



# MONROE COUNTY RESTORE ACT Project Funding Submittal Form

## Purpose:

The RESTORE Act Project Submittal Form is designed to assist citizens, businesses and public or private organizations wishing to submit a project for consideration of funding from the RESTORE Act dollars allocated to Monroe County by the 2012 RESTORE Act.

## Instructions:

To be considered for RESTORE Act funding from Monroe County's RESTORE Act local allocation, or "local pot," you must complete this Project Funding Submittal Form and submit it electronically and hardcopy, by the due date: **AUGUST 30, 2013 AT 2:00 PM.** Late or incomplete submissions will not be reviewed.

Please submit one complete Submittal Form per project; if you have multiple projects, please submit one Submittal Form for each project.

A complete Submittal Form will consist of the following four sections:

1. Application Cover Pages - please use the formatted cover pages included (questions 1-6);
2. Project Budget - please use the budget form included;
3. Application Narrative -Detailed Project Information (questions 7-18);

*(For this portion, please provide responses on normal, letter size paper, 12 pt. font, and 1" margins; and paginate. Take as much space as needed for each question, but please keep responses as focused as possible. It may assist you to review all the questions before addressing any one question. Please be sure to respond to each question. If a question is not applicable, please indicate that.)*

4. Any additional documentation necessary to fully understand your project.

Please submit completed form ELECTRONICALLY, as a single PDF document, to [tennyson-lisa@monroecounty-fl.gov](mailto:tennyson-lisa@monroecounty-fl.gov). Once your Form is received, you will receive a confirmation email.

Please submit completed HARD COPY Form to Lisa Tennyson, Office of Management and Budget, 1100 Simonton Street, Room 213, Key West Florida 33040.

Please refer to the Monroe County RESTORE Act website for additional information. Questions can be directed to Lisa Tennyson by email at [tennyson-lisa@monroecounty-fl.gov](mailto:tennyson-lisa@monroecounty-fl.gov).

## Selection for Funding:

Proposals will be evaluated based on these criteria: 1) need for and benefits of the project; 2) cost-effectiveness and financial feasibility; 3) technical feasibility/probability of success; 4) timeliness of implementation and completion; 5) consistency with approved public plans/public support; and 6) project management capacity.

☒ Applications received by the due date, and which meet at least one of the allowable uses, will be reviewed and scored by the members of the Monroe County Local Advisory Committee.

☒ The Committee will meet in one or more noticed, public meeting(s) (dates to be determined) to discuss, evaluate and rank project submissions.

☒ The list of ranked projects will be presented to the Monroe County Board of County Commissioners which will make the final decision on project awards.

**General Information:**

☒ **All project awards are subject to availability and amount of local RESTORE Act dollars directed to Monroe County.**

☒ **All project awards will be subject to all applicable federal, state, and local laws, rules, regulations, and policies (auditing, reporting, procurement, transparency, etc.). Federal rules and regulations guiding RESTORE Act project award funding are still being developed by the US Treasury. All information provided herein is subject to further revision pending the development and adoption of these rules.**

☒ All projects must have a direct benefit to Monroe County pursuant to one or more of the RESTORE Act criteria.

☒ Applicants certify that the information provided in their completed Submittal Forms and in any supporting documents, are true and correct to the best of their knowledge and belief. Inaccuracies, omissions, or any other information found to be false may result in rejection of this application and project funding consideration.

☒ All Submittal Forms and supporting documentation are subject to discussion and public input at RESTORE Act Local Advisory Committee meetings, public meetings, and the Monroe County Board of County Commissioners; and those submitting proposals may be requested to present their proposals or respond to questions at such meetings.

☒ Applicants may be requested to provide additional information or to complete a supplemental project proposal form.

☒ All forms and supporting documentation are public information and will be made available to the public pursuant to all applicable federal, state, and local laws and policies.

☒ Projects for funding from other RESTORE Act provisions should be submitted to the appropriate funding entity, (ie, Gulf Coast Ecosystem Restoration Council, National Fish and Wildlife Foundation, Natural Resource Damage Assessment, etc.) For additional information on other funding opportunities, visit the Department of Environmental Protection website at [www.dep.gov](http://www.dep.gov).

☒ Projects must meet at least one of the uses listed below. The list of allowable uses has been ranked in priority order by the Local Advisory Committee and is provided as a reference.

**Monroe County RESTORE Act Local Advisory Committee Ranking of Allowable Uses**

<b>Use</b>	<b>Rank</b>
Restoration and protection of natural resources, ecosystems, fisheries, marine and wildlife habitats, beaches, and coastal wetlands	1
Mitigation of damage to fish, wildlife and natural resources	2
Infrastructure projects benefitting economy or ecological resources	3

Promotion of tourism in the Gulf region, including recreational fishing	4
Workforce development and job creation	5
Coastal flood protection and related infrastructure	6
Improvements to state parks affected by Deepwater Horizon oil spill	6
Implementation of federally approved marine/coastal management plan	8
Promotion of consumption of seafood harvested from the Gulf Coast region	9
Planning Assistance	10

## CRITERIA)

**Section 1: Application Cover Page; Basic Criteria**

*Please use this page, or re-create as is.*

**1. PROJECT TYPE:** *(As mandated by the RESTORE Act, funds may only be used for one or more of the allowable uses listed below, which the County cannot amend or change. Carefully review each criteria listed below and determine if your project will achieve one or more of the allowable uses below. Projects that do not meet at least one of the allowable uses below will not be considered for funding. Check all that apply.)*

Restoration and protection of 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 management plan, including fisheries monitoring.

Workforce development and job creation.

Improvements to or on state parks in coastal areas affected by the Deepwater Horizon oil spill.

Infrastructure projects benefitting economy or ecological resources, including port infrastructure.

Coastal flood protection and related infrastructure.

Planning assistance.

Activities to promote tourism and seafood in the Gulf Coast region, for one or more of the following:

Promotion of tourism in the Gulf Region, including recreational fishing.

Promotion of the consumption of seafood harvested from the Gulf Coast region.

**2. CONTACT INFORMATION:** *(Include at least one name, phone number, email address, and organization name if applicable)*

Organization: Keys Adventure Guides inc. DBA Tealls Guides

Address: 1791 Bogie drive PO box 431311

City, State, Zip Code: Big Pine Key Florida, 33043

Contact Person Bill Keogh

Name:

Title: Editor

Phone: 305-872-4668

Email Address: bigpinekayak@aol.com

**Section 2. Application Cover Page; Project Summary Information**

*Please utilize this sheet or re-create, but keep format as is.*

**3. Project Name:** *Tealls Guide 2014 Local Knowledge Edition. Newspaper-style Printed and website-style electronic versions*

**4. Project Executive Summary:** *Tealls Guides (Upper keys, Middle Keys & Lower Keys editions) will be enlarged to include pertinent educational and informational messages from Florida Keys National Marine Sanctuary, Florida Keys National Wildlife Refuge and Florida Fish and Wildlife Conservation Commission. The new edition will be delivered to every mailing address in the Florida Keys through the Every Door Direct Post Office services and will still be available at our usual tourist related outlets.*

**5.. Range of Benefit: Does this project have a**

- X Local benefit?
- X Keys-wide benefit?
- X Regional benefit?
- X Gulf-wide benefit?

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Project will be designed and distributed in the Florida Keys to residents and tourist visitors and as such will have tremendous benefit to the Florida Keys unique ecosystems and inhabitants.

**6. Project Cost:**

☐ Total Project Cost:	\$	___75,000.00_____	
☐ RESTORE Request Amount:	\$	___50,000.00_	% of project cost: ___75%___
☐ Secured Cash Match	\$	_____	% of project cost: _____
☐ In-kind Match value:	\$	_____	% of project cost: _____
☐ Funding Gap:	\$	_____	% of project cost: _____
☐ Anticipated Cash Match	\$	___25,000.00___	% of project cost: ___25%___

**APPLICATION PROJECT**

**BUDGET**

**Section 3. Project Budget**

**PROJECT BUDGET**

**FUNDING**

<b>Activity/ Item</b>	<b>Cost</b>	<b>Anticipated RESTORE Funding</b>	<b>Cash Match</b>	<b>In-kind Match</b>
<b>Planning/Design/Permitting</b>				
Design and consultation with participants	\$6,000.00	\$6,000.00		
 Administration*:				
<b>Planning Subtotal:</b>				
 <b>Construction or Project Activity(ies)</b>				
Layout and design of printed version	\$2,500.00	\$2,500.00		
Layout and design of website version	\$3,500.00	\$3,500.00		
Printing and shipping costs of direct mail printing of Monroe County Households copies	\$28,500.00	\$28,500.00		
Printing, design and distribution of tourist copies	\$25,000.00		\$25,000.00	
EDD postal delivery costs & prep	\$9500.00	\$9500.00		
 Administration*:				
<b>Construction Subtotal:</b>	\$75,000.00	\$50,000.00	\$25,000.00	

**Monitoring**

Administration\*:

**Monitoring Subtotal:**

**Project Cost**

Total

Administration\*:

<b>TOTAL Project Cost:</b>	\$75,000.00	\$50,000.00	\$25,000.00
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**Estimated Costs by Year**

**Year 1 \$75,000.00**

**Year 2**

**Year 3**

**Year 4**

**Year 5**

**Year 6**

**APPLICATION QUESTIONS – DETAILED PROJECT INFORMATION**

**Section 4. Application Narrative; Detailed Project Information**

**7. Project Description:**

Teall's Guides have been a highly regarded educational and marine information tool for over 30 years in the Florida Keys. The aim of 2014's local knowledge issue is to educate and inform all the local stakeholders as to the current regulations, issues of importance and unique natural history information that our federal, state and local agencies can provide. Key elements such as the Sanctuary insert currently included will be complemented with State fisheries regulations, sustainable seafood receipies, backcountry navigation rules, wildlife interaction tips, Refuge visitor information and more provided by the Agencies and other stakeholders. To this end four full pages in each issue will be devoted to education and information about our ocean resources.

**8. Budget Narrative/Financial Feasibility/Cost-Effectiveness:**

The Participating advertisers and owner of Teall's Guides believe strongly in the Sanctuary message component of our product. So strongly that when Sanctuary funding was not forthcoming due to budget cuts in 2013 we included the insert at our own expense and exhausted our profits doing so. We would do the same in 2014 if necessary. This \$50,000 funding request will put valuable Ocean policy information & education into every postal address in Monroe County for about a dollar per household. This small investment is extremely cost effective if you factor in that we will be educating our locals to educate our visitors to enjoy, appreciate and respect our ocean resources.

The cash match of \$25,000.00+ is made up of advertising fees paid by the various businesses that believe in our product and support it .

**9. Technical Feasibility:**

Teall's guides will be published in 2014 and beyond. If funding is granted Teall's guides 2014 issue will be bigger, better and provide resource awareness and public engagement of every Monroe County household. In 2013 Teall's did several EDD mail deliveries in the Lower Keys and Islamorada with great success. Virtually none were found in the recycle or garbage bins at the post office boxes as everyone in the Keys wants a free chart! Just imagine that every household has a full set of fisheries regulations and resource information wrapped up in a nautical chart, this will definitely protect and mitigate damage to our natural resources.

#### **10. Readiness for Implementation/Permitting Considerations**

Based on the past 30 years of past publication this project is shovel-ready.

#### **11. Project Completion Timetable:**

Design and consultation should be completed in 2-3 months from award date with publication and distribution shortly thereafter.

#### **12. Environmental Benefits:**

Educating and informing every household in Monroe County give constituents a voice to engage in dialog concerning utilization of our natural resources. This product will bring awareness to the complexity of our environmental issues through written material included as well as web resources for current data as it pertains to our marine environment. Our long term sustainability as a household reference item will be paired with the design and launch of a website that will be hosted and funded through Teall's Guide after it's launch.

#### **13. Economic Benefits:**

By promoting educated use of our oceanic natural resources we preserve and protect our natural heritage for future generations of tourist and locals to enjoy.

#### **14. Community Economic and/or Environmental Resilience Benefits:**

Utilizing sustainable local seafood in published recipes will promote seafood consumption, sustainable yield awareness and product demand for local fishermen. Two seafoods will be highlighted here; Lionfish (invasive exotic) and Stone crab (regeneratable claws).

#### **15. Complements to Existing Efforts/Public Acceptance**

Based on demand for our product by visitors and locals alike there is a huge public acceptance of our free product

#### **16. Compliance with Federal, State, Local Regulations**

Teall's guides currently complies to all regulations put forth by agencies noted.

#### **17. Project Management Capacity:**

Teall's Guides has worked with federal, state, local and non profit agencies in its history (since 1980) and will continue to do so in the future. We have current communication and commitment from the Florida Keys National Marine Sanctuary to try to obtain funding for this worthy endeavour but based on last fiscal years sequestration woes we fear the federal budget can not be factored in to our 2014 edition.

Project Management is supported Bill Keogh, owner, of Teall's guides. Bill is a 33 year resident of the Florida Keys and his salary for this endeavor is supported at this time by Big Pine Kayak Adventures inc.. Big pine tax services provides quarterly and annual reports. The Art Department of Cudjoe Key provides graphic design services. Stuart Web provides web press services and the postal office does the rest, door by door



**18. Additional Information.**

A full set of all three current charts can be mailed to any one requesting them and will be delivered with hard copy deliverables.

**SCORING RUBRIC**

Project Description	20
Project Budget (Match, Financial Feasibility, Cost- effectiveness)	15
Technical Feasibility	5
Readiness for Implementation	10
Completion Time	10
Environmental Benefits	10
Economic Benefits	10
Community Resilience Benefits	5
Complements Existing Efforts/Public Support	5
Management Capacity	10
Maximum Points	100

**SOLICITATION TIMEFRAME**

- Funding Solicitation Opens: July 22, 2013
- Funding Solicitation Closes: August 30, 2013

**TENTATIVE PROJECT REVIEW/AWARD TIMEFRAME**

- Local Advisory Committee Review/Ranking Meeting(s): September/October, 2013
- BOCC Decision of Project Awards: October/November, 2013