

**SUMTER COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY**

SUBJECT: FY2012 Florida-Friendly Landscaping Program Grant Application (Staff Recommends Approval).

REQUESTED ACTION: **Approve request to apply for the FY2012 Florida-Friendly Landscaping Program Grant.**

Work Session (Report Only) **DATE OF MEETING:** 1/11/2011
 Regular Meeting Special Meeting

CONTRACT: N/A Vendor/Entity: _____
Effective Date: _____ Termination Date: _____
Managing Division / Dept: Budget & Purchasing

BUDGET IMPACT: Provides \$49,775 in grant funds to offset a portion of the salaries paid to UF/IFAS Sumter County Extension Office employees.

Annual **FUNDING SOURCE:** Southwest Florida Water Management District

Capital **EXPENDITURE ACCOUNT:** _____
 N/A

HISTORY/FACTS/ISSUES:

This grant awarded past years to the UF/IFAS Sumter County Extension Office from the Southwest Florida Water Management District, was in past years called the Cooperative Funding Grant which was competitive with all the other projects in the county. The education programs have been taken out of the Cooperative Funding application and are now in a separate grant format.

This program has a target audience of Homeowners, Master Gardeners, New Residents, Garden Clubs and Youth. Its goal is to educate on water conservation, fertilization, insect control and reducing pollutants (see attached application document).

FY2012 FLORIDA-FRIENDLY LANDSCAPING™ PROGRAM APPLICATION FORM

Due date: December 31, 2010

County: Sumter

Project Number:

Extension Director Name: Susan Kelly

Coordinator Name: Jim Davis, Florida Yards and Neighborhoods Agent;

Lloyd Singleton, Florida-Friendly Landscaping™ Agent

Address: 7620 SR 472 Ste 2

City, State, Zip Code: Bushnell, FL 33513

Telephone number: (352) 793-2728

Email address: sakelly@ufl.edu,
dvisshdn@ufl.edu, lsingleton@ufl.edu

District funding requested based on county/other funders match: \$ 49,775

1. Targeted audiences

Provide bulleted lists of audiences you will include in your program's outreach, primary messages and estimate your annual reach. (Add rows if necessary.)

Target Audiences	Primary messages	Est. Reach
<ul style="list-style-type: none"> • Homeowners • Master Gardeners • New Residents • Garden Clubs • Youth 	<p>Water Conservation through proper irrigation management</p> <p>Reducing pollutants through Florida Friendly Landscaping™ practices</p> <p>Fertilizing Appropriately</p> <p>Integrated Pest Management</p> <p>Controlling Invasive Species</p> <p>Water Harvesting</p>	6100

- Florida-Friendly Landscaping™ agent will continue teaching GI-BMP's in the four county area, participating in 5 classes in 2011. This agent will also develop and offer a series of 6 FFL workshop/field days, and 10 seminars on Professional Development for industry professionals. A series of 8 TV interviews of Lake Sumter Community College's cable channel "Growing Lake Sumter" program is planned on FFL principles, with a large potential initial viewing audience augmented by videos posted on YouTube. An interactive FFL exhibit will be staged at the 2011 Sumter County Fair entry hall in conjunction with 4-H exhibits.

3. Budget

Provide a line-item budget and an explanation of how the budgeted items will be funded for the project. Show matching funds and value of in-kind items. (Add a column to include other cooperators or partners.)

ITEM	COUNTY	SWFWMD	UF	TOTAL
Program coordinator(s) salary & benefits 100% FYN	7,562.58	25,997.00	14,254.97	47,814.55
50% FFL	<u>31,138.00</u>	<u>12,062.00</u>	<u>18,384.00</u>	<u>61,584.00</u>
Total	38,700.58	38,059.00	32,638.97	109,398.55
Adjusted for 50% FFL	23,131.58	38,059.00	23,446.97	84,637.55 ✓
Supervision, clerical, finance, technical support	5,000.00		8,000.00	13,000.00
Office space and computer expenses	In kind office 2,000.00			2,000.00
Educational materials		2,000.00		2,000.00
Office supplies, telephone and postage	500.00	2,716.00		3,216.00
Contracted services (printing, advertising, photo processing, educational signage)	1,000.00	3,000.00	250.00	4,250.00
Travel		4,000.00		4,000.00
TOTALS	31,631.58	49,775.00	31,696.97	113,103.55

Will your program be able to show water saved? If yes, provide the programs/outreach through which water savings can be quantified.

- The new resident's workshop will demonstrate water saved by teaching residents how to operate their Hunter® irrigation controller. Homeowners surveyed that attended the 2010 new residents workshop saved a total of 520,000 gallons of water each month by correctly operating their irrigation controller, based on University of Florida research.

Thank you for completing the application. If you have any questions, please contact Sylvia Durell at 352-796-7211, ext. 4755, or via email at Sylvia.Durell@WaterMatters.org.

Authorized Signature

Date

Please email and mail a hard copy of the completed application with original signature by December 31, 2010 to Sylvia.Durell@WaterMatters.org and

**Sylvia Durell
COM
Southwest Florida Water Management District
2379 Broad St.
Brooksville, FL 34604-6899**