

LFIR # 2577

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### 10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/ Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs: Oth	er	
Salary and Benefits		
Expense/Equipment/ Travel/Supplies/Other		
Consultants/Contracted Services/Study		
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Fixed Capital Construc	tion/Major Renovation:	
Construction/Renovation/ Land/Planning Engineering	Completion of Town Square Center Phase II, to include installation of decorative fountains, signage, shade pavilions, and parking. Both Phase I and II are designed and permitted with the construction of Phase I taking place over the next 12 months. The city will match the legislative appropriation by	650,000
	providing 100% of the estimated \$650,000 for phase I and the \$100,000 in design and permitting costs.	
Total State Funds Re	equested (must equal total from question #6)	650,000



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### 11

1.	Program Performance
a.	What specific purpose or goal will be achieved by the funds requested?
	To foster the redevelopment of downtown Crystal River by providing public amenities including a public gathering area for various events and activities. An existing 2.7 acre parcel on the SE corner of U.S. 19 and Citrus Ave will be transformed into a much needed "Town Square". Phase II will include installation of decorative fountains, signage, shade pavilions, and parking.
b.	What activities and services will be provided to meet the intended purpose of these funds?
	Completion of the Town Square will provide infrastructure that will be open to the general public for special events, festivals, picnicking, and general leisure activities all within footsteps of numerous downtown businesses.
c.	What direct services will be provided to citizens by the appropriation project?
	The Town Square will be open to the public for general recreational purposes. It will serve as a hub for local tourism related activities, connecting multiple businesses within the downtown area.
d.	Who is the target population served by this project? How many individuals are expected to be served?
	General (The majority of funds will benefit no specific group) Other - Approximately 340,000 tourists and 100,000 event goers annually.
e.	What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?
	Enrich cultural experience - The number of visitors and events.  Increase or improve economic activity - Increase in taxable value and sales tax receipts.  Increase tourism - Increase in bed tax receipts.
f.	What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?
	Reversion of funds.



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City	y of Crystal River.				
Red	questor Contac	t Information			
a.	First Name	Mayor Joe	Last N	Name	Meek
b.	Organization	City of Crystal River			
C.	E-mail Address	jmeek@crystalriverfl.org			
d.	Phone Number	(352)795-4216	Ext.		
Red	cipient Contact	Information			
a.	Organization	City of Crystal River			
b.	Municipality and	County Citrus			
с. (	Organization Typ	pe			
	For-profit E	ntity			
	O Non-Profit	501(c) (3)			
	O Non-Profit 8	501(c) (4)			
	<ul><li>Local Entity</li></ul>	1			
	O University of	or College			
	Other (plea	se specify)			
d.	First Name	Mayor Joe	Last	Name	Meek
e. I	E-mail Address	meek@crystalriverfl.org			
	Phone Number				
Lol	bbyist Contact I	nformation			
a.	Name	Laura Boehmer			
b.	Firm Name	The Southern Group			
C.	E-mail Address	boehmer@thesoutherngroup.com			
d.	Phone Number	(727)6860924	Ext.		