



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - Community Services Group

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J.1.

4/22/2025

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### **Subject:**

Approval of the Tourist Development Council FY 2025-2026 Marketing Support Program Funding, Criteria, Application and Event Income/Event Expense Worksheet

### **Fiscal Impact:**

FY 2025-2026: Program funding up to \$740,000 for the Marketing Support Program. \$240,000 to be utilized from the Marketing Fund (1441/293050) and \$500,000 from the Cultural Fund (1446/293020).

### **Dept/Office:**

Tourism Development Office

### **Requested Action:**

It is requested the Brevard County Board of County Commissioners approve:

1. The Tourist Development Council FY 2025-2026 Marketing Support Program Funding, Criteria, Application and Event Income/Event Expense Worksheet.
2. Total funding of the FY 2025-2026 Marketing Support Program up to \$740,000.
3. That the Board make the legislative finding that the Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a., (3) d., (5)a. and (6)a. of the Brevard County Code of Ordinances because each grant supports an activity or event which has, as one of its main purposes, the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists outside Brevard County.
4. That the Board will provide allocations for \$20,000 per Commission District for a total of \$100,000 that is part of the total \$740,000.
5. That the Tourism Development Office Director be authorized to negotiate and sign all necessary grant agreements and related documents upon County Attorney Office, Risk Management and Purchasing Services approval.

### **Summary Explanation and Background:**

These funds are put in place for projects approved by the Tourist Development Council and the Brevard County Board of County Commissioners. The Marketing Support Program will provide support to sports, cultural events and year-round programming.

For qualified events or year-round programming, the Marketing Support Program will provide:

- Out-of-county advertising and marketing by the Tourism Development Office

- Defray the cost of renting event venues or facilities operated by Brevard County
- Allocate funds for reimbursement of expenses from the event or year-round programming

Eligible cultural-related organizations may apply to the Marketing Support Program to seek support to enhance tourist-oriented events such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions, festivals, and other tourist related activities. The program is administrated by the Tourism Development Office. Reimbursements up to \$45,000 are available for qualifying applicants, funding determined by measurement of out-of-county attendance by Tourism Development Office staff. Applicants awarded funds may choose how they would like to allocate funds.

Eligible sports-related organizations may apply to the Marketing Support Program to seek support to enhance athletic events on the Space Coast. Support may be reimbursement of expenses and/or defray costs of Brevard County sports facilities. This program is administered by the Tourist Development Office as part of the Marketing Support Program. Reimbursement up to \$25,000 is available to support events that benefit sports tourism on the Space Coast. Qualifying grants are also subject to partial reimbursement to the TDO from the Florida Sports Foundation. Applicants awarded funds may choose how they would like to allocate funds.

The Tourist Development Council, at their March 26, 2025 meeting, voted unanimously to approve the FY 2025-2026 Marketing Support Program Funding, Criteria, Application and Income/Expense Worksheet with the changes listed below and approval of the FY 2025-2026 Marketing Support Program budget of \$740,000. Of the \$740,000, \$20,000 was allocated to each Commission District office for a total of \$100,000 from the program total.

#### Marketing Support Program - Criteria

1. Change all dates throughout the document from Fiscal Year (FY) 2024-2025 to 2025-2026.
2. Change all Fiscal Year (FY) 2025-2026 cycle dates to October 1, 2025 to September 30, 2026.
3. Change the word “questionnaire” to “application” throughout the document.
4. Page 2, Section 1.0 Introduction & Background, update & add language to include each district office allocation of \$20,000 up to two organizations of their choice to be approved by the Brevard County Board of County Commissioners.
5. Page 2, Section 2.0 Statement of Application Responsibility clarify language for “Sports - the per room night calculation as determined by the Tourism Development Office”
6. Page 3, Section 4.0 Process and Key Dates
  - a. update & add language to include each district office allocation of \$20,000 up to two organizations of their choice to be approved by the Brevard County Board of County Commissioners.
  - b. update dates for FY 2025-2026 cycle
7. Page 4-5, Section 5.0 Eligibility
  - a. update & add language to include each County commission district office allocation of \$20,000 up to two organizations of their choice to be approved by the Brevard County Board of County

Commissioners.

- b. #2, update & clarify Sports events funding calculation to read "Sports - the per room night calculation as determined by the Tourism Development Office"
- c. #3, adding word "relative" to describe (1) year event experience
- d. #7, adding new wording "If an event is canceled or relocates outside of Brevard County after the Notice of Award has been fully executed and reimbursement is complete, the reimbursement amount must be returned to Brevard County and no other funds may be requested. Likewise, if a Brevard County organization providing year-round programming closes or relocates outside of Brevard County within the grant cycle, all or a portion of any reimbursements must be returned to Brevard County and no further reimbursements may be requested."
- e. Following paragraph, delete the words "or 200 room nights" to align with per room night calculation funding tier.
- f. (d), add words "Organizers must" to clarify expectations of organizations cooperating with TDO staff requests.

8. Page 6-7, Section 6.0 Available Funds, Support Amount Tiers updates: separated Cultural and Sports funding into two charts. Deleted Sports funding calculations from the Cultural chart.

- a. Cultural- added - District Office Awards - up to \$20,000
- b. Cultural- edited - 5,001-10,000 - to \$12,500 from \$15,000
- c. Cultural- edited - 10,001-25,000 - to \$17,500 from \$20,000
- d. Cultural- edited - 25,001 - 50,000 - to \$22,500 from \$25,000
- e. Cultural- edited - 50,001+ - to \$45,000 from \$50,000
- f. Sports new wording "Sports funding awards will be calculated at \$15 per room night. An event must meet the eligibility requirements in Section 5.0 and have a minimum of 250 room nights. Maximum funding per event is \$25,000. Room night counts will be determined by the Sports Commissioner from prior years' data and TDO staff analysis. Sports events not achieving the room night number will have their award reduced to equal number of room nights multiplied by \$15."
- g. Following paragraph clarifies the allocation options for the awarded applications, new wording "to be chosen by the organization after they have been awarded funding. Organizations may allocate their award funds as they desire by the following categories:"
- h. Category #1 - adding new wording "Organizations may select the events to be included in their MSP campaign but may not exceed three events."
- i. Category #2 - adding new wording "Sports awards to be determined by the Sports Commissioner from prior years' data"
- j. Category #3 - deleted words "based on projected room nights and TDO staff analysis".
- k. Last paragraph in the Section add word "the" after the word execute and delete words "60

days" after the word plan both in second to last line.

9. Page 9, Section 8.0 Application Submittal Procedures, updated date/time for Information meetings for cultural and sports
10. Page 14, Section 13.0, Terms & Conditions
  - a. III. Indemnification and Hold Harmless, adding wording "protection as set forth in section 768.28, Florida Statutes."
  - b. IV. Insurance, adding/editing "policies on insurance known as General Liability Insurance covering the Contractor against any and all claims, demands and causes of action whatsoever for injuries received and damages to property in connection with the use, occupation, management or control"

#### Marketing Support Program - Application

1. Change all dates throughout the document from Fiscal Year (FY) 2024-2025 to 2025-2026.
2. Change the word "questionnaire" to "application" throughout the document.
3. Page 19 add Event Income/Event Expense Worksheet link

#### Marketing Support Program - Event Income/Event Expense Worksheet

1. New document to be completed and uploaded within the application.

#### **Clerk to the Board Instructions:**

Please return a memo of the Board's action to the Tourism Development Office and County Attorney's Office.



**FLORIDA'S SPACE COAST**

Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

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Kimberly.Powell@brevardclerk.us



April 23, 2025

**M E M O R A N D U M**

**TO:** Peter Cranis, Tourism Development Director

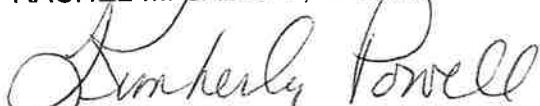
**RE:** Item J.1., Approval of the Tourist Development Council (TDC) FY 2025-2026 Marketing Support Program (MSP) Funding, Criteria, Application and Event Income/Event Expense Worksheet

The Board of County Commissioners, in regular session on April 22 2025, approved the TDC FY 2025-2026 MSP Funding, Criteria, Application and Event Income/Event Expense Worksheet; approved total funding of the FY 2025-2026 MSP up to \$740,000; approved making the legislative finding that the Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a., (3)d., (5)a., and (6)a. of the Brevard County Code of Ordinances because each grant supports an activity or event which has, as one of its main purposes, the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists outside of Brevard County; authorized the Board to provide for \$20,000 per Commission District for a total of \$100,000 that is part of the total \$740,000; and authorized you to negotiate and sign all necessary grant agreements and related documents upon County Attorney's Office, Risk Management, and Purchasing Services approval.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS  
RACHEL M. SADOFF, CLERK



Kimberly Powell, Clerk to the Board

/sj

**cc:** County Attorney  
Finance  
Budget



**BREVARD COUNTY  
TOURISM DEVELOPMENT OFFICE**

**Criteria**

**MARKETING SUPPORT PROGRAM**

**Fiscal Year ~~2024-2025~~ 2025-2026**

## **MARKETING SUPPORT PROGRAM**

### **Fiscal Year ~~2024-2025~~ 2025-2026**

#### **1.0 INTRODUCTION & BACKGROUND**

*This program is provided by the Brevard County Board of County Commissioners through the use of the Local Option Tourist Development Act, pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a,(5),(6) of the Brevard County Code of Ordinances.*

The Marketing Support Program will provide support to events and year-round programming. The Tourist Development Council, and the Board of County Commissioners will review and approve the final support amounts. Funds will be allocated from Fund 1446 Cultural Fund and 1441 Marketing Fund to support the program. For qualified events or year-round programming, the Marketing Support Program will provide out-of-county advertising and marketing by the TDO and/or defray the cost of renting event venues or facilities operated by Brevard County. ~~Or~~ in the case of an -event that does not require or want out-of-county advertising and marketing, ~~a reimbursement~~ ~~a reimbursement~~ (with proper supporting documentation) will be available in the amount of eligible funding as designated in Section 6.0. ~~Additionally, each commissioner~~ ~~County Commission~~ ~~district office will receive funds to allocate as they choose to organizations that applied to the program but did not meet the minimum attendance. Award amounts must not exceed the minimum awards amounts in Section 6.0 and each commissioner~~ ~~district office must grant up to two organizations. This is to be approved by the Brevard County Board of County Commissioners.~~ Organizations must meet or exceed the event criteria to receive this ~~support~~ ~~support~~, and events must occur between October 1, 202~~5~~<sup>4</sup>, and September 30, 202~~6~~<sup>5</sup>.

#### **2.0 STATEMENT OF APPLICANT RESPONSIBILITY**

Please read this entire document carefully.

The Tourism Development Office (TDO) will review the submitted ~~applications questionnaires~~ when the deadline closes to determine if the ~~applicationquestionnaire~~ is complete and has met the criteria for support. If the request is deemed eligible and has met all the criteria, support will be awarded according to the Support Amount Tier in Section 6.0. The Support Amount Tier is determined by out-of-county attendance (~~or for room nights~~ ~~Sports- the per room night calculation~~ as determined by the Tourism Development Office) for events and year-round programming. Once the eligibility level has been determined, the organization will be notified. The event organizer/organization is bound by these Criteria and the County's Terms and Conditions. If the event is canceled or postponed and the event already received support, the organization may be restricted for applying for support in future years. Incomplete or incorrect

requests will not be accepted and will not be considered for support. Organizer/organizations must comply with deadlines set by TDO staff for submitting event information and assets or support will not be able to be provided. Questionnaires-Applications that arrive after the due date will not be reviewed or considered. If you have any questions, please contact Deborah Webster at [Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com).

### 3.0 ANTI-LOBBYING

All applicants are restricted from lobbying Tourist Development Council members, TDC sub-committee members, or TDO staff from the time the request window is open until final determination of support. Applicants may not attempt to influence their deliberations to secure support, either verbally or in writing. Any questions concerning support or the process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

### 4.0 PROCESS AND KEY DATES

*The FY 2025-2026 2024-2025 Marketing Support Program will provide out-of-county advertising/marketing support for qualified events or year-round programming and/or defray the costs of renting event venues or facilities operated by Brevard County. Or in the case of an event that does not require or want out-of-county advertising/marketing, a reimbursement (with proper supporting documentation) will be available in the amount of eligible funding as designated in Section 6.0. Additionally, each commissioner district office will receive funds to allocate as they chose to organizations/events that applied to the program but did not meet the minimum attendance (award amounts must not exceed the minimum awards amounts in Section 6.0 and each Commissioner district office must grant up to two organizations). This is to be approved by the Brevard County Board of County Commissioners. Organizations must meet or exceed the event criteria to receive this support, and events must occur between October 1, 20254, and September 30, 20265.*

<u>March 26, 2025</u>	<u>FY2025-2026 Marketing Support Program TDC for recommendations</u>
<u>April 22, 2025</u>	<u>FY-202<u>54</u>-202<u>65</u> MSP criteria &amp; application to questionnaire window opens BoCC for approval-</u>
<u>May 1, 2025</u>	<u>FY2024-2025 Marketing Support Program application window opens</u>
<u>May 1, 2025</u>	<u>FY2024-2025 Non-mandatory Information meetings</u>
<u>September 26, 2024</u>	
<u>October 11<u>May 30, 2024</u></u>	<u>FY-2024-2025 Marketing Support Program application questionnaire window closes at 5pm ET</u>
<u>October 14-25,</u>	<u>Staff reviews questionnaire, out-of-county attendance, amount of</u>

2024	marketing support is determined & communicated to applicants.
November 13, 2024	TDC for review & funding recommendations
July 23, 2025	
December 3, 2024	BoCC for final approval
August 2025	
September 30, 2025	Program ends and final reports due

*The above dates are subject to change. Changes will be publicized in advance.*

The Tourism Development Office will oversee the Marketing Support Program. The TDC will review and recommend approval of the program Criteria, Application, and Support Tier Amounts and the Brevard County Board of County Commissioner will approve the Criteria and Application. The program will be administered by the Tourism Development Office (TDO). In the event that the total applicants' support exceeds the total budget for the Marketing Support Program, support awards may be reduced proportionately in order to stay within the total budget amount allocated to the program.

## 5.0 ELIGIBILITY

The primary purpose of the Marketing Support Program is to promote Brevard County as an event destination and to attract out-of-county visitors. For qualified events or year-round programming, the Marketing Support Program will provide out-of-county advertising and marketing by the TDO and/or defray the cost of renting event venues or facilities operated by Brevard County. Or in the case of an—event that does not require or want out-of-county advertising and marketing, a reimbursement (with proper supporting documentation) will be available in the amount of eligible funding as designated in Section 6.0. Additionally, each commissioner  
County commission  
district office  
will receive funds to allocate as they chose to  
organizations/events that applied to the program but did not meet the minimum attendance  
award amounts must not exceed the minimum awards amounts in Section 6.0 and each  
commissioner  
district office  
must grant up to two organizations). This is to be approved by the Brevard County Board of County Commissioners. These events/year-round activities can be categorized as the following:

- Events for organizations - single day and multi-day festivals, fairs, sports tournaments & events, etc.
- Year-round programming for arts & cultural organizations – that operate year-round such as: theaters, symphonies, concerts, museums, etc.

To qualify for the FY 202~~54~~-202~~65~~ Marketing Support Program, the event/year-round programming must meet all of the following criteria:

1. In order to be eligible for the FY ~~2024-2025~~~~2025-2026~~ cycle, organizations must complete and submit a FY ~~2024-2025~~~~2025-2026~~ Marketing Support Program application questionnaire.
2. Each event/year-round programming should attract a minimum of 5,001 out-of-county attendees (for Sports- the per room night calculation as determined by the Tourism Development Office) or 200 room nights evidenced by room night reports from hotels), measured by the TDO.
3. The event/year-round programming must have at least (1) year of relative prior event/year-round programming experience for measurement.
4. Events/year-round programming must be held at an ADA-compliant facility and must be conducted in compliance with current ADA guidelines.
5. All events/year-round programming supported by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages and non-political in nature.
6. Marketing and other support will be given in preference to organizations operated in Brevard County before those outside of Brevard County.
7. If an event is canceled or relocates outside Brevard County after the Notice of Award has been fully executed and reimbursement is complete, the reimbursement amount must be returned to Brevard County and no other funds may be requested. Likewise, if a Brevard County organization providing year-round programming closes or relocates outside Brevard County within the grant cycle, all or a portion of any reimbursements must be returned to Brevard County and no further reimbursements may be requested.

Organizations may submit only one application questionnaire per event.

*To be considered for this program, the event/year-round programming must be held in-person with in-person attendees, with the goal of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this support. To be considered for this support at least 5,001 attendees must be from out-of-county (for 200 room nights). The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of an online tracking tool and/or organization's verified ticketing system.*

To be eligible to apply for participation in the Marketing Support Program an organization must:

- a. Submit required documentation - Certificate of Insurance and associated Endorsement pages (COI) if requested, proof of incorporation in the State of Florida, and most recent 990 form.
- b. Be incorporated for a minimum of two (2) years as a 501(C)(3), or a for-profit business.
- c. Have held the event/year-round programming for at least one (1) year.

d. Organizers must fully cooperate with TDO staff on any requests for guest information, surveys, and any other information.

## 6.0 AVAILABLE FUNDS

Funds may be available for the fiscal year 2025-2026 Marketing Support Program to support events/year-round programming in Brevard County that attract out-of-county visitors. This program is on an annual cycle only.

*For FY 2024-2025 the Marketing Support Program will provide up to \$5600,000, or available unincumbered funds, whichever is lower, from the Cultural Fund (1446) (funds to be moved into the 1441 Marketing Fund). Also, up to \$240,000 may be used from 1441 Marketing Fund in addition.*

### Support Amount Tiers

#### Cultural-

# of Out-of-County attendees (as determined by cellular data)/ <del>Room Night counts</del>	Funding (up to....)	Program
<u>District Office Awards</u>	<u>Up to \$20,000</u>	<u>Marketing Support Program</u>
5,001 – 10,000 ( <del>200 – 1,000 room nights</del> )	<u>\$12,500</u> <del>15,000</del>	Marketing Support Program
10,001 – 25,000 ( <del>1,001 – 1,500 room nights</del> )	<u>\$17,500</u> <del>20,000</del>	Marketing Support Program
25,001 – 50,000 ( <del>1,501+ room nights</del> )	<u>\$22,500</u> <del>25,000</del>	Marketing Support Program
50,001+	<u>\$45,000</u> <del>50,000</del>	Marketing Support Program

~~\*(1) Room Night = (5) Out-of-County attendees~~

#### Sports-

~~Sports funding awards will be calculated at \$15- per room night. An event must meet the eligibility requirements in Section 5.0 and have a minimum of 250 room nights. Maximum funding per event is \$25,000. Room night counts will be determined by the Sports Commissioner from prior years' data and TDO staff analysis. Sports events not achieving the room night number will have their award reduced to equal the actual number of room nights multiplied by \$15-.~~

The Marketing Support Program will provide support to events and year-round programming by three categories to be chosen by the organization after they have been awarded funding. Organizations may allocate their award funds as they desire by the following categories:

Category #1 - For qualified events or year-round programming, the Marketing Support Program will provide out-of-county advertising and marketing by the TDO staff. TDO staff will select, place and pay for advertising/marketing for organizations as determined by Support Amount Tiers above. Organizations may select the events to be included in their MSP campaign but may not

exceed three events.

Category #2 – For qualified events or year-round programming, the Marketing Support Program will defray the cost of renting event venues or facilities operated by Brevard County. TDO staff will coordinate and pay on behalf of organizations for support amount as determined by Support Amount Tiers above based on ~~projected room nights~~Sports awards to be determined by the Sports Commissioner from prior years' data and TDO staff analysis.

Category #3 – For qualified events that do not require or want out-of-county advertising and marketing (i.e. invitationals, championships, all-stars, etc.), a reimbursement (with proper supporting documentation) will be available in the amount of eligible funding as designated in Section 6.0, ~~based on projected room nights and TDO staff analysis~~. This will be coordinated by the TDO staff and the organization.

The TDO Marketing staff will select media partners and place out-of-county advertising and marketing for each eligible organization as per the Support Amount Tier table above. TDO staff will execute a plan and purchase appropriate advertising and marketing up to the awarded support amount. TDO staff will coordinate with the organizations that wish to utilize the option to defray rental costs for event venue or facilities operated by Brevard County and/or those eligible for the sports sponsorship.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Organizations submit applications at their own cost and risk, without expectation of or reliance of receiving support. Funding amounts are based on Tourism Development Council recommendations and may be reduced based on available funding and the number of events receiving support. Annual funding of this program is subject to the Brevard County budgeting approval process and adequate receipt of Tourist Development Tax revenues within Cultural fund.

Organizations/organizers must cooperate with TDO staff and meet all deadlines for receiving requested items, if organizations/organizers do not supply item by the deadline there is no guarantee of full marketing support. Support is contingent on event organizer supplying requested event information to TDO 90 days prior to the event date. The TDO will work with the organizers, gain approvals, and execute the plan ~~60 days~~ before the event. See Section 6.0 for detail on the Support Amount Tier packages.

## **7.0 ELIGIBLE USE OF FUNDS**

Funds must be used for the event or year-round programming as proposed in the applicant's submitted application, as well as the Notice of Award agreement.

- Funds may not be used to finance projects that are already fully funded unless a project

can be significantly enhanced with additional funds.

- Funds may not be used to pay debt obligations.
- Funds may not be used for grant applications or routine maintenance.

**Allowable and Non-Allowable:**

**Allowable Costs:**

- Expenditures within the grant period specified on the application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the event or year-round programming and can be easily identified as such.

**Non-Allowable Costs:**

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- ~~Regranting (using County funds to underwrite local grants programs);~~
  - contributions and donations;
- ~~Any other expenditure not authorized by Chapter 125 of the Florida Statutes or Brevard County Codes and Policies or any other law.~~

## **8.0 APPLICATION QUESTIONNAIRE SUBMITTAL PROCEDURES**

The Marketing Support Program questionnaire-application may only be submitted electronically through an online portal link that will be available to interested organizations on ~~September 26, 2025~~<sup>4</sup>.

A non-mandatory information meeting will be conducted at ~~1pm~~ for Cultural and at ~~2pm~~ for Sports on ~~September 26, 2025~~<sup>4</sup>. The questionnaire-application deadline is no later than ~~5pm EST on October 11, 2024~~, to be considered for support.

If you have questions about the questionnaire-application or program, please make them in writing to Deborah Webster at [Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com) until the application deadline.

**CULTURAL**

Topic: Marketing Support Program – Cultural

Time: May 1, 2025 at 10AM ~~Sep 26, 2024 01:00 PM~~ Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/83664157419> <https://us06web.zoom.us/j/81186405182>

Meeting ID: 836 6415 7419 811 8640 5182

**SPORTS**

Topic: Marketing Support Program – Sports

Time: May 1, 2025 at 11AM ~~Sep 26, 2024 TBD 02:00 PM~~ Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/81412661215> <https://us06web.zoom.us/u/kUUs0o1lv>

Meeting ID: 814 1266 1215 896 2817 6815

## **9.0 EVALUATION CRITERIA AND APPROVAL PROCESS**

On the close of the questionnaire application window, 5pm EST on ~~TBD October 11, 2024~~, TDO staff will receive and review all questionnaires to ensure they have met eligibility for the program:

1. Questionnaires Applications must be submitted by the deadline; no later arrivals will be accepted.
2. Questionnaires Applications must be complete and contain all required information.
3. Questionnaires Applications are for eligible events/year-round programming only.
4. Questionnaires Applications must meet the minimum out-of-county visitor requirements.
5. TDO staff will review the questionnaires applications for eligibility and have direction and authority to disqualify those who do not meet the minimum requirements.

6. TDO staff will create a worksheet listing all received ~~applications questionnaires~~ who meet the minimum requirements and eligibility. Support amounts will be assigned to each organization as per Section 6.0 Available Funds.
7. Eligible ~~questionnaires applicants~~ will be sent to the Tourist Development Council and the Board of County Commissioners for review and approval of recommended funding levels. The Board of County Commissioners may choose to increase or decrease the amount recommended by the TDC.

## **10.0 REPORTING REQUIREMENTS**

For ~~FY 2025-2026~~ cycle applicants are required to complete one final event report. Applicants will be provided a reporting link to complete the final report by 30 days after the completed event or by September 30, 202~~65~~.

## **11.0 CREDIT & LOGO**

Event/year-round programming organizers must agree to prominently place the Space Coast Office of Tourism logo on all marketing materials, advertising, website, and other marketing-related communications promoting the event/year-round programming, including display advertising, printed collateral, email marketing, etc. The logo must be easily legible and should be displayed in a manner which does not distort or warp the original logo file. Logo usage standards will be provided as well as high resolution vector logos to be included in event materials. Additionally, the following language should be included in all marketing materials as space allows;

***This event is supported by the Brevard County Board of County Commissioners and the Space Coast Office of Tourism.***

Logos are available for download at <https://tinyurl.com/SpaceLogo24-25> or may be request via an email to [marketing@visitspacecoast.com](mailto:marketing@visitspacecoast.com).

## **12.0 GRANT REIMBURSEMENT REQUESTS**

The funds for these reimbursements are strictly regulated by Florida State Statutes, Brevard County Code of Ordinances, and Brevard County policies/procedures. The aforementioned regulations relate to the use and disbursement of Tourist Development Tax (TDT) revenue funds.

Prior to preparing your reimbursement, ensure that the expenses/costs for which you are requesting reimbursement are consistent with your grant agreement. Also, note all Tourism

Development Office Grants are reimbursement based. They ARE NOT direct vendor payments or pre-payments.

All documents and invoices provided will become subject to Public Records laws. All documents submitted for reimbursement must have all sensitive information redacted or documents will not be accepted.

Please submit your TDO Grant Reimbursement Request Form in Excel provided to you by your liaison and the reimbursement backup listed below in Adobe PDF format.

Submit reimbursement requests including supporting documentation within 30 days for events that have already occurred and 60 days for events post signature on the Notice of Award agreement. Deadline for ALL reimbursement requests for FY 2025-2026 is close of business Friday, October 23, 2026.

Each Reimbursement Request submission package must contain the following four (4) Items (in this order):

1. The TDO Reimbursement Request Form (RRF, a provided Excel document).
  - A. Vendor invoices must be listed line by line.
  - B. Vendor name, vendor invoice #, description of grant related service and amount of reimbursement being requested must be included.
  - C. Invoice numbers on the form are not the 1, 2, 3 numbers shown on the right side of the form, they are the actual vendor invoice number.
2. Vendor Invoices and Receipts for Allowable Expenses.
  - A. Invoices and receipts must have the line # (the 1, 2, 3... numbers shown on the right side of the form) on the top of each page of backup that corresponds with line # on the Grant Reimbursement Request Form.
  - B. This includes the invoice and/or receipt for any grant reimbursable product or service.
3. Financial Proof of Goods and Services purchased with grant funding in the form of cancelled checks (front and back copy), ACH direct payment receipts, credit card receipts and statements. ALL account numbers, bank routing numbers, social security numbers, authorizing signatures and other credit card transactions MUST be redacted (blacked out).
4. Backup Proof of Completed Grant Related Goods and Services which focus on promoting Brevard County tourism to include:
  - Copies of any advertising whose purpose is to drive tourism to Brevard County
  - Photos of rental tents or equipment

- Photos of equipment purchased in support of the grant
- Screenshots of website and social media
- Copies of the printed material
- Copies or photos of the signs to ensure they were not used for some other purpose
- If payroll is being requested for reimbursement, the line on reimbursement cover sheet requires an abbreviated personnel description that is grant related along with the pay period dates. Leave the invoice field blank for payroll items
- Copies of vendor reports or materials lists
- Any other allowable, reimbursable expense that was listed in the grant application budget and grant agreement.

Refer to Section 7.0 "Eligible Use of Funds" for descriptions of allowable and unallowable expenses that can be reimbursed under this grant program.

## **13.0 TERMS & CONDITIONS**

By submitting an application questionnaire for this program, the applicant agrees to be bound by the following terms and conditions should the support be awarded:

The terms County shall mean the Brevard County Board of County Commissioners acting through the TDO and Awardee means the Applicant. The term Parties means both the County and Awardee.

This program is contingent upon the availability of applicable tourist development tax funds and subject to any limitations provided by Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5), and (6) of the Brevard County Code, as either may be amended from time to time. Should funds no longer be available, the COUNTY shall provide written notice to the AWARDEE. This program and funding are not a lien, either legal or equitable, on any of the COUNTY's non-tourist development related revenues.

As a condition for receiving support under this program, the AWARDEE certifies that it has appropriate criminal background screening procedures in place to evaluate any employee, contractor, subcontractor, agent, representative or volunteer supported by this funding who is expected to have unsupervised access to or direct substantial contact with at-risk populations. The AWARDEE certifies that it shall disqualify any employee, contractor, subcontractor, agent, representative or volunteer who is a sexual predator (as defined in section 775.21, Florida Statutes) or sexual offender (as defined in section 944.606, Florida Statutes) from working on projects, programs, or events funded, in whole or in part, by this program, if such employee, contractor, or volunteer is expected to have unsupervised access to or direct substantial contact with at-risk populations.

"At-risk populations" means children, the elderly, the disabled, and those who cannot defend

themselves. "Unsupervised access" means any in-person contact with one or more members of an at-risk population outside of the direct, line-of sight supervision of a supervisor who has passed the appropriate criminal background screening. "Direct substantial contact" means contact that is regular, continuous, and personal in nature. Compliance with the terms of this section is made an express condition of this program and the COUNTY may treat the AWARDEE's failure or refusal to perform the requirements herein as grounds for immediate termination of funding. Such termination is effective upon the AWARDEE's receipt of a Notice of Termination from the COUNTY. Upon termination, COUNTY has no further obligations to AWARDEE. If the AWARDEE knowingly or recklessly allows a sexual predator or sexual offender to work or volunteer on projects, programs, or events funded, in whole or in part, by this program, in a position having unsupervised access to or direct substantial contact with at risk populations, then in addition to the immediate termination of this grant, the AWARDEE will be barred from receiving future County-sponsored funding.

AWARDEE agrees and understands that all funding authorized through this support shall be used only for eligible activities in accordance with Federal, State and Local law, and this program.

#### **I. Legal Responsibilities and Waiver of Trial by Jury**

The Parties agree that, in the case of a dispute, the Parties will first work to resolve the dispute informally. In case of legal action, each Party agrees to the following terms: To bear its own attorney's fees and costs; that venue is in a court of competent jurisdiction in Brevard County; **TO WAIVE ANY RIGHT TO A JURY TRIAL**; and that this program is governed according to the laws of the State of Florida.

AWARDEE agrees to comply with all federal, state and local laws, and is responsible for any and all permits, fees, and licenses necessary to perform the event or activity. Nothing in this support shall be construed as a waiver by COUNTY of any requirements for local permits, fees, and licenses.

AWARDEE shall perform the services independently and nothing contained in this Agreement shall be construed to be inconsistent with this relationship or status. Nothing in this support shall be interpreted or construed to make AWARDEE, or any of its agents, or employees to be the agent, employee or representative of the COUNTY.

AWARDEE shall not engage the services of any person or persons now employed by Brevard County, on a private basis, to provide services relating to this support without written consent from Brevard County. This does not prevent AWARDEE from using, reserving, or renting Brevard County facilities. The waiver by COUNTY of any of AWARDEE's obligations or duties under this support shall not constitute a waiver of any other obligation or duty of the other Party under this support, nor shall a waiver of any such obligation or duty constitute a continuing waiver of that obligation of duty.

This support shall not obligate or make COUNTY or AWARDEE liable to any Party other than the Parties. Oversight of any AWARDEE staff will be the responsibility of AWARDEE.

If any provision of this program is held invalid, the remainder of this t shall not be affected if such remainder continues to conform to the terms and requirements of applicable law.

## **II. Indemnification and Hold Harmless**

AWARDEE shall indemnify, defend, and hold harmless COUNTY for the negligent acts and omissions of AWARDEE's own employees and agents in the performance of event or activity sponsored by this support, to the extent permitted by law, and against any and all third-party claims, suits, proceedings, losses, liabilities, damages, fees and expenses (including reasonable attorney's fees and expenses) related to the event or activity. AWARDEE expressly agrees that COUNTY has no liability to AWARDEE for AWARDEE's event or activity or AWARDEE's operation. Nothing in this support is intended to inure to the benefit of any third party for the purpose of allowing any claim which would otherwise be barred under the doctrine of sovereign immunity or by operation of law. Nothing herein shall constitute a waiver of COUNTY's sovereign immunity protection as set forth in section 768.28, Florida Statutes. The Parties acknowledge specific consideration has been exchanged for this provision.

## **III. Assignment of Agreement**

AWARDEE shall not assign any portion of this support without the written permission of COUNTY. All conditions and assurances required by this support are binding on the Parties and their authorized successors in interest.

## **IV. Insurance**

If you are awarded support under this program, you will be required to procure and maintain, at your own expense and without cost to the COUNTY, policies on insurance known as General Liability Insurance covering the Contractor against any and all claims, demands and causes of action whatsoever for injuries received and damages to property in connection with the use, occupation, management or controla ~~General Commercial Liability Insurance policy with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the project performed pursuant to the program, including errors and omissions coverage upon TDO request.~~ Depending on the event sponsored, the TDO may require additional insurance. Award recipients shall provide TDO staff with a Certificate of Insurance (COI) prior to October 1, 2024, for year-round programming and 30 days prior the event beginning. The insurance coverage enumerated above constitutes the minimum requirements and shall in no way lessen or limit the liability of grantee under the terms of the Grant. The following items are required of each COI;

- Box labeled "Certificate Holder" – shall read "Brevard County, 150 Cocoa Isles Blvd, St. 401,

Cocoa Beach, FL 32931"

- Box labeled "Description of Operations/locations/vehicles" – shall read "Brevard County is listed as an Additional insured"
- Provide Endorsements pages which provide that your entity is endorsed as an additional insured.

It is the responsibility of the AWARDEE to provide insurance documents to the TDO staff and to re-submit updated insurance prior to their expiration if this occurs during the program period.

AWARDEE agrees to procure and maintain, at its own expense and without cost to COUNTY, the following types of insurance. In the sole discretion of the TDO, the TDO may require additional amounts or types of insurance depending on the type of event or activity. Any additional requirements will be included in notice to the AWARDEE. The policy limits required are to be considered minimum amounts:

- a. General Liability Insurance policy with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability, and errors and omissions coverage.
- b. Auto Liability Insurance policy which includes coverage for all owned, non-owned and rented vehicles with a \$1,000,000 combined single limit for each occurrence, as well as, Full Coverage Vehicle Insurance to include Liability (as above), Collision, Comprehensive, PIP and Uninsured Motorists.
- c. Workers' Compensation and Employers Liability insurance policy covering all employees of AWARDEE that work on this Grant, as required by law. Coverage shall be for all employees directly or indirectly engaged in work on this Grant, with limits of coverage as required by State law.
- d. AWARDEE will provide certificates of insurance to COUNTY demonstrating that the insurance requirements have been met prior to the commencement of work under this program.

The insurance coverage enumerated above constitutes the minimum requirements and shall in no way lessen or limit the liability of AWARDEE under the terms of the program.

## VI. Termination

If either Party fails or refuses to perform any of the provisions required under the program Criteria, application, or otherwise fails to timely satisfy the program provisions, either Party may notify the other Party in writing of the nonperformance and terminate the support or such part of the program award as to which there has been a delay or a failure to properly perform. Such termination is effective upon the Party's receipt of the Notice of Termination. Upon termination, COUNTY has no further obligation to AWARDEE.

## **VII. Right to Audit Records**

In performance of the event or activity under this program, AWARDEE shall keep books, records, and accounts of all activities related to this support, in compliance with generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by AWARDEE in conjunction with and their performance or shall be open to inspection during regular business hours by an authorized representative of the office and shall be retained by AWARDEE for a period of five (5) years after the end of the program period, unless returned to COUNTY sooner.

## **VIII. Scrutinized Companies**

A. The AWARDEE certifies that it and its Subcontractors are not on the Scrutinized Companies that Boycott Israel List. Pursuant to Section 287.135, Florida Statutes, the COUNTY may immediately terminate this award at its sole option if the AWARDEE or its Subcontractors are found to have submitted a false certification; or if the AWARDEE, or its Subcontractors are placed on the Scrutinized Companies that Boycott Israel List or is engaged in a boycott of Israel during the program period.

B. If this support is for more than one million dollars, the AWARDEE further certifies that it and its Subcontractors are also not on the Scrutinized Companies with Activities in Sudan, Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria as identified in Section 287.135, Florida Statutes.

C. Pursuant to Section 287.135, Florida Statutes, the COUNTY may immediately terminate this support at its sole option if the AWARDEE, its affiliates, or its Subcontractors are found to have submitted a false certification; or if the AWARDEE, its affiliates, or its Subcontractors are placed on the Scrutinized Companies that Boycott the Scrutinized Companies with Activities in Sudan List, or Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria during the term of the program.

D. The AWARDEE agrees to observe the above requirements for applicable subcontracts entered into for the performance of work under this program.

E. As provided in Subsection 287.135(8), Florida Statutes, if federal law ceases to authorize these contracting prohibitions, this section shall become inoperative and unenforceable.

## **IX. Public Records Disclosures**

AWARDEE agrees that Florida has broad public disclosure laws, and that any written communications with AWARDEE, to include emails, email addresses, a copy of this program, and any supporting documentation related to this program are subject to public disclosure upon

request, unless otherwise exempt or confidential under Florida Statute.

Public records are defined as all documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, regardless of the physical form, characteristics, or means of transmission, made or received pursuant to law or ordinance or in connection with the transaction of official business by any agency. In this case, the portion of the Awardee's records relating to the acceptance and use of the COUNTY funding are public records that may be subject to production upon request. The Awardee agrees to keep and maintain these public records until completion of the event or activity. Upon completion, Awardee may continue to retain the public records for five years, or transfer, at no cost, to the COUNTY, any public records in its possession in an electronic format readable by COUNTY.

Upon a request for public records related to this program, Awardee will forward any such request to the COUNTY. COUNTY will respond to any public records request. Upon request, as to records in the Awardee possession, Awardee will provide access or electronic copies of any pertinent public records related to this program to COUNTY within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes.

Awardee agrees that COUNTY will consider all documentation submitted to Brevard County related to this program may be subject to public records disclosure.

**IF Awardee HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, ~~TO~~ TO Awardee's DUTY TO PROVIDE PUBLIC RECORDS CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT THE OFFICE OF TOURISM, C/O ADMINISTRATIVE SECRETARY, 150 Cocoa Isles Blvd., Cocoa Beach, FL 32931, PHONE (321) 433-4470.**

#### **X. Notices**

Any notices required or permitted by this program shall be in writing and shall be deemed delivered upon hand delivery, or three (3) days following deposit in the United States postal system, postage prepaid, return receipt requested, addressed to the parties at the following addresses:

COUNTY:  
Brevard County Tourism Development Office  
c/o Executive Director  
150 Cocoa Isles Blvd.  
Cocoa Beach, Florida 32931  
Phone: (321) 433-4470

**AWARDEE:**  
Contact information listed on AWARDEE's application.

**XI. Foreign Disclosures**

AWARDEE will complete COUNTY's foreign disclosure form and make any required disclosures to the State of Florida.



## Marketing Support Program

### FY 20254-20265

Welcome to the Marketing Support Program questionnaire for FY 20254-20265.

~~This program is brand new for the FY 2024-2025 cycle. The questionnaire application will take no more than 30 minutes to complete. As a reminder, this system does not allow you the opportunity to stop and return later to your work. Please plan accordingly and have all the information and documents gathered prior to beginning.~~

Please read the FY 20254-20265 Marketing Support Program Criteria (available for download below).

[-CLICK HERE](#) for a PDF of the FY 20254-202625 Marketing Support Program checklist (print, read, complete & upload)

[-CLICK HERE](#) for a PDF of the FY 20254-20265 Marketing Support Program ~~questionnaire application~~ (print)

[CLICK HERE](#) for a PDF of the FY 20254-20265 Marketing Support Program Criteria (print & read)

[CLICK HERE for a copy of Event Income/ Event Expense report \(upload completed report within the application\)](#)

[-The](#) following are documents [need to be uploaded](#) within the application:

- copy of your organization IRS Determination letter
- copy of your organization 990 form
- copy of your organization Articles of Incorporation
- copy of your organization SunBiz.com

[-copy of your organization Event Income/Event Expense report](#)

*If you have any questions regarding the application or other inquiries please contact Deborah Webster at [Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com).*

Which best describes your event/year-round programming?\*

Cultural

Sports

**-ORGANIZATION INFORMATION\***

Name of organization hosting event/year-round programming:

Organization address: \_\_\_\_\_

State: \_\_\_\_\_

City: \_\_\_\_\_

Zip: \_\_\_\_\_

Primary contact name: \_\_\_\_\_

Primary contact phone number: \_\_\_\_\_

Primary contact email: \_\_\_\_\_

Secondary contact name: \_\_\_\_\_

Secondary contact phone number: \_\_\_\_\_

Secondary contact email: \_\_\_\_\_

Organization website address: \_\_\_\_\_

**Which best describes your organization?\***

501(C)(3)

For profit, LLC, Inc., etc.

Other - please be specific: \_\_\_\_\_ \*

**What is your Federal Employee ID number?\***

\_\_\_\_\_

**Are you completing this questionnaire for an event or year-round programming?\***

Event - single or multi-day festival, surfing contest, running race, etc.  
 Year-round programming - theater, symphony, concerts, museum, etc.

## **EVENT INFORMATION\***

Name of event: \_\_\_\_\_

Event website address (if different from organization website):  
\_\_\_\_\_

Event location: \_\_\_\_\_

**What is the first date of your event?\***

\_\_\_\_\_

**In total, how many days will your event be held?\***

1  
 2  
 3  
 4  
 5  
 6  
 7  
 8  
 9  
 10  
 11

| .

- ( ) 12
- ( ) 13
- ( ) 14
- ( ) 15
- ( ) 16
- ( ) 17
- ( ) 18
- ( ) 19
- ( ) 20
- ( ) 21+

**What types of marketing do you plan to do for this event?\***

- Billboards
- Digital advertising (banner ads, etc.)
- Direct mail
- Radio
- Search advertising (pay-per-click, etc.)
- Social hashtags
- Social media (Facebook, Instagram, YouTube, etc.)
- TV/Video
- Other - Please be specific.....: \_\_\_\_\_ \*

**What types of marketing do you plan to do for your year-round programming?\***

- Billboards
- Digital advertising (banner ads, etc.)
- Direct mail
- Radio
- Search advertising (pay-per-click, etc.)

- Social hashtags
- Social media (Facebook, Instagram, YouTube, etc.)
- TV/Video
- Other - Please be specific.....: \_\_\_\_\_ \*

**What are your social media handles?\***

*If not applicable, please write NA.*

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

YouTube: \_\_\_\_\_

**What hashtags do you use?\***

*For example #SpaceCoast. If not applicable, please write NA.*

---

**As a cultural organization how would you like us to spend your support?\***

- Out-of-county advertising/marketing support
- Defray rental costs for venues and/or facilities operated by Brevard County

If you were asked to include the Space Coast Office of Tourism in your marketing materials, what elements could you include us in?\*

- Apparel/promotion items (event t-shirts, giveaways, etc.)
- Billboards

- Direct mail
- Event banners/signage
- Email blast (e-newsletter, promotional, etc.)
- Event brochures/program (Playbill, etc.)
- Radio
- Social media post
- TV/Video
- Website/blog
- Other - Please be specific.....: \_\_\_\_\_ \*

**Upload a copy of your organization's IRS Determination letter.\***

*Kindly upload your document as a PDF.*

\_\_\_\_\_ 1

**Upload a copy of your organization's 990 form.\***

*Kindly upload your document as a PDF.*

\_\_\_\_\_ 1

**Upload a copy of your organization's Articles of Incorporation.\***

*Kindly upload your document as a PDF.*

\_\_\_\_\_ 1

**If you are a Florida organization, please upload a copy of your SunBiz.com account associated with your organization.**

*Go to Sunbiz.com and Search by Entity name , print and upload your PDF document called 'Detail by Entity Name'. <https://search.sunbiz.org/Inquiry/CorporationSearch/ByName>*

\_\_\_\_\_1

**Upload your Event Income/ Event Expense report \***

*Please download the Income Event Expense report from the Landing page. Complete it and upload it as a PDF here.*

**Upload your Marketing Support Program checklist \***

*Please download the Marketing Support Program checklist from the Landing page. Complete it and upload it as a PDF here.*

---

**Thank You!**

Marketing Support Program							
FY 2025-2026							
Event Income/Expense Report							
Expenses	2025-2026 projection	2024-2025 actuals	VAR+10% Increase	Income	2025-2026 projection	2024-2025 actuals	VAR
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
Other Expenses	\$0.00	\$0.00	\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00	Income Sponsors			
			\$0.00				
			\$0.00				
			\$0.00	Cash in Bank to start			
			\$0.00	Income Other			
			\$0.00	TDC grant funding			
			\$0.00	Total Income	\$0.00	\$0.00	
			\$0.00				
			\$0.00	Total Expenses Paid	\$0.00	\$0.00	
			\$0.00				
			\$0.00	Profit/Loss	\$0.00		
Marketing - please specify Brevard/Out-of-County	\$0.00	\$0.00	\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
			\$0.00				
Marketing Expense		\$0.00	\$0.00				
Total Expenses 2025-2026			\$0.00				
.							

**Board Meeting Date**

4-22-25

Item Number: J.1.

Motion By: KD

Second By: TD TA

Nay By: \_\_\_\_\_

<b>Commissioner</b>	<b>DISTRICT</b>	<b>AYE</b>	<b>NAY</b>
Commissioner Delaney	1	✓	
Vice Chair Goodson	2	✓	
Commissioner Adkinson	3	✓	
Commissioner Altman	5	✓	
Chairman Feltner	4	✓	