



2020/2021 GRANTS-IN-AID  
STANDARD & EXCEPTIONAL GRANT APPLICATION

**CITY OF HOLLY HILL**

**PICTONA AT HOLLY HILL, PHASE 2**



## GRANT APPLICATION FORM

1. Applicant (Legal name of organization): **City of Holly Hill**

2. Address (mailing): **1065 Ridgewood Ave.**

City: **Holly Hill** State: **Florida**

Zip Code: **32117**

3. Federal ID #: 59-6000337

Florida Not-for-Profit Corporation Charter # (if applicable): Click or tap here to enter text.

Florida Dept. of Agriculture & Consumer Services Registration # (if applicable):

### **Municipal Government**

4. County Council District of Project: **District 4**

5. Contact Person:

Name: **Joseph Forte** Title: **City Manager**

Telephone #: 386-248-9438 E-Mail: jforte@hollyhillfl.org

6. Project Title: Pictona at Holly Hill, Phase 2

Project Location Address: 1066 Ridgewood Ave

City: **Holly Hill** State: Florida

Zip Code: **32117**

7. Type of Project:

☐ Renovation ☐ Restoration ☒ **New Construction** ☐ Acquisition

8. ECHO Category (review ECHO Guidebook pages 3 - 4):

☐ Environmental ☐ Cultural ☐ Historic ☒ **Outdoor Recreation**

9. The Project Site of Facility is (check one):

☒ Owned by Applicant ☐ Leased by Applicant (length of lease):

☐ Land/Project Management Agreement (length of agreement): Click or tap here to enter text.

**NOTE: LEASES/AGREEMENTS MUST BE BINDING AND NON-CANCELABLE**

10. Is the Project Site/Facility mortgaged or will it be? ☐ Yes ☒ No

11. Type of Organization:

☒ **Municipal government** or a budgeted organization of Volusia County Government

☐ Not-for-Profit Corporation classified as a 501(c) (3)

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

- |   |  |
|---|--|
| a. Standard Grant Request (up to \$600,000.00)      | \$ <u>Click or tap here to enter text.</u> |
| b. Exceptional Grant Request (up to \$2,500,000.00) | \$ <b>2,500,000.00</b>                     |
| c. Confirmed Match Funds                            | \$ <b>2,500,000.00</b>                     |
| d. Total Project Cost (ECHO + Match)                | \$ <b>5,000,000.00</b>                     |

13. Mandatory Workshop was attended by: **Joseph Forte and Steve Juengst**

Date of Workshop: **8/31/2021**

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

<b>04-02 City of Holly Hill, Hollyland Park</b>	<b>\$150,189.00</b>
<b>16-04 City of Holly Hill, Sunrise Park South Improvements</b>	<b>\$327,690.00</b>
<b>20-05 City of Holly Hill, Pictona at Holly Hill</b>	<b>\$400,000.00</b>

**MISSION**

1. Provide the Mission Statement for your organization:

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

**PROJECT TEAM**

1. List the name and address of the architect, engineer, design consultants and/or general contractor selected. Included the information for the persons signing the Certification of Information and Compliance Form:

**Michael Weigel, General Contractor – Resume Page 5**

AM Weigel Construction, Inc.  
166 South Palmetto Avenue  
Daytona Beach, FL 32114  
Phone 386-257-6691  
Fax 386-357-6143

**Dana Smith, Architect – Resume Page 6**

D.J. Design, Inc. – Design Consultant  
913 North Nova Road  
Holly Hill, FL 32117  
Phone 386-255-6987

**Sam Hamilton, P.E. Senior Vice President – Resume Page 7**

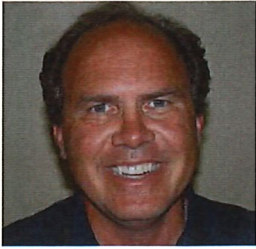
Zev Cohen & Associates, Inc.  
300 Interchange Blvd.  
Ormond Beach, FL 32174  
Phone 386-677-2482  
Fax 386-677-2505

**Melia Russell, Senior Professional Engineer – Resume Page 8**

Zev Cohen & Associates, Inc.  
300 Interchange Blvd.  
Ormond Beach, FL 32174  
Phone 386-677-2482  
Fax 386-677-2505



## MANAGEMENT TEAM RESUMES



**Michael Weigel**

**Principal in Charge & Pre-Construction Services Manager**

### Contact Information

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Phone: 386.257.6691

Cell: 678.878.8068

Email: amweigel@amweigel.com

### Project Role

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- Lead role in Preconstruction Phase of the work
- Oversight of overall project management
- Review of Plans/Specifications
- Value Analysis Recommendations
- Development of Cost Control
- Bid Solicitations
- Preparation of Estimates
- Preparation of Contracts

### Education, Experience and Licensing

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Bachelors in Building Construction – University of Florida 1982

Thirty Nine years experience in commercial construction

State of Florida Certified General Contractor – license # CGC 1507686

Seventeen years as president of A.M. Weigel Construction, Inc.

### Notable AM WEIGEL Experience (all costs represented in today's dollars)

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- Daytona Beach International Airport Terminal Renovation (2021) \$14 million
- Westside Elementary School – Additions and Renovations (2020) - \$16.3 million
- Pictona at Holly Hill – Phase 1 (2020) \$5.3 million
- Daytona Beach Shores Community Center (2018) \$8 million
- Pine Trail Elementary – HVAC, Ceilings, Flooring, Millwork, Doors (2017) \$7 million
- Ocean Center - Event & Convention Center Expansion (2012) \$100 million
- Volusia County Lifeguard Headquarters (2008) \$7 million

## Dana M. Smith, Architect

Dana has been with **DJdesign** for nineteen years and has 40+ 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

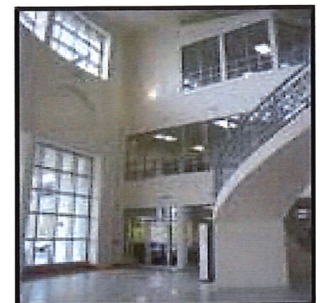
Registered Florida Architect  
Registration Number AR0009483

### PROFESSIONAL AFFILIATIONS

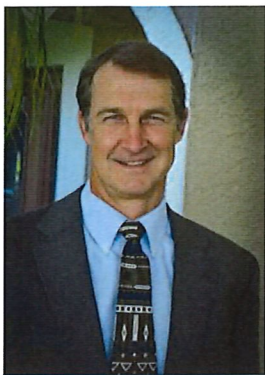
Volusia County Association for Responsible Development  
Florida Educational Facilities Planners Association  
National Council of Architectural Review Boards

### 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







## **Samuel C. Hamilton, Jr., P.E.**

### **Senior Vice President**



As Senior Vice President of Zev Cohen & Associates, Inc. (ZCA), Sam has designed and managed a multitude of private and public sector projects in the state of Florida. With many years of experience, Sam has an exceptional level of team building and project management skills which drive his projects to success with innovative ideas that meet, or exceed, his Client's expectations. He is an objective-driven, hands-on leader who takes a detail-oriented, time and cost-conscious approach to project management.

Sam is much-admired as a motivator and a talented, market-aware innovator. He evaluates current industry trends ensuring the Company maintains its technological leadership position. Sam's philosophy of work quality and responsiveness has become a tradition at ZCA. With Sam's expertise, ZCA has become one of the largest civil engineering firms headquartered in the area.

#### **Contact Information:**

300 Interchange Blvd, Ste. C  
Ormond Beach, FL 32174  
shamilton@zevcohen.com  
(386) 677-2482

#### **Education:**

B.S. Civil Engineering,  
University of Florida, 1982

#### **Registrations:**

Professional Engineer  
Florida P.E. 39497  
Georgia P.E. 30722

#### **Professional Affiliations:**

American Society of Civil  
Engineers

Volusia County Association for  
Responsible Development  
(VCARD) Regulation  
Committee

#### **Community Involvement:**

Daytona Beach Regional  
Chamber of Commerce,  
Government Relocation  
Committee

Ormond Beach Airport  
Advisory Board

Embry-Riddle Aeronautical  
University Civil Engineering  
Industrial Advisory Board

Former YMCA Board Member

Former Ormond Beach Youth  
Recreation Coach

#### **Years of Experience:**

39

#### **Years with ZCA:**

22

## **Project Experience**

### **Daytona State College Soccer Complex, Daytona Beach, Florida**

- Role: Principal-In-Charge
- Scope: The complex includes seating for up to 1,000 spectators, a television broadcasting lighting system, a pedestrian pathway system, pre-game plaza area, a jumbo screen and the associated parking lots. The soccer field is designed to meet National Collegiate Athletic Association (NCAA) standards. ZCA provided the civil engineering and landscape architectural design services. As the Lead Consultant, ZCA was responsible for contracting the architectural, structural and MEP services for this complex.

### **Derbyshire Multipurpose Trail, Daytona Beach, Florida**

- Role: Principal-In-Charge
- Scope: The design of a 2,617 linear feet 14' wide multi-purpose trail for the Derbyshire Park located in Daytona Beach, Florida. This project provides interconnection between the Park, the neighborhood sidewalks, and the existing Recreational Center. This project included master planning considerations for the future of the Park. This project was funded by Florida Department of Transportation (FDOT) Grant funds.

### **Ormond Beach Andy Romano Beachfront Park, Ormond Beach, Florida**

- Role: Quality Assurance/Quality Control
- Scope: ZCA was selected by the City of Ormond Beach to design a 5 acre beachfront park. The park amenities included pavilions, picnic areas, seating, covered playground, splash park, dune restoration and native landscaping, ADA beach access, restroom and vending facilities, beachfront parking and viewing terraces. ZCA provided a Public Outreach and Community Engagement Plan which allowed members of the community to play a role in developing the park that would leave a lasting impression for visitors of all ages. ZCA was responsible for master planning and designing all elements of the park including: civil site, landscape architecture, environmental, permitting and traffic.

### **7th Street Drainage Improvements, Holly Hill, Florida**

- Role: Principal-In-Charge
- Scope: The City was experiencing frequent neighborhood flooding problems on 7th Street. ZCA provided civil design services to upgrade the drainage system. ZCA utilized directional drill technique to minimize distribution to the residential neighborhood. Additionally, ZCA provided maintenance of traffic plan, bidding assistance, and construction administration services.

### **Holly Hill Marketplace Stormwater Improvements, Holly Hill, Florida**

- Role: Principal-In-Charge
- Scope: The Holly Hill Marketplace is a historic location of an open-aired town market which the City wanted revitalized. The courtyard area did not have an existing stormwater system in place and was susceptible to flooding during major rain events. ZCA was responsible for analyzing the existing drainage and creating a design to solve this recurrent flooding problem in the courtyard. ZCA designed a system which functioned well with the existing trees and their root system and took into consideration pedestrian traffic in the courtyard.



## Melia L. Russell, P.E.

Senior Professional Engineer/Quality Control Manager



Melia excels in complex planning, design and permitting projects. She provides our clients with the best practical design and diligence in bringing projects to completion on time and under budget. Melia's attention to detail and organization are evident in all of her work. She is eager to provide solutions that surpass the evolving technological changes of the industry. From design and permitting to final certification, Melia understands what it takes to provide the efficient and high quality services that clients have come to expect from Zev Cohen & Associates, Inc. (ZCA).

### Contact Information:

300 Interchange Blvd, Ste. C  
Ormond Beach, FL 32174  
mrussell@zevcohen.com  
(386) 677-2482

### Education:

B.S. Civil Engineering, Embry-  
Riddle Aeronautical University,  
2003

### Registrations:

Professional Engineer  
Florida P.E. 68357

### Professional Affiliations:

Florida Engineering Society

National Society of Professional  
Engineers

Site Ops, Site Engineering Software  
Certified

### Years of Experience:

19

### Years with ZCA:

18

## Project Experience

### Daytona Rising and Grandstand Redevelopment, Daytona Beach, Florida

- Role: Project Engineer
- Scope: This exciting project consisted of the entire reconstruction of the Frontstretch Grandstands which included all facility components from the seating bowl and gates to the civil and landscape elements in the front of the facility. ZCA was responsible for the design and permitting of all the civil, landscape, and hardscape improvements as well as the Master Stormwater design and permitting. Permits were obtained through Volusia County, the City of Daytona Beach, St. Johns River Water Management District (SJRWMD), Army Corps of Engineers (ACOE), Florida Department of Transportation (FDOT), and the Florida Department of Environmental Protection (FDEP).

### The Preserve at Holly Hill (aka the Mirage), Holly Hill, Florida

- Role: Project Engineer
- Scope: ZCA designed and permitted a 161-unit townhome development with associated stormwater and utility improvements on ±30 acres. The project was later redesigned as a 100-unit townhome development with an 11 acre borrow pit. ZCA permitted with the City of Holly Hill, Florida Department of Environment Protection (FDEP) for sewer, Volusia County Health Department for water, the St. Johns River Water Management District (SJRWMD), and the U.S. Army Corps of Engineers (USACE).

### Volusia County Ocean Center Expansion, Daytona Beach, Florida

- Role: Project Engineer
- Scope: A 100,000 SF expansion project which included an underground stormwater system, hardscape and streetscape design for Auditorium Boulevard, Hollywood Avenue and Earl Street, and a relocation of a 24" forcemain. This project also included a number of new parking spaces. ZCA was responsible for design, permitting, bidding assistance, construction administration, civil engineering and landscape architectural services.

### Midtown Community Center, Daytona Beach, Florida

- Role: Project Engineer
- Scope: ZCA provided civil site engineering and landscape architectural design services, per LEED standards, for the second phase of Midtown Center Community Park (aka Cypress Recreation Center). The design improvements included new tennis and basketball courts, a new baseball field, renovated community center, parking, and a stormwater management system.

### Daytona Beach News Journal Center, Daytona Beach, Florida

- Role: Project Engineer
- Scope: ZCA assisted the client in successfully obtaining an ECHO grant and other grants through state/federal agencies for this Cultural Arts building. ZCA designed parking, access, off-site roadway, stormwater utilities, landscape architecture, and sidewalk improvements as well as a secondary access and loading zone. The design included heavy-duty pavement, dock-high loading areas and access for large delivery vehicles. ZCA met the timeframes and performance criteria for the grants and the project was constructed on time and within budget.



2. List the person/persons who created the budget and describe their experience with this type of project:

**Michael Weigel, General Contractor, experience having budgeted for Phase I**

**Rainer Martens, Developer, experience having budgeted for Phase I**

**Joseph Forte, City Manager experience with municipal budgeting**

3. If a complete list is not available, explain why (include when the project team will be selected):  
Click or tap here to enter text.

#### **PROJECT MANAGEMENT TEAM**

1. List the name of staff dedicated to this project (include their responsibilities and the amount of time each will be spending on the project per week):

**Rainer Martens, Operator and Project Manager, 40%**

**Joseph Forte, City Manager, Coordination of staff and General Contractor, 25%**

**Steve Juengst, Public Works Administration Manager, Grant Manager, 10%**

**Stella Gurnee, Finance Director, Financial management, budgeting, payables, 5%**

#### **RESTRICTIVE COVENANTS**

1. Do you agree to comply with the requirement to file a 20-year Restrictive Covenant with the Volusia County Clerk of Court if ECHO Grant is awarded?

☒ **Yes**

☐ **No**

**The City of Holly Hill agrees to comply with the requirements of the Restrictive Covenants related to Pictona at Holly Hill, Phase 2.**

*△ 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 land not owned by the applicant, a letter from the Mortgagee or Lessor, stating that they agree to sign the Restrictive Covenants must be provided with the application.*

*△ Applicants with projects on State or Federal owned lands 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.*



## ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

### CERTIFICATION OF INFORMATION AND COMPLIANCE FORM

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 the 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.

#### OFFICIAL WITH AUTHORITY TO CONTRACT FOR THE OWNER OF THE PROPERTY

Signature/Date:

Printed Name: Joseph Forte

Phone #: 386-248-9438

#### OFFICIAL WITH AUTHORITY TO CONTRACT FOR THE APPLICANT

Signature/Date:

Printed Name: Joseph Forte

Phone #: 386-248-9438

#### CHIEF FINANCIAL OFFICER FOR THE APPLICANT

Signature/Date:

Printed Name: Stella Gurnee

Phone #: 386-248-9426

#### NOT FOR PROFITS ONLY – PRESIDENT, BOARD OF DIRECTORS

Signature/Date:

Printed Name:

Phone #:

Executive Board or Board of Directors reviewed and approved this application on (date): Click or tap to enter a date.



## **PROJECT DESCRIPTION**

1. Describe the project and explain how it will achieve the goals of Resolution 2000-156 to plan for the future growth of Volusia and enhance the quality of life for its residents (use factual information/documentation to show how this project will accomplish these goals):

Pictona 2 will be located at 1066 Ridgewood Ave, Holly Hill, FL 32117 inside Holland Park on the southside of Pictona.

Pictona 2 is the second phase of the Hollyland Park development. Its purposes are to (1) increase physical activity by expanding the number of pickleball courts available for recreational games., (2) to build a stadium that hosts local performances, community and pickleball events and (3) to become a pickleball education center for people of all ages. Pictona 2 will add 24 courts, plus a championship court in the Stadium, and an 8800 square-foot education center. The Stadium will seat 1200 people for championship pickleball play and seat up to 1500 for community events, all covered with a 27,000 square-foot roof. Groundbreaking for Pictona 2 was held on October 25, 2021 with a completion date of December 2022. Pictona 2 continues the public-private partnership between the City of Holly Hill and Martens Charities.

### **The Success of Pictona**

Pictona 2 is being built on the success of Pictona, which includes 24 courts, 8 of which are covered with all courts lighted for nighttime play. While pickleball is the major feature of Pictona, it also provides other amenities that have made it an appealing community center for Volusia County residents. Those features include outdoor shuffleboard, croquet, bocce ball, and horseshoes, built with support by a \$400,000 ECHO grant made available in 2020. These recreation facilities are free to the public. The Pavilion, also supported by the 2020 ECHO grant, provides space for outdoor parties and special events.

Pictona includes a 10,000 square foot clubhouse containing a games room, senior activity center, player shop, locker rooms, offices, and a restaurant. The facility also offers a community garden which is used by the Holly Hill school to educate children about gardening and nutrition, has 36 garden plots for adults, and a 10-tower hydroponic garden for growing vegetables used by the restaurant.

While members and visitors rave about the facility, it is the *activity* taking place at the facility that has inspired its success, all in just one year. Here are facts supporting the activities of Pictona.

- 700+ local members, many who come every day
- 55,000+ separate visits by members and visitors during the first year
- 3500+ day passes purchased by visitors who come from throughout the county and region

- 1425 players participated in 5 tournaments
- 925 community citizens have attended a free introductory pickleball class
- 60 advanced pickleball classes and 4 clinics have been held
- 65 community garden club members participate
- 20 health education classes were held
- 175 fitness classes with over 1200 participants
- 4000+ volunteer hours to prepare facilities and conduct programs

## **Why Pictona 2?**

We are building Pictona 2 for multiple reasons.

### Health of our community

Purpose one is to expand participation in pickleball as a means to improve fitness and health. The Martens' have devoted their entire careers to the health/fitness industry primarily through the development of Human Kinetics, the foremost international publisher of sports and fitness publications and educational programs. They now seek to share their financial success by further developing Pictona as a way to promote physical activity.

Seventy-three percent of the U.S. population is overweight and 42% are obese (30% over ideal body weight). Alarming, 19% of youth (2 years to 19 years of age) are obese. The medical problems caused by being overweight, and especially being obese, are well documented. The lack of physical activity is a major cause of America's weight problem. Exercising on weight machines or through fitness classes is appealing to some but not to many people interested in fitness. Playing pickleball is and has become an international sensation, largely played by older adults who find the sport to be a fun way to *exercise* and socialize. 4.2 million people are now playing the sport.

Pictona 2, with 25 additional courts, will provide more opportunities for Volusia County citizens to engage in a healthy sport and lifestyle. Along with more courts we will expand our already successful health education classes through our partnership with Florida Health Care Plans and AdventHealth, both organizations recognizing the value of physical activity through pickleball and complementary education about health and nutrition. As our motto states: "Pickleball is more than a game; it is a lifestyle." A healthy lifestyle! Pickleball is a means to an end – good health.



## Event Venue

Purpose 2 is to provide a venue to host events for the Volusia County community, seating up to 1500 people (when the pickleball court is used for performance seating). The outdoor stadium, with an expansive roof protecting visitors from sun and rain, will provide Volusia County with an excellent mid-size outdoor venue for entertainment events as well as other events such as graduations, banquets, weddings, and corporate gatherings. The City of Holly Hill plans to provide monthly entertainment events at the Stadium and Pictona will also organize at least one event per month, a total of 24 events annually.

We also plan to host pickleball tournaments at the Stadium. With a total of 49 courts and Stadium seating for 1200 (300 less when the court is in use), we will be a major national venue for tournaments bringing thousands of people to the community. Pictona hosted 5 tournaments in its first year and has contracted to host the USA Pickleball Association, the sport's governing body, national amateur tournament in December, 2022 and again in December, 2023. Each of those events will bring 1000-1500 players to Volusia County and the City of Holly Hill for a 8-day event. The Pictona Open (formerly called the Fall Vintage Tournament) is held annually in October which is anticipated to bring 750+ players to Volusia County. Pictona is receiving invitations to be the host of many more tournaments as well.

Collectively, these events serve the citizens of the Volusia County with an entertainment center. These events also provide benefits to Pictona, helping to support our non-profit activities, through rental and concession income. They also help the economics of Volusia County by bringing visitors here who occupy hotels and restaurants, and visit other amenities offer throughout Volusia County. Using the National Recreation and Park Association economic impact model to estimate the impact of Pictona on Volusia County, over a 5-year period (2022-2026) the value is \$40 million.

We have anecdotal reports of people moving to the area so they can be close to Pictona. Realtors are among our sponsors who advertise their services because they see increased interest in real estate near Pictona. Pictona joins the many other attractions that make Volusia County an appealing place to live. Major corporations, such as Brown & Brown have commented on the value of Pictona in recruiting and retaining employees in the area.

## Education

Along with our mission to improve the health and fitness of our citizenry and to provide an outdoor Stadium to host entertainment and pickleball events, Pictona has the opportunity to be a national center for pickleball education and training. Pictona 2 will provide the facilities to be the preeminent education center for the sport offering the following:

- A comprehensive junior pickleball instructional program,
- Introductory and advanced training for players of all skill levels,
- Education for instructors, referees, and administrators.

Although the sport of pickleball started and grew mostly with older people, the sport is now appealing to people of all ages. With additional courts and an education center, Pictona will embark on an expanded program to teach and engage children ages 8 to 14 as well as high school students in pickleball. We have already launched a *Pickleball First Steps* curriculum to help teach the sport to children. We will create junior pickleball clubs to teach the sport to young people and permit them to practice and play at Pictona. We wish to do the same with all the high schools in Volusia County, starting initially as a club sport and then developing an interscholastic competitive program. The value of youth participation in a healthy sport that can be played for a lifetime is well documented.

It requires experience to develop the types of educational programs described above. Rainer and Julie Martens, the directors of Pictona, have that experience. They have developed the largest coaching education program in the United States as the founders and former owners of the largest sports publishing company in the world, Human Kinetics ([www.humankinetics.com](http://www.humankinetics.com)). They are committed to making Pictona the preeminent national education center for pickleball.

#### Positive Unanticipated Consequence

An unanticipated consequence of Pictona's planned expansion is the development of a \$6 million RV park in the heart of Holly Hill resulting in a boost to Volusia County's taxable valuation. A major reason for building the park is that many retired people travel from one pickleball facility to another living the RV life. Having an RV resort less than a mile from Pictona will bring more visitors to the community.

We were surprised when Sunshine Homes, a retirement community, contacted Pictona to be its recreational facility. We have contracted with Sunshine Homes for this purpose. Their members may come as frequently as they wish to participate in pickleball and all the recreational activities as well as our health and fitness classes. We are now consulting with other retirement homes in Volusia County to establish similar relationships.

Another unexpected consequence is the local and national recognition Pictona has received. It's not just a pickleball facility, it is among the very best pickleball facilities in the world. When Pictona 2 is completed, it will be the finest pickleball facility in the country. Having a preeminent facility with outstanding education and training programs enhances the image of our community. Will there be more unanticipated consequences? We think so.



2. Describe the project and construction timeline:

Pictona 2 is being built on the success of Pictona at Holly Hill. Because of the exceptional facilities of Pictona, many pickleball organizations have requested that Pictona host their tournaments and offer instructional clinics taught by outside professionals. When doing so, most or all the courts are used, thus depriving Pictona's members and local residents of the opportunity to play recreationally, although they may enter the tournament. With 24 additional courts and a stadium with a championship court, tournaments and training programs can be held at Pictona 2 and members can continue to play at original Pictona courts. With these additional facilities, Pictona will be the premier pickleball tournament facility in the world, especially with 13 covered courts so play can continue when it rains.

To support this statement, USA Pickleball, the national governing body of the sport, has contracted with Pictona to host its national amateur tournament here on the promise of Pictona 2 being available in December 2022. Pictona will also host the tournament in 2023. Each of those tournaments will bring 1000-1500 players to Volusia County and the City of Holly Hill for a 7-day event. The Pictona Open (Formerly called the Fall Vintage Tournament) will be the premiere pickleball tournament. With 49 courts we will seek to accommodate up to 1500 players. In summary, Pictona has the opportunity to be a leading tournament site by building more courts with a stadium that is under cover.

The stadium will feature our championship court championship court with wider and deeper, out of bounds, areas. Thirty courtside boxes, each seating 4 people, are planned. The 8 sections of bleachers are 10 rows high with

double plank footboards and middle aisle staircases. On the north end of the championship court is the two story Pictona Training Center in which several "skyboxes" will be located for premium viewing. The Stadium will also have a space to create a stage for a variety of performances.

The Pictona Training Center contains first floor office spaces, restrooms, storage and classrooms. The second floor provides more office space, a meeting room, several sky boxes, and facilities for video streaming and announcing. From the Pictona Training Center we will offer the following activities:

- \* Instructional programs for players of all skills
- \* Implement the Junior program
- \* Offer 3-5 day camps for visitors
- \* An interscholastic program among high schools in Volusia County
- \* Instruction for physical educators and recreation leaders to deliver our First Steps youth curriculum.
- \* Training for pickleball instructors
- \* Training for referees
- \* Training for administrators of pickleball programs, both nationally and internationally

Moreover, this fast-growing sport that is sweeping the nation needs a national center for pickleball education and training. Pictona 2 will provide the facilities to be the preeminent education center for the sport offering the following:

A comprehensive junior pickleball instructional program,  
Introductory and advanced training for players of all skill levels,  
Education for instructors, referees, and administrators.



As evidence of its commitment to education, during Pictona's first year, two volunteer retired physical educators have developed a curriculum, called *Pickleball First Steps*, for teaching youth 8-14 years of age how to play this sport and have been conducting youth classes and summer camps. That resource is now available nationally to help physical educators and club instructors teach pickleball. Pictona 2 will permit the growth of this program. Every month instructional camps and clinics will be held not only for local residents in the area, but for visitors from across the country and around the world.

Pictona 2 will have a 7800 square-foot two-story building facing the championship court that will provide up to 14 offices, a classroom for instruction, meeting rooms, restrooms, concession stand, and convertible office/sky boxes for viewing play on the championship court. Pictona has been approached to provide office space for other pickleball organizations who have expressed interest in locating here because of these facilities. The new building will meet those office needs.

It requires experience to develop the types of educational programs described above. Rainer and Julie Martens, the directors of Pictona, have that experience. They have developed the largest coaching education program in the United States as the founders and former owners of the largest sports publishing company in the world, Human Kinetics ([www.humankinetics.com](http://www.humankinetics.com)). They are committed to making Pictona the preeminent national education center for pickleball.

Besides the court needs for Pictona 2, there is a window of opportunity now to become the national education center as the sport emerges from its childhood years. Many of the current educational programs offered around the country are not well-grounded in educational theory and practice. Pictona 2 will provide the quality education the sport deserves. Recognizing

this opportunity, Pictona 2 has been in the planning stage for a year and is now being constructed.

**Project construction timeline** The project has been designed and engineered and is ready to begin construction following the ground breaking ceremony on October 2, 2021.

The project has been designed and engineered and is ready to begin construction following the ground breaking ceremony on October 2, 2021. At the July 22, 2021 ECHO Committee meeting, the ECHO Committee on a motion from Saralee Morrissey which was seconded by Jeffrey Ault approved the follow on a 6 to 1 vote in support of the project: **"To allow the City of Holly Hill Pictona, Phase II project to come through the normal grant cycle, acknowledging that the project may have started construction prior to the grant submittal and/or approval"**.

- \* January 2021 to September 2021: Preconstruction Planning
- \* July 2021: Site plan completed by Zev Cohen & Associates
- \* September 2021: Approval by St. Johns Water Management District and City of Holly Hill
- \* October 2021: Begin construction
- \* December 2022: Completion of Pictona 2

3. Describe how the green and sustainability standards will be used in the project (information can be found at <https://www.volusia.org/services/growth-and-resource-management/environmental-management/green-volusia/green-buildings.stml> ):

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

- The restrooms 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 reduced water consumption.
- Water fountains will have bottle filling ability to reduce 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 LED lights are converted to light and only 5% is wasted as heat.
- Lighting will be placed on timers and controlled from the front desk.
- Benches and picnic tables installed will be made from recycled materials.

Materials used include:

- Low-E impact windows
- Low-flow toilets/urinals
- Light gauge framing with recycled content
- Low VOS coatings
- Reflective metal roofing and high-albedo single-ply roofing membranes
- High-efficiency HVAC systems
- LED interior and exterior lighting

4. Describe how the project will comply with the ADA accessibility requirements:

All entrances and courts are ground level accessible without stairs. The building, with a second story, includes an elevator for full access to all building spaces. Restrooms are designed to be ADA compliant.

5. If applicable, describe any additional phases:

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

## **PERFORMANCE MEASURES**

1. Explain the project's goals and objectives:

The measurement of the goals for Pictona 2 is straightforward as described next.



Goal 1: To have more people become physically active through participation in pickleball and the other activities at Pictona.

- Increase membership to 1000 in 2022, 1200 in 2023, and 1500 in 2024. As membership grows, more people engage in healthy physical activity.
- Conduct 20 health education classes per year offered by Florida Health Care Plans and AdventHealth.
- Provide 24 additional courts at Pictona 2 and one championship court in the stadium for members and visitors to play.
- Upon completion of the construction the courts will be available.

Goal 2: Provide Holly Hill with an entertainment and event stadium.

- In 2023, the City of Holly Hill will host at least four events and increasing that number to six events in 2024, 8 events in 2025, and 12 events in 2026.
- Promote the Stadium as a site to host other special events that have audiences from a few hundred to the maximum capacity of 1500. Seek to build up the number of special events to one per month or more.

Goal 3: Host 2 major tournaments per year and six smaller tournaments.

- Already contracted to host the USAP National Amateur Tournament in 2022 and 2023.
- Continue to host the Pictona Open in October of each year. In 2021, 750 players participated.
- The six smaller tournaments are already scheduled for 2023.

Goal 4: To become a major national education and training center for pickleball.

- The measurement of this goal will be seen by expanding the current junior program to include 200 preteen players and 200 teen players participating regularly as part of a Pictona's Junior Pickleball Club by the end of 2023.
- Conduct four summer camps for juniors.
- Conduct three Pickleball 101 classes each week, continuing what is now offered.
- Conduct six week-long courses for advanced players.

Goal 5: Have a positive impact on the community.

- Comment: This is a significant overarching goal for Pictona and Pictona 2 and a major reason Martens Charities will pay a substantial portion of the costs for Pictona 2 as it did for Pictona . It can be measured with some effort by assessing the impact it has on the physical, psychological, and social lives of those who participate.
- Along with the direct impact on people's lives, anecdotal evidence from Pictona's first year of operation is that this facility brings pride to its citizens and public recognition.

One other comment pertinent to goals: The value of pursuing excellence – working hard to do something that is better than the rest, to not just be ordinary but

extraordinary - that's what Pictona and Pictona 2 will bring to Holly Hill and Volusia County. These are intangibles and difficult to assess, but the evidence is already accumulating that Pictona makes a difference in the lives of those who participate and strengthens the community.

2. Elaborate on how these goals and objectives will be measured for the length of the restrictive covenants:

In addition to the above document processes, all activities are tracked on a daily basis and provided back to the city in a monthly report. The City is contracted with Pictona at Holly Hill under a management agreement for 50 years.

## **DRAWINGS**

1. Drawings are required from ALL applicants (documents must be legible and to scale with legends):
  - a. Current drawings and/or excavation plans for the family.
  - b. Site survey with existing structures and site plans with structures.



4. Site Plan should show the building footprint, travel ways, parking, landscaping, etc. This section should include:

- a. Site Survey
- b. Trees and topography
- c. Civil drawing
- d. Water retention drainage and circulation

See Response in Drawings pages 25 - 31

5. Preliminary and Schematic Drawings. Drawings should show:

- a. A general model of floor/site plans, showing the location of project elements.

Florida-friendly landscape plan (The Florida Friendly Landscaping guide can be found at [https://ffl.ifas.ufl.edu/pdf/FYN\\_Plant\\_Selection\\_Guide\\_2015.pdf](https://ffl.ifas.ufl.edu/pdf/FYN_Plant_Selection_Guide_2015.pdf)). See Response in Drawings pages 25 - 31

6. Design and Development Documents. Documents should show more detail including:

- a. Selection of materials and engineering systems involved
- b. Detailed cost estimate
- c. Environmentally sustainable materials
- The restrooms 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 reduced water consumption.
- Water fountains will have bottle filling ability to reduce 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 LED lights are converted to light and only 5% is wasted as heat.
- Lighting will be placed on timers and controlled from the front desk.
- Benches and picnic tables installed will be made from recycled materials.
- Materials used include:
  - Low-E impact windows
  - Low-flow toilets/urinals
  - Light gauge framing with recycled content
  - Low VOS coatings
  - Reflective metal roofing and high-albedo single-ply roofing membranes
  - High-efficiency HVAC systems
  - LED interior and exterior lighting

7. Construction Documents should include written and graphic instructions. These documents should be focused on specifications for the project (building systems, floor plans, elevations, etc.) and should include site utilities and ADA information.

- a. Outdoor, trails, parks, sports facilities and playgrounds require a bid set of plans, which are ready to be used for the procurement process.
- b. New construction, facility remodel and historic projects require a set of A&E plans, which are ready to be used for the procurement process.

- c. Historic projects need to demonstrate research and compliance with the Historic Preservation Standards and Guidelines.

8. Permanent ECHO Sign documents should include site design, materials and site placement.

Temporary sign:





[illegible]

## **PROJECT BUDGET**

1. A complete project budget must be submitted in the format provided by the county. Budget must be accurate and realistic (projects will be implemented within the budget set at the time of application).
2. The budget should be presented by each type of funding:
  - a. UC = Unencumbered Cash
  - b. LM = Land Match
  - c. IK = In-kind
  - d. PSC = Previously Spent Cash
3. The budget must include temporary and permanent ECHO signage (signs may not be funded with ECHO funding).

<b>BUDGET DETAIL CHART</b> Construction Phase Expenditures <i>Add rows as needed</i>	<b>UC +</b>	<b>LM +</b>	<b>IN-KIND +</b>	<b>PSC</b>	<b>= MATCH</b>	<b>ECHO</b>	<b>TOTAL</b>
<b>General Requirements:</b>	\$37,688				\$37,688	\$37,688	\$75,375
<b>Planning</b>							
Contractor Fees Admin and Supervision	\$150,000				\$150,000	\$150,000	\$300,000
Site Development	\$23,245			\$96,755	\$120,000	\$0	\$120,000
Architectural Design	\$37,261			\$47,739	\$85,000	\$40,000	\$125,000
<b>Subtotal</b>	<b>\$248,194</b>			<b>\$144,494</b>	<b>\$392,688</b>	<b>\$227,688</b>	<b>\$620,375</b>
<b>Site work</b>	<b>\$246,525</b>				<b>\$246,525</b>	<b>\$246,525</b>	<b>\$493,049</b>
<b>SubTotal</b>	<b>\$246,525</b>				<b>\$246,525</b>	<b>\$246,525</b>	<b>\$493,049</b>
<b>Site Construction:</b>							
Water/Sewer/Drainage Infrastructure	\$91,391				\$91,391	\$91,391	\$182,782
Outdoor Construction	\$358,910				\$358,910	\$141,910	\$500,820
Structural Construction	\$384,635				\$384,635	\$384,635	\$769,270
Exterior Construction	\$34,000				\$34,000	\$0	\$34,000
Stadium Construction	\$316,000				\$316,000	\$0	\$316,000
Administrative Offices	\$25,000				\$25,000	\$0	\$25,000
Electronic Systems	\$82,000				\$82,000	\$0	\$82,000
<b>Subtotal</b>	<b>\$1,291,936</b>				<b>\$1,291,936</b>	<b>\$617,936</b>	<b>\$1,909,872</b>
<b>Building Construction</b>							
Pre-engineered Metal Building – Stadium Court Cover	\$475,178				\$475,178	\$475,178	\$950,356
Construction Build-Out	\$459,875				\$459,875	\$431,904	\$891,779
Plumbing	\$53,750				\$53,750	\$53,750	\$107,500
HVAC	\$97,020				\$97,020	\$97,020	\$194,040
Electrical	\$375,000				\$350,000	\$350,000	\$700,000
<b>Subtotal</b>	<b>\$1,435,823</b>				<b>\$1,435,823</b>	<b>\$1,407,852</b>	<b>\$2,843,675</b>
<b>Signage:</b>							
ECHO Temp Sign	\$0				\$0	\$0	\$0
ECHO Permanent Sign	\$5,000				\$5,000	\$0	\$5,000
<b>Subtotal</b>	<b>\$5,000</b>				<b>\$5,000</b>	<b>\$0</b>	<b>\$5,000</b>
<b>PROJECT TOTALS</b>	<b>\$3,227,478</b>			<b>\$144,494</b>	<b>\$3,371,972</b>	<b>\$2,500,000</b>	<b>\$5,871,972</b>



## **MATCH DOCUMENTATION**

1. All documentation for match must be included in the application as outlined in the ECHO Guidebook pages 9 - 11.

## **OPERATING FORECAST DETAIL**

1. Outline how the facility or project will operate once complete. The narration should include such items (as applicable) as staffing, maintenance requirements, increased programming, fees and memberships. Include a detailed maintenance and replacement plan for the 20-year compliance period:

### **#1 Operations**

Pictona 2 will be operated as an extension of Pictona, which has developed extensive systems for operating and managing the facility. Members will have full access to Pictona 2 without any additional fees. Entrance to the facility will continue at the Pictona welcome desk and an additional entrance will be on the west side of Pictona 2 near the Education Center. The new entrance will be staffed during all open hours to check in members and visitors.

Additional staff will include a full-time education director and a maintenance specialist. Part time employees will include 4-6 welcome desk associates, two part-time clerical workers, and 4-6 instructors. Contract workers will staff the concession stand when in use which will be overseen by the current restaurant manager.

Maintenance of the facility will include daily janitorial work in the building and cleaning the courts. Daily, weekly, monthly and quarterly maintenance work will be scheduled, including preventative maintenance, and managed through a maintenance software program. A reserve fund is being developed to replace HVAC equipment when needed along with other repairs as the facility ages. Court resurfacing is a major expense which will be needed every 6-10 years. The general manager of Pictona oversees the maintenance and welcome desk staff.

The current directors of Pictona will oversee the development of the educational and training programs with the help of the new education director. The development of curricular materials will be contracted to others.

The membership software that Pictona now uses will be extended to Pictona 2 as will be the communication systems, accounting, and security.

2. Submit a business plan, feasibility study and marketing plan. These plans must be specific to Volusia County and the proposed project:

## **Executive Summary**

Pictona 2 is an extension and expansion of Pictona, a successful not-for-profit Florida corporation, developed through a public-private partnership by the City of Holly Hill, Volusia ECHO and Martens Charities. Pictona 2 will expand the available courts by 25, making the total courts available at 49. Five of the courts will be covered, making the total number of courts covered at 13. The Stadium will provide seating for 1200 which makes the total facility among the best for hosting major tournaments. The expansion also provides not only the courts but the classroom and office space for creating a national education and training center for pickleball. In addition to pickleball, the stadium will provide a place for hosting entertainment and other events needing a covered facility seating up to 1500 people.

Members will pay no additional fee to play pickleball at Pictona 2. Revenue to support Pictona 2 will come from tournaments, instructional and training fees, leasing of space for entertainment and community events, and sponsorship.

## **Company Analysis**

Pictona opened July 15, 2020 and has considerably exceeded the expected first year membership of 300 with a total membership of 700+. Membership is expected to double over the next two years. Members have access to all 24 courts, instructional programs, other recreational games, locker rooms and a restaurant. Pictona has hosted 5 tournaments in the first year, the first one exceeding 600 participants. The success of Pictona is shown by the data provided above and by anecdotal observations like these:

- Reports of increased real estate sales by people wanting to be near Pictona.
- Reports from visitors that they travel from throughout the southeast to come play at what they have heard and seen on Pictona's website as the best facility in the country.
- High praise by members for the 8 covered courts which lets them play in rain and on hot days protected from the sun.
- Frequent requests for information on how we built the facility, developers recognizing the many unique features built into the facility.
- Requests by organizations to host tournaments and clinics at Pictona.

With the additional courts and stadium Pictona 2 can host major tournaments and smaller ones without depriving our members of their regular use of the courts. Major tournaments will bring players from across the country and other nations to



Holly Hill and Volusia County. Based on the economic impact model of the National Recreation and Park Association, for the period of 2022-2026 the impact to the area is estimated to be \$40 million.

With the available land adjacent to Pictona, the continued partnership between the City of Holly Hill and Martens Charities, the opportunity to develop a world-class pickleball center focused on tournaments and education programs is a low-risk, high-return endeavor.

## **Industry Analysis**

Pickleball is the fastest growing sport in America. USA Pickleball estimates over 4 million people are now playing the sport. Initially appealing primarily to older people, the sport now attracts people of all ages. National television coverage and video streaming of major tournaments is common. There are two professional organizations and hundreds of tournaments across the country. The sport is booming in every way possible.

There are four organizations that certify instructors to teach the sport. One is fairly good, and the others are weak and lack the organization and execution of professional education. Pictona 2 will offer a considerably improved educational curriculum for teaching players, instructors, referees, and administrators. No entity has established a national pickleball education center. Pictona will seek to develop that identity and bring people to our community for this training. Pictona will seek to form partnerships with other pickleball organizations who can assist with this mission and who may wish to have a physical presence at Pictona.

As the premiere pickleball facility in the land, national television coverage and video streaming of major tournaments will put the area in the spotlight. With only Pictona One available now, Pictona is becoming a popular site to visit.

## **Customer Analysis**

Pictona's customers include the following:

- Members and potential members living in Volusia County and surrounding areas
- Visitors, most of whom are within a two-hour driving distance
- Tournament players
- Juniors wishing to learn pickleball and to become better players
- Adults of all skill levels who want to improve their play through quality instruction
- Instructors, referees, and administrators

Pickleball is an addictive sport. The passion to play and improve is high among young and old, beginners and advanced players.



## **Competitor Analysis**

For hosting outdoor events, at the Stadium at Pictona 2 will offer a complementary mid-size venue to locations like the Band Shell in Daytona Beach and the Performing Arts Center in Ormond Beach.

The competition for members comes from available courts in the area that are free to the public. These facilities appeal to the recreational player who is less interested in the amenities offered by Pictona. Pictona has better facilities and more opportunities to play at a person's skill level. Pictona also offers supportive services such as instructional programs, private tutoring, leagues, ladders and a host of special playing events. Pictona membership is currently \$360 per year or \$36 per month, about \$1 per day, but it does compete with places that are free.

There are hundreds of tournaments held across the country. Because of the positive reports on Pictona, aficionados of the sport want to come to Pictona to play in tournaments.

Based on the above information, it is clear that Pictona 2 is a feasible project built on the success of Pictona. With this confidence, the construction of Pictona 2 is underway.

## **Marketing Plan**

Pictona primarily markets membership, daily visitations by regional pickleball players, and tournament participation. Pictona employs a full-time marketing director who is responsible for promoting all the activities occurring at Pictona. Moreover, the full-time employees at Pictona are avid pickleball players and thus know the local and regional markets for pickleball players.

Over the past year, Pictona has reached the pickleball market through our comprehensive website ([www.pictona.org](http://www.pictona.org)), social media, our weekly bulletin, and a developing mailing list of clubs in Florida and Georgia who are reached by email. Pictona uses [www.pickleballtournaments.com](http://www.pickleballtournaments.com) as the best means to promote tournaments and to register players. All these marketing activities will be extended to Pictona 2.

Pictona offers three free pickleball 101 classes each week, each class accommodating 12 students. These classes are effective in recruiting new members. We host other instructional courses and clinics which non-members can attend, which also introduces them to the facility.

Visitors are welcome to attend tournaments as spectators without paying a fee. Again, this introduces people to the facility and possible membership.

Junior players will be reached by working with the local schools to introduce the sport in physical education classes and then for Pictona to provide after-school opportunities to play. Summer camps for juniors will be offered as day camps and as 3-5 day residential camps to students outside the region. Those will be marketed through pickleball clubs that exist throughout the country.

Pictona has received excellent local media coverage and has rapidly become known across the country as a superior pickleball facility. Once Pictona 2 is constructed, Pictona will market its educational offerings through the pickleball media, which includes two magazines, a host of websites, and email marketing to the network of pickleball clubs throughout the country and around the world.

## **Management Team**

The existing management team includes the following:

- Rainer and Julie Martens, co-directors  
Rainer was a professor at the University of Illinois and founded Human Kinetics Publishers and developed the American Coaching Effectiveness Program. Julie was executive vice-president at Human Kinetics and instrumental in developing many educational programs at the company. They will coordinate the development of Pictona 2 as they have at Pictona.
- Angela Gustavson, general manager  
Angie came to Pictona with a depth of experience in managing complex business operations. She is responsible for overseeing day-to-day operations.
- Sarah Lockett, assistant general manager and event manager  
A former collegiate softball coach, Sarah has proven her mettle over the past year as an effective administrator overseeing both pickleball and non-pickleball events.
- Rynn Goldstein, Senior Activity Center director  
A former high school social studies teacher, Rynn has guided the inaugural development of the Senior Activity Center and community gardens into robust programs engaging hundreds of local citizens.
- Rigo Garzona, maintenance manager  
Rigo brings a rich background in overseeing facilities management. He will be responsible for directing part-time help and scheduling all preventative maintenance work.
- Don Burke, restaurant manager

Don has a long and distinguished career in restaurant management. He oversees 3 servers and 3 cooks who prepare and deliver our fast casual menu. He is not only responsible for the daily food service in the restaurant but works with the senior management team to plan food services for special events and tournaments.

Besides these full-time employees, Pictona employs 14 part-time employees who work at the welcome desk, restaurant, and maintenance. Pictona will add at least one full-time education director to Pictona 2 and 4-6 welcome desk associates. One full-time or two part-time maintenance assistants will be added.

Pictona has benefitted from hundreds of volunteers who have served in many capacities. They teach the pickleball 101 classes that will continue. They have painted bleachers, made court signs, built tables, helped clean the courts, and helped conduct tournaments. When hosting the International Federation of Pickleball tournament in April 2021 over 100 volunteers worked more than 1300 hours which helped earn Pictona nearly \$50,000. Volunteers make many activities possible at Pictona, keeping the cost for membership lower.

### **Financial Plan**

See appendix A for a projected budget to build and equip Pictona 2.

See appendix B for a projected operating budget for Pictona 2.

See appendix C for the financial statement for Pictona for the first year.



## FISCAL STABILITY

### 1. BUSINESS INFORMATION (not all line items will apply to all applicants)

Operational funding for this organization	Prior Completed Year	Current Year	Projected Year	Next Projected Year
Fundraising, Memberships, Donations, etc.	\$671,000	\$475,000	\$800,000	\$1,000,000
County Grants (other than ECHO)				
Grants (Non-County)				
Cash Donations	\$153,000	\$93,000	\$200,000	\$200,000
<b>TOTALS</b>	<b>\$824,000</b>	<b>\$568,000</b>	<b>\$1,000,000</b>	<b>\$1,200,000</b>
Administrative Costs	\$49,000	\$28,000	\$75,000	\$100,000
Program Costs	\$235,000	\$136,000	\$325,000	\$350,000
Educational Outreach Programs				
Contractor Services (for this project)				
Marketing & Advertising	\$5,000	\$1,500	\$10,000	\$15,000
Payroll Total Expense	\$397,000	\$272,000	\$500,000	\$600,000
<b>TOTAL</b>	<b>\$686,000</b>	<b>\$437,500</b>	<b>\$910,000</b>	<b>\$1,065,000</b>
Not-for-Profit	\$138,000	\$130,000	\$90,000	\$135,000
Endowments				
<b>TOTALS</b>	<b>\$138,000</b>	<b>\$130,000</b>	<b>\$90,000</b>	<b>\$135,000</b>
Number of Full-time Employees	4	6	8	9
Number of Part-time Employees	10	14	22	24
Volunteer Hours	4,000	3,500	6,000	4,000
Value of Volunteer Hours (@ /hr.)	\$80,000	\$70,000	\$120,000	\$80,000
<b>TOTALS</b>	<b>\$1,728,000</b>	<b>\$1,205,500</b>	<b>\$2,120,000</b>	<b>\$2,480,000</b>

2. Has this organization defaulted on any grant in the past five years?

No

If yes, please explain:

**FINANCIAL AUDIT/REVIEW/AGREED UPON PROCEDURES**

1. County of Volusia and Local Municipalities must provide a link to their Financial Statement under GASB 34. The link should include the following documents:
  - a. A Management Letter from the last fiscal year Independent Auditor's Report on the Basic Financial Statement.
  - b. A Response Letter from the last fiscal year Independent Auditor's Report on the Basic Financial Statement.
  - c. An Opinion Letter from the last fiscal year Independent Auditor's Report on the Basic Financial Statement.

2. Not-for-Profit Organizations: N/A

The required financial information is determined by the operating revenue or expenses/expenditures annual average of the three fiscal years prior to the application deadline, as outlined in the ECHO Guidebook.

a. Additional supporting documents for Not-for-Profit organizations:

- i. IRS letter granting Not-for-Profit 501 (c) (3) status in Florida.
- ii. The most recent Uniform Business Report (Annual Report) filed with the State of Florida, Division of Corporations.
- iii. Unrestrictive ownership or undisturbed use of facility documentation (unless the project is an acquisition).
- iv. Letter of intent to sell from the owner for Acquisition Projects.



**Attachment Checklist: Please check your application before submitting.**

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 at [https://www.volusia.org/core/fileparse.php/5951/urlt/2020 2021-Calendar-updated-8.30.2021.pdf](https://www.volusia.org/core/fileparse.php/5951/urlt/2020%202021-Calendar-updated-8.30.2021.pdf)

**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
- ☒ Drawings
- ☒ Street Locator
- ☒ Map Site Plan
- ☒ Preliminary & Schematic Drawings
- ☒ Design & Development Documents
- ☒ Construction Documents
- ☒ Permanent ECHO Sign Documents
- ☒ Project Budget Detail Chart
- ☒ Official Documentation of Match
- ☒ Business Plan
- ☒ Feasibility Study
- ☒ Marketing Plan
- ☒ Fiscal Stability Chart
- ☒ Financial Audit Documents (listed in the ECHO Guidebook page 15)
- ☒ Not-for-Profits only: IRS Status Letter classifying Organization as a 501(c) (3)
- ☒ Restrictive Covenants or Statement agreeing to follow this requirement
- ☒ Other
  - City Resolution of support
  - Proof of Matching Funds
  - Clean Hands form
  - Development Agreement and Amendment
  - Management Agreement and Amendment
  - Incentive Agreement and Amendment
  - Pictona at Holly Hill, Articles of Incorporation
  - Pictona at Holly Hill 501 (c) 3 letter, Martens Charities
  - St. Johns River Water Management District Permit
  - Volusia ECHO Advisory Minutes 07-22-2021
  - Economic Impact Modeling
  - Letters of Support