

## TDC Grant Funding Score Sheet

<b>Applicant</b>	<u>Coastal Hernando Business Group, Inc.</u>
<b>Applicant Event</b>	<u>Front Porch Art Walk</u>
<b>Dates of Event</b>	<u>1st Saturday of each month</u>
<b>Number of days of Event</b>	<u>1</u> <i>(1 point for 1-day event; 2 points for 2-day event; 3 points for 3-day or longer event)</i>
<b>Marketing Plan</b>	<u>1</u> <i>(Reach of the Marketing Plan; 1 point for 75 miles, 2 points for 150 miles, 3 points for over 150 miles)</i>
<b>Expected Attendance</b>	<u>3</u> <i>Expected Attendees 1 point for less than 1,000; 2 points for 1001-5,000; 3 points for 5,001-10,000, 4 points for 10,000 or more</i>
<b>Room Nights</b>	<u>1</u> <i>(0 points up to 25; 1 point for 26-50; 2 points for 51-100; 3 points for 100 or more rooms)</i>
<b>Camp Sites</b>	<u>0</u> <i>(0 points up to 25; 1 point for 26-50; 2 points for 51-100; 3 points for 100 or more sites)</i>
<b>Key Initiative?</b>	<u>0</u> <i>Does this event support one of the key niche markets or initiatives of the Visitors Bureau?</i>
<b>Total Marketing Budget</b>	<u>\$5,250.00</u>
<b>1/3 Allowed TDC Funding</b>	<u>\$1,750.00</u>
<b>Requested Grant Funding</b>	<u>\$5,250.00</u>
<b>Total Points</b>	<u>6</u>
<b>Grant Award Based on Points</b>	<u>\$2,500</u>
<b>Recommended Grant Award</b>	<u><b>\$ 2,000.00</b></u>

# Application for HC TDC Grant Funding

## **Hernando County Tourist Development Council Grant Funding Program Application, Procedures and Agreement**

The primary purpose of the Hernando County Local Special Event Grant Funding Program is to provide funding to local organizations for marketing of special events that promote Hernando County as a tourist destination. **Funds received pursuant to the Special Event Grant Funding Program must ONLY be used for expenditures associated with marketing and promoting the event** to visitors and guests outside of Hernando County, with the goal of encouraging overnight **visitors**. The program is administered through the Hernando County Tourist Development Council (HCTDC) and Florida's Adventure Coast Visitors Bureau.

Applicants are required to provide a completed application with a detailed marketing plan. Local special events that may receive funding must demonstrate a history of producing room nights, creating positive economic impact, and/or the potential to draw visitors to the area with a regional marketing plan. In addition, applicants must be able to project a number of overnight visitors staying in Hernando County accommodations. The application should specify the grant dollar amount requested and a detailed proposed use of the requested funds.

All forms must be completed and submitted to the Visitors Bureau in advance of the HCTDC Meeting where presentations will be heard. **Applications for grants for the FY 2025-2026 year must be received at least 10 Days prior to the TDC Meeting where it will be reviewed.** Applications will be reviewed by the TDC Meeting and funding recommendations forwarded to the BOCC for review and final approval. Please allow at least six weeks for the process and creation of a PO.

### **The remaining TDC Meetings and Grant Application Due Dates for FY 2025-2026 are as follows:**

September 25th TDC Meeting – Grant Applications due by September 12th

November 20th TDC Meeting – Grant Applications due by November 7th

January 22nd TDC Meeting - Grant Applications due by January 9th

March 26th TDC Meeting - Grant Applications due by March 13th

May 23rd TDC Meeting - Grant Applications due by May 15th

July 23rd TDC Meeting - Grant Applications due by July 10th

The number of grants awarded, and the amount of each grant award, will be dependent upon the availability of designated funds and specific allocations.

All Local Special Event Funding Grants are **reimbursement grants** and will be paid upon completion of the event and submission of an invoice, and required documentation.

### **There are several requirements to be met to be eligible for grant funding.**

1. Funds are for advertising and marketing expenses for the event only.
2. All advertisements MUST include the Florida's Adventure Coast logo and MUST be pre-approved by Visitors Bureau staff prior to use. Allow 2 business days for approval.
3. All Social Media ads must include the hashtag #FLAdventureCoast.
4. Invoices for all advertising and expenses, WITH copies of the ads, AND proof of payment MUST be

submitted with your report and invoice.

5. An Invoice requesting reimbursement, along with a report on the event, must be submitted to the HCTDC within 60 days of the close of the event. Invoices must be made out to the HCTDC and include copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate the request for funds. The link to the electronic reporting form will be sent to you with the notification of your grant.

6. All applications and subsequent reports must be submitted thru the Grant Funding Portal. Please do not submit your reports in any other format.

**7. You must meet all of the requirements listed above to receive your grant funding reimbursement. If you skip any steps or do not seek approval of your ads, you will be disqualified and will not receive your reimbursement.**

**Organization Name**

Coastal Hernando Business Group Inc

**Organization EIN# or FEN# Business**

230620083006-700410744477

**Address**

Coastal Hernando Business Group, Inc., 4291 Shoal Line Blvd.  
Hernando Beach, FL, 34607

**Application completed by**

Diane Greenwell

**Title**

Hernando Beach Front Porch Art Walk

**Email**

dianemgreenwell@gmail.com

**Telephone No.**

(304) 633-7110

**Name of Event**

1st Saturdays Hernando Beach Front Porch Art Walk

**Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc.**

1st Saturdays HERNANDO BEACH FRONT PORCH ART WALK was founded in January 2023 by two individuals who saw a need to partner with other organizations and businesses to incorporate arts and culture into our local community activities. Our mission is to provide opportunities to all artists to learn, teach, and exhibit their arts, to promote collaboration within the community, and to create a vibrant arts community with improved economic development.

**Date(s) of Event**

Saturday, March 7, 2026  
10:00 AM - 2:00 PM

**Hours of Event**

Saturday, April 4, 2026  
10:00 AM - 2:00 PM

**Date(s) of Event**

Saturday, May 2, 2026  
10:00 AM - 2:00 PM

**Hours of Event**

Saturday, June 6, 2026  
10:00 AM - 2:00 PM

**Date(s) of Event**

Saturday, September 5, 2026  
10:00 AM - 2 PM

**Hours of Event**

Saturday, October 3, 2026  
10:00 AM - 2 PM

**Should your event span more than three days, please list all dates and times below:**

10:00 AM - 2 PM

Saturday, November 7, 2026  
10:00 AM - 2:00 PM

**Is this a new event or a repeat event?**

Saturday, December 5, 2026  
10:00 AM - 2:00 PM  
Repeat event; Initial grant request

<b>Event Marketing Contact</b>	Diane Greenwell
<b>Email Address</b>	dianemgreenwell@gmail.com
<b>Telephone No.</b>	(304) 633-7110
<b>Organization or event Website</b>	<a href="https://hernandobeachfrontporchartwalk.com/">https://hernandobeachfrontporchartwalk.com/</a>
<b>Event or Organization Social Media Sites: (Please provide complete URL for social media channels)</b>	
https://www.facebook.com/HernandoBeachFrontPorchArtWalk/	
<b>Event or Organization Social Media Sites: (Please provide complete URL for social media channels)</b>	
https://www.instagram.com/hernandobeachfrontporchartwalk/	
<b>Event or Organization Social Media Sites: (Please provide complete URL for social media channels)</b>	
https://www.youtube.com/channel/UCLd9z8qW5zIx2tQpoFtez2Q	
<b>Event or Organization Social Media Sites: (Please provide complete URL for social media channels)</b>	
https://myhernandobeach.com/front-porch-artwalk/	
<b>Event or Organization Social Media Sites: (Please provide complete URL for social media channels)</b>	
porch art walk hernando beach hp7x7 7f8m7 rek3p-ww7d8	
<b>Event location(s)</b>	Hernando Beach, Silver Dolphin, Coldwell Banker & Other businesses
<b>Address of Event</b>	4036 Shoal Line Blvd., 3436 Shoal Line Blvd., 3430 Shoal Line Blvd., Hernando Beach, FL, 34607
<b>Telephone No.</b>	(304) 633-7110
<b>Projected number of event vendors</b>	600
<b>Projected Number of Local Attendees:</b>	4000
<b>Projected Number of Out-of-Town Attendees:</b>	200
<b>Projected Number of Hotel Rooms:</b>	40
<b>Projected Number of Camping Sites:</b>	0

**Please provide a detailed marketing plan and proposed use of requested funds.**

Be certain to indicate the target markets reached by the advertising and the run dates for all advertising programs; reimbursable expenses must be spent on advertising outside of Hernando County.

Ex: Tampa Bay Times

Weeks of March 15-April 28, 2018

Pinellas, Hillsborough, Pasco and Hernando

\$1500

<b>Media Outlet #1</b>	Facebook
<b>Schedule for Publication or Media</b>	March through Dec. 2026
<b>Reach of Publication or Media</b>	Pasco, Citrus, Sumter, Marion, N. Pinellas
<b>Budget for Publication or Media</b>	\$500
<b>Media Outlet #2</b>	Florida Events and Festivals
<b>Schedule for Publication or Media</b>	March through December 2026
<b>Reach of Publication or Media</b>	Florida
<b>Budget for Publication or Media</b>	\$350
<b>Media Outlet #3</b>	Event Banners
<b>Schedule for Publication or Media</b>	March through December 2026
<b>Reach of Publication or Media</b>	Citrus, Pasco, Sumter
<b>Budget for Publication or Media</b>	\$350
<b>Media Outlet #4</b>	Targeted Flyers to Arts Organizations
<b>Schedule for Publication or Media</b>	March through December 2026
<b>Reach of Publication or Media</b>	200 mile radius of Hernando County
<b>Budget for Publication or Media</b>	\$250
<b>Media Outlet #5</b>	Sign Time HOA Newsletters
<b>Schedule for Publication or Media</b>	March, May, August, November 2026 Citrus,
<b>Reach of Publication or Media</b>	Hudson, Trinity
<b>Budget for Publication or Media</b>	\$2800
<b>Media Outlet #6</b>	Tampa Bay TImes
<b>Schedule for Publication or Media</b>	June, July, August 2026
<b>Reach of Publication or Media</b>	Tampa Bay Area
<b>Budget for Publication or Media</b>	\$1000

**Total Marketing and Advertising Budget:** \$5250

**Total Grant Amount Requested:** \$5250

**Please retain a copy of the entire completed packet for your own reference.**

**Please initial each item below, signifying that you have read and understand the conditions of the Tourism Grant Program.**

**I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureaus' logo as one of the event sponsors, and that any and all digital platforms, must include a link to [FloridasAdventureCoast.com](http://FloridasAdventureCoast.com). All social media ads must include the hashtag #FLAdventureCoast.**

SC

**I understand that the Event's Marketing Coordinator must incorporate the Florida's Adventure Coast, Brooksville - Weeki Wachee name and geographic location in all press releases**

SC

**I understand that all printed or promotional materials with the Florida's Adventure Coast Visitors Bureau logo must be reviewed and approved by the Visitors Bureau staff in order to ensure correct and appropriate usage of the brand. All reviews require a minimum of 48 hours. Failure to have advertising pre-approved by the Tourism Bureau does not eliminate the requirement of proper usage in order to be eligible for reimbursement. Failure to use the correct logo and use it properly will result in cancellation of any grant funds awarded. Submit your ad proofs to Michelle Rose at [mrose@floridasadventurecoast.com](mailto:mrose@floridasadventurecoast.com).**

SC

**I understand that all advertising and promotion submitted for reimbursement must take place in areas outside of Hernando County. Copies of all advertising, and the paid invoices, with proof of payment, must be submitted with your reimbursement request.**

SC

I understand that all reporting requirements must be satisfied in order to receive reimbursement dollars. SC

I understand that the Event must be accessible to the public and to disabled persons. SC

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event. SC

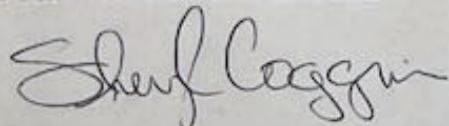
I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display, however for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site. SC

The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event. SC

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

Florida's Adventure Coast Visitors Bureau  
Attn: Tammy J. Heon  
205 E. Ft Dade Ave.  
Brooksville, FL 34601

I certify that I have completed this Event Grant Funding Application and attest that all information provided herein and attached hereto is true and accurate:



**Name:** Sheryl Coggins  
**Title:** President, CHBG  
**Date:** 14 January 2024

## INDEMNIFICATION AGREEMENT

THE PARTIES, Hernando County, Florida, a political subdivision ("the County") and Coastal Hernando Business Group Inc., a Florida not-for-profit corporation ("the Recipient") (collectively "the Parties"), enter this Indemnification Agreement and agree as delineated herein.

WHEREAS, the County, through its Tourism Development department, regularly awards a Special Event Marketing Grant ("the Grant") to businesses located in Hernando County, Florida, the funds from which recipients may market special events in Hernando County, Florida; and

WHEREAS, the County requires that recipients of the Grant carry liability insurance;

and WHEREAS, the County awarded the Grant to the Recipient on or about February 10, 2026; and

WHEREAS, the Recipient lacks the funds to obtain liability insurance and desires that the County waive the requirement to carry liability insurance; and

WHEREAS, the County agrees to waive the requirement that Recipient carry liability insurance, and

WHEREAS, the Recipient intends to use the Grant to fund monthly events in Hernando County, Florida; and

WHEREAS, the County intends to be a sponsor of the monthly event and may advertise same on its website(s) and/or other online and paper publications, but will not participate in any manner therein, nor plan nor organize the events in any manner.

NOW THEREFORE, as full consideration for the County's waiver of its requirement that the Recipient carry liability insurance, it is agreed that:

(1) The Recipient will protect, defend, hold harmless, and indemnify (collectively "Indemnify" and "Indemnification") the County, its subsidiaries, and its and their respective successors, assigns, directors, officers, employees, agents, and affiliates (collectively, "Indemnified Parties") from and against all claims, demands, actions, suits, damages of every kind, liabilities, losses, settlements, judgments, costs, and expenses whether or not involving a claim by a third party, including but not limited to reasonable attorneys' fees and costs (collectively, "Claims"), actually or allegedly, directly or indirectly, arising out of or related to: (1) any and all advertisements, marketing campaigns, promotions, etc., by the County, the Recipient, or any other sponsor of the monthly events including but not limited to trademark and copyright infringement, defamation, or inaccurate information; (2) loss or injury to persons or property (real, tangible and intangible) before, during, and after each monthly event, whether due to simple, gross or willful negligence of either Party or other sponsors of the monthly events; (3) any breach or violation of any covenant or other obligation or duty of County under applicable law; (4) any third party Claims which arise out of, relate to or result from any act or omission of County or the other sponsors of the monthly events; in each case whether or not caused in whole

or in part by the negligence of the County, or any other Party or sponsor, and whether or not the relevant Claim has merit.

(2) There is no express or implied third-party beneficiary of this Agreement.

(3) This Agreement is governed by the laws of Florida. Any provision of this Agreement held to be void or unenforceable under any law or regulation shall be deemed stricken, and all remaining provisions shall continue to be valid and binding upon the Parties, who agree that this Agreement shall be reformed to replace such stricken provision with a valid and enforceable provision that comes as close as possible to expressing the intention of the stricken provision.

(4) This Agreement represents the entire Agreement between the parties and supersedes all prior agreements, negotiations, or understandings, written or oral relating to the matters set forth herein. Prior agreements, negotiations, or understandings, if any, shall have no force or affect whatsoever on this Agreement.

IN WITNESS WHEREOF, this Agreement has been executed by and on behalf of Hernando County and Coastal Hernando Business Group Inc., on the dates indicated below.

[SEAL]

ATTEST

DOUG CHORVAT JR., CLERK AND  
COMPTROLLER

WITNESS

Signature of Witness

Printed Name of Witness

HERNANDO COUNTY BOARD OF  
COUNTY COMMISSIONERS

BY: \_\_\_\_\_  
JERRY CAMPBELL, CHAIR

DATE: \_\_\_\_\_

COASTAL HERNANDO BUSINESS  
GROUP INC.

BY: Sheryl Coggins  
Sheryl Coggins, President C&BG  
Printed Name and Title

DATE: Jan 14, 2026

APPROVED AS TO FORM AND  
LEGAL SUFFICIENCY:

BY: Melissa Tartaglia  
County Attorney's Office