

**SUP - BP#12-13**  
**Concession Agreement – Business Plan Packet**  
**State Trail Sponsorship**

Award of Concession Agreement (“Agreement”) by the Florida Department of Environmental Protection, Division of Recreation and Parks (Department) for sponsorship of one or more State Trails as specified in Chapter 260.0144 F.S., which is included as Attachment A. Sponsorship may be made based on the following criteria and subject to the terms and conditions listed below.

Sponsorship opportunities are available for the following State Trails:

1. Florida Keys Overseas Heritage Trail
2. Blackwater Heritage Trail
3. Tallahassee-St. Marks Historic Railroad State Trail
4. Nature Coast State Trail
5. Withlacoochee State Trail
6. General James A. Van Fleet State Trail
7. Palatka-Lake Butler State Trail

For the purpose of this document, the term “Respondent” is used in reference to a not-for-profit entity or private sector business or entity for commercial sponsorship submitting a Business Plan Proposal (Proposal). The term “Sponsor” is used in reference to a not-for-profit entity or private sector business or entity for commercial sponsorship awarded an Agreement as a result of this Call for Business Plans process.

#### **1. ATTACHMENTS**

The documents below are attached in the following order:

- Attachment A: Chapter 260.0144 Sponsorship of state greenways and trails
- Attachment B: State Trail trailhead and public access locations
- Attachment C: Business Plan Summary
- Attachment D: Business References

#### **2. TERMS AND CONDITIONS**

General Agreement Terms and Conditions will be available prior to negotiations. Special Agreement Terms and Conditions will be determined through the negotiation process.

#### **3. TRAIL INFORMATION**

A list of locations of each of the State Trails, trailheads and trail access points are included as Attachment B. Information about State Trails can be found at

<http://www.floridastateparks.org/thingstodo/statetrails.cfm>.

#### **4. MANDATORY TELECONFERENCE**

A mandatory teleconference will be held on July 15<sup>th</sup>, 2013 at 10:30 a.m. Eastern Daylight Time (EDT). Respondents must attend the teleconference to be eligible to submit a proposal. To participate, dial the teleconference number 888-670-3525 and follow the prompts. The participant code is 6790547274 then #.

For additional information regarding the mandatory teleconference, or to submit questions in advance of the mandatory teleconference, contact Samantha Browne by e-mail at

[Samantha.browne@dep.state.fl.us](mailto:Samantha.browne@dep.state.fl.us).

The Department will accept additional questions after the mandatory teleconference, which should be directed to Samantha Browne by email at [Samantha.Browne@dep.state.fl.us](mailto:Samantha.Browne@dep.state.fl.us) no later than 5:00 p.m. EDT, July 22, 2013. The Department will not respond to additional or follow up

questions after this date and time. Questions and answers will be posted online at <http://www.dep.state.fl.us/parks/bos/vsp/default.htm> no later than 5:00 p.m. EDT, July 26, 2013.

## **5. SUBMISSION OF PROPOSALS**

Proposals will be accepted to the attention of Samantha Browne, Florida Department of Environmental Protection, at 3900 Commonwealth Blvd., MS 795, Tallahassee, Florida 32399, no later than 5:00 p.m. EDT, August 8, 2013.

## **6. REVIEW OF PROPOSALS**

Department staff will independently review and evaluate the proposals based on criteria which will include the following:

- a. The demonstrated compatibility of the proposed sponsor's mission with that of the Department and the Florida Park Service.
- b. The sponsorship entity's proposed level of sponsorship funding.
- c. The length of time the proposed Sponsor is willing to enter into a sponsorship agreement.
- d. The extent of cross-promotional opportunities proposed that provide for the mission and/or managed areas of the Florida Park Service to be promoted by the proposed sponsor.
- e. The standing public image of the sponsorship entity, giving consideration to any known controversial or illegal activities

Following review of the Proposals, the Department will determine the Proposal(s) that have the greatest benefit to the Department.

## **7. NOTIFICATION OF RESULTS**

- a. Respondents will be notified of the results of the evaluation via email.
- b. Upon completion of the evaluation process, the Department may initiate negotiations.
- c. The Department reserves the right to negotiate all terms and conditions of the Agreement, including those stipulated within this Call for Business Plans.
- d. Negotiations for these sponsorships may be conducted with multiple Respondents simultaneously.
- e. Negotiations for sponsorships are available for a third party intermediary.
- f. In the event the Department is unable to reach an agreement with a Respondent(s), the Department reserves the right to terminate negotiations at any time.
- g. Terms and conditions outlined in the Call for Business Plans, or included in the Proposals may not represent the final terms and conditions for an Agreement.

Award may be made to a Respondent whose Proposal is of greatest benefit to the Department and the State of Florida. Final award will depend on the Department's ability to negotiate a satisfactory Agreement with a Respondent. Negotiations resulting from evaluations of Proposals shall not bind the Department to award an Agreement. In the event the Department finds the Proposals or negotiations are not acceptable, no Agreement will be awarded. The Department reserves the right to limit the award to any or all elements of this Call for Business Plans.

## **8. BACKGROUND ON THE STATE TRAILS**

A state trail, as a unit of the state park system, is a linear recreation area established primarily to provide opportunities for activities such as bicycling, hiking, horseback riding and jogging. Since full enjoyment of these pursuits as forms of resource-based outdoor recreation depends on both aesthetic experiences and physical activity, it is desirable for state trails to traverse areas of scenic appeal, although the scenic resources may be located outside the boundaries of the state trail itself. State trails may be of any length, but the recreational experience they provide should be such that they attract visitors from a broad area. State trails are designed and managed primarily for one or more non-motorized trail activities. Other recreational activities may be incorporated in a trail's design whenever an adequate land

base and resources of suitable quality exist. Some examples are primitive camping, picnicking, nature shady, archaeological or cultural site visitation, fishing, and swimming.

State trails are managed according to the following criteria:

- a. Primary consideration is given to providing opportunities for active recreational pursuits. Thus, user considerations are generally given priority over resource considerations. In areas where exceptional natural or cultural resources are included, however, resource considerations may become paramount even at the loss of some recreational use.
- b. Emphasis is placed on active recreational pursuits, although passive uses may be provided if suitable resources exist.
- c. Program activity is concerned with promoting use of the site for public recreation and with interpreting the trail and its surrounding area for public enjoyment.
- d. Development is aimed at enhancing the recreational appeal of the trail by providing basic facilities for access, user convenience and safety, and interpretation.

### **Trail Use Visitation**

According to 2011 user surveys as part of the Statewide Comprehensive Outdoor Recreation Plan (SCORP), bicycling on paved trails leads the way for resident trail users with 40% of residents for a total of more than 7.5 million participants. Thirteen percent of tourists used paved bike trails for a total of nearly 10.9 million users. Bicycling on paved trails is tied for third for residential outdoor recreational use.

#### TRAIL

#### 2010 VISITATION

Florida Keys Overseas Heritage Trail	948,104
Blackwater Heritage Trail	97,624
Tallahassee-St. Marks Historic Railroad State Trail	266,579
Nature Coast State Trail	133,242
Withlacoochee State Trail	274,754
General James A. Van Fleet State Trail	137,773
Palatka-Lake Butler State Trail	22,326

#### TRAIL

#### 2011 VISITATION

Florida Keys Overseas Heritage Trail	855,654
Blackwater Heritage Trail	82,643
Tallahassee-St. Marks Historic Railroad State Trail	197,809
Nature Coast State Trail	95,400
Withlacoochee State Trail	287,635
General James A. Van Fleet State Trail	136,260
Palatka-Lake Butler State Trail	72,112

### **Trail Benefits**

Paved multi-use trails offer healthy and safe recreational opportunities for users and significant economic benefits to local communities. A study from the East Central Florida Regional Planning Council showed that three Orange County paved bike trails together supported 516 jobs and an estimated \$42.6 million economic impact in 2010. Trails running through towns such as Winter Garden and Dunedin have transformed their economies. As an example, historical occupancy rates have climbed from 30% to near 100% in the downtown core of Dunedin. According to the greenways planning and design group Alta/Greenways, the annual

return-on-investment for Florida will be three dollars returned for every dollar invested, and could range as high as nine-to-one in some areas.

### **Management Plans**

Management plans for the State Trails can be found at:

<http://www.dep.state.fl.us/parks/planning/plans.htm>. Trail management plans are basic statements of policy and direction for the management of lands. The plans identify objectives, criteria and standards that guide each aspect of the unit's administration and sets forth specific measures that will be implemented to meet management objectives.

### **Hours of Operation**

The seven trails operate 365 days a year from sunrise until sunset for day-use visitors and all are free-of-charge.

## **9. SIGNAGE**

Any signs proposed under this Call for Business Plan, or subsequent Agreement, shall be reviewed and pre-approved, in writing, by the Department.

## **10. SPACE FOR SPONSORSHIP SIGNAGE**

The Department is granting use of space at specific trailheads or access points of seven State Trails as part of the Call for Business Plans.

## **11. SIGN MAINTENANCE AND REPAIR**

The maintenance and repair of pre-approved signs is the responsibility of each Sponsor. Sponsors shall ensure by site inspections that signs on project sites are being maintained for a period specified in the Concession Agreement. All signs shall be maintained in a safe and attractive manner. Any change to an existing sign or its location shall be approved by the Department in writing.

## **12. SCOPE OF WORK**

### Summary

Consistent with Chapter 260.0144 F.S., the Department requests proposals for a Sponsor or Sponsors to develop, construct, install, operate and maintain signs at specific trailheads and access points of one or more specified State Trails. The proceeds provided to the Department through State Trail sponsorship shall be distributed as follows:

- Eighty-five percent of sponsorship proceeds shall be deposited into the appropriate Department trust fund that is the source of funding for management and operation of state greenway and trail facilities and properties.
- The remaining 15% shall be deposited into the State Transportation Trust Fund for use in the Traffic and Bicycle Safety Education Program and the Safe Paths to School Program administered by the Department of Transportation, as specified by law.

Each Sponsor shall provide, at no cost to the State, pre-approved signs and all personnel and materials needed to erect said signs according to state guidelines and in a pre-approved location, working with the specific trail manager(s) and/or designated staff members. All costs of a display, including development, construction, installation, operation, maintenance, and removal costs shall be paid for by the Sponsor.

Respondents may submit a Proposal for:

- one or more access points.
- one or more trailheads.
- one or more State Trails.

There may be more than one sponsorship on each State Trail but no more than one Sponsor for each trailhead and access point.

A Concession Agreement may be terminated for just cause by the Department upon 60 days advance notice. Just cause for termination of a Concession Agreement includes, but is not limited to, violation of the terms of the Agreement. Negotiations to renew an Agreement may commence up to 60 days before the termination date.

#### Essential requirements

A Sponsor, in coordination with the Department, shall be responsible for providing the following services:

a. Sign Management

The Sponsor shall manage all aspects of sign development, installation and maintenance in coordination with the Department and trail manager(s). The signs shall meet the following guidelines:

1. The Sponsor shall provide a list of all signs for the Department's review and approval prior to the development of signs. The Department will designate employees to serve as a Sign Review Team to assist the Sponsor in developing appropriate signs. The Department shall ensure that the size, color, materials, construction and location of all signs are consistent with Ch. 260.0144, F.S., the management plan for the property and the standards of the Department.
2. The signs shall not intrude on natural and historic settings.
3. The signs may only contain the Sponsor's official logo and use the following sponsorship wording: (name of sponsor) proudly sponsors the costs of maintaining the (name of trail).
4. No more than one large sign or display, not to exceed 16 square feet in area, may be located at each trailhead or parking area of the seven specified trails.
5. No more than one small sign or display, not to exceed 4 square feet in area, may be located at each designated trail public access point of the seven specified trails.

b. Agreement Monitoring

The Sponsor shall assign a dedicated Agreement Manager to serve as a liaison to the Department.

### **13. PROPOSAL REQUIREMENTS**

In order to complete a Proposal, please provide the following documents. Provide three (3) hard copy versions of the Proposal along with an electronic version of the Proposal copied on a compact disc ("CD") no later than 5:00 p.m. EDT, Thursday, August 8, 2013 to the attention of Samantha Browne, Florida Department of Environmental Protection, at 3900 Commonwealth Blvd., MS 795, Tallahassee, Florida 32399 via USPS mail, hand-delivery or other professional delivery service. The Proposal shall be prepared by each Respondent utilizing 8.5" x 11" paper for the Proposal's hard copy version. The electronic version shall be submitted in a Portable Document Format ("PDF") file, which is a file that can be created and read by an Adobe Software System.

a. Cover Letter

The purpose of the Cover Letter is to include a brief introduction of your company or organization, including contact information and a description of the operations and services you propose to provide. Please include the following information in your cover letter:

1. The Cover Letter will be addressed to Samantha Browne.
2. Include the Call for Business Plan number, SUP - BP#12-13.
3. Include the name of this Call for Business Plans – State Trail Sponsorship.
4. Include the name(s) of the State Trail(s) that the Respondent is proposing to sponsor.
5. Include the name of the company submitting the Proposal.

6. Include the company representative's contact information: business telephone number, mobile telephone number (if applicable), email address and mailing address.
7. If the company is currently doing business, please provide a brief description of its business operations. If not, please provide a brief description of past business operations.

b. Business Plan Summary Sheet

The purpose of the Business Plan Summary Sheet is to provide the Department with an overview of your Proposal. Include a completed, signed and dated "Business Plan Summary Sheet", which is included as Attachment C of this Call for Business Plans.

c. Resume of Related Business Experience

Provide related and accurate business experience, including a chronological list, with dates, of the Respondent's business experience. As part of the resume, please also provide the following information:

1. The Respondent's main sources of business revenue.
2. Length of time the Respondent has been in business.
3. If the Respondent is a subsidiary of another company, provide the name of the parent company and the main or primary business product.
4. Location of the Respondent's main and satellite offices.
5. If applicable, list any services currently contracted out to third parties.
6. Identify the demonstrated compatibility of the proposed Respondent's mission with that of the Department and the Florida Park Service.
7. Outline the standing public image of the Respondent. Please include such items as awards received or open lawsuits in which Respondent is a plaintiff or defendant.

d. Business Plan

Address each of the following subjects in the following order:

1. Goals and Objectives of Sponsorship.
2. Proposed list of locations for sign placement.
3. Timeline and schedule for installing signs.
4. Proposed Sponsorship fee paid to the Department.
5. The extent of cross-promotional opportunities offered by the Respondent that provide for the mission and/or managed trails of the Florida Park Service to be promoted by the proposed Sponsor.
6. Length of time the Respondent is willing to enter into a Concession Agreement.

g. Business References

The Respondent shall provide three separate and verifiable business references able to verify the Respondent's business performance for a previous, or current, business. Only one of the three selected business references may be a Department contact for a Department Agreement. The limit to one Department contact applies to a Department Agreement expired or still active.

The Department will not consider more than one Department business reference provided by the Respondent.

References that are subcontractors for the Respondent may not be used. Personal references will not be considered.

To submit a business reference, make additional copies of the blank form, which is included as Attachment D: "Business References", and complete one form per business reference.

Please notify the business references you have submitted their name and contact information in your Proposal, and that they will be contacted by the Department for verification.

Verification will be handled through a telephone interview conducted by the Department.

After a telephone interview is conducted, the Department representative will e-mail or fax the telephone interview document to the business reference. The business reference will be required to sign the questionnaire used for the telephone interview, and will be asked to e-mail or fax the signed questionnaire back to the Department.

The Department reserves the right to review the performance of Respondent and/or Respondent's principals under current or expired Department Agreements. When the Department determines, in their sole discretion, they lack reasonable assurances that an Agreement entered into with Respondent and/or its principals will be adhered to, either due to documented past unsatisfactory performance or prior breach of the Department's Agreement requirements, the Department reserves the right to elect not to enter into an Agreement with said Respondent or principals.

#### **14. GENERAL**

The Department reserves the right to accept or reject any or all Proposals received, and reserves the right to make an award without further discussion of the Proposals submitted. Therefore, Proposals should be submitted initially in the most favorable manner.

A non-responsive Proposal shall include, but not be limited to, those that: a) are irregular or are not in conformance with the requirements and instructions contained herein; b) fail to utilize or complete prescribed forms; or c) have improper or undated signatures. A non-responsive Proposal may not be considered.

Failure to respond truthfully in any of the required documentation will result in disqualification.

The Department may waive minor informalities or irregularities in the Proposals received where such are merely a matter of form and not substance, and the corrections of which are not prejudicial to other Respondents.

#### **15. PUBLIC RECORDS**

This Call for Business Plans and any proposal submitted in response are subject to the State of Florida's Public Records Act, Chapter 119, Florida Statutes. Pursuant to Chapter 119, Florida Statutes, all documents, papers, letters, or other printed, written, or recorded material prepared in conjunction with or as a result of this Call for Business Plans is a public record, except for such records that are exempt under Chapter 119, Florida Statutes, or other statutory provision and Article I, section 24(a) of the Florida Constitution. If the Respondent considers any portion of their Proposal a trade secret, as defined in Section 812.081(1)(c), Florida Statutes<sup>1</sup>, then the Respondent is responsible for providing reasonable measures for maintaining secrecy. The Respondent shall label or identify, in writing, those portions of the Proposal that Respondent contends are trade secret as "confidential" or "exempt from disclosure," at the time that the Respondent submits their Proposal to the Department.

<sup>1</sup> Section 812.081(1)(c), Florida Statutes, defines trade secret as "the whole or any portion or phase of any formula, pattern, device, combination of devices, or compilation of information which is for use, or is used, in the operation of a business and which provides the business an advantage, or an opportunity to obtain an advantage, over those who do not know or use it. "Trade secret" includes any scientific, technical, or commercial information, including any design, process, procedure, list of suppliers, list of customers, business code, or improvement thereof. Irrespective of novelty, invention, patentability, the state of the prior art, and the level of

skill in the business, art, or field to which the subject matter pertains, a trade secret is considered to be:

1. Secret;
2. Of value;
3. For use or in use by the business; and
4. Of advantage to the business, or providing an opportunity to obtain an advantage, over those who do not know or use it when the owner thereof takes measures to prevent it from becoming available to persons other than those selected by the owner to have access thereto for limited purposes."



**Attachment A**  
**Chapter 260.0144, F.S.**

**260.0144 Sponsorship of state greenways and trails.**—The department may enter into a concession agreement with a not-for-profit entity or private sector business or entity for commercial sponsorship to be displayed on state greenway and trail facilities or property specified in this section. The department may establish the cost for entering into a concession agreement.

(1) A concession agreement shall be administered by the department and must include the requirements found in this section.

(2)(a) Space for a commercial sponsorship display may be provided through a concession agreement on certain state-owned greenway or trail facilities or property.

(b) Signage or displays erected under this section shall comply with the provisions of s. 337.407 and chapter 479, and shall be limited as follows:

1. One large sign or display, not to exceed 16 square feet in area, may be located at each trailhead or parking area.

2. One small sign or display, not to exceed 4 square feet in area, may be located at each designated trail public access point.

(c) Before installation, each name or sponsorship display must be approved by the department.

(d) The department shall ensure that the size, color, materials, construction, and location of all signs are consistent with the management plan for the property and the standards of the department, do not intrude on natural and historic settings, and contain only a logo selected by the sponsor and the following sponsorship wording:

(Name of the sponsor) proudly sponsors the costs of maintaining the (Name of the greenway or trail).

(e) Sponsored state greenways and trails are authorized at the following facilities or property:

1. Florida Keys Overseas Heritage Trail.
2. Blackwater Heritage Trail.
3. Tallahassee-St. Marks Historic Railroad State Trail.
4. Nature Coast State Trail.
5. Withlacoochee State Trail.
6. General James A. Van Fleet State Trail.
7. Palatka-Lake Butler State Trail.

(f) The department may enter into commercial sponsorship agreements for other state greenways or trails as authorized in this section. A qualified entity that desires to enter into a commercial sponsorship agreement shall apply to the department on forms adopted by department rule.

(g) All costs of a display, including development, construction, installation, operation, maintenance, and removal costs, shall be paid by the concessionaire.

(3) A concession agreement shall be for a minimum of 1 year, but may be for a longer period under a multiyear agreement, and may be terminated for just cause by the department upon 60 days' advance notice. Just cause for termination of a concession agreement includes, but is not

limited to, violation of the terms of the concession agreement or any provision of this section.

(4) Commercial sponsorship pursuant to a concession agreement is for public relations or advertising purposes of the not-for-profit entity or private sector business or entity, and may not be construed by that not-for-profit entity or private sector business or entity as having a relationship to any other actions of the department.

(5) This section does not create a proprietary or compensable interest in any sign, display site, or location.

(6) Proceeds from concession agreements shall be distributed as follows:

(a) Eighty-five percent shall be deposited into the appropriate department trust fund that is the source of funding for management and operation of state greenway and trail facilities and properties.

(b) Fifteen percent shall be deposited into the State Transportation Trust Fund for use in the Traffic and Bicycle Safety Education Program and the Safe Paths to School Program administered by the Department of Transportation.

(7) The department may adopt rules to administer this section.

**History.**—s. 2, ch. 2012-198.

**Attachment B**  
**Locations of State Trails, Trailheads and Trail Access Points**

State Trail	County	Trailhead	Access Point
Florida Keys Overseas Heritage Trail	Monroe		East end (towards Key Largo) of Channel 2 bridge MM73
	Monroe		West end (towards Key West) of Channel 5 bridge MM71
	Monroe		East end (towards Key Largo) of Long Key bridge MM65
	Monroe		West (towards Key West) end of Toms Harbor #4 bridge MM 61.5
	Monroe		West end (towards Key West) of 7 mile bridge MM40
	Monroe		East end (towards Key Largo) of Spanish harbor bridge MM33
	Monroe		East end (towards Key Largo) of Kemp channel bridge MM23
Blackwater Heritage State Trail			
	Santa Rosa	Equestrian Trailhead, 5969 Munson Highway, Milton, FL	
	Santa Rosa	Visitor Center Trailhead, 5533 Alabama Street, Milton, FL	
	Santa Rosa	Milton Trailhead, 6715 Elva Street, Milton, FL	
	Santa Rosa	Southern Trailhead, 6655 Old Highway 90, Milton, FL	
	Santa Rosa	Access to the NAS Whiting Field Trailhead, U.S. Navy owned/managed, Milton, FL	
General James A. Van Fleet State Trail			
	Sumter	Mabel Trailhead, 7981 CR 772, Webster, FL 35597	
	Lake	Bay Lake Trailhead, 7500 Bay Lake Road, Groveland, FL 34736	
	Polk	Green Pond Trailhead, 4903 Green Pond Road, Polk City, FL 33868	
	Polk	Polk City Trailhead, 7683 Berkley Road, Polk City, FL 33968	

**Nature Coast State Trail**

Dixie Cross City Trailhead, 16363 SE Highway 19, Cross City, FL

Dixie Old Town Trailhead at the Old Town Fire Station, east side of State Road 349, one block north of U.S. Highway 19, west of the Suwannee River

Gilchrist Trenton Trailhead, 419 North Main Street, Trenton, FL

Levy Fanning Springs Trailhead, north side of U.S. Highway 19, north of the Florida Agriculture Inspection Station

Levy Chiefland Trailhead, 23 SE 2<sup>nd</sup> Avenue, Chiefland, FL

Fanning Springs Chamber of Commerce Access Point, adjacent to the City/County owned/managed Chamber, 9800 Florida Street, Fanning Springs, FL 32693. The Chamber provides public restrooms and parking for trail users.

**Palatka-Lake Butler**

Union Lake Butler Trailhead, adjacent to the City owned/managed Union Depot Park

Putnam Grandin Access Point, off of County Road 315

Clay Twin Lakes Access Point, adjacent to the Keystone Heights city owned/managed Twin Lakes Park

**Tallahassee-St. Marks State Trail**

Leon Main Trailhead, 4778 Woodville Highway, Tallahassee, FL 32305

Wakulla Wakulla Station Trailhead, 1358 Old Woodville Highway, Crawfordville, FL 32327

Leon Lewis Hall Park Access Point, adjacent to the Leon County owned/managed Lewis Hall Park, 7575 Old Woodville Highway, Tallahassee, FL 32310

Wakulla Town of St. Marks Access Point, southern terminus of the Trail

**Withlacoochee State Trail**

	Citrus	Gulf Junction Trailhead, 2233 W Magenta Drive, Citrus Springs, FL 34434
	Citrus	South Citrus Springs Trailhead, 64 Citrus Springs Blvd., Citrus Springs, FL 34434
	Citrus	Hernando Trailhead, 2449 N Railroad Way, Hernando, FL 34442
	Citrus	Inverness Trailhead , 315 North Apopka Avenue, Inverness, FL 34450-4201
	Hernando	Ridge Manor Trailhead, 6410 Croom Rital Road, Ridge Manor, FL 33523
	Pasco	Trilby Trailhead, 37444 Trilby Road, Dade City, FL 33523
	Pasco	Owensboro Junction Trailhead/US 301, 19755 US Highway 301, Dade City, FL 33523
<b>Total Trailheads</b>		<b>23</b>
<b>Total Access Points</b>		<b>13</b>
<b><u>Trailhead signs</u></b>		
<b>One sign no larger than 16 Sq Ft</b>		
<b><u>Trail Access signs</u></b>		
<b>One sign no larger than 4 Sq Ft</b>		

**Attachment C**  
**Business Plan Summary Sheet**

Date

Respondent's Name  
Company's name  
Principal Address  
City, State, Zip

Re: Summary of the Proposal for State Trail Sponsorship(s), SUP - BP#12-13

In reference to the Proposal, please consider the below summary which [Insert \_\_\_\_\_ company's name] would be willing to enter into as a Sponsorship Agreement with the Florida Department of Environmental Protection for \_\_\_\_\_ [Insert name of State Trail(s)].

**Company Name:** [Insert \_\_\_\_\_ name of person, corporation, or other entity.] Please identify how the company's operation is or will be organized by choosing from the following list: sole proprietorship, Florida corporation, foreign corporation (out of state but registered in Florida), individual(s) d/b/a (insert fictitious name only if registered in Florida), partnership (if registered in Florida), or joint venture.

**Commencement date:** [Insert \_\_\_\_\_ proposed start date]

**Agreement end date:** [Insert \_\_\_\_\_ proposed end date]

**Capital Improvement:** Insert proposed capital improvement project total cost if applicable. Please do not include costs for capital outlay.

**Sponsorship Plan:** [Insert the details of the type of sponsorship items that the Respondent proposes to provide.

State Trail(s):

Trail access point and/or trailhead locations:

Sponsorship amount:

Cross promotional services:

Other:

I, the Respondent, understand and agree that the signage that the Sponsor may offer as a result of this Call for Business Plan does not preclude the Department from providing similar signage.

Sincerely,

Respondent

## Attachment D

### Business References

[illegible]