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GULF COUNTY RESTORE ACT PROJECT PRE-PROPOSAL FORM

Project Name: Gulf County Florida Wayfinding m

Submitting Entity: Gulf County Tourist Development Council

I. Please select one or more eligible activity that the project is classified under:

- Restoration and protection of the natural resources, ecosystems, fisheries, marine and wildlife habitats, beaches, and coastal wetlands of the Gulf Coast region.
- Mitigation of damage to fish, wildlife and natural resources.
- Implementation of a federally approved marine, coastal or comprehensive conservation management plan, including fisheries monitoring.
- Workforce development and job creation.
- Improvements to or on State parks located in coastal areas affected by the Deepwater Horizon oil spill.
- Infrastructure projects benefitting the economy or ecological resources, including port infrastructure.
- Coastal flood protection and related infrastructure.
- Planning assistance.
- Promotion of tourism and seafood in the Gulf Coast region.

II. Please provide an executive summary of the project. Describe/quantify the economic (jobs, infrastructure, tourism, etc.) and environmental benefits (habitat, quality, knowledge, long-term sustainability, etc.).

Tourism is Gulf County's leading economic driver. It is the mission of the Gulf County TDC to promote all of Gulf County's attributes to visitors, engage them in all there is to do and see, and prompt them to visit our beautiful destination. From America's #1 Beach and America's Best State Park; World-famous Tupelo Honey and the Legendary Dead Lakes; the Infamous Indian Pass Raw Bar and breathtaking sunsets at the Lookout Lounge, the GCTDC spends approximately \$200,000 annually promoting Gulf County to visitors.

Almost as important as the marketing and branding developed to influence travel to Gulf County in key markets, is the marketing and branding recognized by the visitor while in market. Once the consumer aligns itself with a brand, the brand image recall, especially in market is key to the overall visitor experience and opportunity for a return visit.

In tourism marketing, this is accomplished via wayfinding.

Wayfinding refers to the techniques used by travelers over land and sea to find relatively unmarked and often mislabeled routes. For urban planners, wayfinding is defined as a consistent use and organization of definite sensory cues from the external environment. Wayfinding includes signage and other graphic communication anchored around a brand and encompasses all of the ways in which people themselves in physical space and navigate from place to place.

Conclusions from recent research studies show that 55% of our visitors define themselves as explorers/adventurers. Nearly 92% of our visitors travel by car, 54% spend a week in Gulf County and

75% venture outside of the area while they are here. In a nutshell, our visitors wander, and, while they do so, we want to keep the Gulf County brand top of mind.

Currently, wayfinding in Gulf County is not aligned with any brand, message or marketing initiative. Throughout the county, there are nearly 70 signs in various shapes, sizes and geographic locations directing travelers. Many of the signs are fading, weathered, and in disrepair. All signs have a logo/brand that has not been used by the GCTDC in more than 3 years.

With assistance from the RESTORE Act funds, the GCTDC would implement a new county-wide wayfinding system with updated and relevant branding, strategically aligning the master brand and sub-brands to increase the tourist experience in Gulf County Florida. The signs would all be developed with certain guidelines including composite material to sustain inclement weather, sunlight and salt air, consistent branding, strategic positioning and user-friendly messaging.

In addition to physical wayfinding, the Gulf County team will document all signs with GPS coordinates to offer a virtual wayfinding system online for travelers. The wayfinding program will also include an updated and consistent organization of all metal signs at beach access points that provide pertinent information regarding county ordinances, seasonal turtle nesting, beach driving, swimming/water advisories and health department messaging.

III. Please provide a cost summary/budget. Detail any matching/cooperative funds available for use, and any cooperative support from governmental or other agencies.

To fully create, produce and implement a wayfinding program in Gulf County the following costs are estimated:

Project	Cost
Development of New Wayfinding Signs (70)	\$150,620
Signs will be sandblasted on composite materials	
Composite Posts for Signs	\$58,800
Each sign has 14 posts X 70 signs	
Rope for Signs	\$21,000
\$600 per Coil	
Composite Boards to Mount Signs	\$5,600
Each sign needs two (2) 4X4 or 6X6 Boards	
Stainless Steel Screws to Assemble Signs	\$2,125
5 Boxes @ \$425 per box	
Wayfinding Implementation	\$11,200
2 men @ \$20 per hour, 4 hrs per sign	
Beach Access Informational Signage	<u>\$20,000</u>
TOTAL	\$269,345

Should the GCTDC be awarded additional funding from the RESTORE Act, and as a VISIT FLORIDA Partner, the GCTDC may apply for a series of matching funds grants ranging from \$2,500 to \$5,000 during this time period.

IV. Please provide a timeline for project completion. Explain the technical and environmental feasibility (including any permitting considerations) of the project.

Project	Timing
Development of New Wayfinding Signs (70)	April – June 2013
Composite Posts for Signs	April – June 2013
Rope for Signs	April – June 2013
Composite Boards to Mount Signs	April – June 2013
Stainless Steel Screws to Assemble Signs	April – June 2013
Wayfinding Implementation	July 2013
Beach Access Informational Signage	July 2013

***Timing is based on assumption funds are awarded and released April, 2013**

V. Please provide the qualifications of the Submitting Entity, the financial feasibility/sustainability and the economic feasibility and sustainability of the project (probability of success, etc.).

The Gulf County Tourist Development Council (GCTDC) is a division of Gulf County management developed exclusively to promote tourism and maintain the natural ecosystem of the beaches. Established in 1998, the GCTDC is funded by a \$.04 bed tax absorbed by visitors. Three (3) of the 4 cents are geared to administration and marketing efforts, and one (1) cent is geared to beach nourishment.

The mission of the GCTDC is to promote all of Gulf County to visitors outside of a 60-mile radius, prompt them to travel here for more than one night and become fully engaged so they become long-term, loyal visitors. Our marketing and promotions budget for 2012 – 2013 is \$200,000. To ensure our messaging and strategies are effective and unified, we create and implement all paid, owned, earned and shared media in-house. All of our strategic marketing initiatives focus on four (4) key factors:

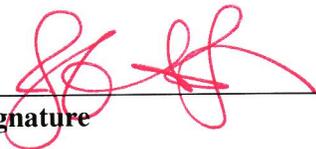
- Increase Visitation to Gulf County
- Increase Visitor Spending in Gulf County
- Deliver Qualified Leads to Partners
- Acquire Long Time, Loyal Visitors

Each of the above guidelines ensures measurability and accountability. If our analysis shows we are not garnering increased visitation, increased visitor spending, qualified leads, and the acquisition of long-time, loyal visitors, we are not successful.

VI. Please provide the anticipated results of the project, and whether it is included in a City of Port St. Joe, City of Wewahitchka or Gulf County Comprehensive and Mitigation Plan?

The results of the **Gulf County Florida Wayfinding Program** should be reflected in growing bed tax revenues, strong brand affinity, heightened visitor experience and long-term growth in new and existing markets. This program aligns with City and County plans as Tourism growth is essential to the growth and stability of Gulf County Florida.

Submitted By:



Signature

1/15/13

Date

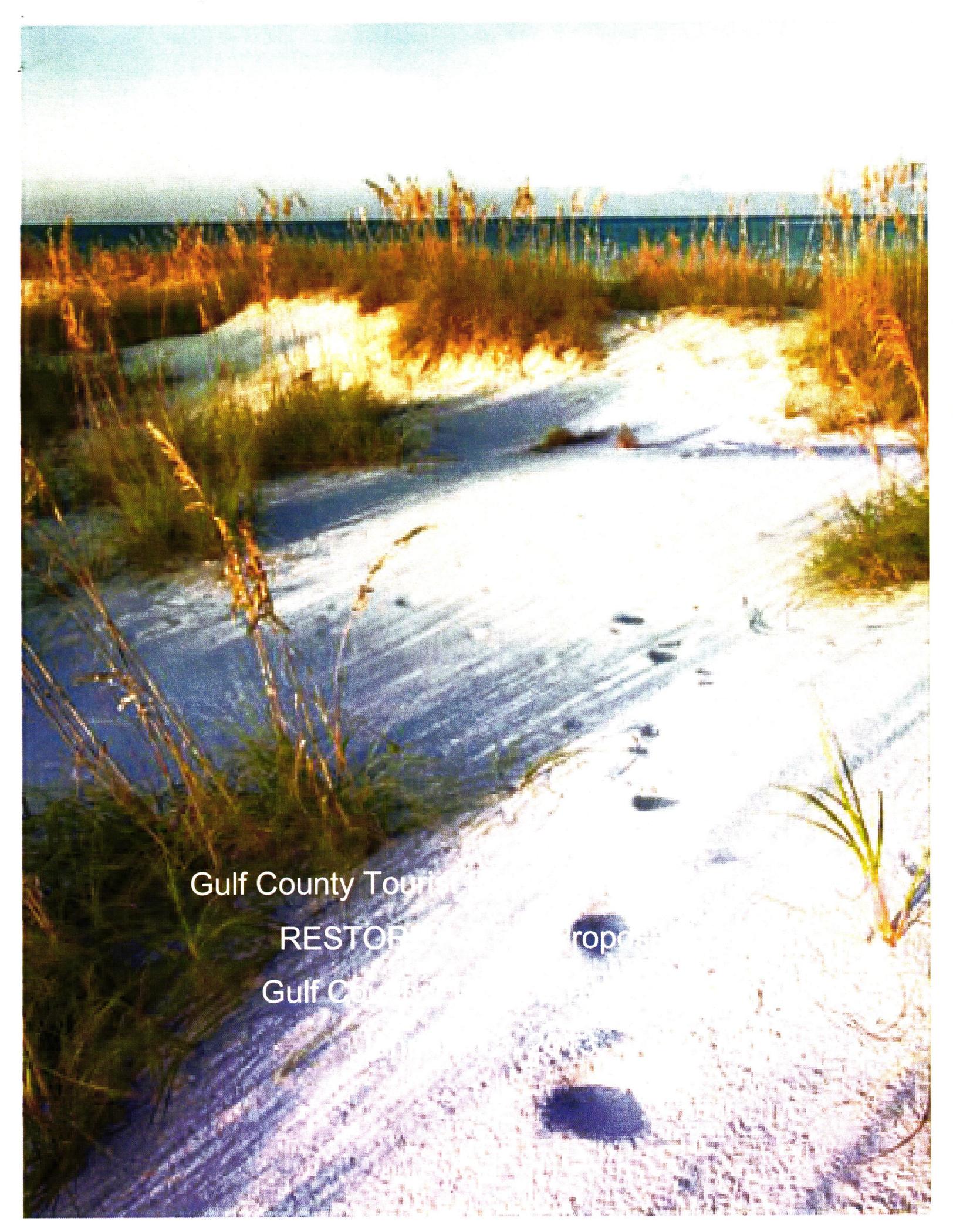
Gulf County Tourist Development Council
Company Name

150 Captain Fred's Place
Address

Port St. Joe, FL 32456
Address

850-229-7800
Telephone Number

jennifer@visitgulf.com
E-mail Address (if applicable)

A photograph of a sandy dune path. The path is made of light-colored sand and leads from the foreground towards the background. On either side of the path, there are clumps of beach grasses, some of which are tall and thin, and others are shorter and more clumped. The background shows a clear blue sky and a dark blue ocean. The overall scene is bright and sunny.

Gulf County Tourism
RESTORATION PROPOSAL
Gulf County Board of Commissioners

BOARD OF COUNTY COMMISSIONERS
GULF COUNTY, FLORIDA
RESTORE ACT COMMITTEE (R.A.C.)

1000 CECIL G. COSTIN SR. BLVD., ROOM 312, PORT ST. JOE, FLORIDA 32456
PHONE (850)229-6144 • FAX (850) 229-9252 • EMAIL: tkopinsky@gulfcounty-fl.gov

**PUBLIC RECORDS POLICY AND PUBLIC ACCESS ACKNOWLEDGMENT FOR
GULF COUNTY RESTORE ACT APPLICANTS**

I, Jennifer Jenkins the undersigned authority and/or representative of the entity Gulf County TOC and or the individual who has submitted the Gulf County RESTORE Act Proposal/Pre-Proposal titled Gulf County Florida Wayfinding hereby acknowledge, consent and accept the following representations that coincide with my/our submission for consideration, evaluation and possible recommendation and approval by the Gulf County Board of County Commissioners for funding from the RESTORE Act distribution that strictly complies with the guidelines and regulations set forth under the Restoration and Ecosystems Sustainability, Tourist Opportunities and Revived Economies of the Gulf Coast States Act of 2012:

1. I/We am the authorized representative of the application/pre-proposal referenced above.
2. I/We have thoroughly reviewed and familiarized myself and/or my entity on which I have submitted the application/pre-proposal on behalf of with the entirety of the Gulf County Public Records policy.
3. I/We have thoroughly reviewed and familiarized myself and/or my entity on which I have submitted the application/pre-proposal on behalf of with the entirety of the Florida Statute Chapter 119 which controls and permits public access to information.
4. I/We hereby acknowledge, consent and agree to the controlling policies and statutes above as well as the free and open exchange of any and all submissions provided hereunder this application/pre-proposal and all information exchanged hereafter including but not limited to further amendments to these proposals as well as surveys, studies, research, data production, books, drawings, property records, work papers, county owner lists, files, forms, reports, accounts, documents, manuals, handbooks, instructions, printouts relating in any manner for the production of the application. In addition, all papers, notes, data, reference material, documentation, programs, printouts, and all other media and forms of expression that in any way include, incorporate or reflect any confidential information of what ultimately shall become the Gulf County plans for use and application of the RESTORE Act funding.
5. I/We acknowledge, agree and fully consent to cooperate with the appointed Gulf County RESTORE ACT committee, county officials and staff as a continuing obligation and condition of final review for this RESTORE Act application/pre-proposal.
6. I/We have submitted this acknowledgment to Gulf County RESTORE Act Committee and the Gulf County Board of County Commissioners for the purpose and intent of receiving an evaluation, review and possible recommendations for anticipated funding from the Restoration and Ecosystems Sustainability, Tourist Opportunities and Revived Economies of the Gulf Coast States Act of 2012.


Signature of RESTORE Act Applicant

Jennifer Jenkins
Printed Name

Date: 1/17/13