

Town of Fort Myers Beach  
Agenda Item Summary

Blue Sheet Number: 2012-115

**1. Requested Motion:**

**Meeting Date:** Nov. 19, 2012

Approve a request for non-profit organization funding in the amount of \$25,000 from the Fort Myers Beach Friends of the Arts

**Why the action is necessary:**

Council approval is required in order for the town to provide this type of funding.

**What the action accomplishes:**

Enables the town to support initiatives the Town Council feels are important and vital to the quality of life in our community

**2. Agenda:**

Consent  
 Administrative

**3. Requirement/Purpose:**

Resolution  
 Ordinance  
 Other

**4. Submitter of Information:**

Council  
 Town Staff  
 Town Attorney

**5. Background:**

A. On 9/17/12, Town Council established guidelines for any organization wishing to request funding for a program project or event.

B. The required request form was properly completed by the requesting organization, and contains all required signatures and notarizations.

C. Total funding requested is \$25,000.

D. All supporting documents are included with this package.

**6. Alternative Action:**

Provide a different level of funding or totally deny the request.

**7. Management Recommendations:**

Approve request

**8. Recommended Approval:**

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
						

**9. Council Action:**

Approved     Denied     Deferred     Other

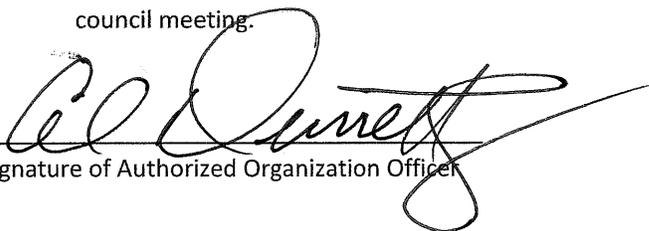
OCT 19 2012

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The Town of Fort Myers Beach has established guidelines (Council meeting of 9/17/12) for any organization wishing to request funding assistance from the town for a program, project or event. This form will assist the applicant in answering those requirements.

1. Name of your organization: Fort Myers Beach Friends of the Arts
2. All applicant organizations must be authorized 501(c)3 organizations. Please provide a separate notarized statement from an authorized organization officer attesting to this. See attached.
3. What is the title of the program, project or event for which you are requesting funding? Public Relations Project for the Town of Fort Myers Beach Arts
4. On a separate document, please provide a detailed explanation of your program, project or event. See attached
5. Has your organization received either TDC or State of Florida funding for this program, project or event? Yes\_\_\_ No X. If yes, please provide specific information. Submit separate documents if necessary. There have been no funds raised for this project, but the Friends were awarded grants from the TDC and VISIT FLA for the FMB Film Festival which we support.
6. Contributions by the organization or its members will be an important consideration for the town in reaching a decision. Are there such contributions? Yes X No\_\_\_ . If yes, provide specific information. Memberships provide much of our funds. We do a membership drive each year reaching out to the community.
7. Provide information about your organization's recent record of accomplishments with any programs, projects or events. (2 years if available). Submit separate documents if necessary. We have only been in operation for 11 months. See attached our accomplishments.
8. If funded, the receiving organization agrees to list the Town as a sponsor. Said sponsorship must be included on all advertisements for the program, project or event. Signature of this form below acknowledges and accepts this requirement.
9. Financial statements covering this program, project or event will be subject to review by the Town. Signature of this form below acknowledges and accepts this requirement.
10. The applicant organization will be required to give a detailed presentation and answer any questions at a council meeting.

  
Signature of Authorized Organization Officer

10-12-12  
Date Application Submitted



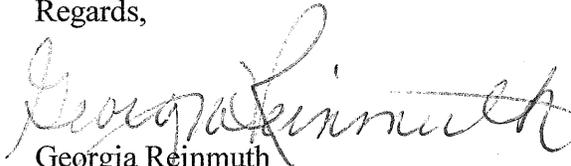
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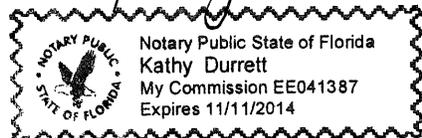
Town of Fort Myers Beach  
2523 Estero Boulevard  
Fort Myers Beach, FL 33931

Dear Mayor Bob Raymond and FMB Town Council:

We have applied for a 501 (c) 3 status last November, 2011. According to FL State Laws, we may operate as a 501 (c) 3 until final approval arrives. If you go to IRS online, you will see that they are just now reviewing applications from November 2011.

Regards,

  
Georgia Reinmuth  
Treasurer

## **GREATER FORT MYERS BEACH AREA FRIENDS OF THE ARTS**

**Name of Company:** Fort Myers Beach Friends of the Arts

**Business Purpose:** To facilitate and fund visual and performing art presentations in the greater Fort Myers Beach area.

**Legal Address:** 7225 Estero Boulevard, Fort Myers Beach, FL 33931

**Company Management:**

Directors: Corky Condon  
290 Donora Blvd  
Fort Myers Beach, FL 33931  
239-207-2982

Mark List  
202 Crescent Street  
Fort Myers Beach, FL 33931  
239-603-1198

Bud Nocera/FMB Chamber  
17200 San Carlos Blvd  
Fort Myers Beach, FL 33931  
239-454-7500

**Officers:**

**President:**

Al Durrett  
7253 Bay Beach Lane Unit #7F  
Fort Myers Beach, FL 33931  
239-470-1849

**Vice-President:**

Carla Mandel  
7000 Estero Blvd Apt 601  
Fort Myers Beach, FL 33931  
239-980-7979

**2<sup>nd</sup> Vice-President:**

Beth Ann Tuyls  
290 Dundee Road  
Fort Myers Beach, FL 33931  
239-825-1039

**Secretary:**

Bob Layfield  
PO Box 7003  
Fort Myers Beach, FL 33932  
239-290-4039

**Treasurer:**

Georgia Reinmuth  
7117 Quail Run Court W C13  
Fort Myers, FL 33908  
239-896-5927

### **Detailed explanation of our program, project or event:**

The Fort Myers Beach Friends of the Arts was formed to provide residents and visitors with more art oriented events; including the performing arts and the visual arts. We should support the encouragement and development of arts and culture on our Island. Arts and culture add value to the tourism industry, which is the engine of our economy.

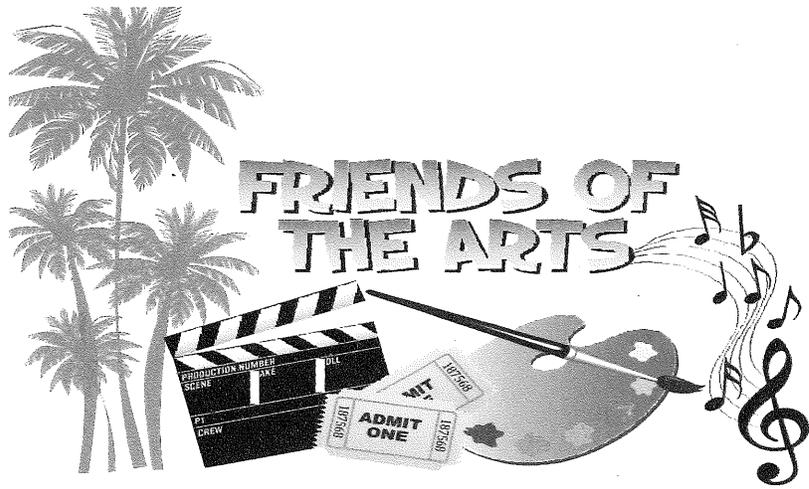
The Fort Myers Beach Friends of the Arts is asking the Town for \$25,000 to fund the public relation efforts of this organization.

This grant would enable us to promote all events that are scheduled on FMB that pertain to the arts. It is not for just one project. Our purpose is to defray the expenses of public relations support that will attract and bring participants and patrons to art presentations on Fort Myers Beach. Anyone on the island that has an event relating to the arts would submit their request to us. It would be approved as an art event and then promoted through this grant.

In our efforts to bring back the FMB Film Festival last year, we worked with Above Water Public Relations. Our efforts not only obtained coverage of our events within the State, but in Canada and Europe. While only \$12,500 was spent, the equivalent of \$98,000 in press coverage/advertising was achieved. These efforts not only will help provide audiences for the presentations, but will inform people globally as to the desirability of visiting our Island; thus strengthening tourism and our economy.

### **MISSION STATEMENT**

The Fort Myers Beach Friends of the Arts is a 501 C (3) tax deductible charitable organization. Its mission is to facilitate and fund arts presentations in the greater Fort Myers Beach area; enhancing economic conditions and the quality of life.



## ORGANIZATIONS AND EVENTS WE SUPPORT

Paint the Beach – FMB Art Association

Event paid by sponsorships to the FMB Friends

Cypress Lake String Quartet

Donation made to students from Sponsorships

FMB Elementary School

Donation made to school from events

Heights Elementary Foundation

Poster Donation made to art class from Film Fest

Beach Arts Co-operative

Donation made to BAC from events

Beach Haus Productions

Donation made to Beach Haus from events

North Fort Myers Steel Drum Band

Donation made to NFM Steel Drum Band from event

FMB Film Festival

Revived and supported financially with membership donations