

Data Collection Form

Part A: Project Information (To be completed by all Proposers)

Okaloosa RESTORE Advisory Committee

Approved by the Okaloosa RESTORE Advisory Committee: December 4, 2014
Okaloosa County, Florida

INTRODUCTION

The purpose of this data collection form is to assist Okaloosa County in prioritizing projects submitted for Direct Component (“Pot #1”) funds allocated from the Gulf Coast Restoration Trust Fund through the Resources and Ecosystems Sustainability, Tourist Opportunities and Revived Economies of the Gulf Coast States Act of 2012 (RESTORE Act).

The following terms are used in this data collection form:

- Applicant - the Okaloosa County Board of County Commissioners (BOCC)
- Project Proposer - the individual or organization completing this form
- Responsible Entity - the Okaloosa County BOCC

Prior to initiating this data collection form, it is recommended the Project Proposer download and review the entire form to understand the range of required information. Tools/data required to complete this form may include: permits, interlocal agreements, comprehensive plans, evidence of property ownership, and estimated project costs. Completing all required information in the collection form may require many hours; this will be a function of project complexity and proposer preparedness.

This data collection form differs from the U.S. Treasury Application Form (RESTORE Act Direct Component Guidance and Application to Receive Federal Financial Assistance; August 2014). This data collection form was designed to assist the Okaloosa RESTORE Advisory Committee (ORAC) in their task of developing a recommended list of potential projects for inclusion in the BOCC’s Multi-Year Implementation Plan (MYIP).

Projects that are identified for funding in the MYIP will require additional information from the Project Proposer. Although completion of Part C of this data collection form is not required at this time, the Project Proposer is encouraged to thoroughly review Part C to ensure the ability to fully comply with the minimum information required by the U.S. Treasury for project funding. If a proposed project is ultimately included in the approved MYIP, failure of the Project Proposer to then provide the required project information in Part C may preclude funding for that project.

Per RESTORE Act guidance, the responsible entity shall be solely responsible for the execution of each funded project, including procurement of professional services and/or construction services. The Okaloosa County BOCC (the responsible entity) reserves the right to delegate these services to sub-entities with the demonstrated capability to comply with all County and Federal procurement processes required by the RESTORE Act.

By proposing a project through this data collection form, the Project Proposer acknowledges there is no guarantee the proposed project will be funded. Further, the Project Proposer acknowledges no reimbursement or compensation shall be provided for completing the data collection form or any other activities associated with proposing a project.

Part A: Project Information

NOTE: Incomplete applications will not be considered. By submitting this project proposal, the proposer certifies that the statements herein are true, complete and accurate to the best of his/her knowledge. Any false, fictitious, or fraudulent statements or claims may cause the application to be rejected without the opportunity to re-submit.

A.1 Project Proposer: Provide the name and contact info of the Project Proposer.

A.2 Point of Contact: Provide the name and contact information of the person to be contacted on matters concerning this project (POC).

A.3 Proposed Activity Name: Provide the name of the Proposed Activity.

A.4 Claimed in Oil Liability Trust Fund After July 6, 2012: Was this proposed activity included in any claim for compensation paid out by the Oil Spill Liability Trust Fund after July 6, 2012?

Yes (STOP. This activity is not eligible.)

No

A.5 Qualifying Eligible Activity: Please check the primary eligible activity in the first column and then all other eligible activities that apply in the second column by placing an 'X' in the column in the row corresponding to the qualifying eligible activity.

Select Primary Activity (Select only one)	Select All Others That Apply	Qualifying Eligible Activity
		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 in the Gulf Coast Region, including recreational fishing
		Promotion of the consumption of seafood harvested from the Gulf Coast Region

A.6 Location of Activity: Provide the project location. If there is more than one location for the activity, attach a list of the additional locations.

A.6.1 Address: Provide the actual address for the activity (street address, municipality(ies), county/parish, state, zip code). (If there is no street number, provide the nearest intersection or note boundaries on map submitted with Question A.6.2.)

Latitude/Longitude (if available): _____

Street address: _____

Municipality(ies): _____

County/parish: _____

State: _____

Zip code: _____

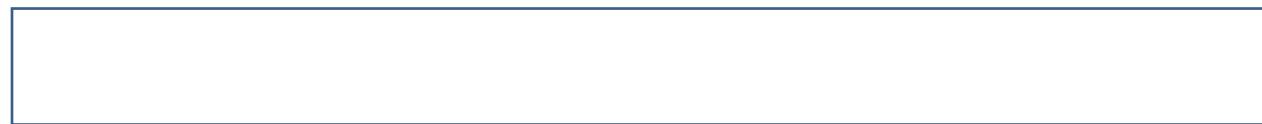
A.6.2 Map: Provide a map of the project location and the area affected by the project.

A.6.3 Property Ownership: If project requires the use of land, provide details of property disposition to include land acquisition, ownership, agreements to use property, permits, easements, etc.



A.6.3.1 Attach documentation (i.e. letter of commitment, Memorandum of Understanding, deed, etc.)

A.7 Project Schedule: Provide a proposed project schedule to include: start date (MM/YY), end date (MM/YY), and major milestones.



A.8 Monitoring: During the project & following its completion, will the project be subject to a monitoring program to evaluate project success?

No

Yes (provide information on monitoring and evaluation)



A.9 Management/Maintenance Program: Will the project be subject to a management/maintenance program to ensure project success?

No

Yes (Provide information on how the project will be monitored and maintained as well as the party (or parties) responsible for performing these tasks.) (240 words max.)

A.10 PROJECT SUMMARY

Provide a narrative of your project and why this project should be funded. Discuss the following items as a minimum:

- Economics of the project: Explain how the overall budget supports the proposed work
 - o Project Expenditures (long term and short term)
 - o Project Revenues (sales, donations, etc.)
- Other funds to be used in addition to Direct Component funds
- Key personnel involved with the project
- Specific objectives
- Permits or land acquisition required
- Design status
- Similar project success or if new technology explain
- Environmental impact (species affected, existing plans supported, etc.)
- Risks to implement and maintain the activity
- Jobs Created (short term, long term, and wage scales)

(1,500 words max)

A.11 Requested Funding Amount: How much Direct Component (Pot #1) funding is being requested for this project?

A.11.1 Other Funding: Is additional funding, outside of this request, being used for the project?

No

Yes (provide information on all additional funding sources and amounts.)

A.11.2 Funding Under \$90,000: Is the requested funding under \$90,000?

Less than or equal to \$90,000 (Application is complete)

More than \$90,000 (Proceed to Part B)

END OF PART A

Project Summary (repeated here in bigger font for legibility)

Provide a narrative of your project and why this project should be funded. Discuss the following items as a minimum:

Economics of the project: Explain how the overall budget supports the proposed work

- Project Expenditures (long term and short term)
- Project Revenues (sales, donations, etc.)

- Other funds to be used in addition to Direct Component funds

- Key personnel involved with the project

- Specific objectives

- Permits or land acquisition required

- Design status

- Similar project success or if new technology explain

- Environmental impact (species affected, existing plans supported, etc.)

- Risks to implement and maintain the activity

- Jobs Created (short term, long term, and wage scales)

Specific Objectives:

TVDuffle will create a mobile application that promotes tourism to Okaloosa County. Although many areas in Okaloosa are key destinations, tourism is hindered by the difficulty associated with planning area transportation, lodging, flights, etc. Our application will automatically generate a complete itinerary with flights from the user's location, hotel options, ground transportation options, restaurant choices, points of interest, and events based on the dates chosen. The itinerary can be adjusted to each visitor's liking. Our trip-planning tool can be used to map out the itinerary. The app will recommend good fishing spots, local seafood restaurants, key landmarks, etc. Visitors can add any recommendation that sparks their interest to their itinerary.

The application will serve as an easy tool to use on hand with all the necessary, up-to-date travel information. If the visitor decides to change their dates, the application will automatically notify them that an event is not available for the new dates chosen. During the trip, if a visitor decides to remove a point of interest from the itinerary, the app will recalculate their local transportation needs.

The application will also have a contact section in which visitors can communicate directly with general or accredited locals for quick answers. It will also provide the opportunity for the locals to arrange tours for visitors that want an in-depth tour.

Similar Project Success:

TVDuffle has previously built similar trip-planning applications. The applications were event focused for sports and music. SportDuffle is an application that lists the subsequent games for teams in the NBA and NCAA basketball leagues, selected by the user. The app links the fan directly with game tickets and travel options to the game venue. Basketball games are used to promote tourism in the Gulf Region. Numerous March Madness games were played in Jacksonville, FL. MusicDuffle is an application that identifies the music content being played and automatically provides the tour locations. The user can click on an event and see ticketing details, flights from their location to the event location, and the rates for surrounding hotels. TVDuffle has partnerships with Expedia, Skyscanner, and Sabre for travel data access. Ground transportation options and restaurant choices are now being implemented into SportDuffle and MusicDuffle, to be released shortly in a new version. We consolidate the presentation of the travel and ticketing information for each performance or game to entice the purchase of a trip. The convenience of the planning will create returning users.

Key Personnel

The key personnel for the project will be the Mick Darling and Serena Xu of TVDuffle. \$50,000 will be allocated to hiring additional personnel to build the application targeted to Okaloosa travel.

Economics of Project

Building the application entails creating the user-facing interface for users to seamlessly pick points of interests to place in the itinerary and to book the trip directly. Our algorithm for planning local travel for getting to points of interests will be refined and optimized for Okaloosa County. \$8,000 will be used for travel data access. \$12,000 will be used for our infrastructure needs in the cloud.

\$10,000 will be used for marketing, promotion, and SEO for the application. About half of that amount will be used to promote the initial launch of the app. The rest will be used to bring in more visitors during the parts of the year when traffic is lower. For example, if a potential visitor is considering a visit but is flexible on the dates, the app can push notifications for specials deals that are only valid for certain time periods. The app can also push notification to potential visitors to remind them about times of the year that are best for fishing in certain areas.

\$10,000 will be allocated for commission fees for locals who participate on the quick questions and answers form on the platform.

Jobs Created

This application will both directly and indirectly create jobs. Area locals who register on the application can connect with tourists. Our application will provide area locals with small, but quick, cash earning options just by answering a question from a visitor. We will grant \$0.50 for each question answered. Locals that have answered more than 20 questions will achieve tour guide status. Through the app, visitors can hire tour guides for \$25/hr. Visitors will also have the option to ask questions to only accredited individuals, such as Chamber members, for a direct fee that is charged per question.

We are presenting the travel information in the most consolidated and convenient manner to entice potential visitors to book a trip. The influx of additional tourists will require regional hotels to hire more staff. We also have a working relationship with a local expert in SEO and online marketing.

Maintaining the Activity

One of the goals of the application is to continuously engage locals with visitors to provide memorable experiences. The most frequent local participants in the quick answer form will be matched with visitors needing tour guides. We will take 5% of each transaction made when visitors hire tour guides. The amount will be placed back in the pool for the payment of the quick questions.

TVDuffle would like to keep this application active for visitor use in the long term. We receive a percentage of the sale of flights, hotel, and ground transportation bookings from our travel partners. The commissions received from transactions made will be used to maintain the infrastructure when the first \$20,000 has been used. The cost of the infrastructure can be easily covered if 8000 visitors book their trip through our application.