

**AGENDA SUMMARY ITEM
GLADES COUNTY TOURIST DEVELOPMENT COUNCIL**

SUBJECT: Muse Community Association – Muse Honey Festival Application		
DEPARTMENT MAKING REQUEST: Tourism Development Coordinator		
BACKGROUND OR DETAIL OF REPORT: Applications for Events/Festival must be approved by the Tourist Development Council (TDC). Upon completion of the Events/Festival, the organization is to submit invoices to the county for reimbursement of advertisement/promotion outside of the county. The Muse Community Association – Muse Honey Festival Application is being provided for review and approval. Upon completion of the Event, invoices and proof of advertising outside of the county for reimbursement will be provided to the TDC.		
BUDGET IMPACT:		
COORDINATION WITH:		
MOTION: I MOVE TO APPROVE/DISAPPROVE the Muse Community Association’s Muse Honey Festival Application.		
REQUESTED BY: Tourism Development Coordinator	MEETING DATE: February 28, 2024	SECTION OF AGENDA: Business



APPLICATION

- 1) Name of Applicant Organization: Muse Community Association
- 2) Street/P.O. Box: 3897 Loblolly Bay Rd (no mail box) (Do not mail to address)
City: LaBelle State: FL Zip: 33935
- 3) Contact: Danny Callahan Title: President
- 4) Telephone # _____ Cell # 239-246-1149
- 5) Is this organization a nonprofit? Y or N EIN for nonprofit: 85-8018008642C-4
If this is a nonprofit organization, is the board Volunteer based? Y or N
- 6) e-mail MuseCommunity@usa.com
- 7) Name of Event Muse Honey Festival
- 8) Dates of Event: April 6, 2023
- 9) Description of Event: (Attach additional page if needed.)

The Honey Festival is a small Festival in Muse, organized by the Muse Community Assoc, and held at the Muse Community Building. The Event was held as a Muse VFD Fund Raiser years ago. Since the VFD dissolved the MCA has taken over, to raise money for many local charitable causes.

TOURISM POTENTIAL, MARKETING STRATEGY & METHODS -

10) Describe how the event will be evaluated for positive impact to the Glades County community.

The Honey Festival brings Approx 500 people from all over the area. Some will drive through the area purchasing other goods. The Festival also brings in vendors and small business from around the County. The Festival will also encourage honey bee education and the importance to AG.

11) What plans have been made for the promotion of the event? (Attach additional page if needed.)

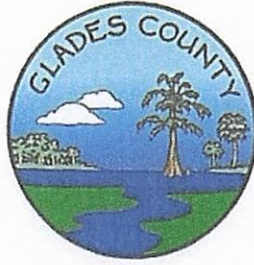
The Festival use social media platforms, word of mouth, and flyers.

12) Provide details of where brochures will be distributed and where other print (i.e. newspaper, magazine) and audio/video advertising will take place. (Attach additional page if needed.)

Audio distribution is still in negotiation if used likely WAFB.
Brochure will be mailed to past vendors and distributed throughout Hendry & Glades County.

13) Total T.D.C. dollars requested: \$500.00

Reminder: This Application must include proof such as all prints, audios and videos of advertising outside of Glades County, which will be reimbursed by the Glades County Tourist Development Council.



**TDC Reimbursement Application Funding
- Consent Form -**

14) **CERTIFICATION: I HEREBY CERTIFY THAT I AM THE RESPONSIBLE AUTHORIZED REPRESENTATIVE FOR THIS SPECIAL EVENT/FESTIVAL FOR THE ABOVE APPLICANT. I HAVE READ AND UNDERSTAND THE GLADES COUNTY T.D.C. SPECIAL EVENT HOST POLICIES, ADVERTISING, AND GLADES T.D.C. REQUIREMENTS. I AGREE TO COMPLY WITH THESE PROCEDURES AND THAT THE FACTS STATED IN THIS APPLICATION ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.**

Signature:  Title: President

Printed Name: Danny Callahan Date: 12/13/23

TDC USE ONLY:

Amount approved:

Date approved:

Acceptance sent:
