



7

COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: March 6, 2017 Meeting Date: April 6, 2017

Name: Glenn Hunter Department: Economic Development Department

Division Manager's Signature: 

1. Nature and purpose of agenda item:

Request to approve the partnership agreement with Enterprise Florida, Inc. as per the BOCC approval of matching grant fund on February 16, 2017. Budget amendment request to allocate grant funds. BA 17-35; total amendment \$11,000.

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

2. Fiscal impact on current budget.

Is this a budgeted item? N/A
 Yes Account No. _____
 No Please list the proposed budget amendment to fund this request

Budget Amendment Number: BA 17-35 Fund: 304-ECONOMIC DEVELOPMENT

FROM:	TO:	AMOUNT:
304-0000-334.41-01 COOPERATIVE MARKETING / EFI-TEAM FLORIDA GRANT	304-2041-551.30-31 OPERATING EXPENDITURES / PROFESSIONAL SERVICES	\$3,500.00
304-2000-552.30-55 OPERATING EXPENDITURES / TRAINING	304-2042-551.30-52 OPERATING EXPENDITURES / OPERATING SUPPLIES	\$1,000.00
304-0000-334.41-01 COOPERATIVE MARKETING / EFI-TEAM FLORIDA GRANT	304-2041-551.60-64 CAPITAL OUTLAY / EQUIPMENT PURCHASES	\$6,500.00

For Use of County Manger Only:

Consent Item Discussion Item

District No. 1- Ronald Williams
District No. 2- Rusty DePratter
District No. 3- Bucky Nash
District No. 4- Everett Phillips
District No. 5- Tim Murphy

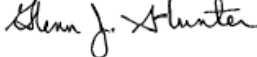
BOARD OF COUNTY COMMISSIONERS

COLUMBIA COUNTY

MEMORANDUM

DATE: March 21, 2017

TO: Ben Scott, County Manager

R: Glenn Hunter, Director Economic Development 

RE: Partnership Agreement

Please place this on the Agenda of Board of County Commissioners meeting scheduled for March 16, 2017

The Columbia County Economic Development department is requesting approval of the Enterprise Florida Cooperative Marketing and Communications Program Partnership agreement (as per attached.)

The overview of the program and the funds were approved without exception at the Board of County Commissioners meeting on February 16, 2017.

This grant will provide funds to further enhance the ongoing efforts in partnership with Enterprise Florida, Inc.

BOARD MEETS FIRST THURSDAY AT 5.30P.M.
AND THIRD THURSDAY AT 5.30P.M.

P.O. BOX 1529

LAKE CITY, FLORIDA 32056-1529

PHONE 386.755.4100

Rural Marketing Local Co-Op Fund Application

NFEDP Member County/Community/Partner: Columbia County

Contact Person: Glenn Hunter

Phone: 386-758-1033

Email: ghunter@columbiacountyfla.com Website Address: www.edd.columbiacountyfla.com

- Overview of Requested Project/Program/Activity:

Governor Scott and HAECO Americas located at the Gateway Lake City Airport announced a 400 new job expansion in July 2016 at the London Airshow. HAECO is the largest aviation maintenance, repair and overall company in the world. HAECO has hired approximately 350 of the 400 new employees, but has had a very difficult time finding quality, trained applicants. Previous to the July announcement, HAECO was already having difficulty recruiting qualified employees due to training. For that reason the Columbia County School District started the North Florida Aviation Academy (NFAA) in order to develop a pipeline of certified high school students for HAECO at graduation.

Within the first year of operation, graduates from the NFAA obtained employment at world-class airframe maintenance companies like HAECO and Flighttar, or enlistment in the US Airforce or US Army. Other graduating students were accepted to the Florida State College at Jacksonville's Airframe and power plant mechanics program and Embry-Riddle University. These average wage for these jobs is \$41,600.

- Goals and objectives of the requested program:

Last year and again this year, NFAA enrolled and trained about 40 students each year. In order to more effectively meet the workforce demands of the region the NFAA seeks to enroll between 75-100 students annually. Effective outreach and marketing is critical to the recruitment of prospective enrollees and funding to support these efforts is badly needed.

- Strategic components of the program:

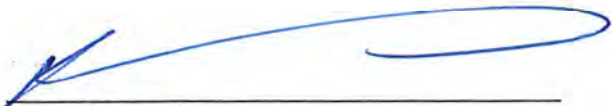
Proposed outreach efforts include starting an Aviation Club at Columbia High School, Columbia County's largest and most centrally located high school. Other participating counties high schools that bus their students to the Aviation Academy would also be eligible to participate in the Aviation Club. The purpose of this club would be to expose high school and middle school students to aviation and aviation related careers which are high-wage jobs with extraordinary career advancement. Club members would attend educational trips and activities to aviation museums and the Kennedy Space Center. They would interact with students at area middle schools through educational projects. The centerpiece for these efforts would be a mobile, full-sized flight simulator for NFAA which would provide students of all ages the opportunity to experience simulated flight and in turn awaken their desire to attend the Aviation Academy. This marketing effort would create an aviation pipeline for HAECO and other aviation related projects in the region.

- Total amount requested: \$10,000

Cost breakdown

Flight Simulator	\$6,500
Funding for direct marketing to students through the educational Aviation Club	<u>\$3,500</u>
	\$10,000

- Explanation of how match will be provided:
The Columbia County Board of County Commissioners will provide the 10% match.
- Timeline to perform and implement program activity:
Implementation will begin at the time of the award and be completed by the beginning of school year fall 2017.
- Proposed measurement tools to determine the effectiveness of the program:
The increased number of students in the 2017/2018 school year from the current enrollment of 40 students.



Applicant Representative

2/16/17

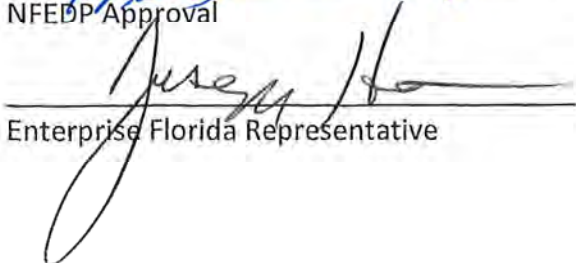
Date



NFEDP Approval

2/23/17

Date



Enterprise Florida Representative

2-23-17

Date

**ENTERPRISE FLORIDA, INC. COOPERATIVE MARKETING & COMMUNICATIONS PROGRAM
PARTNERSHIP AGREEMENT**

THIS AGREEMENT (Agreement) is made and entered into as of this _____ day of _____ 20__, by and between ENTERPRISE FLORIDA, INC., a Florida not-for-profit corporation (hereinafter referred to as “EFI”) and Columbia County Economic Development Department (hereinafter referred to as “Partner” and jointly referred to as “Partners”).

RECITALS

WHEREAS, EFI the economic development organization for the State of Florida has been charged through legislative appropriation with the responsibility of developing Florida’s business brand and providing leadership in growing that brand through programs locally, nationally and internationally; and

WHEREAS, EFI has created the Team Florida Cooperative Marketing Program to expand its efforts in marketing Florida as the best place for business by combining its resources with its economic development partners to better support efforts to market local and region-specific job creation projects, and in turn create a more robust presence for Florida and its brand; and

WHEREAS, the Partner’s local or regional marketing program (hereinafter “Program”) has been selected for cooperative efforts because it has been determined by a selection panel to be one that will raise the profile of Florida’s business community and to be mutually beneficial to the Partner and EFI as cooperative effort; and

WHEREAS, the Partners hereto desire to enter into this Agreement whereby EFI will provide funds and other support in cooperation for the program;

NOW, THEREFORE, for and in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Term. The term of this Agreement shall commence _____ and shall continue until the Final Report pursuant to Paragraph 5 is accepted by EFI.

2. Award Funds. Pursuant to the terms of this Agreement, EFI shall pay to the Partner a sum equal to One hundred percent (100%) of the program costs, not to exceed ten thousand (\$10,000.00) (the Funds) on a reimbursement basis. In consideration of such award, Partner agrees as follows:
 - a) The Partner must provide a Ten percent (10%) match against all funding provided by EFI.
 - b) The Funds shall be expended solely for reimbursement of expenses related to the Program as approved by EFI’s selection panel (“Allowable Expenses”).
 - c) Without limiting the foregoing, the Funds may be used for the following Allowable Expenses:
 - 1) Direct costs and **in-state** vendor fees for the program related to print and digital advertising; print costs; photography and video assets; public relations initiatives; special events; computer programs and data analytics; and other approved activities.
 - 2) Professional fees (e.g. legal, accounting) directly related to the Program;

- 3) Reasonable **in-state** travel expenses incurred;
 - 4) Other out-of-pocket costs directly related to the program, including fees for market studies or technical research.
- d) Notwithstanding anything herein contrary, Partner **shall not be issued** the Funds for any of the following expenses:
- 1) Salaries of Partner or Partner's employees;
 - 2) Monthly licensing fees;
 - 3) Any expenses for alcoholic beverages, or
 - 4) Lobbying the legislature, the courts, or any state agency of the State of Florida.
 - 5) Out-of-state travel
 - 6) Out-of-state vendors

3. Final Report and Disbursement of Funds. Upon completion of the program, Partner shall submit a final report outlining the work completed, and shall attach all receipts for all expenses as an Exhibit A, and (if applicable) examples of the work completed as an Exhibit B. Upon receipt and approval by EFI, in its sole discretion, of Partner's Final Report, EFI shall within thirty (30) days of such approval disburse to the Partner the funds as agreed in paragraph 2.

4. All Funds Conditional. If Partner fails to: (i) submit the Final report accurately and prior to the deadline: (ii) submit the required Exhibits; (iii) expend program funds in a way that is consistent with the approved program; or (iv) perform any other obligation required under this Agreement, EFI shall (a) have no obligation to pay to Partner Funds or any portion thereof; and (b) have the right, in its sole discretion, to immediately terminate this Agreement.

5. Accounting Records. Partner shall maintain accounting records that reflect the total Funds received by Partner under this Agreement and the total expenditure of such Funds. Such records shall be kept in compliance with Section 215.97, Florida Statutes (the Florida Single Audit Act) and within the guidelines of generally accepted accounting principles, procedures and practices for a period of no less than seven (7) years following the termination or expiration of this Agreement. Partner acknowledges that receipt of more than five-hundred thousand (\$500,000) in state funds are subject to the Florida Single Audit Act under the Catalog of State Financial Assistance (CSFA) No. 40.003 Enterprise Florida Inc.

6. Public Access to Records. Partner acknowledges that EFI is subject to the provisions of Chapter 119, Florida Statutes relating to public records and that reports, invoices and other documents Partner shall submit to EFI under this Agreement may constitute public records for the purpose of Florida Statutes, Partner shall cooperate with EFI regarding EFI's efforts to comply with the requirements of Chapter 119, Florida Statutes. Partner is also aware of the public records exemptions provided by Section 288.9520, Florida Statutes.

7. Program Application. Partner represents and warrants that the information set forth in the application submitted to EFI in connection with the Program, is true, correct and complete in all material aspects.

8. Independent Entity. Partner is acting as an independent entity and not as EFI's agent or employee in the performance of this Agreement. Partner acknowledges that EFI is not responsible for withholding and filing federal or state taxes or other withholdings on behalf of the Partner. Partner further acknowledges that neither the Partner nor the employees of Partner will participate in or receive any employee benefits,

including health insurance, retirement benefits, 401(k) plan, or worker's compensation benefits provided through EFI.

9. Indemnification. Partner shall indemnify, defend and hold harmless EFI and the State of Florida from any and all claims, suits, judgments or damages arising from the Proposal and Partner's obligations under this Agreement.

10. No Pledge of Credit. Partner has no authority to and shall not pledge credit of EFI of the State of Florida, or purport to make EFI or the State of Florida a guarantor of payment or surety for any contract, debt, obligation, judgment, lien or any form of indebtedness.

11. Compliance with the Law. Partner agrees that all acts to be performed by it in connection with this Agreement shall be performed in strict conformity with all applicable local, state and federal laws and regulations.

12. Non-Discrimination, Anti-Harassment. Partner shall not discriminate unlawfully against any individual employed in the performance of this Agreement because of race, religion, color, sex, sexual preference, physical handicap unrelated to such person's ability to engage in this work, national origin, ancestry or age. Partner shall provide harassment-free workplace, with any allegation of harassment to be given priority attention and action.

13. Failure of Satisfactory Performance. EFI's obligation to Partner is contingent upon EFI's receipt when due and approval of all documents and reports required under this Agreement. Partner's satisfactory completion of the Partner's Application and the satisfactory performance of Partner's obligations under this Agreement, as determined by EFI in its reasonable discretion. In addition to any other remedies available to EFI by law or in equity, EFI may terminate this Agreement, demand that Partner return part or all of the Funds, or both, following Partner's breach of any term herein of failure to provide satisfactory performance hereunder, as determined by EFI, without warning or notice.

14. Availability of Funds. EFI's obligations under this Agreement are contingent upon the continued availability to EFI of funds in the amount known to EFI at the time this Agreement was executed, which amount may be used in support of this Agreement. The determination whether funds are available for the purposes of this Paragraph shall be made by EFI in its absolute discretion.

15. Notices. All notices between the parties provided for herein shall be by either confirmed facsimile transmission, electronic mail, e-mail, or certified mail, return receipt requested, delivered to the following address of each party:

EFI:	Enterprise Florida, Inc. Joseph Hice 800 No. Magnolia Ave. Ste. 1100 Orlando, FL 32803 407.956.5604 jhice@enterpriseflorida.com
------	--

Partner: Glenn Hunter
Columbia County Economic Development Department
259 North East Franklin Street, Suite 101
Lake City, FL 32055

The address of either party provided in this Paragraph 15 may be changed by such party upon reasonable notice to the other party given in the manner specified in this Paragraph.

16. Waiver. No failure or delay on the part of EFI in exercising any power or right under this Agreement and no course of dealing or course of performance between EFI and Partner shall operate as a waiver thereof, nor shall any single or partial exercise of any such power or right preclude any other or further exercise thereof or the exercise of any other power or right. No notice to or demand of Partner in any case shall entitle it to any notice or demand in similar or other circumstances.

17. Jurisdiction. With respect to its interpretation, construction, effect, performance, enforcement and all other matters, this Agreement shall be governed by and be consistent with the whole law of the State of Florida, both procedural and substantive. Any and all litigation arising under this Agreement shall be brought in the appropriate State of Florida Court in Orange County, Florida.

18. Modification. This Agreement may be modified only upon the written and mutual consent of all of the parties.

19. Complete Agreement. This Agreement with all exhibits hereto, constitutes the entire agreement between parties and supersedes all agreements, representations, warranties, statements, promises and understandings, whether oral or written, with respect to the subject matter. Neither party shall be bound by any oral or written agreements, representations, warranties, statements, promises or understandings not specifically set forth in this Agreement.

20. Authorization. The officer or other person who has executed this Agreement below on behalf of a party hereto covenants that he or she is legally authorized to execute and deliver on this Agreement on behalf of such party and such other party may rely on this authorization without inquiry.

21. Counterparts. This Agreement may be executed in counterparts and shall be of the same force and effect as if all parties had executed one copy of the Agreement. In addition, to facilitate completion and execution of the Agreement, faxed signatures shall be of the same force and effect as original signatures.

IN WITNESS WHEREOF, The parties have caused this Agreement to be duly executed as of the day and year written below.

ENTERPRISE FLORIDA, INC.
(EFI)

Columbia County Economic Development Department

Joseph Hice
President
Team Florida Marketing Partnership

Glenn Hunter
Title:

Date

Date

- EXHIBIT A - Application Materials**
- EXHIBIT B - Budget**
- EXHIBIT C - EFI Program Approval**



March 10, 2017

Glenn Hunter
Columbia County Economic Development Department
259 North East Franklin Street, Suite 101
Lake City, FL 32055

*Rick Scott,
Florida Governor
Chairman*

Exhibit B- Budget

Purchase Flight Simulator \$ 6,500.00
Direct Marketing to students \$ 3,500.00

HEADQUARTERS

800 North Magnolia Avenue
Suite 1100
Orlando, Florida 32803
T 407-956-5600
F 407-956-5599

TALLAHASSEE

101 North Monroe Street
Suite 1000
Tallahassee, Florida 32301
T 850-298-6620
F 850-298-6659

**INTERNATIONAL TRADE &
DEVELOPMENT**

201 Alhambra Circle
Suite 610
Coral Gables, Florida 33134
T 305-808-3660
F 305-808-3586



February 9, 2017

Glenn Hunter
Columbia County Economic Development Department
259 North East Franklin Street, Suite 101
Lake City, FL 32055

Rick Scott,
Florida Governor
Chairman

Dear Glenn:

The Team Florida Marketing Partnership has received your request for co-op marketing & communications funding for the Columbia County Economic Development Department . The proposal has been reviewed and I am pleased to let you know that the program is eligible to receive co-op funding of up to \$10,000.00.

HEADQUARTERS
800 North Magnolia Avenue
Suite 1100
Orlando, Florida 32803
T 407-956-5600
F 407-956-5599

TALLAHASSEE
101 North Monroe Street
Suite 1000
Tallahassee, Florida 32301
T 850-298-6620
F 850-298-6659

In order to receive funding, you should follow the Co-Op Marketing & Communications guidelines attached to this document. Team Florida and your RAO also need to receive a signed copy of the contract agreement provided here. Once received, final signature will be obtained and an executed copy will be returned.

INTERNATIONAL TRADE & DEVELOPMENT
201 Alhambra Circle
Suite 610
Coral Gables, Florida 33134
T 305-808-3660
F 305-808-3586

If you have any questions, please don't hesitate to contact me at 407-956-5604 or via email at jhice@enterprise-florida.com.

We're looking forward to working with you and your team on the marketing & communications program you've created.

Thank you for your ongoing support and hard work.

Sincerely,

Joe Hice
President
Team Florida Marketing Partnership



Inland Florida/Rural Florida Co-Op Program

October 2016

Enterprise Florida has created a co-op marketing program to help our Florida economic development partners in the three Rural Areas of Opportunities and in the three rural counties not within one of the RAO areas (Flagler, Nassau, Walton) fund marketing & communications activities designed to promote their specific regions and/or job creation projects and activities taking place in their regions.

In order to participate in the Inland Florida/Rural Florida co-op program, the organization must be a participating member of one of the three Rural Areas of Opportunity as defined by the Florida Department of Economic Opportunity or in one of the three rural counties not within one of the RAO Areas.

All marketing & communications co-op requests must be Reviewed and Approved by the Inland Florida/Rural Florida Co-Op Advisory Board (at least three members must review & approve):

- Florida Heartland
- North Florida
- Opportunity Florida
- Unaffiliated County Representative
- Enterprise Florida

Final review by Opportunity Florida must occur prior to contracting with vendor.

Funding available in the Opportunity Florida region:

- RAO member communities and County Partners with an economic development presence
- Up to \$100,000 total to the Opportunity Florida region
- Must be in line with regional marketing effort of Opportunity Florida
- Must create a new dimension or activity for the organization's marketing effort
- Proof of availability of local, matching funds on a 1:10 basis.

Programs must be over and above the organization's normal economic development activities.

All requests must include:

- The goals and objectives of the program requested.
- Tactical components of the program.
- A detailed cost breakdown and timeline.

- Explanation of how match will be provided.
- Proposed measurement tools to determine the effectiveness of the program.

Activities allowed:

- Priority must be given to align with regional web presence
- Print & Digital Advertising
- Collateral Materials/Print or Digital
- Photography & Video Assets
- Public Relations Initiatives
- Special Events
- Computer Programs & Data Analytics
- Other Activities

Final review by Opportunity Florida and approval by EFI must occur prior to contracting with vendor.

Activities **NOT** allowed:

- Political lobbying
- Monthly licensing fees
- Expenses for Alcoholic beverages
- Out-of-state travel
- Out-of-state vendors
- Cannot be used to substitute for activities already underway or funded

A co-op agreement between Enterprise Florida Inc. and the requesting party will provide specific requirements for each party and must be signed by each before co-op funds will be allocated.

All organizations participating in the co-op program must follow the Enterprise Florida brand guidelines that are posted online at:

<https://www.enterpriseflorida.com/wp-content/uploads/Florida-Future-is-Here-Brand-Guidelines.pdf>

The Enterprise Florida Chief Marketing Officer and the Opportunity Florida Executive Director must also approve final materials before they are produced. If materials are not approved and if these brand guidelines are not followed, co-op funds will be withheld.

Timetable for Co-Op Funding:

- All **requests** should be submitted to Opportunity Florida **by January 31, 2017** for review purposes. Earlier submissions will allow for corrections and earlier implementation of your program.
- All co-op activities should be **implemented by June 30, 2017** for **completion** no later than **September 30, 2017**