax year beginning 2019-10-01 and ending 2020-09-30

B Check if available

- ☐ Terminated for Business
- ☒ Gross receipts are normally \$50,000 or less

C Name of Organization: SANFORD MAIN STREET INC230 1st Street, Sanford, FL,
US, 32771

D Employee Identification

Number 59-3191854

E Website:

F Name of Principal Officer: Christina Hollerbach230 1st Street, Sanford, FL,
US, 32771

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.



CITY OF
SANFORD
OFFICE OF THE MAYOR &
CITY COMMISSION

July 31, 2025

Brenda Urias, Chair
Seminole County Tourist Development Council
1055 AAA Drive
Heathrow, FL 32764

The city of Sanford supports Sanford Main Street, Inc. in its application for TDT funds to promote our Historic Downtown and attract more visitors to our restaurants, shops and attractions.

The city recently increased funding to Sanford Main Street to support its greater involvement in the economic vitality of Downtown Sanford. Sanford Main Street promotes and organizes events that bring people downtown, and operates the city's Information Center, which is a resource for the nearly 800,000 people who visit Downtown Sanford annually. This summer the organization spearheaded Sanford Sizzlin' Summer, a marketing campaign centered around fun things to do in Sanford during the slow summer months.

A TDT grant from the Seminole County Tourist Development Council would help Sanford Main Street continue its efforts to promote Downtown Sanford as a unique Seminole County destination.

Sincerely,

Art Woodruff
Mayor
art.woodruff@sanfordfl.gov

Art Woodruff
Mayor

Sheena Britton
District 1

Kerry S. Wiggins, Sr.
District 2

Patrick Austin
District 3

Patty Mahany
District 4

Norton N. Bonaparte, Jr.
City Manager

EXHIBIT B
INSURANCE REQUIREMENTS
SANFORD MAIN STREET, INC.

TOURIST DEVELOPMENT TAX FUNDING AGREEMENT

The following insurance requirements and limits of liability are required:

A. Workers' Compensation & Employers' Liability Insurance:

Workers' Compensation:	Statutory	
Employers' Liability:	\$ 500,000	Each Accident
	\$ 500,000	Disease Aggregate
	\$ 500,000	Disease Each Employee

B. Commercial General Liability Insurance:

\$ 1,000,000	Per Occurrence
\$ 2,000,000	General Aggregate
\$ 2,000,000	Products and Completed Operations
\$ 1,000,000	Personal and Advertising Injury

C. Business Automobile Liability Insurance:

\$ 1,000,000	Combined Single Limit (<u>Any Auto</u> or <u>Owned, Hired, and</u> <u>Non-Owned Autos</u>)
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~~ End Exhibit B ~~

EXHIBIT"C"
REQUEST FOR FUNDS

SEMINOLE COUNTY GOVERNMENT
TOURIST DEVELOPMENT COUNCIL

1055 AAA Drive, Suite 149, Lake Mary, FL 32746

EVENT NAME TDT Main Street Grant
ORGANIZATION Sanford Main Street
STREET ADDRESS 230E 1st Street
CITY Sanford STATE FL ZIP 32771
NAMEOFCONTACT Dan Ping CONTACTPHONE 407-710-2587
CONTACT E-MAIL Director@SanfordMainStreet.com
EVENT DATE 10/1/2025 TO 9/30/2026
FROM REQUEST#
() INTERIM REPORT () FINAL REPORT
TOTAL CONTRACT AMOUNT\$ _____

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
<u>\$30,000</u>	<u>\$30,000</u>	<u>\$30,000</u>
<u> </u>	<u> </u>	<u> </u>
TOTALS	<u>\$30,000</u>	<u>\$30,000</u>

(For Final Report only) Please complete the following: Please see application for details

of Hotels used _____
of Hotel room nights _____
of out-of-town participants _____
of out-of-town fans _____
of out-of-town media _____
Total direct economic impact\$ _____

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATE OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

Exhibit D

FOREIGN COUNTRY OF CONCERN AFFIDAVIT

Before me, a notary public, in and for the State of Florida – at large, personally appeared,

_____, and having first made due oath or affirmation, states:
(Write Name)

1. My name is _____.
(Write Name)
2. I am the _____ of _____.
(Write Title) (Insert Company Name)
3. The Company was formed in _____ and is a _____.
(Country and State) (List Entity, ex. LLC, INC., etc.)
4. I am duly authorized and empowered and have sufficient knowledge to execute and deliver this Affidavit.
5. I affirm that the Company is not:
 - a. Owned or controlled by the government of the People’s Republic of China, the Russian Federation, the Islamic Republic of Iran, the Democratic People’s Republic of Korea, the Republic of Cuba, the Venezuelan regime of Nicolás Maduro, or the Syrian Arab Republic (collectively and individually, a “Foreign Country of Concern”), including any agency of or any other entity of significant control of such Foreign Country of Concern. Where ‘controlled by’ means *having possession of the power to direct or cause the direction of the management or policies of a company, whether through ownership of securities, by contract, or otherwise; or a person or entity that directly or indirectly has the right to vote 25 percent or more of the voting interests of the company or that is entitled to 25 percent or more of its profits is presumed to control the foreign entity; or*
 - b. A partnership, association, corporation, organization, or other combination of persons organized under the laws of or having its principal place of business in a Foreign Country of Concern, or a subsidiary of such entity.

Under penalties of perjury, I declare that I have read the foregoing Affidavit and that the facts stated in it are true.

(Signature of Affiant)

The foregoing instrument was acknowledged before me this ____ day of ____, 20__, by

_____.
(Insert Name of Affiant)

Print, Type or Stamp Name of Notary

Personally known _____

OR Produced Identification _____

Type of Identification _____