

SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM

SUBJECT: Crappie Masters Florida State Championship Agreement

DEPARTMENT: Tourism DIVISION: _____

AUTHORIZED BY: Suzan Bunn CONTACT: Fran Sullivan EXT. 2906

Agenda Date <u>9/12/06</u>	Regular <input type="checkbox"/>	Consent <input checked="" type="checkbox"/>	Work Session <input type="checkbox"/>	Briefing <input type="checkbox"/>
	Public Hearing – 1:30 <input type="checkbox"/>		Public Hearing – 7:00 <input type="checkbox"/>	

MOTION/RECOMMENDATION:

Approve and authorize chairman to execute Agreement between Seminole County and Crappie Masters, Inc.

BACKGROUND:

2006 was the first year for the Florida State Championship. Although we did not receive a sponsorship application in 2005-06, 180 anglers fished the 2006 tournament, and eight Seminole County hotels were listed in registration information.

Anglers will pre-fish Lake Monroe and Lake Jesup 1-2 weeks before the event, which is scheduled in January 2007. Over 200 anglers are expected to participate in the tournament. Approximately 4,400 room nights are expected with estimated total direct economic impact of \$603,904.

Funds will be used to promote and market the event with advertising in major outdoor publications and smaller in-state publications; Bass Pro shops in 12 states; radio spots and cable coverage; out-of-county website angler registration marketing and newspaper editorial.

The Tourist Development Council recommends this expenditure in the amount of \$15,000, and funds are appropriated and available in Tourism Development's 2006-07 budget.

Reviewed by:	_____
Co Atty:	<u>[Signature]</u>
DFS:	_____
Other:	_____
DCM:	<u>[Signature]</u>
CM:	<u>[Signature]</u>
File No.	<u>CT 34</u>



**CRAPPIE MASTERS (SPECK) FLORIDA STATE TOURNAMENT
January 2007**

MARKETING PLAN FOR TOURISM FUNDS

100,000 national brochures with CVB logo advertising
The Florida State Championship (12 states) **\$4,600***

Full page 4C ads in national outdoor publications with logo
(i.e., Adventure Sports Outdoor Magazine, Fisherman,
Crappie Master Magazine, to all include editorial) **3,300**

Radio interviews and cable coverage, with a copy of the resulting DVD provided
to the CVB for future promotion of the area for fishing. This includes Seminole
County commercial spots which the CVB can script. Media will act fly in to fish
tournament. (i.e., Men's Outdoor Channel on Disk Network, the Sportsman
Channel, Outdoor Travel Magazine - 230,000 listeners and PBS Network –
networks used in the past) **3,850**

50,000 quad-folds in Bass Pro Shops in 12 states **3,960**

Additional magazine advertisements in smaller publications outside
the Central Florida area (i.e., Florida Crappie Association, Florida
Outdoor Adventures) **440**

Value Added:

4C posters and banners w/ Tournament Trail Schedule placed in Bass Pro Shops in
Southeast. Bass Pro Shop will also distribute promotional flyers for all tournaments on
trail, and will advertise tournaments on its website (more than 2 million website visitors
each month). Bass Pro Crappie Master Association will also place it on site.

Bass Pro Crappie Master website angler registration marketing and media releases sent
to all major angler publications, tournament cities, to include Seminole County as a
sponsor of the Florida State Tournament. Newspaper editorial placement outside
Seminole County

Boat and Fishing Gear Vendor Show during the Florida State Championship

***Breaking News – Largest Fish on the 2006 Tournament Trail was caught in
Seminole County – so additional media now added to promote this!***

Costs based on 2006 estimates – prorated per tournament.

FLORIDA STATE CRAPPIE CHAMPIONSHIP AGREEMENT

THIS AGREEMENT is made and entered this _____ day of _____, 20____, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY", and **CRAPPIE MASTERS, INC.**, whose address is 20684 S.E. Oakwood, Lebanon, Missouri 65536, hereinafter referred to as "CRAPPIE MASTERS".

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, the COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the Seminole County-based Florida State Crappie Championship to be held January 19-20, 2007, to promote tourism in Seminole County.

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, the COUNTY and CRAPPIE MASTERS agree as follows:

Section 1. Term. The term of this Agreement is from October 1, 2006, through September 30, 2007, 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 to the other party, as provided for herein, or, at the option of the COUNTY, immediately in the event that CRAPPIE MASTERS fails to fulfill any of the terms, understandings or covenants of this Agreement. The COUNTY shall not be obligated to pay for any services provided or costs incurred by CRAPPIE MASTERS after CRAPPIE MASTERS has received notice of termination. Upon said termination, CRAPPIE MASTERS shall immediately refund to the COUNTY, or otherwise utilize as the COUNTY directs, any unused funds provided hereunder.

Section 3. Services.

(a) CRAPPIE MASTERS shall use funds from this Agreement to promote the Seminole County-based Florida State Crappie Championship as described in Exhibit "A" attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo with a telephone number and website address must appear on all promotional material for which reimbursement will be requested, including but not limited to all electronically transmitted materials.

(c) CRAPPIE MASTERS shall submit proposed advertisement and promotional copy to the COUNTY for review and approval prior to publication. Advertising and promotional copy that has not been approved by the COUNTY shall not be eligible for reimbursement.

(d) Promotional packages sent out by CRAPPIE MASTERS for the event must contain a list of all Seminole County hotels, provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such promotional packets must be approved by the COUNTY prior to distribution in order to qualify for

reimbursement.

(e) CRAPPIE MASTERS is required to use the Event Questionnaire provided by the Seminole County Convention and Visitors Bureau in order to qualify for reimbursement funds, CRAPPIE MASTERS must provide to the Seminole County Convention and Visitors Bureau, after the event, a minimum number of completed questionnaires equal to ten percent (10%) of the projected attendance at the event or one hundred fifty (150), whichever is greater. Incomplete or partial questionnaires will not count toward the minimum number. Failure to provide the required number of completed questionnaires or failure to utilize the required form questionnaire shall result in non-reimbursement of approved funds and shall also directly impact future consideration for tourist development tax funding.

(f) In order to qualify for reimbursement under this Agreement, CRAPPIE MASTERS must submit written proof of liability coverage to the COUNTY upon execution of this Agreement.

(g) After-event preliminary statistics for room nights and economic impact must be submitted to the COUNTY no later than thirty (30) days after the event.

(h) A hotel poll reflecting an accurate accounting of room nights used for the event shall be conducted by CRAPPIE MASTERS and submitted to the COUNTY no later than one (1) week after the event.

(i) CRAPPIE MASTERS shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at CRAPPIE MASTERS' event. Said website shall be linked to the Seminole County Tourism website (www.visitseminole.com) and such link shall be maintained throughout the duration of this Agreement.

(j) Failure to comply with or failure to meet the requirements of said Section, including time deadlines, shall result in termination of

this Agreement and forfeiture of all financial assistance rendered to CRAPPIE MASTERS by the COUNTY pursuant to this Agreement.

Section 4. Liability and Insurance.

(a) **Liability.** COUNTY, its Commissioners, officers, employees and agents shall not be deemed to assume any liability for the acts, omissions and negligence of CRAPPIE MASTERS, its officers, employees and agents in the performance of services provided hereunder and CRAPPIE MASTERS hereby agrees to fully and completely indemnify, insure and hold harmless the COUNTY from and against any liability, of whatsoever type or nature howsoever arising, relating, in any way, to the acts or omissions of CRAPPIE MASTERS and its officers, members, agents and employees.

(b) **Insurance.**

(1) CRAPPIE MASTERS shall furnish the COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). The COUNTY, its officials, officers, and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that the COUNTY shall be given not less than thirty (30) days written notice prior to the cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained by CRAPPIE MASTERS, CRAPPIE MASTERS shall provide the COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate shall contain a statement that it is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement. In lieu of

the statement on the Certificate, CRAPPIE MASTERS shall, at the option of the COUNTY submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement.

(3) In addition to providing the Certificate of Insurance, if required by the COUNTY, CRAPPIE MASTERS shall, within thirty (30) days after receipt of the request, provide the COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.

(4) Neither approval by the COUNTY or failure to disapprove the insurance furnished by CRAPPIE MASTERS shall relieve CRAPPIE MASTERS of CRAPPIE MASTERS' full responsibility for performance of any obligation including CRAPPIE MASTERS' indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 440.57, Florida Statutes, shall 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.

(C) If, during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company shall: 1) lose its Certificate of Authority, or 2)

fail to maintain the requisite Best's Rating and Financial Size Category, CRAPPIE MASTERS shall, as soon as CRAPPIE MASTERS has knowledge of any such circumstance, immediately notify the COUNTY and 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 CRAPPIE MASTERS has replaced the unacceptable insurer with an insurer acceptable to the COUNTY CRAPPIE MASTERS shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of CRAPPIE MASTERS, CRAPPIE MASTERS shall, at CRAPPIE MASTERS' sole expense, procure, maintain and keep in force amounts and types of insurance conforming to the minimum requirements set forth in this Section. Except as otherwise specified in the Agreement, the insurance shall become effective prior to the commencement of the event and shall be maintained in force until the Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(1) CRAPPIE MASTERS' insurance shall cover CRAPPIE MASTERS 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, without the attachment of restrictive endorsements other than the elimination of Coverage C, Medical Payment and the elimination of coverage for Fire Damage Legal Liability.

(2) The minimum limits to be maintained by CRAPPIE MASTERS (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

LIMITS

General Aggregate	\$Three (3) Times the Each Occurrence Limit
Personal & Advertising Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by CRAPPIE MASTERS pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by the COUNTY or the COUNTY's officials, officers, or employees shall be excess of and not contributing with the insurance provided by or on behalf of CRAPPIE MASTERS.

(8) Occurrence Basis. The Commercial General Liability required by this Agreement shall be provided on an occurrence rather than a claims-made basis.

Section 5. Billing and Payment. The COUNTY hereby agrees to provide financial assistance to CRAPPIE MASTERS up to a maximum sum of FIFTEEN THOUSAND AND NO/100 DOLLARS (\$15,000.00) for all services provided hereunder by CRAPPIE MASTERS during the term of this Agreement in accordance with the project budget and requirements set forth in Exhibit "A". Qualified expenditures are reimbursable upon:

(a) Receipt by the COUNTY of a Request for Funds form, attached hereto and incorporated herein as Exhibit "B," from CRAPPIE MASTERS requesting all or part of the above amount. The Request for Funds form shall be completed properly and documentation attached including original invoices and copies of canceled checks. Such request by CRAPPIE MASTERS shall only be for services specifically provided for herein necessary to serve Seminole County. Said Request for Funds form shall be submitted no later than ninety (90) days after the event. Failure to comply with this requirement shall result in termination of

this Agreement and forfeiture of all financial assistance granted to CRAPPIE MASTERS under this Agreement.

(b) Verification by the Seminole County Tourism Development Director that CRAPPIE MASTERS is providing the services for which reimbursement is sought and has complied with the reporting requirements contained hereinafter;

(c) The final Request for Funds form shall be accompanied by a detailed report of the economic impact on the COUNTY resulting from the event or activity, funds for which have been provided hereunder. Such report, attached hereto and incorporated herein as Exhibit "D", shall include, but not be limited to, the actual number of hotel or motel rooms occupied and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:

Original: Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

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

(e) Reimbursement shall be contingent upon CRAPPIE MASTERS' compliance with the requirements as stated in Exhibit "A".

Section 6. Reporting Requirements. In the performance of this Agreement, CRAPPIE MASTERS shall maintain books, records and accounts of all activities in compliance with normal accounting procedures. CRAPPIE MASTERS shall transmit and certify interim records with each Request for Funds form submitted to the COUNTY. Each Request for Funds form shall detail costs incurred as referenced in Exhibit "A". CRAPPIE MASTERS shall submit an interim Narrative Progress Report form, attached hereto and incorporated herein as Exhibit "C," with each Request for Funds form. Additionally, CRAPPIE MASTERS shall submit a final Narrative

Progress Report form and a financial report within ninety (90) days of project completion or lapse or termination of this Agreement.

Section 7. Non-Allowable Costs. The purpose for which Tourist Development Tax grant funds are provided to CRAPPIE MASTERS shall not duplicate programs for which monies have been received, committed or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in Exhibit "A". Non-reimbursable expenditures include, but are not limited to, legal, engineering, accounting, auditing, planning, marketing, feasibility studies or other consulting services; real property or capital improvements; interest reduction in deficits and loans; prize money, scholarships, awards, plaques or certificates; private entertainment, lodging, food and beverages; and wages, salaries, administrative or travel expenses other than those appearing, if any, in Exhibit "A".

Section 8. Unavailability of Funds. CRAPPIE MASTERS acknowledges that 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 the COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by the COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of the COUNTY, by written notice of termination to CRAPPIE MASTERS as provided hereinafter. The COUNTY shall not be obligated to pay for any services provided or costs incurred by CRAPPIE MASTERS after CRAPPIE MASTERS has received such notice of termination. In the event there are any unused COUNTY funds, CRAPPIE MASTERS shall promptly refund those funds to the COUNTY, or otherwise use such funds as the COUNTY directs.

Section 9. Access to Records. CRAPPIE MASTERS shall allow the COUNTY, its duly authorized agent and the public access to such of CRAPPIE MASTERS' records as are pertinent to all services provided

hereunder, at reasonable times and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

Section 10. Liaison. CRAPPIE MASTERS shall submit the originals of the Request for Funds form, the Narrative Progress Report form and any other required reports or correspondence to the following:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

Section 11. Notices. Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, with return receipt requested, and sent to:

For COUNTY:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, FL 32779

For CRAPPIE MASTERS:

Ed Johnson, President
Crappie Masters, Inc.
20684 S.E. Oakwood
Lebanon, MO 65536

Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

Section 12. Assignments. Neither party to this Agreement shall assign this Agreement, nor any interest arising herein, without the written consent of the other.

Section 13. 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 14. Compliance with Laws and Regulations. In providing all services pursuant to this Agreement, CRAPPIE MASTERS 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 the COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to CRAPPIE MASTERS as provided hereinabove.

Section 15. Conflict of Interest.

(a) CRAPPIE MASTERS 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 the COUNTY or which would violate or cause others to violate the provisions of *Part III, Chapter 112, Florida Statutes*, relating to ethics in government.

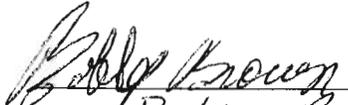
(b) CRAPPIE MASTERS hereby certifies that no officer, agent or employee of the COUNTY has any material interest (as defined in *Section 112.312(15), Florida Statutes*, as over 5%) either directly or indirectly, in the business of CRAPPIE MASTERS to be conducted here, and that no such person shall have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

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

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.

ATTEST:

CRAPPIE MASTERS, INC.



(Bobby Brown)
[Corporate Seal]
Secretary

By: 
~~PAUL E. JOHNSON, President~~
PAUL ALPERS, Vice President
Date: 8/24/06

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

MARYANNE MORSE
Clerk to the Board of
County Commissioners of
Seminole County, Florida

By: _____
CARLTON HENLEY, Chairman

Date: _____

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
AC/lpk
8/18/05
fl state crappie

Attachments:

- Exhibit "A" - Project Application
- Exhibit "B" - Request For Funds Form
- Exhibit "C" - Narrative Progress Report Form
- Exhibit "D" - Economic Impact Report Form

EXHIBIT "B"
REQUEST FOR FUNDS FORM
SEMINOLE COUNTY TOURISM DEVELOPMENT

EVENT NAME: **Florida State Crappie Championship**
ORGANIZATION: **Crappie Masters, Inc.**
ADDRESS: **20684 S.E. Oakwood, Lebanon, Missouri 65536**
CONTACT PERSON: **Ed Johnson, President**
TELEPHONE: **417-532-7192** FAX: **417-532-7192**
REQUEST PERIOD FROM _____ TO _____

REQUEST NUMBER _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$ _____

EXPENSE	BUDGET	REIMBURSEMENT REQUESTED
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

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

CERTIFICATION 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 costs shown have been made for the purpose of an in accordance with, the terms of the contract. The funds requested are for reimbursement of actual costs made during this time period.

SIGNATURE _____

TITLE _____

INSTRUCTIONS FOR COMPLETING THE REQUEST FOR FUNDS FORM

FUNDS CAN ONLY BE REIMBURSED WHEN THIS FORM IS SUBMITTED to the Seminole County Tourism Development Department and it is completed correctly and required documentation attached. Allow at least 30 days for reimbursement. If this form is not completed correctly and/or required documentation is not attached, reimbursement will be delayed or denied.

- EVENT NAME:** The name of the event your organization is requesting reimbursement (if applicable).
- ORGANIZATION:** Your organization name.
- ADDRESS:** The address the reimbursement check should be sent.
- CONTACT PERSON:** The person who is responsible for the request.
- TELEPHONE NUMBER:** The number of the contact person.
- REQUEST PERIOD:** Beginning and ending date of the request period.
- CONTRACT AMOUNT:** The total of the contract with Seminole County.
- REQUEST #:** The sequential number of this request.
- INTERIM/FINAL:** Indicate what type of request this is.
- EXPENSE:** The category of the expense for which you are requesting reimbursement.
- BUDGET:** The amount budgeted for that expense from Exhibit "A" of the contract.
- REIMBURSEMENT:** The amount you are requesting for reimbursement.
- TOTALS:** Enter total for each column.
- CERTIFICATION:** Type in name, title and date the certifying Officer of your organization signs request.

EXHIBIT "C"
NARRATIVE PROGRESS REPORT

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

EVENT NAME: **Florida State Crappie Championship**

ORGANIZATION: **Crappie Masters, Inc.**

ADDRESS: **20684 S.E. Oakwood, Lebanon, Missouri 65536**

CONTACT PERSON: **Ed Johnson, President**

TELEPHONE: **417-532-7192** FAX: **417-532-7192**

REPORT PERIOD FROM _____ TO _____

() INTERIM REPORT () FINAL REPORT

Please describe below the status of your event, including the final completion date and status of each of the promotional elements for which you will be requesting reimbursement. Use additional sheets, if necessary.

Please indicate the total expenditures your organization plans to make in Seminole County, such as advertising and promotion, for this event.

(For Final Report Only)

Please indicate the economic impact generated by your event.

# of hotels used	_____
# of hotel room nights	_____
# of out-of-town participants	_____
# of out-of-town fans	_____
# of out-of-town media	_____

INSTRUCTIONS FOR COMPLETING NARRATIVE PROGRESS REPORTS

A Narrative Progress Report is to be submitted to the Tourism Development office along with your request(s) for reimbursement. This report is considered an "interim report" when it accompanies any reimbursement request other than the final request. If the first request is the final request (i.e., one and the same), then that request is considered "Final" and the Narrative Progress Report would be considered a "Final Report," to accompany the final request for reimbursement.

The Narrative Progress Report should be completed as follows:

REPORTING PERIOD: Indicate the period the report covers.

() INTERIM () FINAL Indicate what report you are submitting.

Answer the questions as completely as possible. For an interim report, use projections. For a final report, please use actual figures.

Please call the Tourism Development Office if you have any questions in completing the report. It is important these reports be submitted in a timely manner in order that progress reports can be made to the Tourism Development Council.

EXHIBIT "A"



**CRAPPIE MASTERS (SPECK) FLORIDA STATE TOURNAMENT
January 2007**

MARKETING PLAN FOR TOURISM FUNDS

100,000 national brochures with CVB logo advertising The Florida State Championship (12 states)	\$4,600*
Full page 4C ads in national outdoor publications with logo (i.e., Adventure Sports Outdoor Magazine, Fisherman, Crappie Master Magazine, to all include editorial)	3,300
Radio interviews and cable coverage, with a copy of the resulting DVD provided to the CVB for future promotion of the area for fishing. This includes Seminole County commercial spots which the CVB can script. Media will act fly in to fish tournament. (i.e., Men's Outdoor Channel on Disk Network, the Sportsman Channel, Outdoor Travel Magazine - 230,000 listeners and PBS Network – networks used in the past)	3,850
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Value Added:

4C posters and banners w/ Tournament Trail Schedule placed in Bass Pro Shops in Southeast. Bass Pro Shop will also distribute promotional flyers for all tournaments on trail, and will advertise tournaments on its website (more than 2 million website visitors each month). Bass Pro Crappie Master Association will also place it on site.

Bass Pro Crappie Master website angler registration marketing and media releases sent to all major angler publications, tournament cities, to include Seminole County as a sponsor of the Florida State Tournament. Newspaper editorial placement outside Seminole County

Boat and Fishing Gear Vendor Show during the Florida State Championship

***Breaking News – Largest Fish on the 2006 Tournament Trail was caught in
Seminole County – so additional media now added to promote this!***

Costs based on 2006 estimates – prorated per tournament.

EXHIBIT "B"
 REQUEST FOR FUNDS FORM
 SEMINOLE COUNTY TOURISM DEVELOPMENT

EVENT NAME: Florida State Crappie Championship
 ORGANIZATION: Crappie Masters, Inc.
 ADDRESS: 20684 S.E. Oakwood, Lebanon, Missouri 65536
 CONTACT PERSON: Ed Johnson, President
 TELEPHONE: 417-532-7192 FAX: 417-532-7192
 REQUEST PERIOD FROM _____ TO _____

REQUEST NUMBER _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$ _____

EXPENSE	BUDGET	REIMBURSEMENT REQUESTED
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

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

CERTIFICATION 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 costs shown have been made for the purpose of an in accordance with, the terms of the contract. The funds requested are for reimbursement of actual costs made during this time period.

SIGNATURE _____

TITLE _____

INSTRUCTIONS FOR COMPLETING THE REQUEST FOR FUNDS FORM

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- EVENT NAME:** The name of the event your organization is requesting reimbursement (if applicable).
- ORGANIZATION:** Your organization name.
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- INTERIM/FINAL:** Indicate what type of request this is.
- EXPENSE:** The category of the expense for which you are requesting reimbursement.
- BUDGET:** The amount budgeted for that expense from Exhibit "A" of the contract.
- REIMBURSEMENT:** The amount you are requesting for reimbursement.
- TOTALS:** Enter total for each column.
- CERTIFICATION:** Type in name, title and date the certifying Officer of your organization signs request.

EXHIBIT "C"
NARRATIVE PROGRESS REPORT

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

EVENT NAME: Florida State Crappie Championship
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ADDRESS: 20684 S.E. Oakwood, Lebanon, Missouri 65536
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TELEPHONE: 417-532-7192 FAX: 417-532-7192
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(For Final Report Only)

Please indicate the economic impact generated by your event.

of hotels used _____
of hotel room nights _____
of out-of-town participants _____
of out-of-town fans _____
of out-of-town media _____

INSTRUCTIONS FOR COMPLETING NARRATIVE PROGRESS REPORTS

A Narrative Progress Report is to be submitted to the Tourism Development office along with your request(s) for reimbursement. This report is considered an "interim report" when it accompanies any reimbursement request other than the final request. If the first request is the final request (i.e., one and the same), then that request is considered "Final" and the Narrative Progress Report would be considered a "Final Report," to accompany the final request for reimbursement.

The Narrative Progress Report should be completed as follows:

REPORTING PERIOD: Indicate the period the report covers.

() INTERIM () FINAL Indicate what report you are submitting.

Answer the questions as completely as possible. For an interim report, use projections. For a final report, please use actual figures.

Please call the Tourism Development Office if you have any questions in completing the report. It is important these reports be submitted in a timely manner in order that progress reports can be made to the Tourism Development Council.

EXHIBIT D

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?	4318	\$ 133.00		\$ 574,294.00
How many adult out-of state attendance/spectator days expected?	90	\$ 133.00		\$ 11,970.00
How many out-of state media/professional days expected?	30	\$ 133.00		\$ 3,990.00
How many adult in-state attendance/spectator/participant days expected?	150	\$ 91.00		\$ 13,650.00
How many youth out-of state participant days are expected?		\$ 66.50		\$ -
How many youth in-of state participant days are expected?		\$ 57.00		\$ -
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ 603,904.00
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ 603,904.00		1.5	\$ 905,856.00
Total earnings impact:	\$ 603,904.00		0.57	\$ 344,225.28
Total employment impact:	\$ 603,904.00	1,000,000	22	13.29
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ 603,904.00		0.06	\$ 36,234.24
		State Sales Tax Generated	Florida DOR Disbursement Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ 36,234.24	0.09653	\$ 3,497.69
		Non-Taxable Sales	Option Sales Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ 603,904.00	\$ -	0.01	\$ 6,039.04
		Estimated Rooms Per Night To Be Secured	Estimated Nights In Town	
TOTAL HOTEL IMPACT:		220	20	
		Approximate Hotel Rooms Secured	Average Room Rate Per Night	
		4400	\$75.00	\$ 330,000.00
		Total Hotel Impact	Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ 330,000.00		0.03	\$ 9,900.00
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ 19,436.73
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ 19,436.73

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?		\$ 133.00		\$ -
How many adult out-of state attendance/spectator days expected?		\$ 133.00		\$ -
How many out-of state media/professional days expected?		\$ 133.00		\$ -
How many adult in-state attendance/spectator/participant days expected?		\$ 91.00		\$ -
How many youth out-of state participant days are expected?		\$ 66.50		\$ -
How many youth in-of state participant days are expected?		\$ 57.00		\$ -
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ -
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ -		1.5	\$ -
Total earnings impact:	\$ -		0.57	\$ -
Total employment impact:	\$ -	1,000,000	22	-
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ -		0.06	\$ -
			Florida DOR	
		State Sales Tax	Disbursement	
		Generated	Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ -	0.09653	\$ -
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ -	\$ -	0.01	\$ -
	Estimated Rooms	Estimated	Approximate Hotel	Average Room
	Per Night To Be Secured	Nights In Town	Rooms Secured	Rate Per Night
TOTAL HOTEL IMPACT:				\$ -
	Total Hotel			
	Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ -		0.03	\$ -
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ -