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CHINSEGUT IS FOR EVERYONE.



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# Chinsegut Hill Sanctuary Steward & Property Manager #25-RFP01132/CT



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OCTOBER 2025

[HernandoPast.org](http://HernandoPast.org)

HISTORIC HERNANDO  
PRESERVATION  
SOCIETY

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# Proposal Introduction

Chinsegut Hill Sanctuary is an exceptional historic site in Hernando County currently owned by the State of Florida and leased for 50 years to Hernando County Board of County Commissioners (BOCC). The Historic Hernando Preservation Society (HHPS) would like to assist the county in increasing public access to the property as well as reducing the financial burden on taxpayers to maintain the site.

HHPS also desires to create a Master Site Plan to strategically invest in preserving the historic assets, increasing archeological studies, and planning for appropriate amenity improvements so the property can continue to benefit this generation and those to follow. Our multifaceted approach will include free public educational and recreational programming as well as academic research and preservation.

The following are authorized to answer questions regarding this proposal:

| Name  | Title                             | Address   | Phone               |
|---|-----------------------------------|---|---------------------|
| <b>Amber Lamoreaux</b><br>(lead respondent) | <b>HHPS President</b>             | <b>11471 Chalk Farm Road,<br/>Spring Hill, FL 34609</b> | <b>352.568.5226</b> |
| Jo-Anne Peck                                | HHPS Vice-President               | 259 Howell Avenue,<br>Brooksville, FL 34601             | 813.785.4353        |
| Jan Knowles                                 | HHPS Treasurer                    | 26287 Soult Road, Brooksville, FL 34601                 | 352.279.5182        |
| Dr. Gary Ellis                              | GARI Archeology                   | 5990 N. Tallahassee Road,<br>Crystal River, FL 34428    | 352.464.4274        |
| Dr. Chris Meindl                            | USF Florida<br>Studies Professor  | 4202 E. Fowler Avenue, NES 107,<br>Tampa, FL 33620      | 727.873.4961        |
| Natalie Kahler                              | Chinsegut author<br>and podcaster | 941 Cedar Drive,<br>Brooksville, FL 34601               | 352.238.6295        |



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# Section 1.0 . Ability, Capacity & Skill

(Maximum 20 Pages | 35 Points)

## 1.0 Organizational Overview - Historic Hernando Preservation Society (HHPS)



October 1, 2025

To the Hernando Board of County Commissioners,

The Historic Hernando Preservation Society is a private non-profit organization whose mission is to support and encourage ongoing interest and research relating to the history of the original Hernando County, Florida, including aspects of Archaeology, Architecture, and Culture of current day Hernando, Citrus and Pasco Counties.

### Ongoing Projects:

- Historic Markers & Signage
- Speakers Forum
- Archaeological project support
- Cemetery documentation
- Preservation education
- Historic Walking Tours
- Historic Home Tours
- Coordination with other organizations for mutual goals

HHPS meets the 1st Thursday each month in historic downtown Brooksville at City Hall, 201 Howell Ave. A general business meeting starts at 6:00PM, followed by a free educational presentation at 7:00PM. All are welcome to attend.

HHPS is comprised of members with a vast array of professional and personal experience in historic preservation, local history research, and event planning. The team's combined expertise represents many decades of successful work over many organizations. Managing Chinsegut Hill is completely in line with our core mission of preservation, interpretation, and community engagement.

HHPS is committed to sharing the history of Hernando County and firmly believes Chinsegut is for everyone.

Thank you for your consideration,

Amber Lamoreaux  
Historic Hernando Preservation Society President

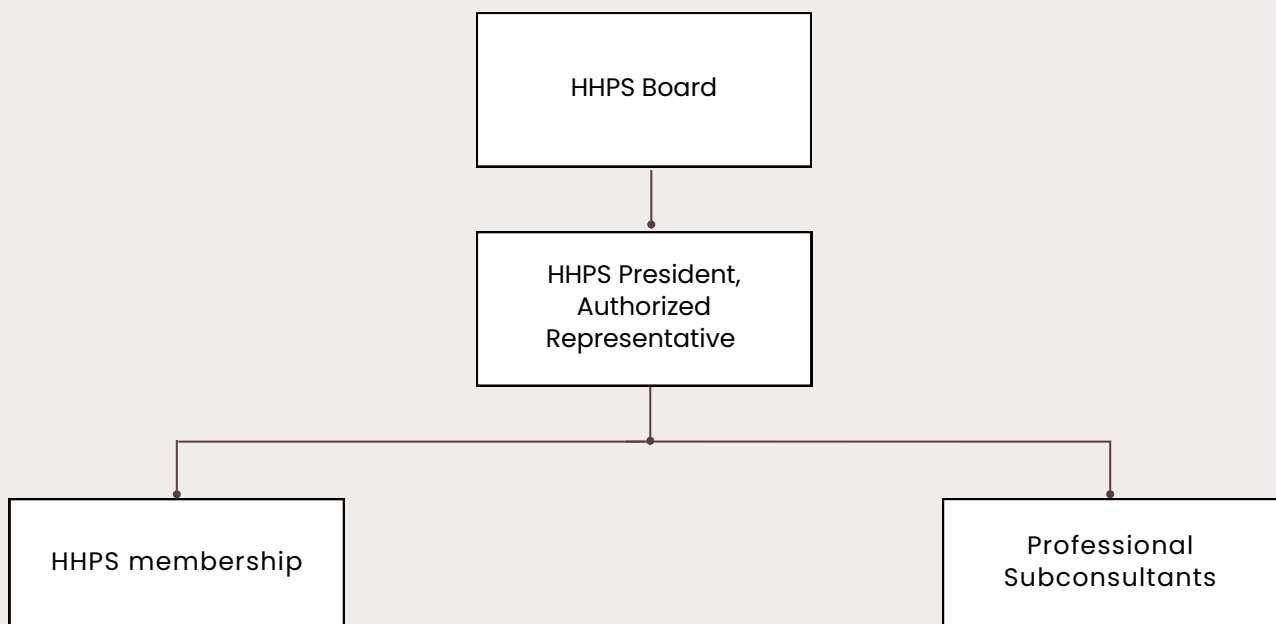
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## 1.1 Knowledge of Local Labor and Material Markets

As a long-established Hernando County organization, HHPS maintains strong relationships with local contractors, suppliers, and craftspeople experienced in historic work—roofing, carpentry, plaster, landscape, and mechanical systems. The team’s ongoing programs and partnerships have provided decades of experience coordinating local services and volunteers for preservation-related projects. Collectively, the consultant team brings additional knowledge of Central Florida construction and services through projects in the region and throughout the State of Florida, ensuring efficient procurement, realistic cost control, and rapid response to maintenance needs at Chinsegut Hill.

## 1.2 Lines of Authority and Coordination Identified

HHPS will serve as the prime contracting entity and fiscal administrator, providing overall direction and reporting to the County. An organizational chart (see below) illustrates HHPS leadership, with Amber Lamoreaux, President, as the Authorized Representative, supported by the HHPS Board and a multidisciplinary team of professional subconsultants. Each consultant reports to HHPS’s project coordinator while maintaining open peer-to-peer communication. Coordination occurs through weekly team meetings, monthly on-site reviews, shared maintenance schedules, and a unified digital workspace for tracking budgets, tasks, and reports.



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## 1.3 Essential Management Functions

Chinsegut Hill's historically layered ownership and stewardship context requires coordinated oversight to balance preservation, public access, and operations. The original Robins estate was subdivided in the twentieth century; today, parcels are owned or managed by multiple entities (e.g., Audubon Society, Florida Forest Service, Florida A&M University, the church at Robins Park, Florida Fish & Wildlife Conservation Commission, Tampa Bay History Center, the State of Florida, and Hernando County). The area covered by this RFP includes rental cottages, a commercial kitchen and dining hall, a modular classroom, a modular home, several sheds, three (possibly four) CCC-era buildings, archaeological sites, and both cultivated and forested grounds. It is imperative that the next property managers are equipped to quickly make the grounds open to the public and operational as a retreat while respecting the restrictions and responsibilities of managing a historic site. Although well-intentioned, prior management efforts sometimes introduced "improvements" that unintentionally compromised historic integrity or failed to consider the property's wildlife preserve character. In light of those lessons, HHPS has assembled a team of professionals capable of restoring and enhancing the site appropriately, in coordination with the Florida Division of Historical Resources.





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## Retreat Operations

Chinsegut Hill Retreat is a 56-bed facility that attracts groups as diverse as churches, bird watchers, Road Scholars, yoga enthusiasts, and family gatherings. The team will oversee all aspects of retreat operations, including:

- **Marketing** the retreat through print, social media, and statewide presentations to target organizations.
- **Booking Management** for cottages, classroom, dining hall, and grounds.
- **Cleaning and Supplies Management** for quick turnaround between guests, including cleaning, laundry, and restocking supplies.
- **Maintenance** of 28 guest rooms, 28 bathrooms, seven cottage kitchens, and nine porches.
- **Furniture and décor** updates as needed for comfort and durability.
- **Dining hall kitchen equipment** maintenance.
- **Mowing, weeding, and seasonal landscaping** of the retreat area.
- **Proactive building maintenance** of all cottages and public-use buildings.
- **Daily cleaning of public facilities** like the Civilian Conservation Corps restroom.
- **Annual clearing of forest trails.**
- **On-site management** whenever guests are present.
- **Paying utilities and managing subcontractors** for specialized services.
- **Establish long-term sustainability** with the benefit of decades of combined experience. The team is positioned to reopen the property swiftly, stabilize its facilities, and pursue grants and appropriations.



## Core Functions Managed by the Team

- Fiscal management, accounting, and County reporting.
- Reservations, guest services, and scheduling for cottages, classroom, dining hall, and grounds.
- Routine and preventive maintenance for structures, systems, and landscapes.
- Preservation planning and coordination with the Florida Division of Historical Resources.
- Public programming, education, tours, and volunteer coordination.
- On-site management whenever guests are present, ensuring safe, continuous operations.

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## 1.4 Functional Integration of Team Members (Subs Delineated)

All participants collaborate as equal professional partners under HHPS's leadership with integrated communication, unified branding, and coordinated deliverables.

| <b>Team Member/Organization</b>         | <b>Primary Role</b>                  | <b>Key Deliverables</b>   |
|---|--------------------------------------|---|
| HHPS                                    | Prime/Administrative Leave           | Contact administration, budgeting, volunteer management, County liaison |
| Gulf Archeological Research Institute   | Archeology & Cultural Resources      | Archeological surveys, site monitoring, research integration            |
| Dr. Chris Meindl                        | USF Florida Studies Program Director | Programming and research support  |
| Jo-Anne Peck                            | Historic Construction Consultant     | Oversight of repairs and rehabilitation activities                      |
| Dalton Studio LLC                       | Preservation & Planning              | Condition assessments, preservation plan, DHR coordination              |
| Roots Creative Co                       | Marketing                            | Website, graphics, and social media support                             |
| Hernando Historical Museum Association  | Educational                          | Programming and research support  |
| Natalie Kahler                          | Education & Community Engagement     | Heritage Tourism promotion, public relations, historic research         |
| LibertyTree Care & Kenjo's Tree Service | Arborists                            | Tree maintenance and repair   |



## 1.5 Current and Projected Workload/Availability

HHPS's volunteer structure and consultant model allow flexible scaling while maintaining consistent oversight. This project is the team's primary 2025–2026 initiative; all consultants have confirmed schedule availability for immediate mobilization.

| Consultant or Role             | Est. % Commitment | Availability Start    |
|--------------------------------|-------------------|-----------------------|
| HHPS President/Project Manager | 30%               | Immediate             |
| Preservation/Planning Team     | 25%               | Immediate             |
| Archeology/Cultural Resources  | 10%               | Within 30 days of NTP |
| Educational Programming        | 15%               | Immediate             |
| Community Outreach/Marketing   | 10%               | Immediate             |

## 1.6 Familiarity with Project Area and Region

HHPS members possess deep-rooted knowledge of Hernando County, gained through years of active engagement with its cultural and historical landscape. Their work includes leading educational tours, preserving cemeteries, installing historical markers, and hosting public lectures. This intimate understanding of the area—combined with broader regional insight—supports thoughtful stewardship that respects local heritage, environmental context, and regulatory frameworks.



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## 1.7 Credentials, Qualifications, and Relevant Experience of HHPS Team

The HHPS team brings a wealth of professional and volunteer experience in historic preservation, public history, and community education. Members have contributed to statewide initiatives, collaborated with preservation agencies, and developed interpretive materials tailored to Florida's unique historical narratives. Their combined expertise ensures that project management is informed, compliant with preservation standards, and responsive to both community values and historical integrity.



### **Amber Lamoreaux** **HHPS President & Dade Battlefield Society President**

Amber is a gifted event planner, interpreter, and preservation advocate who also coordinates educational tours with the Tampa Bay History Center. As President of the Dade Battlefield Society, she has led the park to repeated state recognition as a top-performing site. She currently serves as President of HHPS and is a member of the Daughters of the American Revolution, Annuttaliga Chapter.



### **Jo-Anne Peck** **HHPS Vice-President & Historic Preservationist**

Jo-Anne is a cultural resource professional and licensed building contractor with a strong background in historic preservation and public-sector collaboration. With decades of experience working alongside Florida agencies, she has led numerous initiatives focused on documenting, protecting, and preserving the state's architectural and cultural heritage. She is also skilled in digital communications and website management, bringing a modern edge to traditional preservation efforts. Her work reflects a deep commitment to community engagement, education, and the sustainable stewardship of Florida's historic resources.



### **Jan Knowles** **HHPS Treasurer & Historic Preservationist**

A lifelong advocate for Brooksville's heritage, Jan secured the \$1.5 million appropriation that funded the 2014 manor restoration. She has chaired Art in the Park, the Brooksville Raid, and the Tourist Development Council, and served as President of the Historic Hernando Preservation Society, Friends of Chinsegut, and the Hernando Historic Museum Association. Jan was honored as the 2014 Great Brooksvillian for her nonprofit leadership.





## **Ross Lamoreaux** **HHPS Secretary & TBHC Chinsegut Site Manager**

Ross is a living-history interpreter and Civilian Conservation Corps expert who has managed the Chinsegut Hill museum site for the Tampa Bay History Center since 2009. He serves on the boards of HHPS and the Dade Battlefield Society and is an Army veteran. Ross has nearly three decades of experience in museum interpretation, historical reenactment, and program development for Florida State Parks.



## **Deb Charlow** **HHPS Board Member & TBHC Docent**

Deb has volunteered as a docent at Chinsegut for more than a decade and specializes in period clothing research and reenactment. A former English teacher and Girl Scouts coordinator, she has planned and executed numerous educational events and fundraisers. Deb is also a costuming expert covering several centuries, including those which impact Chinsegut Hill.



## **Doug Davis** **HHPS Board Member & Small Business Owner**

Doug is a lifelong Hernando County resident and owner of Doug Davis Enterprises, Inc., specializing in ironwork and structural steel fabrication. An Army veteran and active HHPS board member, he combines technical expertise with a passion for local heritage and historic craftsmanship. He holds a degree in Marketing.



## **Christina Russo** **HHPS Board Member, Educator & Writer**

Christina is a teacher, writer, and former reporter for the Hernando Sun. She has served on multiple education and youth boards and is active in the NAACP and Black Educator's Caucus. She brings communication skills and educational outreach experience to the team. She holds a Master's in Exceptional Student Education and a Bachelor's in Early Childhood Education.



**Gary Ellis**  
**HHPS member & Archaeologist**

Gary has directed five archaeological digs at Chinsegut. He also wrote a comprehensive academic report on the property and designed a map of archaeological areas of interest.



**Dr. Chris Meindl**  
**HHPS member & Director of Florida Studies at USF**

Dr. Meindl has been bringing his USF students to Chinsegut for 22 years! As an educator and geographer, he has recently published *Florida Springs: From Geography to Politics and Restoration*.



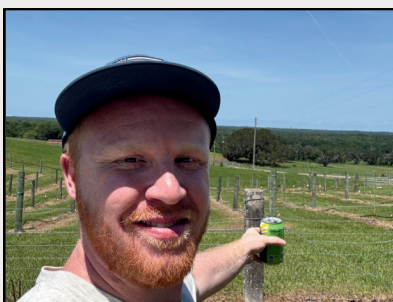
**Natalie Kahler**  
**HHPS member & Chinsegut history author & podcaster**

Natalie has volunteered at Chinsegut in many roles, including Retreat Manager and Event Planner. She has penned three books on Hill history and is in the second season of a podcast based on Chinsegut owner Elizabeth Robins' diaries.



**Mary Sheldon**  
**HHPS member & Hernando Historic Museum Assoc. President**

An enthusiastic researcher and long-time leader at the museum, Mary is deeply committed to expanding our knowledge of Hernando County's roots.



**Barry Meindl**  
**HHPS Member & Roots Creative Co. Designer**

Barry is Hernando's most exuberant and boundlessly energetic volunteer. A gifted designer, he has created branding for HHPS, Brooksville Main Street, and the Emancipation Day Celebration at Chinsegut.





## Chris Jernigan Arborist & Veteran

A seventh-generation Brooksvillian and descendant of Chinsegut's Ederington family, Chris is the owner of Liberty Tree Care. He has volunteered countless hours to maintaining Chinsegut's tree health and grounds care. Chris is an Army veteran and lifelong supporter of Florida's heritage landscapes.



## Ken Morgan Arborist & Master Gardener

Owner of Kenjo's Tree Service since 2002, Ken has donated his tree-care and preservation expertise to Chinsegut Hill for over two decades. He is a certified arborist and master gardener known for his commitment to maintaining the property's historic landscape and native tree canopy.



## Betsy Ahrens Event Coordinator

Betsy served as Vendor Coordinator for the Brooksville Blueberry Festival and as Promotion Committee Chair for Brooksville Main Street. She brings organizational and community event experience to HHPS and currently serves as Vice-Principal at The Esther School.



## Lisa Mobley History on Wheels

Lisa's mother, Mable, dedicated her life to documenting the history of her family's long history in Hernando County. Upon her passing, Lisa has picked up her mother's mantle in sharing those stories. Mable has been selected by City Council as the 2027 Great Brooksvillian.



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## 1.8 Unique Knowledge and Credentials of Key Team Members

This project is supported by a team whose combined experience spans preservation planning, archaeology, education, construction, and community engagement. Together, they bring specialized expertise that extends beyond standard preservation practice, grounded in decades of work with Florida's historic places, cultural landscapes, and public institutions.

### **Localized Preservation Expertise**

Members of the Historic Hernando Preservation Society (HHPs) and affiliated partners have been directly involved in regional preservation efforts through archaeological studies, museum operations, docent programs, and educational tours. This continuity of engagement provides an irreplaceable foundation of institutional knowledge and strong working relationships with local and state preservation networks.

### **Technical and Professional Credentials**

Subconsultants Christine Dalton (Dalton Studio) and Jo-Anne Peck (Preservation Resource) are certified preservation professionals with extensive experience managing Florida Division of Historical Resources Small Matching Grant projects, developing historic preservation design guidelines, and conducting building condition assessments. Their combined expertise ensures regulatory compliance, grant accountability, and adherence to *The Secretary of the Interior's Standards for the Treatment of Historic Properties*,

### **Scholarly and Research Credentials**

Dr. Chris Meindl (University of South Florida) and Gary Ellis (Gulf Archaeology Research Institute) contribute nationally recognized scholarship in Florida geography and archaeology. Their academic and field experience inform resource management, interpretation, and preservation strategies for historic and environmental sites across the state.

### **Community and Interpretive Strengths**

Amber and Ross Lamoreaux, Jan Knowles, Deb Charlow, Jo-Anne Peck, Christine Dalton, Mary Sheldon, Lisa Mobley, Betsy Ahrens and Natalie Kahler bring extensive experience in heritage tourism, public programming, and event coordination, connecting professional preservation with active community participation. Their record of successful tours, lectures, and public events demonstrates a strong ability to foster awareness and stewardship through education and outreach.

Collectively, the team's unique combination of technical credentials, academic expertise, and community engagement experience provides a comprehensive foundation for the stewardship, interpretation, and long-term preservation of this historic property.

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## 1.9 Experience Working Together as a Team

The Historic Hernando Preservation Society (HHPS) has assembled a team with a proven record of collaboration across preservation, planning, archaeology, and public-education initiatives throughout Hernando County and the surrounding region. While this will be the first formal project uniting all team members under HHPS leadership, many have previously partnered on interrelated efforts that directly support the goals of Chinsegut Hill Sanctuary.

HHPS board members and local partners have coordinated interpretation and programming at Chinsegut Hill and have long-standing relationships with the Florida Trust for Historic Preservation through advocacy, training, and statewide preservation initiatives. Gulf Archaeology Research Institute (Gary Ellis) has collaborated with HHPS affiliates through archaeological investigations at Chinsegut Hill, and Jo-Anne Peck, Barry Meindl, and Natalie Kahler have worked together on heritage-based and Brooksville Main Street projects.

Christine Dalton (Dalton Studio) and Barry Meindl (Roots Creative Co.) previously collaborated on a Florida Division of Historical Resources Small Matching Grant project for the City of Brooksville that received the Distinctive Preservation Action Award at the 40th Annual Secretary of State Florida Main Street Awards. The project brought statewide recognition to Brooksville and demonstrated the team's ability to deliver high-quality, compliant, and visually cohesive preservation work. Their established working relationship and shared understanding of Florida's preservation-grant and review processes provide a strong foundation for coordinated project delivery.

Through these overlapping professional networks, the HHPS team brings shared experience grounded in community planning, historic preservation, and public engagement. This existing collaboration and regional familiarity will support efficient coordination, consistent communication, and successful implementation of management and preservation objectives for Chinsegut Hill Sanctuary.



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## 1.10 Key Staff Involvement and On-Site Presence

HHPs will ensure consistent, on-site management to maintain daily operations and public access. The organization will restore practices that have lapsed since 2019, including maintaining a regular staff presence whenever guests are onsite and providing daily community access to the grounds.

Team members will coordinate:

- Hosting regularly scheduled events that educate and engage the public.
- Fostering public awareness and community use of the property.
- Routine mowing, trimming, and maintenance of the County-leased grounds.
- Tree trimming and care in accordance with arborist recommendations.
- Ongoing communication with the Florida Department of State, Division of Historical Resources, regarding archaeological monitoring and historic structure preservation.
- Partnerships with local and regional organizations (Hernando Historical Museum Association, Tampa Bay History Center, Dade Battlefield Society, Brooksville Woman's Club, Master Gardeners, Hernando Native Plant Society, Sons and Daughters of the American Revolution, Scouts, and school clubs).
- Hiring subcontractors as needed for specialized maintenance of outbuildings.
- Maintaining liability insurance and safety compliance.

Consultants will maintain scheduled on-site involvement:

- Preservation and Planning Team – Quarterly inspections and technical reviews.
- GARI – Field sessions and archaeological monitoring.
- Education Staff – Monthly public programming and volunteer coordination.

This structured presence ensures that the retreat and grounds remain open, safe, well-maintained, and fully integrated into the community year-round.



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## 1.11 Time Commitment of Key Staff

Key personnel have dedicated time reserved for this contract. A staffing matrix will define estimated monthly hours for each role and designate alternates to ensure continuity.

## 1.12 Credentials, Qualifications, and Relevant Experience of Subconsultants

To complement the Historic Hernando Preservation Society's community leadership and on-site presence, HHPS is supported by a diverse team of preservation professionals, archaeologists, planners, educators, and community specialists. This multidisciplinary group provides the technical and professional expertise necessary to manage, interpret, and preserve Chinsegut Hill Sanctuary in accordance with preservation standards, archaeological protection requirements, and sustainable public-use goals. Each consultant contributes specialized knowledge or experience directly relevant to the property's operation, interpretation, and long-term stewardship. The subconsultant team includes:

### **Gary Ellis | Gulf Archaeology Research Institute (GARI)**

Archaeology and Cultural Resource Management

Gary Ellis has served as the lead archaeologist for four digs at Chinsegut Hill (2014–present) and authored the Chinsegut Hill Archaeological and Historic Research Study. He was Indiana's first State Archaeologist (1977–1991), served as faculty at Indiana University and Purdue University, and held positions with the Indiana State Museum. His work includes Seminole War archaeology, battlefield research for the National Park Service, and leadership of the Gulf Archaeology Research Institute (1995–present). Gary holds a Bachelor of Arts in Anthropology and a Master's degree from the University of South Florida.

### **Chris Meindl | University of South Florida**

Director of Florida Studies

Chris Meindl is a Geography and Florida Studies Professor at the University of South Florida and author of *Florida Springs: From Geography to Politics and Restoration*, which received both the Florida Book Awards Gold Medal for Florida Nonfiction and the American Association of Geographers Globe Book Award for Public Understanding of Geography. He has also authored works on cemeteries, rainfall, fishing, swamps, and the Everglades, and is a long-time academic lecturer on Florida history and geography. Chris holds a Ph.D. in Geography from the University of Florida.



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**Natalie Kahler | Kahler Consulting**  
Heritage Education and Interpretation

Natalie Kahler served as Chinsegut Hill Retreat Manager and Museum Curator (2015–2018). She is the author of three books on Chinsegut history and has lectured for the Chautauqua Institution on Elizabeth and Raymond Robins. Her experience includes work as a Roads Scholar lecturer, producer and host of The Elizabeth Robins Diary podcast, and event planning for Victorious Life Church, Chinsegut Hill, Brooksville Main Street, and the Brooksville Woman's Club. Natalie holds a Bachelor's degree in English and Communications from Grove City College.

**Jo-Anne Peck | Historic Shed**  
Licensed Building Contractor and Preservation Consultant

Jo-Anne Peck is a licensed Florida Building Contractor and preservation consultant with more than 25 years of professional experience. She prepared the Chinsegut Hill Manor House Existing Conditions Report and served as the contractor responsible for the manor's structural repairs. Her experience includes conditions assessments, historic-resource surveys, master planning, Section 106 reviews, design guidelines, restoration planning, National Register nominations, and historic building relocation planning. Jo-Anne is also an experienced grant writer and served as Brooksville Main Street President and Board Member (2017–2023). Jo-Anne holds a Master's degree in Historic Preservation and a Bachelor of Science in Building Science.

**Christine Dalton, AICP, CNU-A | Dalton Studio, LLC**  
Historic Preservation and Community Planning Consultant

Christine Dalton is a preservation consultant and community planner with 25 years of experience in historic preservation and community planning, with additional background in environmental planning. Her expertise includes historic building condition assessments, preservation planning, design-guideline development, historic resource surveys, and National Register nominations. She is a past Trustee of the Florida Trust for Historic Preservation and serves on the Board of the Victorian Society in America Summer Schools Alumni Association. Through her firm, Dalton Studio, Christine provides consulting services to municipalities and non-profit organizations across Florida. She also owns and operates a Superhost-designated short-term rental in a 75-year-old home, reflecting her commitment to stewardship and heritage tourism. Christine holds a Master of Arts in Historic Preservation from Goucher College, a Bachelor of Arts in Environmental and Growth Management Studies from Rollins College, and an Associate of Science in Architectural Design and Construction Technology from Seminole State College.



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## **Barry Meindl | Root Creative Co. Lead Designer**

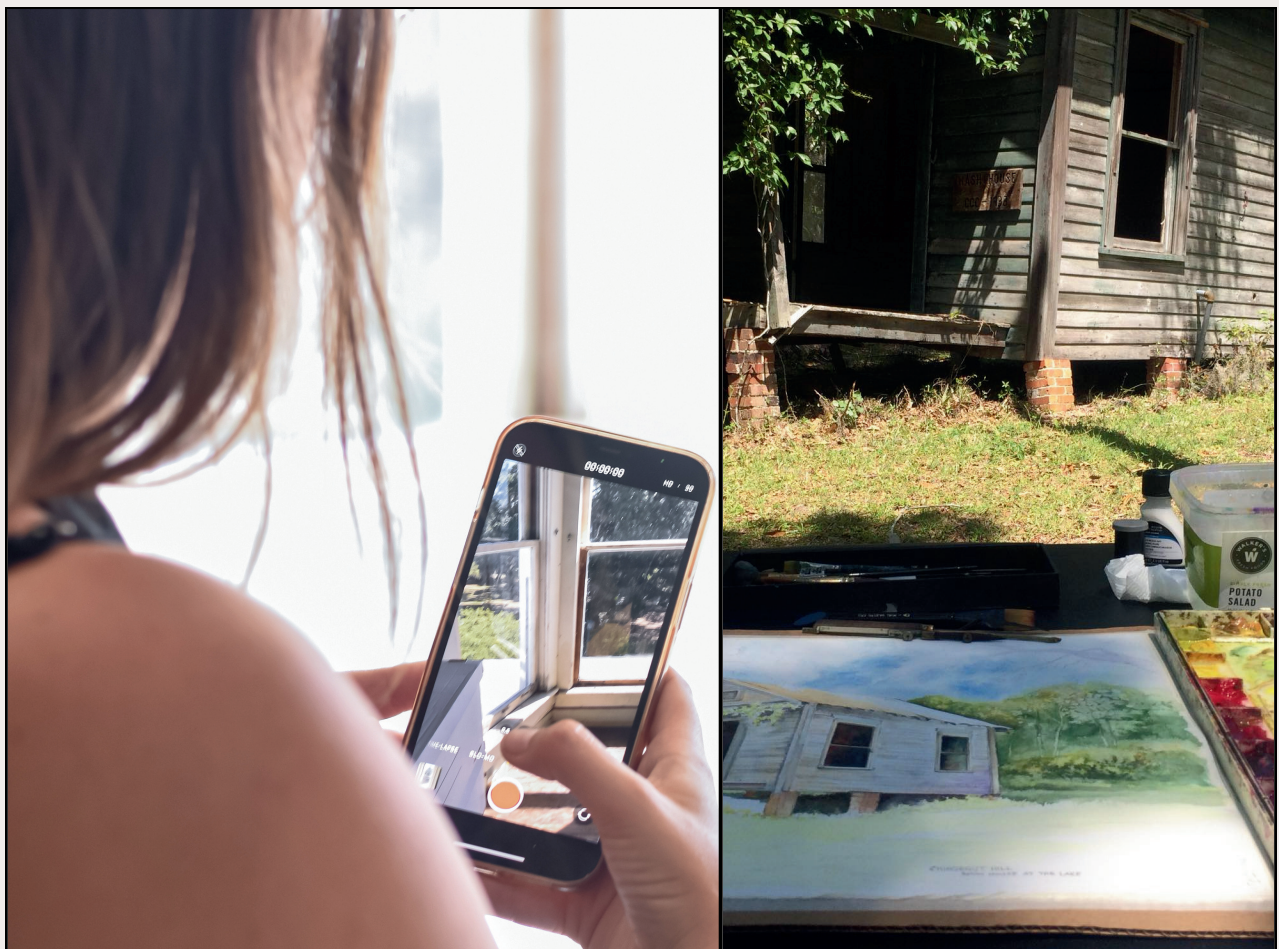
Graphic Design and Visual Communications

Barry Meindl is the founder and owner of DaBarr Design, a creative studio specializing in graphic design, branding, and visual communication for community and preservation organizations. His work has received multiple Florida Secretary of State Awards for design excellence (2023 and 2025). Barry serves on the Crystal River Main Street Board of Directors (2024–present) and previously co-chaired the Brooksville Main Street Design Committee (2020–2023). He is also Lead Designer for Roots Creative Co. and Map to Main, and serves as Chair of the Brooksville Housing Authority Board of Directors (2018–present). Barry’s design expertise supports heritage branding, marketing, and public engagement for Chinsegut Hill and related HHPS initiatives.

## **Allisa Babor | Roots Creative Co. Owner**

Marketing

Allisa founded Roots Creative Co. in 2016 in Brooksville, Florida. Over the years, she has worked with a range of inspiring people and collaborators across the country to bring various visions and brands to fruition.

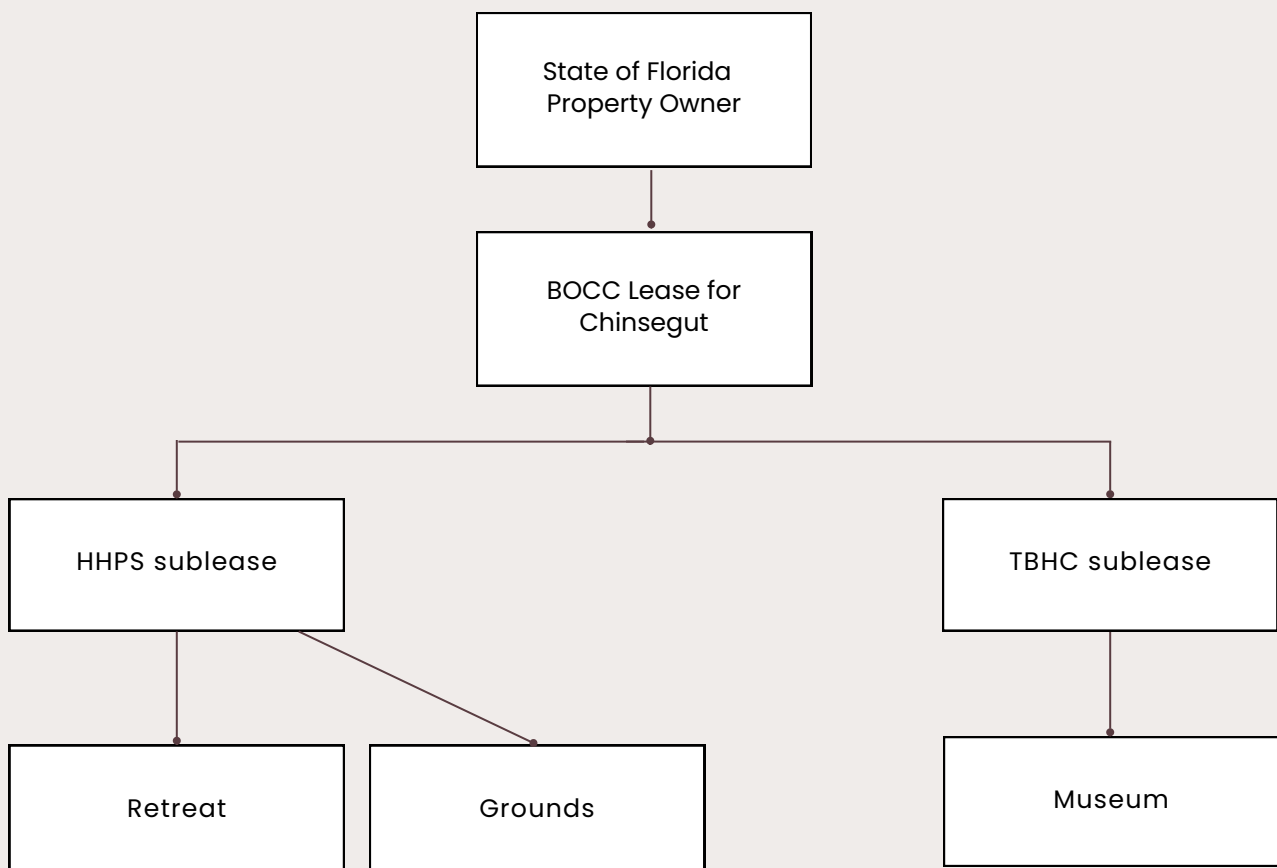


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### 1.13 Financial Condition and Stability of the Vendor/Contractor

HHPS is a registered 501(c)(3) in good standing with Board-approved budgets, monthly account reviews, and annual independent audits. The Society has successfully managed grants and public funds without adverse findings. Consulting partners are financially stable Florida-registered entities with appropriate insurance and proven fiscal responsibility, providing a transparent, accountable management structure.

### 1.14 Lines of Authority and Coordination



#### Note

HHPS respectfully requests the County maintains their sublease with TBHC for the museum.

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# Section 2.0 . Methodology, Technical Ability, & Approach

(Maximum 30 Pages | 25 Points)

Chinsegut Hill is arguably Hernando County's most important historical asset. As a community gathering space for over 150 years, the land and the people who lived and worked on it are compelling to both local residents and visitors.



## 2.1 Approach to Meeting County's Stated Needs

HHPS is committed to accomplishing the needs and requirements as noted in Hernando County's RFP.

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- |         |                                    |
|---------|------------------------------------|
| Goal 1: | Open the grounds seven days a week |
|---------|------------------------------------|
- 
- |         |                                    |
|---------|------------------------------------|
| Goal 2: | Reduce taxpayer maintenance burden |
|---------|------------------------------------|
- 
- |         |   |
|---------|---|
| Goal 3: | Develop historically appropriate Master Site Plan |
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- |         |                             |
|---------|-----------------------------|
| Goal 4: | Increase public programming |
|---------|-----------------------------|
-



## Goal 1 Breakdown: Open the grounds seven days a week

The grounds are currently open on Saturday and Sunday for tours hosted by the Tampa Bay History Center. Although city and county staff are there at other times, there is no public posting or consistency in those hours. HHPS would open the grounds daily to the public.

**Start Date:**

01/01/2026

### Steps To Make Goal 1 Happen

1. Coordinate volunteer schedule of HHPS members to be onsite during public hours.
2. Produce signage, website & marketing materials announcing hours.
3. Set up office area for volunteer to work in.
4. Create volunteer job description.

### Things To Think About

Tampa Bay History Center has created signage around the Manor House that allows for a self-guided history tour of the grounds.

Several trails have existed over the years of the woods to the north and east of the manor house and would be cleaned up and have directional signage installed.



## Goal 2 Breakdown: Reduce taxpayer maintenance burden

HHPS will analyze current duties of county and other government agencies and create a plan to replace appropriate duties with qualified volunteers.

**Start Date:**

01/01/2026

### Steps To Make Goal 2 Happen:

1. Create a list of current services provided by County, City, and other government agencies.
2. Solicit qualified replacements for in-kind donations of services to HHPS.
3. Create a budget for expenses that cannot be provided as in-kind (like electricity, water tower).



#### Things To Think About

Services will be divided between one-time improvements and ongoing expenses.

Partners will commit to a certain commitment length, giving HHPS time to solicit future partners or renew current partners.



## Goal 3 Breakdown: Develop historically appropriate Master Site Plan

After development of the Master Site Plan, appropriate improvements will also be made. More archeological digs are needed onsite as well as promoting the unique history of Chinsegut. HHPS will apply for State grants for funding.

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|                    |      |
|--------------------|------|
| <b>Start Date:</b> | 2026 |
|--------------------|------|

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### Steps To Make Goal 3 Happen

1. Work with County and stakeholders to create a Master Site Plan
2. Work with legislative delegation for a 2026 appropriation
3. Submit plan for approval to Department of State, Division of Historical Resources
4. Apply in April 2026 for DOS Historic Resources Small Matching grant and DOS Arts & Culture Museum grant for 2027



#### Things To Think About

- ◆ The 2026 Department of State grant cycle will conclude prior to the start of HHPS's work at Chinsegut. To bridge this funding gap, application for a one-year appropriation— as suggested by Agriculture Commissioner Wilton Simpson to Chairman Hawkins—could provide the necessary support.

Stakeholder meetings to create the Master Site Plan would be held on Chinsegut grounds. As a 501c3, HHPS is eligible to apply for these and other grants.

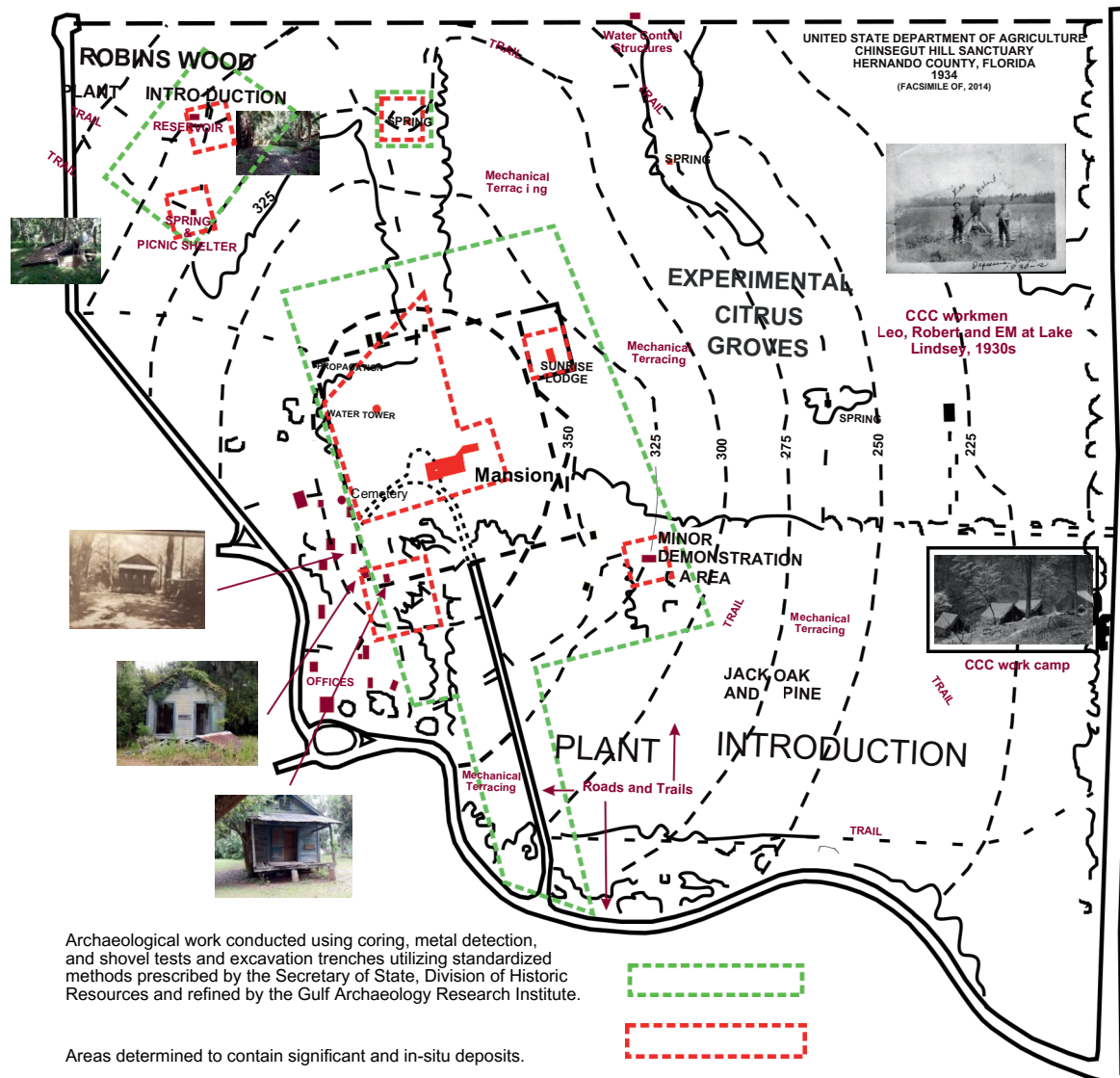
This map of the designated archeological area is from page 11 of Hernando County's "Chinsegut Hill Management Plan FY 15 Final Version 05 28 2015." The Master Site Plan would take into consideration these boundaries and the recommendations of GARI Archeology.

### *Features of Chinsegut Hill Property*





# Raymond Robins and CCC Related Areas of Potential Effect (APE)



The Great Depression of 1929 brought great economic distress to the nation, much of which translated into massive unemployment. The new Roosevelt administration responded with the Emergency Relief Act of 1932 and the creation of the Civil Works Administration (CWA), the redecessor of the Civilian Conservation Corps (CCC). The mission of the newly formed CWA was to put to work large numbers of workers on public relief projects. Rather than public handouts disenfranchised workers could be put to work on public works projects. Raymond Robbins saw the opportunity to do just that and in 1934 after having donated his land to the Federal Government, Camp A-1 opened at Chinsegut Hill. When the CWA was liquidated in March 1934 the Works Progress Administration (WPA) occupied Chinsegut Hill with the newly formed CCC Battalion #5468. During their tenure at Chinsegut Hill the CWA and CCC workers built new entrance and service roads, trails, water and soil conservation structures, as well as picnic and workers service quarters and offices. The mechanical movement of soils around the hill was designed to facilitate modern agriculture by gradual terracing of slopes creating water conveyances to reduce erosion. The remains of their efforts survive to this day and many are recognizable from the existing trail system.

**Figure 1. The location of significant and potentially significant post-plantation, Robins family, and CCC related cultural resources on Chinsegut Hill.**

## Goal 4 Breakdown: Increase public programming

Many community organizations have missions that overlap with Chinsegut. Groups such as Native Plant Society, Audubon Society, Arts Council, the Ederington Foundation, Hernando Historic Museum Association, Friends of the Library, and Sons and Daughters of the American Revolution would make fitting partnerships at the Hill.

**Start Date:** 01/01/2026

### Steps To Make Goal 4 Happen

1. Host meetings with potential partners
2. Determine appropriate programming/projects for each group
3. Create schedule
4. Produce marketing materials to promote schedule

#### Things To Think About

Partners may provide either programming, grounds or maintenance support, or one-time projects. HHPS will create a schedule of events and include as many other partners as possible in order to cross-promote, raise awareness for Chinsegut. Partnerships may also include cash or in-kind tax deductible contributions.





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## 2.2 Value Engineering/Cost Control

### Purpose

To ensure the efficient use of public funds and preservation resources, HHPS shall implement a proactive value engineering and cost control strategy that balances fiscal responsibility with the long-term stewardship of Chinsegut Hill.

#### 1. Value Engineering Principles

- HHPS shall identify and propose cost-effective alternatives to materials, methods, or systems that maintain or enhance historic integrity.
- All proposed substitutions must be reviewed and approved by Hernando County and, where applicable, preservation authorities.
- HHPS shall prioritize durable, low-maintenance solutions that reduce long-term operational costs without compromising historical character.

#### 2. Budget Management

- HHPS shall maintain a detailed operating budget with line-item tracking for maintenance, programming, staffing, and capital improvements.

#### 3. Procurement and Vendor Controls

- Preference shall be given to local vendors and suppliers when cost-neutral and consistent with preservation standards.

#### 4. Cost-Saving Initiatives

- HHPS shall identify and pursue grant opportunities, sponsorships, and partnerships to offset operational costs.
- Energy efficiency upgrades, waste reduction programs, and volunteer engagement shall be incorporated where feasible.



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## 2.3 Quality Control Methodology

### Purpose

To ensure the preservation, maintenance, and public engagement of Chinsegut Hill as a historic and cultural landmark, HHPS must implement a robust quality control methodology that aligns with county expectations and historic preservation standards.

#### 1. Preservation Standards and Compliance

- HHPS shall adhere to the Secretary of the Interior's Standards for the Treatment of Historic Properties and all applicable Florida statutes, including Chapter 267, Florida Statutes.
- All work must be reviewed and approved by the Florida Division of Historical Resources Compliance Division.
- HHPS shall maintain documentation of compliance with any grant conditions or preservation easements.

#### 2. Scope of Services Oversight

- HHPS shall maintain a log of maintenance activities, restoration efforts, and visitor services.
- All restoration work must be documented with before-and-after photographs and written reports.
- HHPS shall implement a preventive maintenance schedule for all structures and grounds.

#### 3. Staffing and Training

- All staff must receive training in historic property care, cultural sensitivity, and emergency preparedness.
- HHPS shall maintain a current roster of staff certifications and training records.
- Staff must be familiar with Chinsegut Hill's historical significance and interpretive programming.

#### 4. Performance Monitoring

- HHPS shall submit quarterly performance reports detailing operations, challenges, and visitor feedback.
- Hernando County will conduct monthly inspections to verify compliance and quality of work.
- An annual performance review will be conducted jointly with county staff and community stakeholders.

#### 5. Risk Management

- HHPS shall maintain an emergency response plan for hurricanes, fire, and other natural disasters.
- Insurance coverage must include liability and property protection specific to historic assets.
- Any deficiencies or non-compliance shall trigger a Corrective Action Plan to be submitted within 15 days of notice.





## 6. Community Engagement and Transparency

- HHPS shall host biannual public forums to gather community input and share updates.
- Visitor satisfaction surveys shall be conducted quarterly and results shared with the County.
- Key performance indicators shall be posted on the County's procurement portal for public transparency.

## 2.4 Schedule Maintenance Methodology

State and local inspections will occur per the required schedule. Cottages, dining hall, and classroom will be cleaned upon each usage. Public bathrooms will be cleaned on a daily basis.

HHPS will continue to create a list of current or upcoming routine and repair maintenance and build a schedule of when they need to occur and of the associated costs.

HHPS will also request access to the maintenance recommendations created by the County Facilities department.

Cottage renovation costs will be built into the cottage sponsorship program and will be completed around existing bookings.





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## 2.5 How HHPS will meet all Goals

HHPS would sublease the grounds and retreat center from Hernando County BOCC. The grounds would be open daily for free public use and the cottages, classroom, and dining hall would be available for rent.



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|            |  |
|------------|--|
| Offering 1 | Rentals for cottages, dining hall, and classroom |
|------------|--|

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|            |                         |
|------------|-------------------------|
| Offering 2 | Educational programming |
|------------|-------------------------|

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|            |              |
|------------|--------------|
| Offering 3 | Onsite staff |
|------------|--------------|

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## Offering 1: Rentals for cottages, dining hall, grounds, and classroom

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**HHPS will continue the retreat center bookings as well as manage new rentals.**

- HHPS will determine rental rates with county approval.
- HHPS will provide retreat center housekeeping.
- HHPS will work with County Tourism and VISIT FLORIDA to recruit renters.
- HHPS will promote local attractions and businesses to renters.
- HHPS will work with marketing professionals to spread awareness of the site.







## Offering 2: educational programming

HHPS will work with the Tampa Bay History Center, the Chinsegut Conservation Center, and other local organizations to increase programming opportunities.

- Past successful programming will be reconsidered, such as:
  - Lunch and Learn
  - Porch concerts
  - Trail and birding enthusiast events
- New programming will be considered based on interest of stakeholders, such as:
  - Living history programs
  - Workshops, children's events, themed summer camps
  - Period-appropriate recreation
- Programming will be offered on a monthly basis and promoted at least 60 days in advance.



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## Educational Programming Example

### **PROPOSED ARCHAEOLOGICAL FIELD SCHOOL AT CHINSEGUT HILL**

GARI Archaeology Field Schools integrate both paid and unpaid/volunteer labor in a learning environment that provides a first-class field experience that includes field work, remote sensing work, laboratory and material processing, and inventory and analysis under the tutelage of professional archaeologists. Partnering with the TBHC and HHPS would be important.

The field school would run for 3 consecutive weeks within a specific area at Chinsegut Hill to meet specific research objectives. The field school operations would not interfere with the normal operation of the historic site or surrounding park. Paid participants could stay in the cabins as part of a package deal, the cost of which would be built into the tuition, or commute on a daily basis. HSSP members and Chinsegut Hill staff can work in this program at no charge thus building their knowledge base and contributing to the interpretation of the Chinsegut Hill resource base.

Enrolled participants would experience a college/university level field school that includes the major steps used to train archaeologists world-wide. By completing all of the steps, the students come to understand how archaeology is done, artifact identification, processing and even conservation measures. They would also participate in the inventory of materials that will eventually become part of the site's interpretive fabric. The experience is immersive and somewhat intense as the students literally do what learning professionals do to locate, identify, and evaluate archaeological deposits.

Non-paying volunteers can have a similar experience as they work on their own time under professional guidance. The volunteers may choose what tasks interest them the most or those tasks the on-site professionals feel need the most attention or learning opportunities.

Tuition rates will be determined collaboratively by the participating partners. A designated percentage of the tuition will support professional services and contribute to site development and operational costs. For package arrangements that include lodging, the lodging portion of the tuition will be allocated directly to the designated cabin management company or entity responsible for accommodations.

Operating a field school at Chinsegut Hill would provide a unique experience for students and visitors alike. The revenue generated could be utilized for site development and interpretive purposes. The field school could be set up to specifically generate funding for on-site programming (interpretive and educational), events, acquisition of equipment, computers, printers, interpretive furniture, brochures, or to even pay speaker's fees for other historians or scientists for public programs. An on-going field school also provides an advertised draw for visitors and demonstrates the site is far from a passive historical icon, but a vibrant site that is committed to bringing more information for public education and enjoyment.

Gary D. Ellis, Director Emeritus  
Gulf Archaeology Research Institute





### Offering 3: onsite staff

HHPS will recruit and retain an onsite manager to provide other services tailored to the employee's skill set.

- Onsite manager will ensure grounds are never left unattended
- Onsite manager will create an additional layer of hospitality and service for retreat guests





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## 2.6 How HHPS will meet Technical Requirements

### Facility Management & Preservation

HHPS specializes in managing historic properties with a focus on preservation and public engagement. For Chinsegut Hill:

- We will maintain all buildings, grounds, and infrastructure to meet safety, accessibility, and aesthetic standards.
- Our team includes licensed contractors and preservation specialists to ensure compliance with historic preservation guidelines.
- Routine inspections and preventative maintenance schedules will be implemented to protect the integrity of the site.

### Reservation & Event Coordination

HHPS will use a proven system for managing reservations and events at historic venues:

- We will operate a user-friendly online booking platform integrated with calendar and payment systems.
- Our staff will coordinate weddings, retreats, reunions, and public programs with professionalism and cultural sensitivity.
- We will ensure seamless communication with guests and vendors to uphold the reputation of Chinsegut Hill.

### Staffing & Operations

HHPS will provide qualified personnel to oversee daily operations:

- A full-time on-site property manager will handle logistics, vendor coordination, and guest services.
- Additional staff will be trained in hospitality, historic interpretation, and emergency response.
- We will maintain clear operational protocols and reporting structures to ensure accountability.



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## Facility Management & Preservation Public Engagement & Programming

As part of our stewardship model, HHPS will:

- Develop educational programs, guided tours, and community events that highlight the history and ecology of Chinsegut Hill.
- Partner with local schools, nonprofits, and cultural organizations to expand outreach.
- Promote the site through digital marketing, social media, and regional tourism networks.

## Financial Management & Reporting

HHPS will ensure transparent and responsible financial practices:

- We will manage budgets, revenue, and expenses using accounting software tailored for nonprofit and public-private partnerships.
- We will pursue grants and sponsorships to enhance programming and infrastructure.

## Risk Management & Compliance

HHPS is committed to safety and legal compliance:

- We will maintain liability insurance and ensure all staff are trained in emergency procedures.
- We will adhere to county, state, and federal regulations governing historic sites and public accommodations.





## Initial Marketing Plan

The following are the commitments the HHPS team has already secured. Additional marketing will be undertaken once the lease is determined.

| Method                | Description                        | HHPS funds | Partner Donation | Total Value |
|-----------------------|------------------------------------|------------|------------------|-------------|
| NatureCoast<br>er.com | Monthly feature article and ad     | \$1000     | \$1000           | \$2000      |
| Visit Florida         | postcard campaign                  | \$2500     | \$2500           | \$5000      |
| WEDU                  | feature story                      | \$0        | \$2000           | \$2000      |
| Hernando<br>Sun       | programming ads                    | \$500      |                  | \$500       |
| ER Diary<br>Podcast   | ad in each podcast episode         | \$0        | \$1000           | \$1000      |
| YouTube               | short historical narratives        | \$0        | \$3000           | \$3000      |
| WWJB                  | event public service announcements | \$200      | \$200            | \$400       |
| Roots<br>Creative Co. | six month marketing plan           | \$0        | \$750            | \$750       |



Prior marketing postcard campaign

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## The Numbers

Chinsegut Retreat booking statistics have been skewed since 2020 due to the pandemic, followed by months at a time in which the retreat was closed in between subleases or due to hurricanes.

**HHPs has chosen to base numbers, therefore, during the Friends of Chinsegut lease period, from 2015–2018 in which the retreat was open year-round.**

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Key Retreat **Monthly** Statistics used in HHPs business plan

25%

Cottage Capacity

\$14K

Cottage Revenue

\$11K

Cottage Expenses

\$13K

Programming Revenue

\$5K

Landscaping  
Expense

\$2K

Dining Hall/Classroom/  
Grounds



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## HHPS SWOT Analysis of Chinsegut Hill Sanctuary

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### Strengths

- Natural beauty
- Compelling History
- Community meeting space
- Resource for community
- Existing infrastructure
- Existing recreational amenity



### Weaknesses

- Expensive building maintenance
- Lack of community awareness of site
- Organization of parking
- No established donors
- Age of cottage roofs



### Opportunities

- Trails
- CCC cabins
- Archeological digs
- Daily access for public
- Hub for nonprofits
- Educational programming



### Threats

- Delayed maintenance
- Decay of CCC structures
- Uncertainty of County maintaining lease with State
- Interest by private business in management
- Loss of community access to property





## 2.7 HHPS Response to Hernando County's Responsibility Matrix

### EXHIBIT D

#### Matrix of Responsibility

| Item  | County | Responsible Party |      |
|---|--------|-------------------|------|
|   |        | Property Manager  | TBHC |
| Electricity Manor House, Maint Shed, Water Plant                |        |                   |      |
| Electricity Dining Hall   |        |                   |      |
| Electricity Classroom   |        |                   |      |
| Electricity Cottages  |        |                   |      |
| Electricity Caretaker House                                     |        |                   |      |
| Mowing Grounds  |        |                   |      |
| Automatic Entrance Gate   |        |                   |      |
| Lawn Trim Work  |        |                   |      |
| Internet Access   |        |                   |      |
| Phone Service   |        |                   |      |
| Kitchen Cleaning  |        |                   |      |
| Kitchen Equipment Replacement (Over \$200.00)                   |        |                   |      |
| Kitchen Equipment Replacement (Under \$200.00)                  |        |                   |      |
| Water Plant Maintenance   |        |                   |      |
| Pest Control (Retreat Areas)                                    |        |                   |      |
| Pest Control (Manor House)                                      |        |                   |      |
| A/C Maintenance Repair Manor House                              |        |                   |      |
| A/C Maint. Repair Cottages, Dining Hall, Classroom, Caretakers  |        |                   |      |
| Equipment Used in retreat center operations                     |        |                   |      |
| Fire Alarm Maintenance, Phone Lines for Fire Alarm              |        |                   |      |
| Roof Repair/ Maintenance Manor House                            |        |                   |      |
| Roof Repair/ Maint Cottages, Dining Hall, Classroom, Caretakers |        |                   |      |
| General Maintenance Manor House                                 |        |                   |      |
| General Maint Cottages, Dining Hall, Classroom, Caretakers      |        |                   |      |
| Cleaning of Cottages/ Bed Sheets                                |        |                   |      |
| Cleaning of Manor House   |        |                   |      |
| Cleaning of Dining Hall/ Classroom/ Caretaker                   |        |                   |      |
| Advertising for Events/ Tours                                   |        |                   |      |
| Security of Site  |        |                   |      |
| Inventory and Preservation of Articles in Manor House           |        |                   |      |
| Educational Signs for Manor House                               |        |                   |      |
| Invasive Plant Management (including signage)                   |        |                   |      |
| Fallen Tree Removal (Manor House)                               |        |                   |      |
| Fallen Tree Removal (Retreat Area)                              |        |                   |      |
| Plumbing Manor House  |        |                   |      |
| Plumbing Cottages, Dining Hall, Classroom, Caretakers           |        |                   |      |
| Insurance for Manor House                                       |        |                   |      |
| Driveway/Road Maintenance                                       |        |                   |      |
| Trash Removal   |        |                   |      |

County= Hernando County Board of County Commissioners

Property Manager = (Awarded Firm)

TBHC = Tampa Bay History Center

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## Section 3.0 . Relevant Experience

(Maximum 20 Pages | 20 Points)

### 3.1 Experience of Key Staff & Firm with Projects of Similar Scope and Complexity

All but two members of the eighteen members of the HHPS proposal team have volunteered at Chinsegut in every imaginable way. Members like Jan Knowles, Deb Charlow, and Natalie Kahler who volunteered there on a daily basis with the Friends. Jo-Anne Peck, Gary Ellis, and Ross Lamoreaux have worked on the property on a professional basis.

The HHPS team is intimately aware of the needs of the property and are ready to get it open and functional on Day One. They understand the necessity of managing private retreats at the same time as public access to the property. They also grasp the need to continue Chinsegut's original mission for public education by providing regular free opportunities.



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## 3.2 Demonstrated Success on Past Projects of Similar Scope and Complexity

The following examples are grouped by topics relevant to the management of Chinsegut Hill. While not exhaustive of all the members' experience, it does provide a comprehensive overview.



### Historic Preservation

#### 50 years cumulative experience

Peck is a historic preservation consultant, designer and licensed contractor bringing hands-on restoration experience and a strong background in advising clients on historic property care. Dalton, a former board member of the Florida Trust for Historic Preservation, also contributes deep expertise in restoration and consultation. Both work closely with the Division of Historical Resources and have a thorough understanding of Florida's policies and preferences regarding historic preservation.



### Event Management

#### 123 years cumulative experience

Team members have organized large scale events like the Brooksville Raid and Brooksville Blueberry Festival, as well as tailored events like the Tampa Night at the Museum, Booksville Festival, Dade & May Stringer Haunted events, & the Crystal River Art Walk.



### Marketing

#### 45 years cumulative experience

Davis has a degree in Marketing and has utilized it in a plethora of ways. B. Meindl is a regional rising star in marketing and has clients as diverse as real estate, preservation, Main Street, and the beer industry. Peck is experienced in web design and maintenance.





## Land Management

### 40 years cumulative experience

Jernigan and Morgan have both donated their arborist services to Chinsegut for decades. They are very familiar with both native and invasive species on the property.



## Hospitality

### 14 years cumulative experience

Kahler's parents began operating a bed & breakfast in the National Register's Amos Kelly House when she was 14 years old. She worked daily in operations – cleaning, cooking, bookings, and renovations. She then served as Retreat Manager for the Friends of Chinsegut for three years and gained an understanding of the daily needs of this facility. Dalton owns and operates a short-term rental historic home and RV.



## Facilities & Maintenance

### 30 years cumulative experience

R. Lamoreaux has worked in Facilities and Maintenance at the Tampa Bay History Center for over a decade. Peck was a contractor during the first portion of the Chinsegut Manor restoration. Davis has a long, illustrious career in metalwork and welding.



## Construction

### 70 year cumulative experience

Davis, Dalton, and Peck have all owned and operated small businesses in the construction industry. They have practical experience in the nuts and bolts of successful building practices in Florida on both new construction and renovations.



## Print Media

### 30 years cumulative experience

Russo was a journalist for the Hernando Sun. Sheldon writes a weekly column for the Hernando Sun on Hernando history. Kahler began writing for newspapers in high school and also contributes to NatureCoaster.com and the Hernando Sun.



## Retail Merchandise

### 115 years cumulative experience

Through their nonprofit work, Sheldon, Knowles, Lamoreaux, Kahler, B. Meindl, and Peck have designed and produced popular merchandise that draws attention to their group's mission.



## Academic Research

### 160 years research & publication experience

Dr. Meindl's book on Florida Springs won a gold medal from the Florida Book Awards for Florida non-fiction. He specializes in Florida Studies and Geography. Ellis has conducted research for the State on the Seminole Wars, seven forts, and six battlefields. He has already written hundreds of pages on Chinsegut based on his archeological digs. Knowles helped craft a 12 page downtown walking tour, and worked with Kahler and Peck in updating it to the web-based TourBVL. Mobley has caught her mother's passion for family history and curates History on Wheels. Sheldon writes new tour content for Museum docents. Kahler wrote the Friends Chinsegut script and R. Lamoreaux conducted research for the TBHC Chinsegut script. Dalton and Kahler researched the history of Crystal River, Brooksville and Clermont for State Surveys, work Dalton has also done for St. Cloud.



## Living History

### 120 years cumulative experience

The Lamoreauxs, Knowles, Charlow, and Sheldon have each been participating in living history events for at least twenty years. Living History provides attendees the chance to see life through the eyes of those actually living in that period.



## Small Business Owners

### 115 year of cumulative experience

Peck, Davis, Jernigan, Meindl, Morgan, and Dalton started and successfully ran small businesses in Florida. Whether in marketing or construction, all have learned to navigate customer service and perfect their product to benefit our community.



## Nonprofit Leadership

### 67 leadership positions held

Team members serve or have served on the following boards: Florida Trust for Historic Preservation, Hernando Museum Assn., Brooksville Raid, Chamber of Commerce, Brooksville Main Street, Crystal River Main Street, Florida League of Cities, Native Plant Society, Dade Battlefield, Friends of Chinsegut Hill, Brooksville Woman's Club, Florida Downtown Assn., Crime Stoppers, Hernando Fairgrounds Assn., Brooksville Cemetery, Beautification, Good Neighbor Trail, Hernando Youth League, Brooksville Planning & Zoning, & Brooksville Parks & Rec. These deep connections allow for quick collaborations to be developed for Chinsegut efforts.





## Sewists

### 44 years cumulative experience

R. Lamoreaux and Charlow are expert craftsmen in period clothing. They have made countless outfits for all periods involving Chinsegut history – even that of the Seminole Nation.



## Education

### 380 years cumulative experience

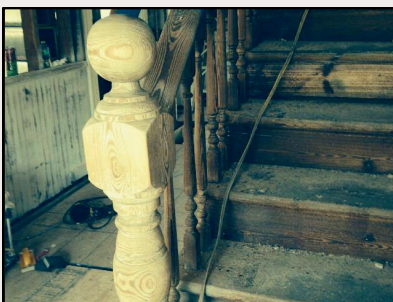
Every member of the team has contributed to youth and adult education – from informal, hands-on events to academic lecture series. The team's wide variety of delivery styles and interests create an educational cornucopia. Russo, Ahrens, and Charlow have extensive experience working with children with special needs.



## Fundraising

### over \$3,000,000 raised

The Lamoreauxs, Knowles, Ahrens, Peck, B. Meindl, Charles, Ellis, Sheldon, Dalton, and Kahler have decades of successful fundraising for a variety of organizations.



## Grant Management

### \$4,000,000+ with 60 years of experience

Knowles, Peck, Kahler, and Dalton have successfully written and managed over 45 State and Federal grants.

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### 3.3 Letters of Reference



October 10, 2025

To the Hernando Board of County Commissioners,

My family has lived for several generations in Hernando County and have owned a wide variety of businesses over the years. Today we own more than a handful of small businesses, including my newest venture, Diamonds and Rust Vintage Jewelry. We are committed to helping our county a great place to live and work as we highlight the best of our assets.

The Historic Hernando Preservation Society understands the importance of holding onto our unique identity and has shown their commitment through historic markers, local history education, and advocating for historic building protection. That makes them the natural fit for management at Chinsegut Hill.

As a retired art teacher and lover of beautiful things, I have often wished to see Chinsegut Hill shine as the gem it is. There have been glimmers of it over the last decade, but I believe this team will make it what we've all wanted it to be. I hope you will grant them the lease and help Chinsegut succeed.

Sincerely,



Kim Paff  
Diamonds and Rust Vintage Jewelry



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To the Hernando Board of County Commissioners,

As a local leader and current chair of the Hernando County Fine Arts Council, I am excited to see the group Historic Hernando Preservation Society has assembled to apply for management of Chinsegut Hill. In my various roles, I've had the pleasure of working with or alongside several members of this team including Jan Knowles, Jo-Anne Peck, Natalie Kahler, Barry Meindl and Betsy Ahrens. All of them have brought an unmatched energy and creative vision to beloved programs including: the Mobile Mural program, which had a profound impact on our local arts community by bringing incredible artwork and people into our town; Art in the Park, Florida's longest-running art show; Brooksville Art Gallery receptions. They each have their own powerful strengths, their community spirit is contagious, and work together in ways that always get the best of the full team. They are truly willing to do whatever it takes to bring the community together and leave a positive impact.

I have always loved Chinsegut Hill and believe it holds a special place in our community. Under the right leadership, it can flourish as a beacon of historic and natural charm. Based on my personal experience with these individuals and the strength of the entire HHPS team, I can confidently say they are the perfect fit for what Chinsegut Hill needs.

I hope you will select their application and provide HHPS the opportunity to manage the property. Chinsegut Hill would be in extremely good hands.

Pedram Moghaddam  
Chair, Hernando County Fine Arts Council

*Pedram Moghaddam*



To the Hernando Board of County Commissioners,

As a local business owner as well as the owner of the Brooksville Blueberry Festival, I am pleased to see the group assembled under Historic Hernando Preservation Society applying for management of Chinsegut Hill. For over a decade, I have worked with Jan Knowles, Jo-Anne Peck, Natalie Kahler, Barry Meindl, Mary Sheldon, and Betsy Ahrens on many different community projects.

They are a reliable, frugal, honest, generous, and talented bunch. In the years they assisted me with the Brooksville Blueberry Festival, we tripled our footprint and created State-wide buzz over the event.

They succeed because they are genuinely community-minded and are willing to do what it takes to bring a vision to fruition. I have watched Chinsegut management with interest over the years, and even took a tour of the property recently myself to try to better understand the dynamics and needs of the site.

When I look at those I've personally worked with on the team, as well as professionals like Gary Ellis, Christine Dalton, the Lamoreauxs, and my nearby business neighbor Doug Davis, I can't imagine a more perfect team to take the helm of this historic property.

I hope you will select their application and know that Chinsegut and Hernando County will be better for it.

John Lee

Coney Island Drive Inn

Brooksville Blueberry Festival

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October 10, 2025

To the Hernando Board of County Commissioners,

As a brick and mortar business owner in downtown for over two decades, I have watched many revitalization efforts come and go. Some were led by people looking to boost their own business or popularity, some were organized by those with good hearts but a lack of organization skills, and some never got off the ground.

I was glad to see Historic Hernando Preservation Society step up to offer management of Chinsegut Hill because of the people involved in that group. Members of that team understand how to develop mission and vision and how to carry it out to reality. Jan Knowles, Mary Sheldon, Barry Meindl, Natalie Kahler, Betsy Ahrens, and Jo-Anne Peck all have proven records of success in economic development, community development, and event management. Other members of the team are long-time customers and friends. I was especially glad to see Lisa Mobley included in the team. Her mother, Mable, was a long-time customer at my shop and tirelessly devoted to telling the story of her community. It is good to know Lisa is continuing her mother's work and will be part of the HHPS team.

There are people that come through businesses like mine when they want something from me or because they're trying to project an image. That is not this team. They are genuine in their desire to help make our county succeed and I hope you will give them the chance to focus their efforts on Chinsegut.

Sincerely,



Bob Angier  
2024 Hernando County Tourism Ambassador of the Year  
Easy Street Home Decor Owner

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Easy Street Home Decor, 1138 West Jefferson Street, Brooksville, FL 34601



# Section 4.0 . Pricing Proposal

(Maximum 5 Pages | 20 Points)

## 4.1 County Form “Chinsegut Pricing Proposal”

HHPS based income and expenses on the data from the Friends operations in FY 2017. This proposal returns much of the responsibility and expenses away from the county onto the proposer. Because of this, HHPS is requesting a lease rate of \$1 per year.

The timing of the RPF will greatly hinder revenues in the first six months of the lease. Those months (November–April) are typically the highest revenue-generating months. Because bookings have been frozen during the RFP process, potential bookings for those months have been lost.

HHPS will work to recover those lost revenues through programming and fundraising. HHPS is committed to hitting the ground running to generate public access and programming.

| Table I: Compensation Model  |  |  |                             |                     |  |  |
|--|--|--|-----------------------------|---------------------|--|--|
| Instructions for Completing Table I: Select only one (1) proposed compensation model. Other can be used if those listed do not fit the proposed model. If other is selected, please provide a description in the "Structure" column. |  |  |                             |                     |  |  |
| Model Type   | Structure  | Preferred Compensation Model (check one) | Proposed Annual Rate        |                     |  |  |
| Flat Lease Fee   | County receives fixed monthly/annual lease payment from operator                               | X  | \$1 - see section 4         |                     |  |  |
| Revenue Share  | County receives [e.g., 10–20%] of gross rental revenue   |  |                             |                     |  |  |
| Hybrid Model   | Fixed base fee + revenue share above threshold (e.g., 10–20% of any revenue above \$10K /year) |  |                             |                     |  |  |
| Other  |  |  |                             |                     |  |  |
|  |  |  |                             |                     |  |  |
|  |  |  |                             |                     |  |  |
| Table II: Proposed Rates for Faculty Use   |  |  |                             |                     |  |  |
| Unit Type  | Description  | Unit                                     | Rate                        | Notes               |  |  |
| <b>Room/Cabin</b>  |  |  |                             |                     |  |  |
| Single Room  | 2 guests per room  | Per Night                                | \$95.00                     |                     |  |  |
| Single Cottage Rental  | 4 rooms with 2 guests per room   | Per Night                                | \$380.00                    |                     |  |  |
| <b>Conference Room</b>   |  |  |                             |                     |  |  |
| Conference Room Weekday  |  | Hourly Rate                              | Not Offered                 | Daily Rate Only     |  |  |
| Conference Room Weekday  |  | Per Day                                  | \$150.00                    |                     |  |  |
| Conference Room Weekend  |  | Per Day                                  | \$250.00                    |                     |  |  |
| <b>Dining Hall &amp; Kitchen</b>   |  |  |                             |                     |  |  |
| Dining Hall Weekday  |  | Per Hour                                 | Not Offered                 | Daily Rate Only     |  |  |
| Dining Hall Weekday  |  | Per Day                                  | \$250.00                    |                     |  |  |
| Dining Hall Weekend  |  | Per Day                                  | \$350.00                    |                     |  |  |
| Dining Hall & Kitchen Weekday  |  | Per Hour                                 | Not Offered                 | Daily Rate Only     |  |  |
| Dining Hall & Kitchen Weekday  |  | Per Day                                  | \$350.00                    |                     |  |  |
| Dining Hall & Kitchen Weekend  |  | Per Day                                  | \$450.00                    |                     |  |  |
| <b>Grounds</b>   |  |  |                             |                     |  |  |
| Front or back lawn   |  | Per Day                                  | \$850.00                    |                     |  |  |
| Front and Back Lawn  |  | Per Day                                  | \$1,600.00                  |                     |  |  |
| "I Do" Tree / Stairway   |  | Per Day                                  | \$350.00                    |                     |  |  |
| <b>Other Fees</b>  |  |  |                             |                     |  |  |
| Replacement Key  |  |  | \$100.00                    |                     |  |  |
| <b>Proposed Additional Services/Offerings</b> (Add more lines if needed)   |  |  | \$                          |                     |  |  |
|  |  |  |                             |                     |  |  |
| Table III: Proposed Cost for Operations & Maintenance  |  |  |                             |                     |  |  |
| Instructions for Completing Table III: Proposers can modify rows as appropriate but a "Operations and Maintenance" table with all listed columns and an "Annual Total" Row is required.  |  |  |                             |                     |  |  |
| Category   | Description  | Unit                                     | Rate                        | Annual Total        | Notes  | Proposed Payee (County or Proposer)                                      |
| Facility Management Fee  | Oversight of all daily operations, staffing, scheduling, and maintenance                       | Monthly flat fee                         | Pro-bono work by volunteers | 0                   | Includes administrative oversight, scheduling, reporting, compliance | n/a  |
| Maintenance & Utilities  | General facility upkeep, cleaning, landscaping, utilities (water/electric)                     | Monthly estimate                         | varies greatly by month     | \$132,000.00        | Includes janitorial & groundskeeping                                 | proposer   |
| Staffing Costs   | Salaries for on-site staff (manager, maintenance, kitchen, cleaning, etc.)                     | Monthly                                  | Pro-bono work by volunteers | 0                   | List Personnel (job titles, brief job description)                   | proposer   |
| Booking & Reservation System   | Software platform and admin support for group reservations                                     | Annual software + admin                  | \$5,000.00                  | \$5,000.00          | Includes marketing coordination and communications                   | proposer   |
| Marketing & Outreach   | Promotion of retreat center to increase bookings and county visibility                         | Monthly or % of revenue                  | varies by season            | \$15,000.00         | Includes social media, website updates, brochures                    | proposer   |
| Insurance & Compliance   | Liability insurance, inspections, and regulatory compliance                                    | Annual                                   | \$15,000.00                 | \$15,000.00         |  | Insurance: proposer liability & grounds; county manor house & regulatory |
| Capital Improvement Reserve  | Set-aside for future repairs and upgrades  | Monthly or % of revenue                  | \$ 11,000 / 20 %            | \$26,400.00         |  |  |
| <b>ANNUAL TOTAL</b>  |  |  |                             | <b>\$467,000.00</b> |  |  |

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## 4.2 Proposed Refurbishment or Restoration Plans, Execution Strategies, and Funding Sources

- 1.HHPS will allow businesses/individuals to “adopt” a cottage. Donors will be allowed to pick a theme from an approved list (based on Chinsegut people and interests). The donations will be used to make interior improvements and develop the theme. The donor will retain donor rights for a period determined by the length of the HHPS sublease with Hernando County.
- 2.HHPS will work with vendors such as Jessica Piermatteo and former Friends of Chinsegut President Lisa Callea to obtain appropriate furniture for the cottage living and dining rooms.

## 4.3 Proposed Grant Funding

- 1.HHPS will apply for Florida Department of State grants from Division of Historical Resources and Arts & Culture as well as USDA, National Endowment for the Humanities and Florida Humanities.
- 2.HHPS will seek both State and Federal appropriations with our legislators.

## 4.4 Cost Structure

- 1.A designated portion of the rental income will be allocated to a maintenance fund to support ongoing preservation, repairs, and site upkeep.
- 2.HHPS will apply for Florida Department of State grants from Division of Historical Resources and Arts & Culture as well as USDA, National Endowment for the Humanities and Florida Humanities.
- 3.HHPS will pursue business and family foundation support.
- 4.HHPS will seek both State and Federal appropriations with our legislators.

