



Florida Main Street District TDT Grant Application

Main Street District Name: Sanford Main St. Inc.

Main Street District Date 1993 Original, Reorganized in 2019

2024 Main Street District Director: Dan Ping

Director Contact Director@SanfordMainSt.com 407-710-0381

Main Street District Address: 230 E. 1st St, 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 St., Inc
Address	230 E. 1 st St
City	Sanford
State	FL
Zip Code	32771
Contact Person Name	Daniel Lewis
Contact Person Title	President
Contact Phone Number	386-237-5408
Main Street District Website	www.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?	59-3191854
What are your target audiences?	Target audience primarily include FL and GA residents as well as individuals travelling into Sanford via the airlines serviced by Orlando Sanford International Airport and the Amtrak Auto Train
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, guest and visitor surveys, hotel surveys, and ticket sale information as applicable. Lodging committees and getting data from the source.
Total amount of grant funding being requested from the County TDT for this Main Street District	\$50,000.00
Intended Use of Funds Note: Please remember to	Promotion, marketing, and programming expenses and paid advertising intended to reach beyond Seminole, Orange, Volusia, and Osceola Counties with the potential to drive overnight visitation. Planned day-trip activities to bring bus tours into Sanford from the Villages and other locales.

<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>Media to be used includes, broadcast, web and regional print and distribution of promotional pieces.</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 2024-2025 budget year include this grant request from the county for \$50,000, the cities tri-funding agreement for staffing at \$24,000 and from the CRA for staffing at \$24,000. The CRA also has a pilot program for Main Street with additional marketing funding at \$24,500 for a total possible government funding not to exceed \$122,500</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>Local business owners, property owners, and residents</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>Recognized beneficiary of of net proceeds for special events</p>

List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).	We have been recipients of the Main St Grant for the 2020-2021, 2021-2022, 2022-2023, and 2023-2024 season.
In this space, please give other details on your Main Street	Promotion of Main Street will drive additional business to Sanford thereby increasing total spend at local businesses improving their real estate

District that would add additional economic impact in Seminole County.	Valuations and corresponding business tax, gainful employment of additional residents, and better visibility of Seminole County and what it offers. We work hand in hand with City and County economic developers to help entice new companies to choose this county as their new home.	
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?	Plans to include local, regional, and national marketing, media and advertising. Some international advertising to the extent materials are included and/or considered by the international airlines serviced by Orlando Sanford International Airport. We partner with FRLA and Visit Florida to take advantage of their co-op marketing deals. We will be creating our own visitor guides and promoting day-trips into the region.	
Tourist Development Tax Request	\$50,000	
Contributors, sponsors and other funding sources (include in-kind) NOTE: Failure to disclose other funding may result in denying future TDT funding of events.	City of Sanford	\$ 24000
	Private Industry Support	\$ 15000
	Signature Event	\$ 50000
	Seminole County TDT Grant	\$ 50000
	Advertising	\$ 48500
		\$
		\$
Total Contributor/Sponsor Funds	\$187500 (total including TDT grant) \$137500 (total excluding TDT grant)	
Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)	Membership Dues	\$1800
	Event Sponsors	\$2300
	Annual Donors	\$
	Grants	\$
		\$
		\$
Total Other Income	\$4100	
Total Income	\$191600 (total including TDT grant)	
	\$141600 (total excluding TDT grant)	
Please list ALL Main Street District expenses and indicate which items will utilize TDT funds	Salary and Payroll cost	\$74000
	General & Admin	\$6500
	Advertising & Public Relations	\$75000
	Contingencies	\$1000

	Reserves	\$100
	Signature Event	\$35000
Total Expense	\$191600	

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:
Daniel Lewis
Title: President

Board of Directors Authorized Agent

Date: 07/22/YYYY

Signature:



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

that meet the allowable expenses in the funding agreement.

Exhibit A

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

28 March

22 March



FLORIDA MAIN STREET

LETTER OF AGREEMENT

**Florida Main Street Communities
January 2024 – December 2024**

THIS AGREEMENT, which incorporates Rule 1A-36 Florida Administrative Code (F.A.C.) is entered into and executed by the Florida Main Street (FMS) Program and the local Main Street program, hereinafter referred to as the Local Program. A copy of Rule 1A-36 may be obtained from the Bureau of Historic Preservation, or online at <https://www.flrules.org/gateway/ChapterHome.asp?Chapter=1A-36>.

THIS AGREEMENT is for the purpose of implementing the Main Street Program in the local community, as well as maintaining the Main Street designation and affiliation with the FMS network.

Local Program not conducted in accordance with the requirements of this agreement, will be notified by the Division in writing of noncompliance and will be allowed 90 days from the date of notification to bring the Local Program back into compliance with cited requirements. All training and technical assistance to the Local Program to be provided pursuant to the Florida Main Street Agreement will be postponed during this 90-day period or until the Local Program is brought back into compliance. If, after the 90-day period has expired, the Local Program remains in non-compliance, it will be designated inactive and will not be eligible to receive on-site training and technical assistance from the Florida Main Street Program until such time as corrective actions are taken by the Local Program and it is once again conducted in accordance with the cited requirements.

SECTION I

The State agrees to do as follows:

1. Designate an FMS Coordinator to handle all communications between the community, the Florida Department of State Division of Historical Resources and the National Main Street Center (NMSC).
2. Conduct quarterly meetings and workshops to further develop the professional skills of Local Program Executive Directors, board members, and volunteers.
3. Conduct annually two one-day statewide Main Street basic training and orientations that include the Main Street Four Point Approach ® and historic preservation training for all Executive Directors, board members and volunteers.

4. Conduct a one-day annual assessment for the first three years to newly designated Local Programs to (1) assess Local Program's progress, (2) assist with work plan development, and (3) identify necessary training and technical assistance.
5. Communicate with Local Program regularly, including maintain a written Letter of Agreement between FMS and the Local Program, disseminate information from NMSC, and maintain sub-licensing agreements per requirements set forth by NMSC.
6. Collect and publish economic development reinvestment key statistics both statewide and by community.
7. Conduct and participate in local, regional and statewide conferences, training programs, and technical assistance events and conduct on-site visits, as feasible, to monitor local programs and assist the Executive Director, board of directors, and volunteers.
8. Provide on-site technical assistance services by FMS consultants. A total of four (4) technical assistance services will be provided during the first three years to newly designated Local Programs. Accredited Local Programs are eligible for on-site technical assistance services based upon availability of resources.
9. Advance the revitalization and historic preservation goal of Local Programs and of the FMS program through the Secretary of State's FMS awards Program as described in Chapter 1A-36.011 F.A.C.
10. Assist the Local Program, during the first year following designation, to apply for a competitive one-time start-up grant from the Historical Resources Small Matching Grants program to assist initial development of the Local Program.

SECTION II

The Local Program agrees to:

Please read the following items carefully and initial where indicated.

- DL 1. Maintain the Local Program's focus on the revitalization of the downtown/ neighborhood commercial district utilizing the Main Street Four-Point Approach®. This should be reflected in the program's annual work plan, goals and objectives, vision, and mission statement.
- DL 2. Have an annual Resolution of Support passed by the Local Program Board of Directors, stipulating commitment to continue to follow the Main Street Four-Point Approach®.
- DL 3. Maintain broad-based community support for the Local Program with strong support from both the public and private sectors through financial contributions and in-kind support.
- DL 4. Have an annual Resolution of Support passed by the city council.
- DL 5. Develop a comprehensive annual work plan, based on the Local Program's vision and mission statements and relevant to the Local Program's organizational stage. Work plan must be electronically submitted on the online reporting system (www.floridamainstreetreporting.com) by January 6th of each year of this Agreement. This Agreement becomes null and void if a work plan is not received by January 6th.
- DL 6. Possess an historic preservation ethic as evidenced by:
 - a. Having or working towards putting in place an active design assistance program;
 - b. Encouraging building renovation or rehabilitation consistent with the recommended treatments described in The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, National Park Service, U.S. Department of the Interior (revised 1990), incorporated by reference, a copy of which may be obtained from the Bureau of Historic Preservation, or online at www.nps.gov/tps/standards.htm
 - c. Encouraging public awareness of the historic properties in the Local Program Area and the importance of their preservation;

Broad based community commitment to revitalization;
Inclusive leadership and organizational capacity;
Diverse funding and sustainable program operations;
Strategy-driven programming;
Preservation-based economic development;
Demonstrated impact and results.

SECTION III

Florida Main Street and the Local Program jointly agree that:

1. This agreement may be modified only by written amendment executed by all parties hereto and approved by the FMS Coordinator;
2. This agreement may be terminated by either party by giving written notice to the other, at least 60 days before the effective date of such termination;
3. This agreement shall not be binding upon the parties until it is approved by the Division Director
4. The term of this agreement shall be from January 1, 2024 through December 31, 2024.

IN WITNESS WHEREOF, the parties have executed this agreement.

Santa's Main Street
Name of Local Program

1/26/24
Date

By:

[Signature]
President, signature

Daniel Lewis
President, print name

[Signature]
Executive Director, signature

Dan Ping
Executive Director, print name

Director, Division of Historical Resources

Date

Florida Main Street
Bureau of Historic Preservation
R.A. Gray Building, 4th Floor
500 South Bronough Street
Tallahassee, FL 32399

850-245-6345
Floridamainstreet@dos.myflorida.com
www.floridamainstreet.com



July 26, 2024

Bruce Skwarlo, 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.

By adhering to Main Street America's proven 4-point approach, Sanford Main Street's efforts are helping Downtown Sanford become more economically viable. Sanford Main Street promotes and organizes events that bring people to downtown, and operates the city's Information Center, which is a resource for the nearly 800,000 people who visit Downtown Sanford annually

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

Form 990-N

Electronic Notice (e-Postcard)

OMB No. 1545-2085

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 INC

230 1st Street, Sanford, FL,
US, 32771

D Employee Identification

Number 59-3191854

E Website:

F Name of Principal Officer: Christina Hollerbach

230 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.

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