

**MEMORANDUM OF AGREEMENT BETWEEN
BROOKSVILLE MAIN STREET AND HERNANDO COUNTY
REGARDING EXPANSION OF MERMAID TALE TRAIL**

BROOKSVILLE MAIN STREET, Inc., a 501(c)3 Florida not-for-profit corporation, whose mailing address is 205 E. Fort Dade Avenue, Brooksville, Florida 34601, referred to hereinafter as "BMS," and Hernando County, a political subdivision of the State of Florida, by and through its Board of County Commissioners, whose address is 15470 Flight Path Drive, Brooksville, Florida 34604, referred to hereafter as "Partner."

PURPOSE

The purpose of this Memorandum of Agreement ("MOA") is to facilitate the coordination of services between BMS and Partner for the purpose of expanding the Mermaid Tale Trail.

**TERM OF THE
AGREEMENT**

The term of this MOA shall be July 9, 2024 through October 30, 2025. Renewal is at the discretion of both parties and shall be exercised within forty-five (45) days prior to the expiration of the MOA. Such renewals may be documented with an amendment to this MOA that extends the term of the MOA in one year increments.

PROVISIONS

- A. BMS agrees to:**
1. Coordinate with Partner on the purchase and installation of Mermaid Statues for The Mermaid Tale Trail, including PR and Social Media announcements.
 2. Use the Partner approved Sponsor Agreement, complete contracts as necessary, receive payments from Sponsors for all statues, and maintain a spreadsheet of Sponsors in "date received" order with payment information. A copy of said spreadsheet shall be provided to Partner on the 1st of each month, beginning August 1, 2024.
 3. Contract with and pay all artist's honorariums for the painting of a Mermaid Statue.

4. Contract with and pay the statue manufacturer, at a cost of \$2,150 per statue.
5. Contract with and pay Nesseralla Auto for clear coating each mermaid, at a cost of \$200 per mermaid.
6. Contract with and pay Just Cement for cement pad installation.
7. Forward all payments for sales of statues, in excess of listed expenses, per statue to Partner.

B. Partner agrees to:

1. Co-brand The Mermaid Tale Trail as created by Florida's Adventure Coast Visitors Bureau, Brooksville Main Street and Hernando County Fine Arts Council.
2. Provide additional funding for purchase of Mermaid Statues, based in any payment plans entered into by Sponsors, not to exceed an additional \$21,500.
3. Purchase and provide the plaques for the Statues.
4. The statues created for The Mermaid Tale Trail are works for hire owned by Partner.
5. Provide a sales contract, approved by the Hernando County Board of County Commissioners, for use in sales of the Mermaid Statues.
6. Provide all marketing and sales materials for The Mermaid Tale Trail.
7. Coordinate the receipt of Mermaid Statues and distribution to the juried artists.
8. Coordinate the unveiling of the Statues.

This MOA may be terminated by either party, with or without cause, with a ninety (90) day calendar notification.

In witness whereof, the parties hereto have set their hands and seals on the dates stated below.

For Brooksville Main Street:


Chris Warden | Jun 28, 2024 11:54 AM ET

President

Date: 6/28/24

For Hernando County



Chair, Board of County Commissioners

Date: 7-30-2024

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:

By: Melissa Tartaglia
County Attorney's Office