

City of Dunnellon
Agenda Summary Form

Meeting Date: January 5, 2021

1. Responsible Department: Community Development
2. Presenter: Georgina Cid, Community Development Manager
3. Recommended Action: Authorize the Mayor to execute Agreement #AGR2022-01 with the Florida Paddling Trails Association (FPTA)

Subject: Agreement #AGR2022-01, Memorandum of Understanding (MOU) between the City of Dunnellon to be referred as “Blueway Community” and Florida Paddling Trail Association “FPTA”

Request for Approval Summary Explanation & Background:

FPTA is an association that develops, promotes and protects blueways and paddling trails throughout the state of Florida. They provide a variety of outdoor activities to Florida eco-tourism and contribute to our economy, while educating the public.

They have asked that we establish this MOU to accomplish mutually beneficial objectives as it will connect visitors to the wonders of nature within our trails and the amenities we have to offer.

City of Dunnellon will be recognized as a Blueway Community and this will educate local businesses of the value of the Blueway as an economic resource; enable both parties to apply for targeted grants to assist in the community’s efforts towards nature-based tourism development, economic development and trail-related infrastructure development through the development of promotional products, educational resources or signature events; increase awareness of the Blueway from a responsible eco-tourism perspective and promote responsible tourism development within the community and support of the Blueway.

Procurement Method: N/A

Fiscal Information: Annual Membership i/a/o \$50.00

Attorney Review: Yes

Agreement #AGR2022-01
Memorandum of Understanding
**Between Florida Paddling Trails Association
and the City of Dunnellon, Florida**

This Memorandum of Understanding (MOU) is entered into by and between Florida Paddling Trails Association, a 501(c)(3) non-profit Florida organization, located at PO BOX 142082 Gainesville, FL 32614, hereinafter referred to as “FPTA,” and the City of Dunnellon, Florida, hereinafter referred to as “Blueway Community.”

Purpose: The purpose of this MOU is to promote natural Florida as a destination for visitors to the state who increasingly ask for outdoor experiences and places to paddle. The provisions herein signify the intentions of each of the parties and recognize the value of accomplishing the mutually beneficial objectives listed herein. Notwithstanding the intent and alignment of interests of both parties, this MOU is not a legally enforceable contract. Accordingly, the provisions stated herein are not legally binding.

Statement of Mutual Interests and Benefits: FPTA is dedicated to developing, promoting, and protecting blueways and paddling trails throughout the state of Florida, providing a variety of outdoor experiences throughout Florida to connect visitors to the wonders of nature. The Blueway Community is in proximity to Florida Paddling Trails and offers basic tourism amenities and can be marketed as a nature-based tourism destination, resulting in local economic stimulus and increased public awareness of natural Florida.

This MOU is established between FPTA and the Blueway Community to help each other accomplish mutually beneficial objectives:

- A. Educate local businesses of the value of the Blueway as an economic resource.
- B. Enable both parties to apply for targeted grants to assist in the community’s efforts towards nature-based tourism development, economic development, and trail-related infrastructure development through the development of promotional products, educational resources, or signature events.
- C. Increase awareness of the Blueway from a responsible eco-tourism perspective.
- D. Promote responsible tourism development within the community and support of the Blueway.

In consideration of the above premises, the parties agree as follows:

FPTA shall:

1. Promote the Blueway Community as a destination through its website and other media.
2. Offer outreach materials to the community such as brochures, newsletters, posters, displays, etc.
3. Provide detailed information on paddling opportunities near the community that can be reproduced and distributed to visitors to Blueway Community.

4. Provide periodic guided paddles that depart from or end at the Blueway Community.
5. Provide support at local festivals or other community events to encourage interest in the Blueway, when possible.
6. Make available signage with the Florida Paddling Trail Blueway Community logo for posting at the entrances to Blueway launch sites.

Blueway Community shall as it deems appropriate:

1. Include the Blueway and the FPTA in their promotional materials.
2. Make Blueway information available to the public at the local visitor centers and allow FPTA displays consistent with space allocated for other organizations.
3. Coordinate with the local FPTA contact regarding periodic guided paddles or events.
4. Consider supporting special events that promote the Blueway via promotion when appropriate.
5. Consider Encouraging local businesses to provide discounts on accommodations or special weekend packages for visitors who show their FPTA membership card by communication with the local chamber of commerce.
6. Install the two Florida Paddling Trails Blueway Community signs at the entrances of the Blueway |Community as soon as possible after the issuance of the Proclamation.

We, the undersigned, have agreed on the contents of this MOU. Any changes must be agreed to by both parties.

Blueway Community (Dunnellon, Florida)

Signed _____

Date

Title

Florida Paddling Trails Association

Signed _____

Date

Title