



Florida Main Street District **TDT Grant Application**

Main Street District Historic Goldsboro Blvd:

Main Street District Date

1213 Historic Goldsboro Main Street District Director:

Director Contact Mr. Kenneth Bentley Blvd

Main Street District Address: 1213 Historic Goldsboro

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.

Exhibit A - Seminole County Tourist Development Tax Grant Application
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	Historic Goldsboro Main Street
Address	1213 Historic Goldsboro Boulevard
City	Sanford
State	Florida
Zip Code	32771
Contact Person Name	Kenneth Bentley
Contact Person Title	Chairman
Contact Phone Number	321-262-5075
Main Street District Website	HistoricGoldsboroMainStreet.org
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, organized as a 501 (c) (3)
Tax Code Status	Non-Profit 501 (c) (3)
Is this organization tax exempt?	Yes
What is your Federal ID# as it appears on Form W-9?	88-2542923
What are your target audiences?	Our target audiences will be visitors from neighboring cities 75 miles outside of Seminole County that will travel here for either family, business, religious and/or recreational activities or events. Cities with similar diverse History will greatly benefit from touring our Historic areas. Also, outreach recruitment of visitors/travelers from the Orlando Sanford International Airport and Amtrak Auto Train will be our primary focus.
How do you intend to provide a valid estimated count of attendance and	Developing partnerships with community planners, hotel marketing representative and, also Orlando Sanford International Airport and Amtrak Auto Train

<p>room nights at Main Street District's events?</p>	<p>marketing representatives to acquire accurate, and pertinent data regarding visitors and hotel stay. Also, seek pre/post registration data from community planners of possible special events listed below:</p> <ul style="list-style-type: none"> • Class Reunions • Family Reunions • Churches Conventions • MLK day Parade and Reception • Weddings • Receptions • Live Entertainment Events • Police and Fireman Public safety Building located on Historic Goldsboro Blvd • And other special events held at the Dr. Velma H. Williams Westside Community Centers <p>Goldsboro is an extremely close community therefore; we expect that our businesses, churches and community centers will share in the attendance count of the visitors that have overnight stays.</p> <p>In addition, Goldsboro Main Street will maintain an on-going record of data recorded from partners and will offer some free special events and activities for the visitors that stay overnight.</p>
<p>Total amount of grant funding being requested from the County TDT for this Main Street District</p>	<p>\$30,000</p>
<p>Intended Use of Funds Note: Please remember to</p>	<p>The Goldsboro Main Street funds are intended to be only used for promotion, marketing, and advertising expenses 75 miles outside of Seminole County. The purpose is to reach and attract visitors outside of Seminole, Orange, Osceola and Volusia County. The media to be used will include; social media, broadcast station, local and state newspapers, radio stations, Web-sites, crowd-sourcing. We will work closely with Chamber of Commerce, and Welcome Centers in those cities.</p>

<p>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>Will partner with Goldsboro Front Porch Inc., Area Chamber of Commerce, Sanford Police Department, Sanford Fire Department and Sanford Main Street Inc.,</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>This is the first year application for the Historic Goldsboro Main Street program. Received \$30,000 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>Local business owners, donations, board members contribution Goldsboro Main Street Board Members, and friends for Goldsboro Main Street.</p> <p>Funding Sources: Seminole County Sheriff Department Dr. Willie B. Sherman, Dentist Dr. Vashaun Williams, Psychiatrist</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</p>	<p>Seeking funds and donation from local Restaurants, Churches, Police and Fire Departments. And activities sponsored at the Dr. Velma H. Williams Westside Community Center. Seeking funds from several grants: The Kellogg Foundation, Grant from PNC Bank and a Grant from Florida Blue</p>

<p>TDT funding of events.</p>	
<p>List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).</p>	<p>This is the first year for Historic Goldsboro Main Street to submit this application. Last Year we received \$20,000 from TDT funds. Was awarded \$20,000. Amount spent \$19,650</p>
<p>In this space, please give other details on your Main Street District that would add additional economic impact in Seminole County.</p>	<p>The promotion, marketing and advertising campaign for Historic Goldsboro Main Street will create excitement, positive energy and enthusiasm for Goldsboro while generating extra revenue for the local businesses. Also, the Churches and residents will benefit from the increased activity in the area. It will bring people, traffic and commerce back to Historic Goldsboro, while revitalizing and creating jobs for the Goldsboro area.</p>

	<p>Attracting tourist will boost the economy, and give economic vitality, by improving and preserving the Historic builds and land scape. It will strengthen existing businesses and recruiter new business and serve as a magnet to bring visitors from all walks of life. Businesses real-estate will improve. And gainful employment for the residents will become readily available.</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>Plans will include; local and regional marking, social media, radio marketing, and Area Chamber of Commerce and Welcome Centers outside the 75 mile radius .</p> <p>The primary target audience will be FL including Tallahassee, Tampa, Miami, St. Augustine and Jacksonville residents as well as those individuals traveling through Sanford by Amtrak Auto Train, and</p>

Exhibit A - Seminole County Tourist Development Tax Grant Application

	Airplane. From the Orlando/Sanford International Airport. Develop marketing partnering relationship with Mr. Steve Fussell, marketing director from O.S.I. and the marketing director from Amtrak Auto Train, Mr. Dexter Martinez.		
Tourist Development Tax Request	\$30,000	Actual	Proposed \$30,000
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	\$ 30,000	\$30,000
	Private Industry Support		\$2,500
	Signature Event	\$2,000	\$4,000
	Seminole County TDT Grant	\$20,000	
	In-Kind Work Experience, Education, Volunteer Service/Board Members	\$10,000	\$10,000
	In-Kind Facility Utilities, Office Supplies, Materials, Equipment and Insurance	\$10,000	\$10,000
Total Contributor/Sponsor Funds	\$55,000 (total including TDT grant)		
	\$30,000 (total excluding TDT grant) (Proposed)		
	Event Sponsors	\$0	\$5,000
	Annual Donors	\$1,000	\$5,000
Total Other Income	\$72,000		Proposed
Total Income	\$73,000 (total including TDT grant)		
	\$53,000 (total excluding TDT grant)		
Please list ALL Main Street District expenses and indicate which items will utilize TDT funds	Salary and Payroll Cost	\$24,000	
	General & Admin	\$6,000	
	Advertising & Public Relations	\$20,000 (TDT funds)	
	Contingencies	\$19,650	
	Reserves	\$350.00	
	Anticipated Signature Event	\$ 4,000	
Actual Total		\$73,500	
Proposed			\$96,500
Total Expensed = Actual and Proposed			\$170,000

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: Mr. Kenneth Bentley

Title: Goldsboro Front Porch

Apprentice Main Street Program

Chairman: Mr. Kenneth Bentley

Date: 07/28/2024

Board of Directors Authorized Agent

Signature *Kenneth Bentley*

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) Exhibit A - Sumner County Tourist Development Tax Grant Application

- 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



FLORIDA DEPARTMENT *of* STATE

RON DESANTIS
Governor

LAUREL M. LEE
Secretary of State

November 12, 2021

Mr. Kenneth Bentley
Goldsboro Front Porch
1213 Historic Goldsboro Boulevard
Sanford, Florida 32771

Dear Mr. Bentley:

On behalf of the Florida Division of Historical Resources, congratulations on your recent designation as a Florida Main Street community. We look forward to working with you as an apprentice Florida Main Street community to encourage the revitalization and preservation of your district.

Attached here you will find the 3-Year Florida Main Street Letter of Agreement. Please review carefully, execute, and return the original hardcopy to our office as soon as possible. Once fully executed by the Division of Historical Resources, you will receive an electronic version of the document for your records.

Once the Letter of Agreement is fully executed, your Main Street organization will be eligible for technical assistance from the Division of Historical Resources. This includes \$10,000 in consultant services that can be utilized by your organization within the next three years, match waivers for the Division of Historical Resource's Historic Grants Program, payment of the first year of Main Street America membership dues, one scholarship per year for the first three years to attend the national Main Street Now Conference, among other items.

Please direct any additional questions to Florida Main Street Program Coordinator, Katherine Beck, at Katherine.Beck@dos.myflorida.com or 850.245.6345.

We look forward to your future successes as Florida Main Street community.

Sincerely

A handwritten signature in dark ink, appearing to read "TAP", written over a circular stamp or mark.

Timothy A. Parsons, Ph.D.
Director, Division of Historical Resources &
State Historic Preservation Officer

TAP/lmc

CC: The Honorable Art Woodruff, Mayor, City of Sanford; Mr. Norton N. Bonaparte, Jr., City Manager, City of Sanford

N22000004267
FILED
April 15, 2022
Sec. Of State
tscott

Article VI

The name and address of the incorporator is:

NICOLE WESLEY
1217 GOLDEN GATE CIR.

SANFORD, FL 32771

Electronic Signature of Incorporator: NICOLE D. WESLEY

I am the incorporator submitting these Articles of Incorporation and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of this corporation and every year thereafter to maintain "active" status.

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P
KENNETH BENTLEY
1118 SOUTH PERSIMMON AVE..
SANFORD, FL. 32771

Title: VP
VELMA WILLIAMS
1605 W. 17TH STREET
SANFORD, FL. 32771

Title: SECY
NICOLE WESLEY
1217 GOLDEN GATE CIR.
SANFORD, FL. 32771

Title: TR
JOYCE DAVIS
709 E. 6TH STREET
SANFORD, FL. 32771

Title: PR
LATOYA HINSON
1494 CHELSEA MANOR CIR.
DELAND, FL. 32724

Title: COC
ALGERINE MILLER
1703 SOUTHWEST RD.
SANFORD, FL. 32771

Article VIII

The effective date for this corporation shall be:

04/11/2022



CITY OF
SANFORD
OFFICE OF THE CITY MANAGER

Seminole County Tourist Development Council
1101 East First Street
Sanford, Florida 32771

Re: Historic Goldsboro Main Street - Letter of Support

To Whom It May Concern:

As the city manager of Sanford, I submit this letter of support for the Goldsboro Main Street Inc.'s application for a Seminole County Tourist Development Tax Florida Main Street Grant.

This organization is part of the City's efforts to provide needed services to the residents of Goldsboro. It works to preserve the neighborhood's historic resources and community pride.

I fully support their grant application. Please feel free to contact me if you wish any additional information.

Sincerely,

Norton N. Bonaparte, Jr.
City Manager

Jeff Triplett Mayor	Art Wendorff District 1	William H. Williams District 2	Patrick Anello District 3	Fatty Mihay District 4	Norton N. Bonaparte, Jr. City Manager
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City Hall, 2nd Floor • 100 North Park Avenue • Sanford, FL 32771-1241 • P.O. Box 1785 • Sanford, FL 32772-1785
t 407.681.3001 • f 407.681.3002 • sanford@fl.gov



CITY OF
SANFORD
OFFICE OF THE MAYOR &
CITY COMMISSION



As the Commissioner of District 2 in the beautiful Historic Goldsboro Community in the City of Sanford, I am proud to support The Goldsboro Main Street Inc., and the application for the Grant from the Seminole County Tourism Tax.

This grant would help The Goldsboro Main Street Inc. advertise and promote the beautiful Historic Goldsboro Community. It would promote Crooms Academy, Goldsboro Elementary, the Auto Train, the variety of restaurants, beautiful Churches and the variety of special events within the Community.

This grant will help revitalize and raise the profile of the Historic Goldsboro Community.

Sincerely,

Commissioner, Kerry S. Wiggins, Sr.
District 2

City of Sanford Mayor District 2 Kerry S. Wiggins, Sr. District 2 City Secretary District 2 City Clerk



Seminole County Tourist Development Council
1101 East First Street
Sanford, Florida 32771

Re: Historic Goldsboro Main Street - Letter of Support

To Whom It May Concern:

On behalf of the Sanford Community Redevelopment Agency (CRA), the CRA Board is very proud to show support of Historic Goldsboro Main Street. This recently formed organization follows the National Main Street Center's Four Point Approach which offers a framework for community-based revitalization efforts. Supporting Goldsboro Main Street efforts assists with:

- Creation of jobs,
- Saves tax dollars,
- Preserves the community's historic resources, and
- Builds community pride.

Assistance with funding to promote and attract events would greatly help Goldsboro Main Street's revitalization efforts and enhance the County's economy by raising the profile of the community.

The Sanford Community Redevelopment Agency is a strong supporter of Goldsboro Main Street and recognizes that while this is a competitive grant, awarding this grant to Goldsboro Main Street would be a game changer.

Respectfully,

A handwritten signature in black ink, appearing to read 'Charles Davis', written over a horizontal line.

Charles Davis
CRA Chairman

Sanford City Hall, 300 North Park Avenue, Sanford, Florida 32771



**MAIN STREET
AMERICA**

2024 Affiliate

MAIN STREET AMERICA

and

Florida Main Street

certify that

Goldsboro

has been recognized as a

2024 Affiliate Program

for meeting the standards of performance in 2023

**Erin Barnes
President & CEO
Main Street America**

**Hannah White
Chief Impact Officer
Main Street America**