

**2019/2020 GRANTS-IN-AID
STANDARD & EXCEPTIONAL GRANT APPLICATION**

**CITY OF HOLLY HILL
PICTONA AT HOLLYLAND PARK**



SECTION 1 GRANT APPLICATION

GRANT APPLICATION FORM

1.) Applicant: (Legal name of organization as incorporated in the State of Florida)

City of Holly Hill

Address: (mailing) 1065 Ridgewood Avenue

City: Holly Hill State: Florida Zip Code: 32117

Address: (Applicant's physical address) Same

City: _____ State: _____ Zip Code: _____

Federal ID #: 59-6000337

Florida Not-For-Profit Corporation Charter # (IF applicable) _____

Florida Dept. of Agriculture & Consumer Services Registration Municipal Government

2.) Resident County Council District of Project: District 4

3.) Contact Person:

Name: Theresa Brooks

Title: Grants Manager

Telephone #: (386) 717-9050

E-Mail: tbrooks@brookanddun.com

Project Title: Pictona at Hollyland Park

4.) Project Location Address: 1066 Ridgewood Avenue

City: Holly Hill State: Florida Zip Code: 32117

5.) Type of Project: (Check one – See ECHO project categories)

☐ Renovation ☐ Restoration ☒ New Construction ☐ Acquisition

7.) ECHO Category: (Check all that apply – See ECHO categories)

☐ Environmental ☐ Cultural ☐ Historical ☒ Outdoor Recreation

8.) The project site or facility is: (Check one)

☒ Owned by Applicant ☐ Leased by the Applicant

☐ Applicant has Land/Project Management Agreement – length of Agreement _____

Lease or Land/Project Management Agreement dates: _____ to _____

Note: Leases/Agreements must be binding and non-cancelable.

9.) Is the project site/facility mortgaged or will it be? ☐ Yes ☒ No

Current Mortgage: \$ _____ Mortgage at Closing: \$ _____

Mortgage length: _____ years Term ending date: _____

Name and Address of Lien Holder: _____

Is the facility in a Community Redevelopment District (CRA)? ☒ Yes ☐ No

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10.) Type of Organization: (must be "A" or "B" to be eligible)

- A.) ☒ **Municipal government** or a budgeted organization of Volusia County government.
B.) ☐ Not-For-Profit Corporation classified as a 501(c)(3)

11.) Project Funding (Grant Amount Request and Match):

A.) Standard Grant Request (Up to \$400,000.00):

| | | | |
|------|------------------------------|----|----------------|
| I. | Volusia ECHO Program Request | \$ | <u>400,000</u> |
| II. | Confirmed Match Funds | \$ | <u>400,000</u> |
| III. | Total Project Cost | \$ | <u>800,000</u> |

12.) Mandatory Workshop attended by: **Barbara Storz & Sonny Shelton** Date: **8/16/2019**

IMPORTANT NOTE: If applying for an Exceptional Grant the form on page 7 must be complete.

13.) List any prior grants received from ECHO: (include year, project name and amount)

The City of Holly Hill has received the following prior ECHO awards:

| | | | |
|--------------|---------------------------|--|---------------------|
| 04-02 | City of Holly Hill | Hollyland Park | \$150,189.00 |
| 16-04 | City of Holly Hill | Sunrise Park South Improvements | \$327,690.00 |

1.2 **MISSION:**

1.) Provide the Mission Statement for your organization.

The mission of the City of Holly Hill is to provide a safe, vibrant, affordable and diverse community in which all generations may enjoy a secure quality of life.

1.3 PROJECT TEAM:

- 1.) List the names and addresses of the architect, engineer, design consultants and/or general contractor selected. Include the name(s) of the person(s) who have signed form 1.6.

Project Manager:

Michael Weigel, General Contractor - (Resume Page 5-8)
A.M. Weigel Construction, Inc.
166 South Palmetto Avenue
Daytona Beach, Florida 32114
Phone: (386) 257-6691
Fax: (386) 257-6143

D.J. Design, Inc. – Design Consultant - (Resume Page 9)
913 North Nova Road
Holly Hill, Florida 32117

Person(s) who have signed form 1.6:

Joseph Forte, City Manager
Stella Gurnee, Finance Director

- 2.) List the person(s) who created the section 3.1 budget and their experience with this type of project.

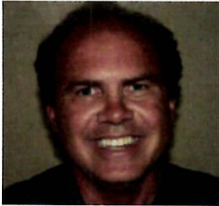
Section 3.1 Budget was created by Michael Weigel, General Contractor.

- 3.) If a complete list is not available, explain why and when the project team will be selected.

The Project Team for the City of Holly Hill

| | | | |
|----------------------|-------------------------|---|---------------------|
| Chris Via | Mayor | 1065 Ridgewood Avenue Holly Hill, FL 32117 | 386-341-9719 |
| Joseph Forte | City Manager | 1065 Ridgewood Avenue Holly Hill, FL 32117 | 386-248-9425 |
| Stella Gurnee | Finance Director | 1065 Ridgewood Avenue Holly Hill, FL 32117 | 386-248-9427 |

MANAGEMENT TEAM RESUMES



Mike Weigel

Principal in Charge & Pre-Construction Services Manager

Contact Information

Phone: 386.257.6691
Cell: 678.878.8068
Email: amweigel@amweigel.com

Project Role and Qualifications

- Review of Plans/Specifications
- Value Analysis Recommendations
- Development of Cost Control
- Bid Solicitations
- Preparation of Estimates
- Preparation of Contracts

Education, Training, and Licensing

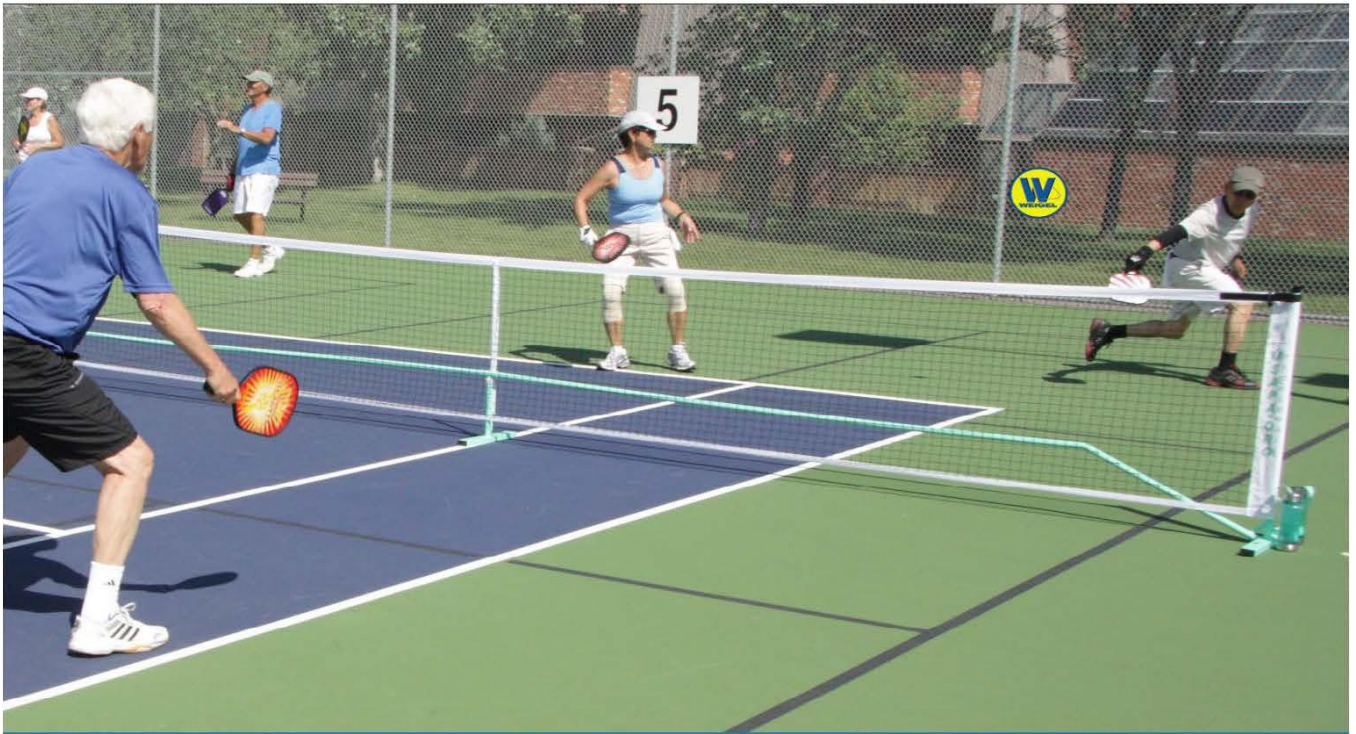
Building Construction – University of Florida 1982
OSHA 10- Hour Training – Completed December 2018

State of Florida Licensed General Contractor

- Thirty Five Years Total Experience
- Fifteen Years with A.M. Weigel Construction, Inc.

PICKLEBALL DAYTONA

at Holly Hill



CONSTRUCTION MANAGEMENT SERVICES FOR NEW PICKLEBALL CENTER

A.M. Weigel Construction, Inc.

166 S. Palmetto Ave, Daytona Beach, FL 32114
Office (386)-257-6691 FAX (386)-257-6143



February 21, 2019

Mr. Dana Smith
Principal Architect
913 N. Nova Road
Holly Hill, FL 32117

RE: **Professional Construction Management Services for the
Construction of Pickleball Daytona at Holly Hill, Florida
1082 Ridgewood Avenue, Holly Hill, Florida 32117**

Dear Dana,

A. M. Weigel Construction, Inc. is pleased to submit our qualifications to provide Construction Management Services at Risk for the **Pickleball Daytona at Holly Hill** project.

TRUST, QUALITY, TIME and AGAIN is our company motto and is as true and valid today as it was when we formed our company in 2004. Our goal has always been to earn an unconditional level of **TRUST** from our client, providing you with the highest level of **QUALITY** in our services, always delivering you the experience you need and the results you desire on **TIME** with the hope of being given the opportunity to repeat that effort for you **AGAIN and AGAIN**.

The key personnel that makes up our firm today have been actively providing construction management services on many of Volusia County's signature projects since 1990. During this span, we have been privileged to manage construction projects including the Daytona Beach International Airport, the Ocean Center Convention and Event Center, multiple buildings and athletic facilities for Embry Riddle Aeronautical University, many new school facilities for Volusia County Schools, and numerous other prestigious projects for local colleges, municipalities, and private clients alike.

We have a considerable resume building athletic facilities such as the Soccer Stadium at Daytona State College, the Soccer Fields, Tee Ball Fields, and Skateboard Park for the City of Ormond Beach, and the new clay Tennis Courts for the City of Daytona Beach Shores. We built virtually all of the athletic facilities at Embry Riddle Aeronautical University including the ICI Center, the Track and Field complex, the Athletic Annex, the Baseball and Softball Complex, and the hard court Tennis Center.

PICKLEBALL DAYTONA
at Holly Hill

A.M. Weigel Construction, Inc.



We have enjoyed a great working relationship with both DJ Design and Zev Cohen & Associates over the years and have partnered together on many athletic facilities. These include the aforementioned Daytona State Soccer Stadium, the majority of the projects at the Ormond Beach Sports Complex, and the Embry Riddle Tennis Facility.

These projects all directly reflect Weigel's philosophy towards our clients. Regardless of the size and complexity of the project, we place each with the highest priority and attention to quality while always striving to deliver the project to our client's satisfaction, within budget, and on time.

Our knowledge, experience, and integrity in the local construction industry is well known and is reflected by the repeat work we have performed for clients like Volusia County, Volusia County School Board, Daytona State College, and the City of Ormond Beach for nearly three decades.

The timing of this project works well with our pre-construction and construction workload over the next year so that we can provide our best personnel to this project. We offer our firms complete commitment to provide **Pickleball of Daytona at Holly Hill** with top-notch supervision and project management along with the direct involvement of our principals throughout the life of the project.

We hope our attached response will illustrate our unique and well-matched qualifications for this project. We encourage you to contact our references for further evidence of our capabilities and confirmation of our reputation.

We sincerely appreciate the opportunity to present our firm's qualifications and look forward to being selected as your Construction Manager the **Pickleball Daytona at Holly Hill** project.

Very truly yours,



A. M. WEIGEL CONSTRUCTION, INC.
A. Michael Weigel
President

Dana M. Smith Resume

Dana M. Smith, Architect

Dana has been with DJdesign for seventeen years and has 35+ years of previous experience in Architecture and Planning with an emphasis on public buildings for state and local governments. Dana's primary emphasis is on client development, marketing and overall project design.

Dana's background includes educational, athletic, museums, libraries, and administrative facilities. Dana's pre-planning/programming skills along with the user's input, informs the design process so that the built space is truly responsive to client needs and goals.

EDUCATION

B. Design, Architecture, 1976
University of Florida
B. Architecture, Architecture/Urban Design, 1979
Boston Architectural College
M. Architecture, Architecture, 1985
University of Florida

CERTIFICATIONS

Registered Florida Architect
Registration Number AR0009483

PROFESSIONAL AFFILIATIONS

Volusia County Association for Responsible Development
Florida Educational Facilities Planners Association
National Council of Architectural Review Boards

SIMILAR PROJECT EXPERIENCE:

- ♦ City of DeLand,
Architectural Plans Review Services
West Volusia Crisis Housing & Day Center
Volusia County Court House
Victoria Park Fire Substation
Northside Fire Substation/EVAC
- ♦ Stewart-Marchman-ACT:
Project WARM New Construction
Reality House Remodeling
Tiger Bay Campus Renovations
Pine Grove Crisis Center Renovations
Magnolia Avenue Renovations
- ♦ City of Port Orange:
City Hall Break Room Renovations
City Hall Annex Renovations
Police Evidence Room Upgrades
Public Works Remodeling
- ♦ County of Volusia:
Sheriff's IT Building Alterations
GEMS Room Building Alterations
Agriculture Building Kitchen Remodel
TKC Courtyard
Holsonback Drive Facility
Sheriff's Operations Lobby Ballistic
- ♦ City of Daytona Beach:
Environmental Learning Center Design
Cypress Pool House New Construction
Peabody Auditorium Renovations
- ♦ Daytona State College:
B500 Academic Support Addition
B130 Veteran's Services Alteration
B430 Facilities Planning Remodel
B450 Kinder Care Remodel
B399 Women's Center Remodel



1.4 MANAGEMENT PROSPECTUS:

- 1.) Include a list of the names of staff dedicated to this project, their responsibilities and the percentage of time each will be spending on the project per week.

| Staff Name | Title/Position | Responsibilities | % of Staff Time |
|----------------------|--|---|------------------------|
| Joseph Forte | City Manager City of Holly Hill | Coordination of Staff and General Contractor | 35% |
| Stella Gurnee | Finance Director City of Holly Hill | Project financial management, invoice payments and budget tracking | 5% |

1.5 RESTRICTIVE COVENANTS – NOTICE OF FUTURE REQUIREMENT IF GRANT IS AWARDED

- 1.) Do you agree to comply with the requirement to file Restrictive Covenants with the Volusia County Clerk of the Court if ECHO Grant is awarded?(A sample of the Restrictive Covenants language is found on page 49 in the ECHO Application Guide)

☒ YES

☐ NO

The City of Holly Hill agrees to comply with the requirements of the Restrictive Covenants related to Pictona At Hollyland Park.

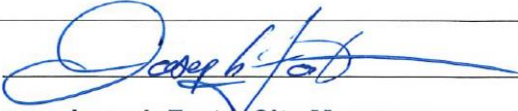

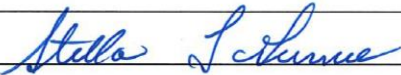
If the project of the application is mortgaged or leased property, other than those applying for trails in the County Master Plan or projects on State or Federal land not owned by the applicant, a letter from the Mortgagee or Lessor, stating that they agree to sign the Restrictive Covenants, must be supplied with the application.

■ Applicants with projects on State owned land are automatically exempt from this requirement, but are held to the same liquidated damages cited within the Restrictive Covenants through language found in the final ECHO Agreement for which the grantee is held responsible.

2019/2020 ECHO Grants-in-Aid Standard & Exceptional Grant Application

1.6 FORM – CERTIFICATION OF INFORMATION AND COMPLIANCE

I/We certify that all of the information contained within this application and subsequent attachments is true and correct to the best of my/our knowledge, and that the project for which application is made shall be in compliance with the Americans with Disabilities Act of 1990, and that should a grant be awarded, the organization agrees to comply with the conditions of the grant award agreement including the Restrictive Covenants.

| | |
|---|-------------------------|
| 1. OFFICIAL WITH AUTHORITY TO CONTRACT FOR THE OWNER OF THE PROPERTY | |
| Signature:  | |
| Typed Name: Joseph Forte, City Manager | |
| Phone Number: (386) 248-9425 | Date: 12-16-2019 |
| 2. OFFICIAL WITH AUTHORITY TO CONTRACT FOR THE APPLICANT | |
| Signature:  | |
| Typed Name: Joseph Forte, City Manager | |
| Phone Number: (386) 248-9425 | Date: 12-16-2019 |
| 3. CHIEF FINANCIAL OFFICER FOR THE APPLICANT | |
| Signature:  | |
| Typed Name: Stella Gurnee, Finance Director | |
| Phone Number: (386) 248-9427 | Date: 12-16-2019 |
| 4. Additional Requirement Not For Profits - PRESIDENT, BOARD OF DIRECTORS | |
| Signature: Not Applicable – Municipal Government | |
| Typed Name: _____ | |
| Executive Board or Board of Directors meeting when this grant application was reviewed and approved. Ex Board meeting date: _____ or Board of Directors meeting date: _____ | |
| Phone Number: _____ Date: _____ | |

1.7 EXCEPTIONAL GRANT REQUESTS ONLY:

Maximum grant request is \$1,800,000.00 with distribution of up to \$600,000.00 for 3 consecutive years. The required match is 4:1. The time frame to complete construction is two years following the date of the last year funds are provided.

NOTE: The City of Holly Hill's Pictona at Hollyland Park is not an Exceptional Grant Request.

ANNUAL AMOUNT REQUESTED/MATCHED

| | <u>ECHO Request</u> | <u>4:1 Match</u> |
|-----------------------------------|---------------------|------------------|
| Grant Year #1 | \$ _____ | \$ _____ |
| Grant Year #2 | \$ _____ | \$ _____ |
| Grant Year #3 | \$ _____ | \$ _____ |
| TOTAL EXCEPTIONAL PROJECT: | \$ _____ | \$ _____ |

The Exceptional Project Applicant: ☐ Agrees ☐ Does not agree - to accept a grant award of \$400,000.00 for one year if an Exceptional Project Grant amount is not approved by the ECHO Grant Review Panel or the Volusia County Council.

Signature: **Not An Exceptional Grant Request**
(Official with applicant signature authority)

Typed Name: _____

Title: _____

Phone Number: _____

SECTION 2: PROJECT DESCRIPTION

2.1 PROJECT ASSESSMENT

1) Provide a narrative explaining how your project will meet the goals set by *Resolution 2000-156* “to enhance the quality of life for its residents by providing environmental, cultural, historical and outdoor recreational opportunities”. (State your goals in bold type; Describe how this project will impact the community and enhance the quality of life for its citizens; Use real numerical data and insert documents/contract agreements which back up your narrative.

The City of Holly Hill’s project, Pictona at Hollyland Park, will meet the goals set by the ECHO Resolution 2000-156, to enhance the quality of life for Volusia County residents and visitors by providing quality public outdoor recreational opportunities.

Hollyland Park is owned by the City of Holly Hill and is located at 1066 Ridgewood Avenue in Holly Hill. The park includes 14.8 acres and has facilities for both active and passive recreation. The park grounds are bordered to the south by 10th Street, the east by Ridgewood Avenue and commercial properties, and the west by the Florida East Coast Railroad (FEC) tracks and to the north by LPGA Boulevard. Currently, Hollyland Park has one lighted baseball field, picnic tables and restrooms.

The City of Holly Hill and Martens Charities, Inc. have formed a partnership to build a Pickleball Center, Pictona, on approximately two-thirds of the property at Hollyland Park. The remaining space in the park that surrounds the pickleball complex, will be developed into a free access area available to residents of Holly Hill, Volusia County and its visitors. The City of Holly Hill is requesting a 2019 ECHO Grant of \$400,000 to develop the property within and bordering Pictona with amenities that appeal to all ages and better fit the needs of the community. The plans for this ECHO request include a new pavilion, community garden plots, recreation courts for croquet, bocce ball, shuffleboard, horseshoe pits, celebration plaza, bleachers and bleacher foundations. Brief description of those lesser known activities included in this request can be found in Section 5.

Rainer and Julie Martens, early supporters of the endeavor, have committed \$3 million toward the project and the City of Holly Hill is contributing \$1.3 million and providing ongoing maintenance to the entire facility.

The City is currently developing a Management Agreement, in accordance with ECHO guidelines, for ongoing management of the facility. This Agreement will be provided to ECHO staff and reviewed, as required.

In 2004, the City of Holly Hill applied for and was awarded an ECHO Grant of \$150,189.00 for the Hollyland Park Modernization Grant. The awarded project was for upgrading the amenities of the park.

Moving forward 15 years to the present, Hollyland Park continues to be underutilized, still in need of upgrades and lacking in amenities that fit the needs of a changing population. Statistically, 44% of the 12,000 citizens of Holly Hill are over 45 years of age and the median income of \$30,347 is significantly below the state of Florida at \$50,860 indicating the need for a park that will appeal to older residents as well as younger users, at little or no expense.

The City of Holly Hill intends to provide a community park that will appeal to everyone and offer these important elements for all ages.

Pickleball has been identified as the fastest growing sport in the United States with more than 3,000,000 players on 21,000 courts at 6,900 locations throughout the country. This fast-growing paddle sport nationwide, has mirrored the rapid growth in the Volusia County area as in the rest of the country. The Pickleball boom has been led by seniors who find the sport to be less stressful on joints. Younger players are also joining in on the popular sport which is often described as “addictive”. This increase in players of all ages in Volusia County has led to a shortage of area pickleball courts.

Due to its central location, the Hollyland Park parcel is a primary area of focus for redevelopment. The City of Holly Hill plans to redevelop the park with amenities, activities, and programs that will appeal to a wider range of demographics. As the number of seniors is expected to increase to one in four in the future, now is the time for reimagining Hollyland Park to create a space that fits the needs of all ages while offering more amenities that appeal to an older population.

In 2010, the City of Holly Hill adopted a Comprehensive Plan which included a goal to Develop and Maintain a wide variety of recreation facilities and programs that are responsive to the demands of the citizenry. The City of Holly Hill’s Pictona at Hollyland Park project is structured to provide community park enhancements that will appeal to all age groups and offer important elements needed for seniors with an emphasis on the sport of pickleball.

To solve the court shortage and the public’s desire to have access to high quality outdoor recreation and a state of the art community center, local residents Rainer and Julie Martens, along with other pickleball enthusiasts, visualized a pickleball complex that would not only increase court access but provide a gathering place for players and a place to host tournament play.

Pictona At Hollyland Park ECHO Goals:

GOAL #1- Appeal to all ages and better fit the needs of the community by updating existing Hollyland Park amenities that coordinate with the new Pictona project, enhancing and improving outdoor recreational opportunities.

- **Goal 1:** Goal 1 will be met by building support amenities within the area of Hollyland Park outside of Pictona with safety features and seating for park visitors, picnic tables and benches to enjoy the outdoor spaces, community gardens plots and outdoor recreational courts including croquet, bocce ball, shuffleboard, and horseshoe pits.

GOAL #2 – Increase Programs and Public Use of Pictona At Hollyland Park

The City of Holly Hill strives to ensure that their public parks provide well maintained and updated amenities that will result in higher numbers of users of all ages interested in outdoor recreational opportunities.

When completed, the Pictona At Hollyland Park amenities, activities and programs will appeal to a wider range of demographics. Expanded marketing efforts by both the City of Holly Hill and Martens Charities will promote the Pictona complex as a quality venue for local, district and national tournaments, private parties and various community events which will increase visitor numbers to Volusia County

- **Goal 2:** Goal 2 will be met by aggressive marketing efforts to reintroduce Volusia County residents and potential users and visitors to Pictona at Hollyland Park and surrounding park setting as a community gathering spot.



PICTONA AT HOLLYLAND PARK VISION:

The name chosen for the state of the art pickleball complex is a combination of pickleball and Daytona. The vision for Pictona is to offer Volusia County residents and visitors a place to be active and make friends. Also nicknamed “The Wimbledon of Pickleball” by Holly Hill Mayor Chris Via, the complex will be devoted to the sport that could transform Hollyland Park into a “Pickleball Field of Dreams”. The facility is planned for daily recreational play, local leagues, youth instruction and regional and national tournaments to serve club members and the public. When completed, the Pictona Complex will be the second-largest facility of its kind in Florida. Marketing the tournaments, special events and educational classes adds the potential to bring players and visitors from local, state and national destinations will enhance the revenue source for the City of Holly Hill. Any profits resulting in the operation of the Center will be reinvested into Pictona at Hollyland Park.

The entire Pictona complex (ECHO and non-ECHO) amenities will include:

- 24 pickleball courts with amenities for players and spectators such as an unobstructed spectator view, evening play with LED lighting. Eight of the courts are covered. Instructional classes are available for adults and junior players.



- Senior Activity Center adjacent to the clubhouse is open to the public.
 - Regulation croquet court
 - 3 bocce ball courts
 - 2 shuffleboard courts
 - horseshoes
 - health enhancing educational program such as active living skills for every day, strength and balance training, healthy eating educational program and fall prevention training
- Community Garden: A community place to grow and share garden produce and plants for healthy living impact.

➤ **A Community Center** that will host:

- a clubhouse with a restaurant and bar that can be utilized for formal and information social gathers such as banquets, parties and other community events
- The Clubhouse will also offer a lounge, games room, locker room, players shop and massage room



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Describe project and construction timeline

If ECHO funding is awarded, the City of Holly Hill will be ready to begin constructing the area around Pictona at Hollyland Park as soon as grant is awarded. That time period will include the installation of temporary and permanent ECHO signage.

The current construction contract includes the entire facility less the items requested in this ECHO grant application. There is an alternate bid (that includes the items in the ECHO request) and will only be built if ECHO funding is awarded.

| | April-June 2020 | | July-September 2020 | |
|---------------------|--------------------|--|------------------------|---------|
| ECHO Temporary Sign | \$500 | | | |
| Construction | | | \$797,000 | |
| Signage | | | | \$2,500 |

- 1.) Document how construction design and operational strategies use “green”/sustainable standards: (give ***specific*** examples for ***this*** project – a statement agreeing to follow local guidelines is not acceptable)
 - a. Provide a narrative explaining how the project was designed with the environment in mind. What steps have you taken or will you take to reduce/recycle/reuse?:

Reduction of construction and demolition waste will begin during design phase by planning for opportunities to reduce, reuse, and recycle. During demolition materials thrown into landfills will be reduced by monitoring materials that can be recycled.

- i. The construction phase?

- The restroom building will have a sensor system on the lights to ensure lights operate only when the facilities are in use.
- Water faucets will also use sensors for reduce water consumption.
- To reduce water consumption the water fountains will have faucets for refillable water bottles.
- LED lighting will be used throughout the park. LED lights are up to 80% more efficient than traditional lighting such as fluorescent and incandescent lights. 95% of the energy in LEDs is converted into light and only 5% is wasted as heat.
- Lighting will be on a timer from dusk to closing to avoid lights on when not needed.
- Benches and picnic tables installed will be made from recycled plastic.

ii. The operational phase?

- **Employees, volunteers and guests will be reminded to recycle by having recycling bins located by waste containers.**
- **Ongoing maintenance to guarantee that of the energy saving strategies used in design and construction are working at optimal efficiency.**
- **Non-toxic cleaning products will be used Materials Safety Data Sheets kept onsite.**
- **Composting for gardens plots will be developed**

2.) What is the projected date for this project to be completed and accessible to the public?

Construction is scheduled to begin in July, 2020 (or sooner) and installation of permanent signage September, 2020.

3.) Describe any additional phases planned for this project.

This project is planned as a single phase project with no additional phases planned.

2.3 Drawings: (Drawings are required by all applicants. Drawings must fold to an 8 ½ X 11 size to fit securely and neatly in the application booklet. Drawings must be to scale with a bar scale and include a legend)

- ☒ Street locator map
- ☒ Site Plan
- ☒ Preliminary and schematic drawings
- ☒ Design and development documents
- ☒ Construction documents
- ☒ Any other drawings which may be helpful in understanding the project scope/features

SECTION 3: BUDGET DETAIL/MATCHING FUNDS

3.1 PROJECT BUDGET DETAIL CHART: Fill out budget chart provided, adding rows as needed. Place match monies in column corresponding to appropriate "Match Code": Explanations of match codes can be found in the guidelines on page 24.

| CHART 3.1: CONSTRUCTION PHASE EXPENDITURES <i>ADD ROWS AS NEEDED</i> | UC + | LM + | In-Kind | PSC | = Match | ECHO | Total |
|---|------------------|------------------|----------------|------------|------------------|------------------|------------------|
| General Requirements: | | | | | | | |
| Mobilization, Waste Collection, etc. | \$ 97,000 | | | | \$ 97,000 | | \$ 97,000 |
| | | | | | | | |
| Subtotal | \$ 97,000 | | | | \$ 97,000 | | \$ 97,000 |
| Land Match | | \$200,000 | | | \$200,000 | | \$200,000 |
| Site Construction: | | | | | | | |
| Recreation Court Area (Includes croquet, bocce ball, shuffleboard and horseshoes) | | | | | | \$250,000 | \$250,000 |
| Celebration Park | \$30,000 | | | | \$30,000 | | \$30,000 |
| Bleachers (additional bleachers not included in 2003 ECHO) | \$25,000 | | | | \$25,000 | | \$25,000 |
| Bleacher foundations | \$25,000 | | | | \$25,000 | | \$25,000 |
| Community Garden Plots | \$20,000 | | | | \$20,000 | | \$20,000 |
| Pavilion | | | | | | \$150,000 | \$150,000 |
| Subtotal | \$100,000 | \$200,000 | | | \$300,000 | \$400,000 | \$700,000 |
| ECHO Signage: | | | | | | | |
| Temporary | \$500 | | | | \$500 | | \$500 |
| Permanent | \$2,500 | | | | 2,500 | | \$2,500 |
| Subtotal | \$3,000 | | | | \$3,000 | | \$3,000 |
| | | | | | MATCH | ECHO | PROJECT |
| PROJECT TOTALS | \$200,000 | \$200,000 | | | \$400,000 | \$400,000 | \$800,000 |

3.2 MATCH DOCUMENTATION

Please see page 26 in the guide for a more in depth explanation of documentation.

1.) Provide official documentation of Match:

- a. Unencumbered Cash (UC):
 - i. ☐ Current Bank Statement OR
 - ii. ☒ **Copy of signed resolution including pledged dollar amount, project name and dates the funds will be available**
- b. Irrevocable Pledges (UC):
 - i. ☐ Notarized letter stating the pledged amount, the purpose of the pledge and the date the funds will be available (must include an itemized budget if pledge is for services).
 - 1. Pledged funds must be in the bank prior to the Grant Review Panel.
- c. In-Kind Services (IK) services/donations must have taken place no more than 7 years prior to the project:
 - i. ☐ Itemized list of products/services to include name of person/organization, description of goods/services, fair market value of in-kind contribution and date goods/services were provided.
 - ii. ☐ Future in-kind donations must have notarized letter from donor describing items/services and value of such.
 - iii. ☐ Previously provided in-kind service/donations do not require backup in this application, however, official documentation must be available for review upon request.
- d. Previously Spent Cash (PSC)
 - i. ☐ The encumbrances or cash expenditures completed within the seven (7) year period prior to the application.
- e. Land Match (LM) (trails of the County's Master Plan, projects on State or Federal land and property donated by the County are not eligible for match):
 - i. ☒ **Copy of deed**
 - ii. ☒ **Copy of appraisal (property appraisal assessment or recent outside appraisal)**

4.1 OPERATING FORECAST NARRATIVE

- 1.) Compose a narrative explaining the use of the facility/project and related costs. Narrative should include what staff will be needed, what additional maintenance will be required, what new programs will be added, etc.

Pictona at Hollyland Park is owned by the City of Holly Hill while the clubhouse, pickleball courts and restaurants will be operated by the Martens Charities, a not for profit, leasing the facilities for \$1 per year. Martens Charities will be responsible for covering the costs of the leased facilities, with the exception of utilities. The City of Holly Hill will pay for maintenance of the park and the utilities.

The facility will be the second largest facility of its kind in Florida with the potential to bring players from all over for tournament play and visitors becoming a revenue source for Holly Hill and the Greater Daytona Beach area. Any profits resulting in the operation of the Center will be reinvested into Pictona at Hollyland Park. The City of Holly Hill is currently developing a Management Agreement, in accordance with ECHO guidelines, for operation of the facility.

The maintenance schedule includes the following tasks:

- ✓ **Daily cleaning and maintenance of the restroom facility**
- ✓ **Daily trash removal**
- ✓ **Daily equipment monitoring for needed repairs or security checks**
- ✓ **Bi-weekly lawn mowing**
- ✓ **Light replacement, as needed**

- 2.) Provide Business Plan, Feasibility Study and Marketing Plan.

BUSINESS PLAN:

As a municipal government, the business plan for the City of Holly Hill is set through the annual budget and capital improvement plans authorized by the City Commission. The assessment for the Pictona at Hollyland Park has been done in house through the annual evaluation process. The increase in population in the area and the rise in demand for additional recreational space and programs for both adults and youth led to the conclusion that expanding the facilities at Hollyland Park was necessary to meet the needs of the community.

FEASIBILITY STUDY:

Ranier Martens is an internationally recognized sports psychologist and founder of Human Kinetics. His forty-year-old company publishes books, continuing education courses and journals on exercise, fitness, coaching and sports and is now owned by its employees.

In 2015 as Rainer Martens was retiring from playing softball, he transitioned to pickleball, a sport requiring less mobility that his wife Julie had been playing since 2012. Soon, the growing number of pickleball enthusiasts in Volusia County far outweighed the availability of pickleball courts and support for constructing more pickleball courts grew. The Martens, as well as local residents Chuck Mecklem, Doug McClintock and others searched for space for construction of pickleball courts and reached out to the community for support.

In the summer of 2018, a group of pickleball enthusiast in search of more pickleball courts met with the leadership of the City of Holly Hill to present a proposal for the repurposing of Hollyland Park. Holly Hill City leaders recognized the positive impact the pickleball facility would have on the park as well as the addition of other recreational amenities that would be available to all through this project.

Rainier and Julie Martens, early supporters of the endeavor, offered to contribute \$3 million toward the project if the City of Holly Hill would contribute \$1.3 million and provide future maintenance and pay the utility expenses. The project was approved by the City and a public-private partnership was formed to develop and enhance the park amenities. The public park complex will offer high quality outdoor recreation on a large portion of the existing Hollyland Park located at 1066 Ridgewood Avenue. The project will also redevelop the remaining land surrounding the pickleball center into a public area for the enjoyment of community members and visitors to the City. The new project was named Pictona and included the construction of a 24-court pickleball court and sports complex to offer the community the additional court space.

Community support for the new pickleball complex, Pictona at Hollyland Park is evident, having already reaching 98% of the goal for membership without even opening the doors to the complex. The mission to provide the residents of the Volusia County with the opportunity to play pickleball for health, fellowship, and fun, all at an affordable price providing opportunities for instruction, recreational play, and competitive play mirrors the mission of ECHO.

An Economic Impact Study for potential public tournaments and academies was conducted by Reiner Martens for the Pictona At Hollyland Park 2020-2024 Pictona as follows:

PICTONA AT HOLLYLAND PARK

ECONOMIC IMPACT STUDY 2020-2024

| Tournaments | 2020 | 2021 | 2022 | 2023 | 2024 | Total |
|--|------------------|------------------|------------------|--------------------|--------------------|--------------------|
| Players (1) | 400 | 1000 | 1600 | 2000 | 2000 | 7000 |
| Companions (2) | 200 | 500 | 800 | 1000 | 1000 | 3500 |
| Persons Attending | 600 | 1500 | 2400 | 3000 | 3000 | 10500 |
| | | | | | | |
| Percent of attendees from out of town (3) | 120 | 450 | 960 | 1500 | 0800 | 4830 |
| Expenditure per person per day for 3 days (4) | \$450 | \$450 | \$510 | \$510 | \$540 | \$2,460 |
| Total visitor expenditure | \$54,000 | \$202,500 | \$489,600 | \$765,000 | \$972,000 | \$2,483,100 |
| Ripple Multiplier (5) | \$81,000 | \$303,750 | \$734,440 | \$1,147,500 | \$1,458,000 | \$3,724,650 |
| | | | | | | |
| Academies | 2020 | 2021 | 2022 | 2023 | 2024 | Total |
| Players (6) | 24 | 36 | 48 | 72 | 72 | 252 |
| Companions (2) | 12 | 18 | 24 | 36 | 36 | 126 |
| Total Persons Attending | 36 | 54 | 72 | 108 | 108 | 378 |
| Percent of attendees from out of town(7) | 36 | 54 | 72 | 108 | 108 | 378 |
| Expenditure per person per day for 7 days(8) | \$1,050 | \$1050 | \$1050 | \$1050 | \$1050 | \$1050 |
| Total visitor expenditure | \$37,800 | \$56,700 | \$75,600 | \$113,400 | \$113,400 | \$396,900 |
| Total Economic Impact | \$137,700 | \$388,800 | \$847,800 | \$1,317,600 | \$1,628,100 | \$4,320,000 |
| | | | | | | |
| | | | | | | |
| | 2020 | 2021 | 2022 | 2023 | 2024 | |
| (1) Number of tournaments | 2 | 4 | 4 | 4 | 4 | |
| (2) Estimate that 50% will bring one companion | 20% | 30% | 40% | 50% | 60% | |
| (3) % visitors increase as tournaments get larger | | | | | | |
| (4) \$150/person/day for 3 nights (\$75 lodging; \$45 for food/beverages; \$30 retail) | | | | | | |
| (5) Ripple effect of visitor money on the economy of the community Conserve estimate 1.5 | | | | | | |
| (6) Number of 6 day instructional academies | 2 | 3 | 4 | 6 | 6 | |
| (7) 100% from out of the area | 12 | 12 | 12 | 12 | 12 | |
| (8) Same as #4, but for 7 days | | | | | | |

MARKETING PLAN:

List a fee schedule or state “No fees will be charged” (schedule should include members, non-members, reduced prices, etc.)

Both the City of Holly Hill and Martens Charities will promote Pictona through their websites, newspapers, radio and all social media available. Websites include hollyhillfl.org and pickballdaytona.com.

Pictona will offer full memberships to the public at a cost of \$25 per month. Individual day passes for the use of the pickleball facilities are also available. The area outside of the clubhouse will be open and free to the public, including members of Pictona. The complex will also be promoted as a venue for local, district and national tournament play which is not available in Volusia County presently and will increase visitor numbers to Volusia County. The facility will also be available to rent for private parties and various community events.

3.) Describe Maintenance and Replacement Plan (including fund source and depreciation plan)

The Buildings and Grounds Department of the City of Holly Hill staff maintain the City’s parks and will continue to be responsible for maintaining the grounds and amenities of the area surrounding the pickleball complex, Pictona at Hollyland Park.

Routine equipment replacement and/or repair may be included as an annual operating expense. Routine maintenance, cleaning, mowing, landscaping and trash gathering will be handled by staff.

Any profits resulting in the operation of the Center will be reinvested into Pictona at Hollyland Park.

2019/2020 ECHO Grants-in-Aid Standard & Exceptional Grant Application

4.2 FISCAL STABILITY

1.) Fill out Form 4.2 Business Information.

The City of Holly Hill is a municipal government. The annual budget includes administrative, program, marketing and related operational expenses for maintaining the area of Pictona at Hollyland Park.

| 4.2 BUSINESS INFORMATION | | | | |
|---|-----------------------------|---------------------|-----------------------|-------------------------------|
| Operational funding for this organization | Prior Completed FY 18-19 | Current FY 19-20 | Projected FY 20-21 | Next Projected FY 21-22 |
| Fundraising, Memberships, Donations, etc. | | | | |
| County Grant(s)/Funds (other than ECHO) | | | | |
| Grant(s)/Funds - other (non county) | | | | |
| Cash Donations | | | | |
| TOTALS | | | | |
| Administrative Costs | | | | |
| Program Costs | | | | |
| Educational & Educational Outreach Programs | | | | |
| Contractor Services (for this project) | | | | |
| Marketing & Advertising | | | | |
| Payroll Total Expense | | | | |
| TOTALS | | | | |
| Number of Full-time Employees | 4 | 4 | 4 | 5 |
| Number of Part-time Employees | | | | |
| Volunteer Hours | | | | |
| Value of Volunteer Hours | | | | |
| TOTALS | | | | |

2.) Has this organization defaulted on any grant in the past five years? If so, please explain.

The City of Holly Hill has not defaulted on any previous grant award.

4.3 FINANCIAL AUDIT/REVIEW/AGREED UPON PROCEDURES

- 1.) Insert the appropriate required documents listed in the Application Guide on page 31 & 32.

Basic Financial Statements

- **Management Letter**
- **Response Letter – No Response Letter Needed**
- **Opinion Letter**

2019/2020 ECHO Grants-in-Aid Standard & Exceptional Grant Application

ATTACHMENT CHECKLIST: Please check your application before sending.

The following items/documentation **must** be included with your application or your application **will not** be scored. All match sources must be secured and proof thereof submitted by the Application Deadline in the Application Review Calendar found <http://www.volusia.org/services/community-services/echo/>.

APPLICANT

- ☒ ECHO Application, completed and signed
- ☒ Proof of ownership or copy of lease
- ☒ Mission Statement for Organization
- ☒ Form 1.6 – Certification of Information and Compliance, completed and signed
- ☒ Street Locator Map
- ☒ Site Plan
- ☒ Preliminary & Schematic Drawings
- ☒ Design & Development Documents
- ☒ Construction Documents
- ☒ Official Documentation of Match
- ☒ Business Plan
- ☒ Feasibility Study
- ☒ Marketing Plan
- ☒ Financial Audit Documents (listed in the Application Guide page 30)
- ☒ Not-for-Profits only: IRS Status Letter classifying Organization as a 501(c) (3)
- ☒ Restrictive Covenants or Statement agreeing to follow this requirement
- ☒ Other

ECHO STAFF

- ☐ ECHO Application, completed and signed
- ☐ Proof of ownership or copy of lease
- ☐ Mission Statement for Organization
- ☐ Form 1.6 – Certification of Information and Compliance, completed and signed
- ☐ Street Locator Map
- ☐ Site Plan
- ☐ Preliminary & Schematic Drawings
- ☐ Design & Development Documents
- ☐ Construction Documents
- ☐ Official Documentation of Match
- ☐ Business Plan
- ☐ Feasibility Study
- ☐ Marketing Plan
- ☐ Financial Audit Documents (listed in the Application Guide page 30)
- ☐ Not-for-Profits only: IRS Status Letter classifying Organization as a 501(c) (3)
- ☐ Restrictive Covenants or Statement agreeing to follow this requirement
- ☐ Other