



## Application Summary of : City of Fort Pierce | Woodruff, Libby

**Program Name : 1st Annual Treasure Coast Minority Business Expo**

### Organization Information

<b>Organization Information</b>	
<b>All applicants must meet eligibility requirements for the grant program. The eligibility questions are used to narrow the grant that an applicant is possibly eligible to receive.</b>	
*Are you a Non-for-Profit Company?	No
*Are you a local governmental agency?	Yes

### Contact Information

<b>Contact Information</b>	
*Applicant Business Name:	City of Fort Pierce
*Applicant Business Mailing Address:	100 N US HWY 1
*City:	FORT PIERCE
*State:	Florida
*Zipcode:	34950
*Applicant Business Telephone Number:	772-467-3169
<b><i>This is the person whom all correspondence will be directed to with regards to this grant throughout the grant period.</i></b>	
<b>Applicant Contact Information:</b>	
*Applicant Contact Name:	Libby Woodruff
*Applicant Contact Person Email:	ewoodruff@city-ftpierce.com
*Applicant Contact Person Telephone:	772-467-3169

### Support Documentation

<b>Support Documentation</b>	
<i>Please remember that line 1 of your W-9 form, should match what you list as your legal name on your Minority letter. If you would like checks to be made out to a DBA, please include that on line 2 of your W-9.</i>	

<b><i>Download and fill the IRS W-9 Form and upload it back once filled.</i></b>	
*Upload the completely filled IRS W-9 Form:	<a href="#">Fort Pierce - Substitute W-9.pdf</a>
<b><i>Download and fill the Minority Vendor Letter and upload it back once filled.</i></b>	
*Upload the completely filled Minority Vendor Letter:	<a href="#">Minority Vendor Letter - Signed.pdf</a>

## Project or Program Event

<b>Project or Program Event</b>	
*Program Name:	1st Annual Treasure Coast Minority Business Expo
*Start Date:	8/11/2017
*End Date:	8/12/2017
<b><i>Timeline for Project/Program/Event to take place. Dates must fall after 7/1/17, and before 6/15/18.</i></b>	
<b><i>The maximum value for the grant program of Minority Max of \$40,000</i></b>	
*Grant Amount Requested:	20000
*Are you applying for any other grants through VISIT FLORIDA?	Yes
*If so, are they related to this project/program/event?	No
<b>Project/Program/Event Information and Details</b>	
*Briefly describe the mission/purpose of the project/program/event in which funding is requested for the purpose of promoting tourism in(to) Florida. Be sure you are detailed, clear and concise in describing your mission/purpose for the project/program/event. If using an upload please type "See Attached" in the response here. (max. 300 words):	<p>This project is a national marketing, promotion and production initiative to entice minority entrepreneurs and commercial developers to relocate to Florida, specifically to Florida's Treasure Coast, which includes St. Lucie, Indian River, Martin and Okeechobee Counties.</p> <p>The project's mission and purpose is to partner with the economic development offices, chambers of commerce and various marketing/advertising firms located along the Treasure Coast to nationally promote then provide the 1st Annual Treasure Coast Minority Business Expo, a minority business convention chocked full of special presentations, breakout sessions and numerous vendors that accentuate the benefits of doing business in Florida, especially on the Treasure Coast. For minority business owners already located in Florida, the event will provide a wealth of information and education on resources available to Florida's small businesses.</p>

	<p>Jazz and Blues performances will encapsulate the event. Music will be provided by Fort Pierce's own Jazz and Blues Society, a regional nonprofit whose mission is to foster greater awareness and enjoyment in the community for Jazz and Blues and to provide scholarships to college-bound students who wish to further their knowledge and skill in the music field.</p>
<p>Upload the Mission/Purpose option.</p>	
<p>*Is this a repeat project/program/event or extension to a previous project/program/event?</p>	<p>No</p>
<p>*Name the Florida counties/municipalities involved/impacted by the project /program/event. (max. 20 words)</p>	<p>Counties - St. Lucie, Indian River, Martin and Okeechobee</p> <p>Cities - Fort Pierce, Port St. Lucie, Vero Beach, Sebastian, Stuart, Okeechobee</p>
<p>*Describe your project/program/event's expected economic impact in the community. Provide details on what those expectations include. If using an upload please type "See Attached" in the response here.</p>	<p>We expect this annual event will provide a forum to educate entrepreneurs and investors on ways to capitalize on Florida's conducive business environment and they will subsequently choose to start-up or to relocate their business to Florida; specifically, to the Treasure Coast.</p> <p>Currently, small businesses are responsible for two out of every three jobs that are created in the United States today. Unemployment along the Treasure Coast is higher than the State of Florida and the United States as a whole. Fort Pierce's unemployment rate averaged 7.9% during 2016, compared to the State of Florida and the United States, which averaged 4.9%.</p> <p>The City of Fort Pierce will maintain contact with event attendees from out-of-state and periodically provide information related to business and economic development initiatives.</p> <p>We expect from three to five new minority businesses will open on the Treasure Coast as a result of the first annual event. Furthermore, we believe each yearly event will result in an additional three to five new minority businesses choosing to start-up or relocate from out of state to the area. We will invite these businesses to attend future events to share their success stories which will encourage more new businesses to follow.</p>
<p>Upload your expected economic impact in the community option.</p>	
<p>*Detail your strategy for marketing the proposed project/program/event, by providing details of your target market, advertising methods, and marketing goals. If using an upload please type "See Attached" in the response here.</p>	<p>The strategy for the 1st Annual Treasure Coast Minority Business Expo includes partnering with the economic development offices of Indian River, St. Lucie, Martin and Okeechobee Counties as well as the cities</p>

	<p>located within these counties and area chambers of commerce to target minority entrepreneurs, developers and investors in Alabama, Georgia, Tennessee, North and South Carolina. Promotional methods will include advertising the benefits of opening and operating small businesses in our area to potential minority business owners, creating stories for the media that highlighting the Treasure Coast's beautiful amenities, revitalization projects, workforce and quality of life. Press releases touting these positives will be sent to newspapers, radio, television, informational websites, regional chambers of commerce and statewide business groups located in the target market, in English and Spanish. Social Media will play a prominent role in promoting the event, including LinkedIn, Facebook, Twitter and others to strengthen the region's rebranding efforts, showcase media stories, and promote Treasure Coast offerings for minority business owners.</p>
<p>Upload your strategy for marketing option.</p>	
<p>*Detail your marketing plan for implementing the marketing strategy for the proposed project/program/event, which should include a timeline and advertising details. If using an upload please type "See Attached" in the response here.</p>	<p>Please see attached.</p>
<p>Upload your marketing plan for implementing the marketing strategy option.</p>	<p><a href="#">Fort Pierce - Minority Conference Mktg Plan &amp; Timeline.pdf</a></p>
<p>*Will this project/program/event happen without VISIT FLORIDA grant funding?</p>	<p>Yes</p>
<p>*Please provide an explanation as to why funding is needed. (max. 300 words):</p>	<p>Funding from Visit Florida will enable the City of Fort Pierce to increase the marketing and advertising for this event.</p>
<p>*Document the ability or prior experience in attracting/soliciting, and/or hosting national or regional conferences or conventions. Be sure you are detailed, clear and concise in describing your prior experience.</p>	<p>The City of Fort Pierce has a wealth of experience partnering with local tourism development councils, chambers of commerce, nonprofit and for profit organizations to successfully host numerous events, including business conferences, festivals, nationally-acclaimed fishing tournaments, annual job fairs, awards ceremonies and more. We see the Minority Business Expo as an opportunity to collaborate with surrounding counties, municipalities and area minority businesses which will increase our ability to ensure a successful conference that will lead to new business development and job creation across the Treasure Coast.</p>
<p>*Upload illustrated support of other local government and non-profits in the area with letters of support, supporting the project/program/event.</p>	<p><a href="#">Fort Pierce - Collaborative Partners.pdf</a></p>

Upload Additional Documents:	
Upload Additional Documents:	
*Minority group(s) targeted:	African Americans, Hispanic Americans, Haitian Americans, and Asian Americans
<b>NOTE:</b> <i>Minority persons shall be as defined in Section 288.703, Florida Statutes, except they need not be residents of Florida, see <a href="http://www.visitflorida.org/resources/grants-insurance/grants/minority-convention-grant-program/">http://www.visitflorida.org/resources/grants-insurance/grants/minority-convention-grant-program/</a> for more information.</i>	

## Budget

<b>Budget Information</b>	
<b>Expenses Categories:</b>	
Contracted Services Description:	Contracted services will include event oversight, rental of tables, chairs, stage, sound system, etc
Contracted Services Dollar Amount:	\$6,000
Speakers Description:	Speakers representing economic development initiatives available in Florida and the Treasure Coast
3rd Party Speakers Dollar Amount:	\$1,500
3rd Party Travel Description:	Travel, including airfare, ground transportation; Hotel Accommodations, Meal allowances, etc.
3rd Party Travel Dollar Amount:	\$5,300
Newspaper Advertising Description:	Press releases, for minority newspapers in AL, TN, NC, SC, GA
Newspaper Advertising Dollar Amount:	\$0
Billboard or Out of Home Advertising Description:	
Billboard or Out of Home Advertising Dollar Amount:	\$0
Magazine Advertising Description:	
Magazine Advertising Dollar Amount:	\$0
Radio Advertising Description:	Advertising on urban radio stations in AL, TN, NC, SC, GA and FL
Radio Advertising Dollar Amount:	\$6,000
Digital Advertising (i.e. Google AdWords, Banner Ads) Description:	
Digital Advertising (i.e. Google AdWords, Banner Ads) Dollar Amount:	\$0
Social Media Advertising (i.e. Facebook, Twitter) Description:	Linked In, FaceBook, Twitter, Instagram, SmileBox - 6 months leading up to the event
Social Media Advertising (i.e. Facebook, Twitter) Dollar Amount:	\$1,200
TV Advertising Description:	

TV Advertising Dollar Amount:	\$0
Email or E-Newsletter Advertising Description:	E-Blasts to Chambers of Commerce in NC, SC, AL, TN, GA, FL for their minority members.
Email or E-newsletter Advertising Dollar Amount:	\$2,500
Web Development Description:	
Web Development Dollar Amount:	\$0
Website Hosting Description:	
Website Hosting Dollar Amount:	\$0
Graphic Design/Production Description:	Logos, flyers, banners and signage needed for this event
Graphic Design/Production Dollar Amount:	\$500
Technical Web Design/Production Description:	
Technical Web Design/Production Dollar Amount:	\$0
Technical App Design/Production Description:	
Technical App Design/Production Dollar Amount:	\$0
Printing Description:	3,000 Postcard mailers for minority fraternities & sororities located in AL, GA, TN, NC, SC, FL
Printing Dollar Amount:	\$500
Shipping/Postage Description:	Postage to ship 3,000 postcards to minority fraternities and sororities in AL, GA, TN, SC, NC and FL
Shipping/Postage Dollar Amount:	\$1,500
Other 1 Description:	Entertainment - Jazz Performances by area performers
Other 1 Dollar Amount:	\$1,000
Other 2 Description:	
Other 2 Amount:	\$0
Other 3 Description:	
Other 3 Amount:	\$0
<b>*Total Expenses:</b>	26000

### Confirmation and Signature

<p><b>Authorized Signature</b></p>	
<p><b><i>Grant applications and any materials included in the applications are subject to Chapter 119, F.S., Florida's public records law. These laws grant the right to any person to inspect any non-exempt public record. Applicants are responsible for familiarizing themselves with the application of Florida's public records law and properly declaring, substantiating and defending any confidentiality claim or exemption concerning any submitted information as required by Florida Law.</i></b></p>	

***If the application contains information that the applicant believes constitutes trade secrets, intellectual property, proprietary information, or information protected by a specific statutory exemption, the information should be clearly identified with particularity and marked confidential.***

***If a public records request is made involving documents with declarations of confidentiality, VISIT FLORIDA will notify the applicant so that the applicant may substantiate and defend the claim. VISIT FLORIDA will not provide legal representation to assist a confidentiality claim.***

\*I certify that the information contained in this application, including all attachments and support materials, is true and correct to the best of my knowledge and that I will abide by all legal, financial and reporting requirements as outlined in the Grant Program Guidelines.

\*Signature of Applicant:

\*Title:

Document Title	Question	Date Uploaded
<a href="#">Fort Pierce - Collaborative Partners.pdf</a>	PE Upload illustrated support	1/25/2017 10:48:32 AM
<a href="#">Fort Pierce - Minority Conference Mktg Plan &amp; Timeline.pdf</a>	PE Upload your marketing plan	1/5/2017 3:43:34 PM
<a href="#">Fort Pierce - Substitute W-9.pdf</a>	SD Upload the completely filled IRS W9 Form	1/4/2017 9:42:48 AM
<a href="#">Minority Vendor Letter - Signed.pdf</a>	SD Upload the filled Minority Vendor Letter	1/4/2017 9:42:48 AM