



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - Community Services Group

J.3.

12/6/2022

### Subject:

Approval, Re: Tourist Development Council FY 2022-2023 Cultural Support Grant Program recommendations for six (6) additional grants.

### Fiscal Impact:

FY 2022-2023: \$90,000 for six (6) listed grants is budgeted in the Cultural Fund 1446/293020.

### Dept/Office:

Tourism Development Office

### Requested Action:

It is requested the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding for the following FY 2022-2023 Cultural Support Grant Program applications listed:

- Titusville Playhouse, Inc. - \$20,000
- Space Coast Symphony Orchestra - \$20,000
- Surfside Playhouse, Inc - \$10,000
- Melbourne Main Street, Inc. - \$20,000
- Field Manor Foundation, Inc. - \$10,000
- City of Palm Bay - \$10,000

Further, based on the facts specified for each grant, by approving this agenda item, the Board will make the legislative finding that Tourist Development Tax funds are authorized for cultural grants pursuant to section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)d, of the Brevard County Code of Ordinances. Each of the tourist oriented cultural and special events have as one of its main purposes the attraction of tourists, and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events to Tourists.

Additionally, request authority for the Director, Tourism Development Office, to negotiate and sign all necessary grant agreements, budget change requests, and related documents to support the grants upon County Attorney and Risk Management Approval. It is also requested to authorized the County Manager to execute necessary budget change requests.

### Summary Explanation and Background:

The Cultural Support Grant Program is designed to promote cultural tourism in Brevard County by funding tourist-oriented cultural and special events such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions and other tourist-related activities. The grants are administered by the Cultural Committee of the Tourist Development Council. The grant program assists the County in attracting

tourists to attend high quality cultural events in order to generate significant economic impact through participant spending.

The Cultural Committee at their September 15, 2022 meeting and the Tourist Development Council at their October 26, 2022 meeting unanimously recommended the Board approve funding the following FY 2022-2023 Cultural Grant Program applications as well as make the necessary legislative findings for each grant listed at Attachment (A).

The reason these grants did not accompany the last round of Cultural Support Grant approvals is that four (4) of the grants listed required a new vote of the committee to avoid any potential conflicts of interest among committee members, some of whom serve on the boards or are directly involved with the grant applicants. A new vote was taken individually for each grant in question with the committee member with the conflict abstaining from voting (committee members with potential conflicts also did not score the grant application for that particular event). Additionally, two (2) grants had additional information provided by the Tourism Development Office regarding attendance numbers which showed they were eligible to receive the grant (exceeding the minimum requirement of 1,000 out-of-county attendees). The committee then voted to fund those two (2) additional grants.

During the prior grant cycle, the Board asked for more detailed information on Return on Investment (ROI), or a calculation of the visitor spending that reflects the season/event impact of out-of-county visitor's impact on Brevard County tourism. This request has resulted in significant changes to the Cultural Support Grant Program Guidelines. These include:

- o Events/Activities must be held in-person with in-person attendees
- o Main purpose to attract out-of-county visitors to Brevard County
- o Virtual or Media events will not qualify
- o Out-of-county visitors must account for total visitation of 1,000 guests or more

The Cultural Support Grant Program Guidelines also require applicants to establish and track ROI by measuring visitor attendance and spending. This updated information is found in Attachment (B), which includes the verified attendees to an event or program, that number is multiplied by an average spend number, which came from a 2019 Economic Contribution study.

The FY 2022-2023 Cultural Support Grant Program Guidelines require each application to reach the minimum application score of 80. All of the six (6) applications have been approved by both the Cultural Committee and TDC. All grants will be on a reimbursement basis up to \$20,000 to support events or programs that benefit Florida's Space Coast in this manner. The Cultural Committee approved funding tiers were determined by the number of out-of-county visitors that each event/group draws to Brevard County. Another change from prior grant programs is that funding is based on the number of out-of-county attendees that the event or season attracts. Groups that draw 1,000-2,500 out of county attendees receive \$10,000, 2,501-5,000 out-of-county attendees receive \$15,000, and 5,001 out-of-county attendees and above receive \$20,000.

Further, based on the facts specified for each grant in Attachment (A), request the BOCC make the legislative finding that Tourist Development Tax funds are authorized for the cultural grants pursuant to Section 125.0104 (5)(a)3., Florida Statutes, and Section 102-119(3)d, of the Brevard County Code of Ordinances. Each of the tourist oriented cultural and special events have as one of its main purposes the attraction of tourists, and the

entity and the Space Coast Office of The Tourism Development Office intends to ensure marketing and promotion of these events to Tourists. Additionally, request authority for the Director, Tourism Development Office to negotiate and sign all necessary grant agreements, budget change requests, and related documents to support the grants.

**Clerk to the Board Instructions:**

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



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

Telephone: (321) 637-2001  
Fax: (321) 264-6972  
Kimberly.Powell@brevardclerk.us

December 7, 2022

**MEMORANDUM**

TO: Peter Cranis, Tourist Development Office Director

RE: Item J.3., Tourist Development Council FY 2022-2023 Cultural Support Grant Program Recommendations for Six (6) Additional Grants

The Board of County Commissioners, in regular session on December 6, 2022, approved funding for the following FY 2022/2023 Cultural Support Grant Program applications:

- Titusville Playhouse, Inc. - \$20,000
- Space Coast Symphony Orchestra - \$20,000
- Surfside Playhouse, Inc. - \$10,000
- Melbourne Main Street, Inc. - \$20,000
- Field Manor Foundation, Inc. - \$10,000
- City of Palm Bay - \$10,000

Further, based on the facts specified for each grant, by approving this Agenda Item, the Board will make legislative finding that Tourist Development Tax funds are authorized for cultural grants pursuant to Section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)d, of the Brevard County Code of Ordinances; and each of the tourist oriented cultural and special events have as one of its main purposes the attraction of tourists, and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events to tourists.

Additionally, the Board authorized you to negotiate and sign all necessary grant agreements, Budget Change Requests and related documents to support the grants upon County Attorney and Risk Management approval; and authorized the County Manager to execute necessary Budget Change Requests.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS  
RACHEL M. SADOFF, CLERK

A handwritten signature in cursive script, reading "Kimberly Powell".

Kimberly Powell, Clerk to the Board

cc: County Attorney  
Finance  
Budget

Cultural Support Grant Program - 2023

Project #	Project Name	Season/Event	Out-of-County attendees	Out-of-County Visitor Spending	ROI (Funding/Visitor Spending)	Proposed Funding Award	Judge #1 Andrea Young	Judge #2 Jim Platman	Judge #3 Steven Heron	Judge #4 Aaron Collins	Judge #5 Juliet Misconi	Judge #6 Bonnie King	Judge #7 Laura Kutryb	Judge #8 Kim Agee	Judge #9 David Schillhammer	TOTAL points earned	Average	Trimmed Mean Average (deleting the high/low)
23	Titusville Playhouse, Inc	Season	6,714	\$ 361,280	18.06	\$20,000	95	80	NS	99	100	100	NS	94	93	661	94.43	93.60
20	Space Coast Symphony Orchestra	Season	5,778	\$ 310,914	15.55	\$20,000	88	80	93	NS	90	98	NS	91	86	626	89.43	91.20
21	Surfside Playhouse INC	Season	1,460	\$ 78,563	7.86	\$10,000	NS	77	89	92	93	95	NS	76	84	606	86.57	86.80
15	Melbourne Main Street, Inc.	Season	5,074	\$ 273,032	13.65	\$20,000	80	82	81	86	73	97	NS	NS	84	583	83.29	82.60
8	Field Manor Foundation, Inc.	Event	1,031	\$ 55,478	5.55	\$10,000	52	80	85	79	79	85	NS	80	82	622	77.75	80.83
7	City of Palm Bay	Event	1,556	\$ 83,728	8.37	\$10,000	37	87	86	85	NS	85	NS	62	82	524	74.86	80.00
			21,613	\$ 1,162,996	12.92	\$90,000												

## FY23 Applications: City of Palm Bay

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### Profile

City of Palm Bay

### SPACE COAST OFFICE OF TOURISM

#### Guidelines

#### FISCAL YEAR 2022 - 2023

#### Cultural Support Grant Program

#### 1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

**"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."**

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

#### Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### 2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023;  
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural Committee will monitor the grant program, with annual approval by the Tourist Development Council. The Tourist Development Council will review and approve the grant program policies, procedures and recommended grant awards. The program will be administered by the Tourism Development Office (TDO) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

### 3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.**

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

### 4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

### Tier System

**Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000**

**Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000**

**Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

**\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.**

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- 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 grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant 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 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

**6.0 APPLICATION SUBMITTAL PROCEDURES**

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees as an additional insured and/or any Brevard County Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.
8. Additional benefits to organizations who are awarded funding;
  - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
  - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
  - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

## **8.0 EVALUATION CRITERIA**

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural Committee will review each proposal using the Scoresheet and assign a numeric score to the project. TDO staff will assemble the Scoresheets for each project. The highest and lowest scores will be discarded for each project to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining 7 scores (assuming all 9-members score the project). Project rankings will be reviewed and discussed in a TDC Cultural Committee meeting that is open to the public. Project rankings and funding recommendations will be forwarded to the Tourist Development Council for final review of project rankings and adoption of the project list and funding levels, and then sent to the Brevard County Board of County Commissioners for final approval.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.\*\*

### **Evaluation Criteria: Points Available**

#### **Proposal clearly describes the proposed event or season: up to 20 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 – 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

#### **Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20**

**points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points  
Very Good: 15 - 17 points  
Good: 9 - 14 points  
Adequate: 5 - 8 points  
Poorly presented: 0 - 4 points

**The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points  
Very Good: 20 - 23 points  
Good: 12 - 19 points  
Adequate: 6 - 11 points  
Poorly presented: 0 - 5 points

**The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**\*\* Please rate the overall quality of the application including support materials: up to 5 points.\*\***

Excellent: 5 points  
Very Good: 4 points  
Good: 3 points  
Adequate: 2 points  
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

#### Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

### 10.0 REPORTING REQUIREMENTS

#### Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

### 11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

#### Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

### 12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committee and members from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

### FY2022-2023

#### CULTURAL SUPPORT GRANT APPLICATION

**Application Deadline: Friday, June 24, 2022 by 5:00pm**

**Are you completing the application for an Event or Season? Select one.**

Season

**Name of the Event or Season**

City of Palm Bay Seasonal Events

**TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year**

\$223,464,612

**Organization Name**

City of Palm Bay

**Mailing Address:**

120 Malabar Road SW

**City: State: Zip Code:**

Palm Bay, Florida 32907

**Federal Employer ID #:**

59-6018984

**Web Site address:**

<https://www.palmbayflorida.org>

**Organization Telephone:**

321-952-3400

**Organization Email:**

daniel.waite@pbfl.org

**Primary Contact Person: First and Last:**

Fred Poppe

**Primary Contact Person Phone (if different from Organization Phone):**

321-446-4709

**Primary Contact Person Email (if different from Organization Email):**

Fred.Poppe@pbfl.org

**Alternate Contact Person: First and Last:**

Daniel Waite

**Alternate Contact Person Phone (if different from Organization Phone):**

3216262912

**Alternate Contact Person Email (if different from Organization Email):**

daniel.waite@pbfl.org

**How will grant funds be used? Check all that apply.**

Staff/Personnel, Artistic Services, Materials/Supplies, Marketing, other General Operating costs

Please select the one discipline category below for which funding is requested.

**Grant Category**

Festivals

**Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)**

Palm Bay is a city prepared for growth, with diverse business and job opportunities. We live in an attractive, beautiful city which is the safest city in Brevard county, and continuously enjoy recreational and entertainment amenities. Palm Bay city government is financially sustainable and provides customer-friendly city services. Palm Bay has a strong sense of community unity and pride. Citizens are involved in making a better community.

**Proposal Budget**

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

**Upload Proposal Budget**

City of Palm Bay Budget Items.xlsx

## Narrative Questions

**1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program.** (Be brief & concise but answer the question fully)

**Maximum 3,000 characters**

The City of Palm Bay's first seasonal event of the fiscal year will be our Holiday Light Parade. The Biggest Holiday Parade on the Space Coast hits the street again this year! The 2022 City of Palm Bay Holiday Light Parade is back and will be held on Saturday December 3rd starting at 6 pm. The 3-mile parade will leave the Eastern Florida State College campus and head north on San Filippo Drive. It will then move west on Malabar Road and end at Minton Road, in front of City Hall. Dozens of brightly lit floats, floats showcasing multicultural holiday displays, high school marching bands, cheer squads, motorized vehicles, and more will delight the crowd and usher in the holiday season.

The City of Palm Bay's second seasonal event will be the City of The Palm Bay's Multicultural Festival. This will be an opportunity for visitors to travel the world and celebrate different cultures all in one place and at one time. The day will include cultural displays, history, information, demonstrations at individual booths, themed food vendors and a vendor marketplace. Throughout the event, the main stage features music, dance, cultural costumes and presentations. There is something for the whole family with activities for children to engage in.

The City of Palm Bay's third seasonal event will be our Independence Day Celebration. Join us for Brevard County's biggest and best celebration including over 20 food trucks, a kids' zone, live music, vendors, free parking and a huge fireworks spectacular! These events not only bring our community together, but they also bring in visitors from all over the state. Palm Bay is fortunate to be rich in cultural diversity, with a growing mix of residents and businesses representing a variety of cultural backgrounds. The city strives to showcase at our events that Palm Bay is a cultural destination within Brevard County.

**2. How does your proposed event/season promote the Space Coast as a cultural destination?** (Please answer the question fully in a concise manner).

**Maximum 3,000 characters**

The events in this application are marketed inside and outside of the county. Many of our attendees are residents from the Space Coast who bring their family and friends from outside the county, state and country. Our events also attract visitors that are on vacation looking for things to do. We provide high-quality event experiences that attract visitors from outside the county to plan their next vacation here. Our events promote the Space Coast as a cultural destination by showcasing our various cultures here in Palm Bay and creating a memorable experience at our events. The City of Palm Bay is one of the most diverse communities in the county and we are proud to partner with various community partners and organizations to showcase our diversity. These cohesive partnerships represent how the Space Coast is growing into a diverse and inclusive community. We are working together, not only to promote culture but also to represent the Space Coast as a top cultural destination for visitors.

**3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination.** (Please describe in detail but be concise)

**Maximum 1,000 characters**

The events in the City of Palm Bay showcase unique cultural qualities. Food being one of those qualities. Palm Bay is home to many individually owned Caribbean food trucks. These food trucks serve up traditional dishes from all over the Caribbean. While attending one of our events you will be exposed to many different cultures, traditions and dances. You will also experience how different cultures come together for one cause, community. Our events are family friendly, educational and culturally diverse. Palm Bay events are unique because no matter what the occasion or season, you will experience how other cultures celebrate.

**4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget.** In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

**Upload Marketing Plan here**

Marketing Plan.pdf

**5. Please describe in detail how you will measure and evaluate the success of your event/season?** (Please answer the question fully in a concise manner).

**Maximum 2,000 characters**

The City of Palm Bay currently has an evaluation process for events. We measure and evaluate success of our events and event seasons internally and externally. Internally we measure success based on planning, safety and ROI. Externally we measure estimated attendance and participant satisfaction. We also meet post event/season to evaluate what we can do better next time internally and externally. We are currently working on using social media to track event reactions. We also will be tracking year over year attendance to gauge event success.

**Required Documents to Upload****IRS determination letter**

Tax Exempt Cert - City of Palm Bay thru 2022.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Tax Exempt Cert - City of Palm Bay thru 2022.pdf

**Marketing asset/collateral upload**

22 Independence Day(2).png

**Marketing asset/collateral upload**

holiday parade.jpg

**Marketing asset/collateral upload**

Multiculutral.png

**Optional Additional Support Materials**

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

**Optional support material file****Optional support material file**

**If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

**Additional Information**

We are a municipality and tax exempt but do not obtain an IRS Determination Letter, or a detail Entity Name Report from the division of corporations. Request for attendance for previous years for the events proposed were submitted. Our Independence Day celebration is back at the State College and one of just 2 in the entire county having it on the 2nd. The Multicultural Event last year was the first one and we had a severe cold front that did alter the time of the event and the participation experience. With that, we still had almost 4,500 attend and 700+ of those from outside the county. In 2023 we will be making some changes to showcase more restaurants that serve up popular items from all over the world. There will be a new kid zone and more activities for kids and families to participate and get hands on experience in different cultures as they travel "around the world". The holiday light parade this year will have more themed floats that showcase holiday traditions from different cultures.

**Statement of Responsibility****Certification and Submission**

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our**

**organization.**

Authorized Representative:

**Name**

Daniel Waite

**Title**

Special Event Coordinator

**Text**

**FY23 Applications: File Attachments**

**Upload Proposal Budget**

City of Palm Bay Budget Items.xlsx

**Upload Marketing Plan here**

Marketing Plan.pdf

**IRS determination letter**

Tax Exempt Cert - City of Palm Bay thru 2022.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Tax Exempt Cert - City of Palm Bay thru 2022.pdf

**Marketing asset/collateral upload**

22 Independence Day(2).png

**Marketing asset/collateral upload**

holiday parade.jpg

**Marketing asset/collateral upload**

Multiculutral.png

Holiday Light Parade

Item	Amount			
Port a Lets/ Hand Wash Stations	\$ 1,900.00			
Trophys for Parade Winners	\$ 250.00			
Car Magnets/Yard Signs	\$ 600.00			
Light Towers	\$ 1,200.00			
ACME Messege Boards and lighted barricades	\$ 8,000.00	4,000		
French Barricades	\$ 500.00			
EFSC Fee for Staging	\$ 2,500.00			
Banners	\$ 500.00			
Tree and Stage Decorations	\$ 500.00			
Golf Cart rentals	\$ 1,300.00			
Street Sweeper	\$ 3,200.00			
Paid Social Media	\$ 500.00	500		
Radio Advertising	\$ 1,500.00	1,500		
Print Marketing	\$ 1,000.00			
<b>Operating, Marketing, Material, Supplies Total:</b>	<b>\$ 23,450.00</b>			
The City of Palm Bay also staffs the event: An estimate of about 80 staff members for an average of 10 hours at \$35 an hour: \$28,000				
***The Cultural Grant money will be used to help supplement marketing cost to target outside the county and will also help enhance our event to create a better participant experience.				

Multi Cultural Fest

Item	Amount			
Bands	\$ 5,000.00	3,000		
142 Productions	\$ 1,250.00			
Banners	\$ 500.00			
Social Media Marketing	\$ 500.00			
Radio Advertising	\$ 2,500.00	1,000		
Yard Signs	\$ 300.00			
Print Marketing	\$ 1,500.00	1,000		
Decorations	\$ 1,500.00			
Sound	\$ 1,000.00	1,000		
Bounce houses	\$ 1,000.00			
Face Painting	\$ 500.00			
<b>Operating, Marketing, Material, Supplies Total:</b>	<b>\$ 15,550.00</b>			
<b>Staffing:</b>				
The City of Palm Bay also staffs the event: An estimate of about 25 staff members for an average of 8 hours at \$35 an hour: \$7,000				
***The Cultural Grant money will be used to help supplement marketing cost to target outside the county and will also help enhance our event to create a better participant experience.				

Independence Day

<u>Item</u>	<u>Amount</u>	<u>Grant Funds</u>	
EFSC Rental	\$ 2,500.00		
Fire Works	\$ 29,000.00	8,000	
Acme Messege Boards	\$ 700.00		
Yard Signs	\$ 300.00		
Banners	\$ 500.00		
Staff Shirts	\$ 750.00		
Radio Advertising	\$ 3,000.00		
Port a Lets	\$ 2,800.00		
Light towers	\$ 400.00		
Bounce House	\$ 1,000.00		
Face painting/Henna tattoos	\$ 500.00		
Band	\$ 3,500.00		
Print Advertising	\$ 1,500.00		
Social Media Advertising	\$ 500.00		
Out of County Advertising	\$ 3,000.00		
<b>Operating, Marketing, Material, Supplies Total:</b>	<b>\$ 49,950.00</b>		
<b>Staffing:</b>			
The City of Palm Bay also staffs the event: An estimate of about 85 staff members for an average of 8 hours at \$35 an hour: \$23,800			

### **Marketing Plan for Seasonal Events**

The City of Palm Bay uses its website, social media pages, E-Newsletter, press releases and printed flyers as our basic outlets for marketing. The City does work with Clear Channel, an in-kind sponsor for a spot on the digital billboards in Palm Bay and surrounding areas for our Multi-Cultural Festival and the Independence Day Celebration. If the City of Palm Bay is awarded this grant, we will use part of the funds to market the three proposed events in this application outside of the county.

The City of Palm Bays target audience for our big events are its residence, county residence, Indian River County residents and other Central Florida locations. The City creates family fun events that attract vacationers to make plans around attending our events. We see visitors that are friends and family of residents and visitors that come to recreate on the space coast and participate in local events taking place. Our goal is to continue to grow our events and provide memorable experiences, so those visitors plan to come back the following year.

#### **Marketing Platforms to be used:**

City Standard Marketing

Print (Schools and out of county advertisements)

Paid social media

Billboards

Radio

Give-A-ways

Flyers

**Goals, Objectives, and Timelines:** We start marketing the event about 8 weeks before the event. We increase our marketing efforts as the event approaches closer. The goal of our marketing effort for the seasonal events in this application is to reach the surrounding counties and municipalities. We want to see an increase of non-county residents attend year after year. Press releases, photos and videos will be sent out to news outlets and magazines. Advertising at hotels/high traffic tourist areas in and outside the county for visitors looking for something to do with the hopes of leaving a great impression so they return to the Space Coast.



To Whom It May Concern:

Please note that the City of Palm Bay is a governmental entity and is tax-exempt. The Florida Sales and Use Tax Exemption Number is **85-8012646361C-4**.

A copy of the Sales Tax Consumer's Certificate of Exemption is shown below.

For additional information, please contact the Finance Department at (321) 952-3418.

CITY OF PALM BAY

*Ruth Chapman*

Ruth Chapman  
Assistant Finance Director  
[www.palmbayflorida.org](http://www.palmbayflorida.org)

0000047 05/17/17



### Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14  
R. 10/15

85-8012646361C-4	07/31/2017	07/31/2022	MUNICIPAL GOVERNMENT
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

CITY OF PALM BAY  
120 MALABAR RD SE  
PALM BAY FL 32907-3009

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



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CITY OF PALM BAY

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Assistant Finance Director  
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## FY23 Applications: Melbourne Main Street, Inc.

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### **Profile**

Melbourne Main Street, Inc.

### **SPACE COAST OFFICE OF TOURISM**

#### **Guidelines**

#### **FISCAL YEAR 2022 - 2023**

#### **Cultural Support Grant Program**

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

Tourist Development Council mission statement:

**"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."**

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

#### **Goals of the Tourist Development Council Cultural Support Grant Program:**

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### **2.0 APPLICATION PROCESS AND KEY DATES**

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023;  
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural Committee will monitor the grant program, with annual approval by the Tourist Development Council. The Tourist Development Council will review and approve the grant program policies, procedures and recommended grant awards. The program will be administered by the Tourism Development Office (TDO) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

### 3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.**

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

### 4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

#### Tier System

**Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000**

**Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000**

**Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

**\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.**

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- 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 grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant 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 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

**6.0 APPLICATION SUBMITTAL PROCEDURES**

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees as an additional insured and/or any Brevard County Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.
8. Additional benefits to organizations who are awarded funding;
  - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
  - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
  - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

## **8.0 EVALUATION CRITERIA**

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural Committee will review each proposal using the Scoresheet and assign a numeric score to the project. TDO staff will assemble the Scoresheets for each project. The highest and lowest scores will be discarded for each project to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining 7 scores (assuming all 9-members score the project). Project rankings will be reviewed and discussed in a TDC Cultural Committee meeting that is open to the public. Project rankings and funding recommendations will be forwarded to the Tourist Development Council for final review of project rankings and adoption of the project list and funding levels, and then sent to the Brevard County Board of County Commissioners for final approval.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.\*\*

### **Evaluation Criteria: Points Available**

#### **Proposal clearly describes the proposed event or season: up to 20 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 – 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

#### **Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20**

**points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points  
Very Good: 15 - 17 points  
Good: 9 - 14 points  
Adequate: 5 - 8 points  
Poorly presented: 0 - 4 points

**The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points  
Very Good: 20 - 23 points  
Good: 12 - 19 points  
Adequate: 6 - 11 points  
Poorly presented: 0 - 5 points

**The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**\*\* Please rate the overall quality of the application including support materials: up to 5 points.\*\***

Excellent: 5 points  
Very Good: 4 points  
Good: 3 points  
Adequate: 2 points  
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

#### Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

### 10.0 REPORTING REQUIREMENTS

#### Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

### 11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

#### Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

### 12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committee and members from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

### FY2022-2023

#### CULTURAL SUPPORT GRANT APPLICATION

**Application Deadline: Friday, June 24, 2022 by 5:00pm**

**Are you completing the application for an Event or Season? Select one.**

Season

#### **Name of the Event or Season**

Downtown Melbourne Food and Wine Festival, Downtown Melbourne Botanical Fest, Downtown Melbourne Candlelight Shopping

#### **TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year**

520,478

#### **Organization Name**

Melbourne Main Street

**Mailing Address:**

2004 Vernon Place

**City: State: Zip Code:**

Melbourne, Florida 32901

**Federal Employer ID #:**

34-1977660

**Web Site address:**

www.downtownmelbourne.com

**Organization Telephone:**

321-724-1741

**Organization Email:**

kim@downtownmelbourne.com

**Primary Contact Person: First and Last:**

Kim Agee

**Primary Contact Person Phone (if different from Organization Phone):**

321-806-9144

**Primary Contact Person Email (if different from Organization Email):****Alternate Contact Person: First and Last:**

Nikki Reed

**Alternate Contact Person Phone (if different from Organization Phone):****Alternate Contact Person Email (if different from Organization Email):**

info@downtownmelbourne.com

**How will grant funds be used? Check all that apply.**

Staff/Personnel, Artistic Services, Materials/Supplies, Marketing

Please select the one discipline category below for which funding is requested.

**Grant Category**

Festivals

**Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)**

Melbourne Main Street is a 501(c)(3) non-profit organization that works to cultivate partnerships to fuel Historic Downtown Melbourne as a preferred destination for authentic economic activity. Our mission is to revitalize and enhance the economic growth of Historic Downtown Melbourne by strengthening and showcasing the community's positive unique characteristics and marketing them to visitors and residents. Community transformation framework strategies and key areas of focus are: Driving the Downtown economy with tools to assist businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators. Support the transformation of Downtown by enhancing the physical and visual assets that set the community apart and create a safe, friendly, and inviting atmosphere. Create a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for Downtown. Position Downtown as the center of the community and hub of economic activity, while creating a positive image that showcases the community's unique characteristics.

**Proposal Budget**

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget->

2.xlsx, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

**Upload Proposal Budget**

Melbourne Main Street\_proposal-budget 2022-2023.xlsx

## Narrative Questions

**1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program.** (Be brief & concise but answer the question fully)

**Maximum 3,000 characters**

Our season submission consists of three different events (we host a total of 11 annually). (1) The Downtown Melbourne Food and Wine Festival is held in historic Melbourne, Florida each November to highlight the local community and charm. Visitors to the Festival will experience a culinary adventure while strolling the quaint district. Tickets are required to sample the food and wine; however, Downtown is open to non-ticket holders to visit the local restaurants, entertainment and shops during the festival. The Food and Wine Festival also offers cultural engagement opportunities through art and music performances. (2) The Downtown Melbourne Botanical Fest (3) Four nights of the Downtown Melbourne Candlelight Shopping Events

**2. How does your proposed event/season promote the Space Coast as a cultural destination?** (Please answer the question fully in a concise manner).

**Maximum 3,000 characters**

Melbourne Main Street focuses our promotional and advertising efforts on attracting out of town and local visitors to Downtown Melbourne. Each of our season events included in the grant attract a different demographic and we have numbers that prove the attraction of out-of-town attendees. With each event, we focus on unique, interactive cultural offerings such as music (ie: bands, pianos, drum circle, character engagement), interactive art exhibits, street performers and more. For each event, we branch out from the core of the event to enhance the experience of our attendees.

**3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination.** (Please describe in detail but be concise)

**Maximum 1,000 characters**

Historic Downtown Melbourne is an established cultural destination based on its rich history, robust entertainment district and diverse cultural art scene with murals, galleries, performing art venues and so much more. Our annual Food and Wine Festival attracts visitors from out of the area to sample unique culinary and beverage offerings, while they soak up the experiences we provide. In 2022, we are working on a community-minded musical experience that will be extremely attractive to media and leave spectators in awe of our talented community. Candlelight Shopping offers four nights of family friendly holiday experiences that bring the warmth and spirit of the holiday season to our Downtown. For Botanical Fest, we enhance the beauty of the plant displays with accompanying music and art.

**4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget.** In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

**Upload Marketing Plan here**

MMS\_Marketing Plan\_MMS events 2022 BCA grant.xlsx

**5. Please describe in detail how you will measure and evaluate the success of your event/season?** (Please answer the question fully in a concise manner).

**Maximum 2,000 characters**

We utilize Google Analytics from our new website - DowntownMelbourne.com; Facebook Insights; Cellar Devices observed and tracked via the TDC; Event registration data; Post-Event Surveys; Press Coverage.

## Required Documents to Upload

**IRS determination letter**

MMS 501c3 Determination Ltr.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**  
Detail by Entity Name.pdf

**Marketing asset/collateral upload**

DTMB\_Food+WineFestival-EventMaterials.jpg

**Marketing asset/collateral upload**

BOT poster 2022.jpg

**Marketing asset/collateral upload**

CLS 2021.png

## Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

**Optional support material file**

FW aerial 2021.jpeg

**Optional support material file**

FW map 2021.jpg

**If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

**Additional Information**

For twenty years, Melbourne Main Street has been revitalizing and enhancing the economic growth of Historic Downtown Melbourne. In concert with businesses, property owners, board members, and the City of Melbourne, we have seen great successes in new developments, redevelopment projects, special events that attract visitors, beautification efforts, safety enhancements, and so much more. The cultural attributes of Downtown Melbourne are huge drivers to our attraction to out of town visitors. Our more than 30 murals from local and out of town artists, two performing arts venues, a half dozen art galleries, and live music - both local and out of town.

**Statement of Responsibility**

**Certification and Submission**

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.**

Authorized Representative:

**Name**

Kimberly Agee

**Title**

Executive Director

**Text**

## FY23 Applications: File Attachments

**Upload Proposal Budget**

Melbourne Main Street\_proposal-budget 2022-2023.xlsx

**Upload Marketing Plan here**

MMS\_Marketing Plan\_MMS events 2022 BCA grant.xlsx

**IRS determination letter**

MMS 501c3 Determination Ltr.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Detail by Entity Name.pdf

**Marketing asset/collateral upload**

DTMB\_Food+WineFestival-EventMaterials.jpg

**Marketing asset/collateral upload**

BOT poster 2022.jpg

**Marketing asset/collateral upload**

CLS 2021.png

**Optional support material file**

FW aerial 2021.jpeg

**Optional support material file**

FW map 2021.jpg

<b>Organization Name:</b>	Melbourne Main Street		
<b>PROPOSAL BUDGET: Next Fiscal Year</b>	<b>Projections</b>	10/01/2022 - 09/30/2023	
<b>Projected Expenses:</b>	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>	
Personnel - Administrative	\$ 187,000	\$ 3,000	
Personnel - Artistic	\$ -	\$ -	
Outside Artistic Services/Fees	\$ 3,000	\$ 2,000	
Marketing/Communications (inc. printing & advertising)	\$ 41,000	\$ 8,000	
Space Rental/Rent/Mortgage	\$ 11,900	\$ -	
Insurance	\$ 3,000	\$ -	
Equipment Purchase/Office Supplies	\$ 1,500	\$ -	
Travel/Mileage	\$ 5,100	\$ -	
Materials/Supplies for productions/exhibits/events	\$ 42,000	\$ -	
Contract Services/Fees	\$ 37,300	\$ 2,000	
Collections/Acquisitions	\$ -	\$ -	
Other Operating Expenses	\$ 188,678	\$ -	
Subtotal Grant Funds		\$ 15,000	
<b>Total Projected Expenses</b>	<b>\$ 520,478</b>		
<b>Projected Income:</b>			
Admissions	\$ 215,400		
Memberships/Tuition	\$ 10,000		
Contracted Services Revenue	\$ -		
Contributions from Individuals	\$ -		
Corporate Contributions	\$ 128,900		
Government Support - Federal	\$ -		
Government Support - State	\$ -		
Government Support - Local	\$ 87,500		

Sheet1

Foundation Support	\$	-		
Other Income	\$	79,360		
Applicant Cash	\$	-		
<b>Total Projected Income</b>	<b>\$</b>	<b>521,160</b>		

Melbourne Main Street (MMS) Marketing Plan 2022-23	Downtown Melbourne Botanical Fest	Downtown Melbourne Food & Wine Festival	Candlelight Shopping		
Update MMS website with event date	X	X	X		
Create Facebook event on the MMS and the Downtown Melbourne pages	X	X	X		
Facebook Marketing: Location-based targeting, Demographic targeting and Interest-based targeting; Exclude Brevard County, Paid Ads	X	X	X		
Facebook Targeting to individuals who are traveling to Brevard County. Exclude Brevard County, Paid Ads	X	X	X		
Send Press Release to regional media outlets	X	X	X		
Distribute Counter Cards to Downtown Melbourne businesses	X	X	X		
Sponsorship Packages created and sent to targeted businesses	X	X	X		
Distribute Posters to Downtown Melbourne businesses and other community sponsors	X	X	X		
Display billboards through Clear Channel Outdoor	X	X	X		
Send Constant Contact email to Downtown Merchants (3300+ recipients) to co-promote event	X	X	X		
Send Constant Contact email to entire database (8,000 recipients) to promote event with a regional reach	X	X	X		
Instagram promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions		
Facebook promotions					
LinkedIn announcements	X	X	X		
Instagram Marketing paid ads	X	X	X		
Print and Online advertisement	Space Coast Daily	Everything Brevard, Brevard Business News; Space Coast Daily	Everything Brevard, Space Coast Daily		
Targeted area for Advertising	Brevard County, Orlando to Daytona Beach I-4 corridor, Indian River County	Central Florida to include north to St. Augustine, south to Stuart and the Orlando district.	Brevard, Volusia, Indian River County.		
Public Relations	X	X	X		



INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 13 2008

MELBOURNE MAIN STREET INC  
PO BOX 754  
MELBOURNE, FL 32902-0754

Employer Identification Number:  
34-1977660

DLN:

17053335739087

Contact Person:

TRACY PRATER

ID# 31330

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated May 2004, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

## Detail by Entity Name

Florida Not For Profit Corporation  
MELBOURNE MAIN STREET, INC.

### Filing Information

<b>Document Number</b>	N03000009650
<b>FEI/EIN Number</b>	34-1977660
<b>Date Filed</b>	10/31/2003
<b>State</b>	FL
<b>Status</b>	ACTIVE

### Principal Address

2004 Vernon Place  
Melbourne, FL 32901

Changed: 02/20/2018

### Mailing Address

P O BOX 754  
Melbourne, FL 32902

Changed: 01/20/2021

### Registered Agent Name & Address

Agee, Kim  
2004 Vernon Place  
Melbourne, FL 32901

Name Changed: 01/20/2021

Address Changed: 04/25/2019

### Officer/Director Detail

#### **Name & Address**

Title Director

Skurla, Marty  
P O BOX 754  
Melbourne, FL 32902

Title Director

McGuire, Alexis  
P O BOX 754  
Melbourne, FL 32902

Title Board Chair

Runte, Corey  
P O BOX 754  
Melbourne, FL 32902

Title Director

Houston, Sara  
P O BOX 754  
Melbourne, FL 32902

Title Director

Cable, David  
P O BOX 754  
Melbourne, FL 32902

Title Treasurer

Locke, Terry  
P O BOX 754  
Melbourne, FL 32902

Title Chair Elect

Luer, Bert  
P O BOX 754  
Melbourne, FL 32902

Title Director

Watts, Marti  
P O BOX 754  
Melbourne, FL 32902

Title Director

Hartford, Cassandra  
P O BOX 754  
Melbourne, FL 32902

Title Director

Williams, Jason  
P O BOX 754  
Melbourne, FL 32902

Title Director

Frazier Jr, John  
P O BOX 754  
Melbourne, FL 32902

#### **Annual Reports**

<b>Report Year</b>	<b>Filed Date</b>
2020	06/02/2020
2021	01/20/2021
2022	04/29/2022

#### **Document Images**

<a href="#">04/29/2022 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">01/20/2021 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">06/02/2020 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/25/2019 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">02/20/2018 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">02/08/2017 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">03/28/2016 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/09/2015 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/23/2014 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/22/2013 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/05/2012 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">01/13/2011 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/02/2010 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/21/2009 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">07/23/2008 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">08/24/2007 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/28/2006 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">07/25/2005 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/13/2004 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">10/31/2003 -- Domestic Non-Profit</a>	View image in PDF format

Report Generated from the Florida Division of Corporations

## FY23 Applications: Titusville Playhouse, Inc

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### **Profile**

Titusville Playhouse, Inc

### **SPACE COAST OFFICE OF TOURISM**

#### **Guidelines**

#### **FISCAL YEAR 2022 - 2023**

#### **Cultural Support Grant Program**

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

Tourist Development Council mission statement:

**"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."**

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

#### **Goals of the Tourist Development Council Cultural Support Grant Program:**

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### **2.0 APPLICATION PROCESS AND KEY DATES**

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:  
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural Committee will monitor the grant program, with annual approval by the Tourist Development Council. The Tourist Development Council will review and approve the grant program policies, procedures and recommended grant awards. The program will be administered by the Tourism Development Office (TDO) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

### **3.0 ELIGIBILITY**

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.**

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

### **4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS**

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

#### **Tier System**

**Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000**

**Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000**

**Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

**\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.**

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- 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 grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant 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 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

**6.0 APPLICATION SUBMITTAL PROCEDURES**

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees as an additional insured and/or any Brevard County Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.
8. Additional benefits to organizations who are awarded funding;
  - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
  - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
  - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

## **8.0 EVALUATION CRITERIA**

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural Committee will review each proposal using the Scoresheet and assign a numeric score to the project. TDO staff will assemble the Scoresheets for each project. The highest and lowest scores will be discarded for each project to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining 7 scores (assuming all 9-members score the project). Project rankings will be reviewed and discussed in a TDC Cultural Committee meeting that is open to the public. Project rankings and funding recommendations will be forwarded to the Tourist Development Council for final review of project rankings and adoption of the project list and funding levels, and then sent to the Brevard County Board of County Commissioners for final approval.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.\*\*

### **Evaluation Criteria: Points Available**

#### **Proposal clearly describes the proposed event or season: up to 20 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 – 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

#### **Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20**

**points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

**The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

**The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points

Very Good: 20 - 23 points

Good: 12 - 19 points

Adequate: 6 - 11 points

Poorly presented: 0 - 5 points

**The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

**\*\* Please rate the overall quality of the application including support materials: up to 5 points.\*\***

Excellent: 5 points

Very Good: 4 points

Good: 3 points

Adequate: 2 points

Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

#### Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

### 10.0 REPORTING REQUIREMENTS

#### Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

### 11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

#### Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

### 12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committee and members from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

### FY2022-2023

#### CULTURAL SUPPORT GRANT APPLICATION

**Application Deadline: Friday, June 24, 2022 by 5:00pm**

**Are you completing the application for an Event or Season? Select one.**

Season

#### **Name of the Event or Season**

Titusville Playhouse's 58th Mainstage Season and the Shuler Stage 2nd Season

**TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year**

\$2,282,728

#### **Organization Name**

Titusville Playhouse, Inc

**Mailing Address:**

301 Julia Street

**City: State: Zip Code:**

Titusville, FL 32796

**Federal Employer ID #:**

59-6177447

**Web Site address:**

www.titusvilleplayhouse.com

**Organization Telephone:**

3212681125

**Organization Email:**

steven@TitusvillePlayhouse.com

**Primary Contact Person: First and Last:**

Steven Heron

**Primary Contact Person Phone (if different from Organization Phone):**

9702616896

**Primary Contact Person Email (if different from Organization Email):****Alternate Contact Person: First and Last:**

Jim Ball

**Alternate Contact Person Phone (if different from Organization Phone):**

3212899265

**Alternate Contact Person Email (if different from Organization Email):**

jimball@spaceportstrategies.com

**How will grant funds be used? Check all that apply.**

Marketing, other General Operating costs

Please select the one discipline category below for which funding is requested.

**Grant Category**

Theater

**Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)**

Titusville Playhouse is the predominant performing arts influence in North Brevard. TPI's mission is to promote, facilitate, and sustain the availability and accessibility of the performing arts on the Space Coast. It pursues this mission through a commitment to artistic excellence and programing diversity, and by pursuing the highest standard of production quality, educational opportunity, and cultural experience for the enrichment of all who live, work, and visit within our reach.

Completing its 57th Season of performances in a 274-seat historic theatre it has occupied since 1981, TPI is widely recognized for its quality and variety of stage productions and educational program. Its market reach extends across the Space Coast and throughout Central Florida's most populous and visited counties. During its recently concluded season, TPI returned to full capacity attendance. The inaugural season of its new Shuler Stage venue was successful beyond expectations and will be broadened in its program offerings in the coming year. Shuler Stage is a 200-300 seat sheltered outdoor performance venue opened in 2022 after TPI acquired 1.9 acres in downtown near its existing theatre. TPI is working with the City of Titusville to create a distinct arts district in the historic downtown, anchored by TPI's multiple venues and envisioning a major new performing arts center on TPI's undeveloped property. TPI's new development will have a major and lasting impact on redevelopment of the Titusville downtown and its draw as a visitor destination. This area is in a portion of the downtown that has been dormant and underutilized for years. TPI's investment in property and repurposing the outdoor space and historic facilities for the performing arts will help the City establish a designated Downtown Arts District. The season defined in this proposal will feature increased use and promotion of the Shuler Stage at its present site, prior to the venue's planned relocation in 2023.

## **Proposal Budget**

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

### **Upload Proposal Budget**

22-wizehive-TPI Proposal Budget.xlsx

## **Narrative Questions**

**1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program.** (Be brief & concise but answer the question fully)

**Maximum 3,000 characters**

With TPI's Emma Parrish Theatre back at near-sellout attendance numbers, it will conduct a full schedule of mainstage productions while expanding both the diversity and event offerings of programming for the second season of its new Shuler Stage venue. In addition to 14 TPI productions already licensed and scheduled for the proposed season for which we seek a Cultural Support Grant, TPI will be scheduling additional special performances, a concert series, comedy performances, and post-show events. Up to 32 events during the season will be produced or hosted by TPI at its two operating venues in Titusville's new Downtown Arts District.

The 58th Season includes these already marketed productions:

**Mainstage Theatre Program:**

THE SPONGEBOB MUSICAL: Aug. 5 – Aug. 28, 2022

AIN'T MISBEHAVIN': Sept. 9 – Oct. 2, 2022

Irving Berlin's WHITE CHRISTMAS: Nov. 18 -- Dec. 18, 2022

Jimmy Buffett's ESCAPE TO MARGARITAVILLE: Jan. 13 – Feb. 12, 2023

PRISCILLA QUEEN OF THE DESERT: Mar. 3 – Mar. 26, 2023

INTO THE WOODS: April 7 – April 30, 2023

SUNDAY IN THE PARK WITH GEORGE: May 12 – June 4, 2023

TPI's signature October Event – CULTOBER™ Series (Multiple TPI Venues)

Hedwig & The Angry Inch, Evil Dead the Musical, The Rocky Horror Show: Oct. 1-31, 2022

**Shuler Stage/Performing Arts Collaborations:**

WHO'S HOLIDAY: December 9-18, 2022

THE MARVELOUS WONDERETTES: January 27 - February 12, 2023

SEX TIPS FOR STRAIGHT WOMEN from a GAY MAN: March 17-26, 2023

FORGET YOUR TROUBLES – The Music of Judy Garland: April 21-30, 2023

TPI is negotiating contracts and collaborations for a concert series to be hosted on dates TBD at the Shuler Stage. Also to be scheduled will be TPI-produced cabaret events, and special performances associated with a show, such as the "Keeping it Kinky" drag show at Shuler Stage that followed "Kinky Boots" on the Mainstage. Greg Coleman and Friends Comedy Improv and other comedy acts are planned. TPI will use market research and programming preference data from its Market Assessment and Community Engagement Report, a summary of which is included in uploaded support material.

**2. How does your proposed event/season promote the Space Coast as a cultural destination?** (Please answer the question fully in a concise manner).

**Maximum 3,000 characters**

Titusville Playhouse's recent expansion to two operating venues and its announced plans for further development as a cultural arts hub is promoting the Space Coast and the Titusville's soon to be designated Downtown Arts District as a cultural destination with increased programming diversity and accessibility. Following a very successful first season for the new Shuler Stage, a canopy-sheltered outdoor venue acquired by TPI in 2022, the planned 58th Season of our performing arts organization will grow our market reach and awareness across the Central Florida counties we draw attendance from. The strength of our artistic brand and programming selection will ensure that our expanded variety of stage productions, special event types, and broader offerings will appeal to specific targeted audiences of Central Florida residents and visitors. Strategic partnerships in development with two new Titusville hotels, downtown restaurants and lounges, and the City of Titusville will promote TPI's events and the Downtown Arts District as a visitor destination with the goal of extending stay times and encouraging overnight stays. TPI's marketing and promotion budget of \$115,000 for this season will include 220,000 direct mail brochures sent to homes in Brevard, Orange, Volusia, and Seminole counties at an investment of \$83,000 (See Attached Marketing collateral from 57th Season). Other planned promotions include Monthly Facebook boosts and posts - \$550 per month - \$6,600 yearly; Email Marketing WordFLY - database of over 15,000 - \$180 per month - \$2,160; posters at every Titusville Hotel for current show, and our digital sign at the theatre on US1 with an estimated 28,000 views daily. Plans to couple special pre-show and post-show events at the Shuler Stage with mainstage productions at Emma Parrish Theatre will encourage patrons to experience both TPI venues in a single visit and extend their stay on the Space Coast to include a meal and drinks, other area attractions, and make overnight stays more appealing.

In addition, TPI has an established bus tour component that will contribute to its 58th Season's out-of-county attendance, directly promoting the Space Coast as a cultural destination. All pre-COVID bus tours have resumed their visits to the theatre.

**3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)****Maximum 1,000 characters**

The Titusville Playhouse brand is associated with artistic excellence, program diversity, and the intimacy of the patron experience in its theatre facility. Opportunities to leverage the area's space industry national spotlight as well as the organization's commitment to grow its accessibility to minority populations can create publicity opportunities with regional or national reach. Titusville Playhouse has retained nationally-recognized theatre and architectural firms to assist its expansion plans over the next several years, bringing our cultural assets to the attention and focus of some of the best-connected professionals in our business. These firms will be promoting their involvement in the exciting projects we are working on, and connecting our organization with a growing network. Moreover, the availability of TPI's own hotel for lodging visiting artists from around the country will further expand that network.

**4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.****Upload Marketing Plan here**

58th season marketing plan .pdf

**5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).**

**Maximum 2,000 characters**

Ticket sales and actual attendance at both of TPI's operating venues will be the clearest metric of success. Online collected data from Tessitura lets us evaluate effectiveness of marketing strategies and reflect the results of targeted advertising through various platforms. We monitor Facebook posts and emails, coupled with the many comments we receive on Trip Advisor, to provide other data points to measure the effectiveness of our expanded program offerings and collaborative partnerships. Other steps we take to measure and evaluate the success of each event and the overall season:

1. We take surveys with our patrons on experience and quality. The just completed evaluation that was part of our overall Market Assessment included detailed categories to measure satisfaction, and the response regarding programming quality was 68.12% "extremely satisfied" out of the 574 individuals who responded to that survey question.
2. The tracking and metrics of returning versus first time visits along with the data provided from Tessitura on Zip Codes and point of origin.
3. We are among the few if not the only Space Coast performing arts organization to have commissioned a third-party professional market survey to measure patron preferences, experiences, and satisfaction levels. TPI's engagement of Keen and Theatre Projects to do marketing and economic impact studies is providing us with data we will use to shape and then measure our season. Of the 642 survey respondents which identified where they are from, over 26% were out-of-area visitors and another 4.5% were part-time seasonal residents.
4. TPI is actively tracking and reporting hotel and overnight stays within our own organization as we bring in many consultants and out of state artists to work at the Titusville Playhouse. During our initial season of the Shuler Stage, we identified a number of patrons attending late night performances that opted to extend their stay overnight.

**Required Documents to Upload****IRS determination letter**

TPI IRS Determination Letter - Nov 14, 1966.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Detail by Entity Name Report.pdf

**Marketing asset/collateral upload**

TPI-2022-2023-Season-Brochure.pdf

**Marketing asset/collateral upload**

TPI\_2021Booklet.pdf

**Marketing asset/collateral upload**

TPI May 2022 Market Analysis Summary.pdf

**Optional Additional Support Materials**

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

**Optional support material file**

TPI Management 2022.pdf

**Optional support material file**

Media Releases & Community Letters-combined.pdf

**If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

**Additional Information**

Titusville Playhouse is uniquely positioned among the Space Coast arts organizations to promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism. TPI now owns and operates a hotel that houses up to 12 artists in residence. We have established a thriving out-of-county bus tour market component that brings visits to the Titusville Playhouse with the impact of additional local spending for meals and for some tours, overnight hotel stays. Starting last January, all pre-COVID bus tours have resumed their visits to the theatre. This is an average of 5 busses for every Mainstage production, with 1 bus of 52 people from South Florida staying in hotels in Brevard county. Titusville Playhouse is investing strategically in market development and will continue these investments with a planned Economic Impact Study of both current impacts on the Space Coast as well as impacts projected from our multi-venue expansion program. We believe these factors warrant full funding of our grant request to help target marketing dollars and collateral materials to grow our impact.

**Statement of Responsibility****Certification and Submission**

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.**

Authorized Representative:

**Name**

Steven J. Heron

**Title**

Executive Artistic Director

**Text****FY23 Applications: File Attachments****Upload Proposal Budget**

22-wizehive-TPI Proposal Budget.xlsx

**Upload Marketing Plan here**

58th season marketing plan .pdf

**IRS determination letter**

TPI IRS Determination Letter - Nov 14, 1966.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Detail by Entity Name Report.pdf

**Marketing asset/collateral upload**

TPI-2022-2023-Season-Brochure.pdf

**Marketing asset/collateral upload**

TPI\_2021Booklet.pdf

**Marketing asset/collateral upload**

TPI May 2022 Market Analysis Summary.pdf

**Optional support material file**

TPI Management 2022.pdf

**Optional support material file**

Media Releases & Community Letters-combined.pdf

TITUSVILLE PLAYHOUSE INC			
PROPOSAL BUDGET: Next Fiscal Year Projections			
Projected Expenses:			
	Next Year Projected Expenditures	How will Grant Funds be allocated?	
Personnel - Administrative	\$ 115,960	\$	-
Personnel - Artistic	\$ 677,450	\$	-
Outside Artistic Services/Fees	\$ 332,193	\$	-
Marketing/Communications (inc. printing & advertising)	\$ 115,000	\$	10,000
Space Rental/Rent/Mortgage	\$ 141,000	\$	-
Insurance	\$ 76,620	\$	-
Equipment Purchase/Office Supplies	\$ 36,320	\$	-
Travel/Mileage	\$ 28,000	\$	-
Materials/Supplies for productions/exhibits/events	\$ 332,193	\$	-
Contract Services/Fees	\$ 31,400	\$	-
Collections/Acquisitions	\$ -	\$	-
Other Operating Expenses	\$ 190,738	\$	10,000
Subtotal Grant Funds	\$ 20,000	\$	20,000
<b>Total Projected Expenses</b>	<b>\$ 2,076,874</b>		
Projected Income:			
Admissions	\$ 1,419,000		
Memberships/Tuition	\$ 113,650		
Contracted Services Revenue	\$ -		
Contributions from Individuals	\$ 89,850		
Corporate Contributions	\$ 45,100		
Government Support - Federal	\$ -		
Government Support - State	\$ 108,000		
Government Support - Local	\$ 35,000		
Foundation Support	\$ -		

Sheet1

Other Income	\$	274,400	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	<b>\$</b>	<b>2,085,000</b>	



U. S. TREASURY DEPARTMENT  
INTERNAL REVENUE SERVICE

DISTRICT DIRECTOR  
Jacksonville, Florida  
P.O. Box 4760  
November 14, 1966

IN REPLY REFER TO

Form L-178

421-1000000  
BX:ED:66-430

Titusville Playhouse, Inc.  
Titusville, Florida 32780

Gentlemen:

PURPOSE <b>Educational</b>	
ADDRESS INQUIRIES & FILE RETURNS WITH DISTRICT DIRECTOR OF INTERNAL REVENUE <b>Jacksonville, Florida</b>	
FORM 990-A RE- QUIRED <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	ACCOUNTING PERIOD ENDING <b>May 31</b>

On the basis of your stated purposes and the understanding that your operations will continue as evidenced to date or will conform to those proposed in your ruling application, we have concluded that you are exempt from Federal income tax as an organization described in section 501(c)(3) of the Internal Revenue Code. Any changes in operation from those described, or in your character or purposes, must be reported immediately to your District Director for consideration of their effect upon your exempt status. You must also report any change in your name or address.

You are not required to file Federal income tax returns so long as you retain an exempt status, unless you are subject to the tax on unrelated business income imposed by section 511 of the Code, in which event you are required to file Form 990-T. Our determination as to your liability for filing the annual information return, Form 990-A, is set forth above. That return, if required, must be filed on or before the 15th day of the fifth month after the close of your annual accounting period indicated above.

Contributions made to you are deductible by donors as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts to or for your use are deductible for Federal estate and gift tax purposes under the provisions of section 2055, 2106 and 2522 of the Code.

You are not liable for the taxes imposed under the Federal Insurance Contributions Act (social security taxes) unless you file a waiver of exemption certificate as provided in such act. You are not liable for the tax imposed under the Federal Unemployment Tax Act. Inquiries about the waiver of exemption certificate for social security taxes should be addressed to this office, as should any questions concerning excise, employment or other Federal taxes.

This is a determination letter.

Very truly yours,

**R.H. Nash, Jr.**

Acting

District Director

FORM L-178 (6-64)

## **Detail by Entity Name**

Florida Not For Profit Corporation

TITUSVILLE PLAYHOUSE, INC.

### **Filing Information**

Document Number 709505 FEI/EIN Number 59-6177447 Date

Filed 08/26/1965 State FL Status ACTIVE

### **Principal Address**

301 JULIA STREET

TITUSVILLE, FL 32796

Changed: 03/27/2001

### **Mailing Address**

301 JULIA STREET

TITUSVILLE, FL 32796

Changed: 03/27/2001

Registered Agent Name & Address HERON, STEVEN

TITUSVILLE PLAYHOUSE, INC.

301 JULIA STREET

TITUSVILLE, FL 32796

Name Changed: 04/06/2012

Address Changed: 02/06/2008

### **Officer/Director Detail Name & Address**

Title VP

GAEDCKE, MARICA

301 JULIA STREET

TITUSVILLE, FL 32796

Title TREASURER

RUBIN, SHANNON

301 JULIA STREET

TITUSVILLE, FL 32796

Title S

BALL, JIM  
301 JULIA STREET  
TITUSVILLE, FL 32796

Title P

BALL, KATY  
301 JULIA STREET  
TITUSVILLE, FL 32796

Annual Reports

Report Year	Filed Date
2020	03/18/2020
2021	03/16/2021
2022	03/09/2022

## FY23 Applications: Surfside Playhouse INC

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### **Profile**

Surfside Playhouse INC

### **SPACE COAST OFFICE OF TOURISM**

#### **Guidelines**

#### **FISCAL YEAR 2022 - 2023**

#### **Cultural Support Grant Program**

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

Tourist Development Council mission statement:

**"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."**

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

#### **Goals of the Tourist Development Council Cultural Support Grant Program:**

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### **2.0 APPLICATION PROCESS AND KEY DATES**

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:

FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural Committee will monitor the grant program, with annual approval by the Tourist Development Council. The Tourist Development Council will review and approve the grant program policies, procedures and recommended grant awards. The program will be administered by the Tourism Development Office (TDO) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

### 3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.**

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

### 4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

#### Tier System

**Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000**

**Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000**

**Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

**\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.**

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- 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 grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant 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 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

**6.0 APPLICATION SUBMITTAL PROCEDURES**

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees as an additional insured and/or any Brevard County Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.
8. Additional benefits to organizations who are awarded funding;
  - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
  - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
  - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

## **8.0 EVALUATION CRITERIA**

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural Committee will review each proposal using the Scoresheet and assign a numeric score to the project. TDO staff will assemble the Scoresheets for each project. The highest and lowest scores will be discarded for each project to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining 7 scores (assuming all 9-members score the project). Project rankings will be reviewed and discussed in a TDC Cultural Committee meeting that is open to the public. Project rankings and funding recommendations will be forwarded to the Tourist Development Council for final review of project rankings and adoption of the project list and funding levels, and then sent to the Brevard County Board of County Commissioners for final approval.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.\*\*

### **Evaluation Criteria: Points Available**

#### **Proposal clearly describes the proposed event or season: up to 20 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

#### **Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20**

**points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points  
Very Good: 15 - 17 points  
Good: 9 - 14 points  
Adequate: 5 - 8 points  
Poorly presented: 0 - 4 points

**The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points  
Very Good: 20 - 23 points  
Good: 12 - 19 points  
Adequate: 6 - 11 points  
Poorly presented: 0 - 5 points

**The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**\*\* Please rate the overall quality of the application including support materials: up to 5 points.\*\***

Excellent: 5 points  
Very Good: 4 points  
Good: 3 points  
Adequate: 2 points  
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

#### Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

### 10.0 REPORTING REQUIREMENTS

#### Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

### 11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

#### Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

### 12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committee and members from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

#### FY2022-2023

#### CULTURAL SUPPORT GRANT APPLICATION

**Application Deadline: Friday, June 24, 2022 by 5:00pm**

**Are you completing the application for an Event or Season? Select one.**

Season

**Name of the Event or Season**

22/23 Surfside Playhouse Season

**TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year**

\$251,283.83

**Organization Name**

Surfside Players, INC

**Mailing Address:**

301 Ramp Road, P.O. Box 320053

**City: State: Zip Code:**

Cocoa Beach, Florida 32931

**Federal Employer ID #:**

59-615235

**Web Site address:**

www.surfsideplayhouse.com

**Organization Telephone:**

321-783-3127

**Organization Email:**

lshofner@surfsideplayhouse.com

**Primary Contact Person: First and Last:**

Steve Mogell

**Primary Contact Person Phone (if different from Organization Phone):**

561-313-6589

**Primary Contact Person Email (if different from Organization Email):**

smogell@surfsideplayhouse.com

**Alternate Contact Person: First and Last:**

Linda Shofner

**Alternate Contact Person Phone (if different from Organization Phone):**

502-744-4128

**Alternate Contact Person Email (if different from Organization Email):**

lshofner@surfsideplayhouse.com

**How will grant funds be used? Check all that apply.**

Staff/Personnel, Marketing

Please select the one discipline category below for which funding is requested.

**Grant Category**

Theater

**Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)**

Surfside Playhouse is a community theater dedicated to the performing arts through productions, presentations, education and outreach. Since its beginning in 1959, the playhouse is the ONLY beachside playhouse in the Space Coast tourist mecca of Cocoa Beach.

Under the direction of a Board of Governors and one full-time employee (the artistic director) and five part-time contractors, the playhouse has evolved with the community and boasts over 250 volunteers, from actors to playwrights, directors to set design and creation, and ushers to stage hands.

A common sentiment that you'll hear from any of our volunteers, including the actors, is that "Surfside is a family". Even when the actors choose to perform at any of the other 4 "community" theaters in Brevard, they come "home" to Surfside.

With 250 seats available, it's an ideal venue for the season of 6 Main Stage productions as well as for visiting performers, and our unique homegrown Fractured Fairy Tales, Murder Mysteries, and Holiday Show that leverage the gifts of local playwrights and features original works.

## Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

### Upload Proposal Budget

Surfside wizehive-proposal-budget.xlsx

## Narrative Questions

**1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program.** (Be brief & concise but answer the question fully)

**Maximum 3,000 characters**

Surfside is seeking funding to support the outreach and marketing to bring more people to experience the unique flavor of theater in Brevard. In addition to the Main Stage season of 6 performances, Surfside offers secondary performances including The Arlan Ropp [original] Playwright Contest Winner's Production, Improv Workshops and performances, Dance Workshop and performances, Youth Players Summer Camp and performance, an original Holiday production, a production of original 10-minute plays, and an original Murder Mystery. Lastly, the playhouse seeks outside acts to partner with the theater as a venue for their productions. This year, we've partnered with The Rich Weirdos of Winter Park to produce an interactive Rocky Horror Picture Show production as well as The Young Sinatra and The Edwards Twins. Each of these acts bring a large following with them to Brevard.

The Main Stage Season is carefully curated to leverage our experience and knowledge of the interest and swell of tourist population throughout the year. With the beginning of our season, we ease everyone back into the habit of attending productions, with a smaller cast comedy or drama. The second show will be a smaller production musical; the third, when the snowbirds are back in full force is typically a classic American drama; the fourth show, still catering to the snowbirds will be a larger musical production that is well-known; after that, as the snowbirds leave we give the actors and volunteers a break with a smaller cast popular comedy or drama; and finally, to wrap up the main stage productions, we have the true community show designed to introduce novices and those new to the area to the fun experience of being live theater. Quite often the director/writer will tailor parts to those who have auditioned in order to include as many people as possible.

**Featured productions**

- Glorious!
- HMS Pinafore
- The Miracle Worker
- Cinderella, the Musical
- You Can't Take It With You
- Moby Dick Fractured

**Second stage productions**

- Fearless Improv Brigade (Quarterly)
- Gotta Dance
- Youth Players - Willy Wonka Jr.
- A weekend Showcase Original 10-minute plays
- Arlan Ropp Original Play Competition Winner Production, "The Women of Saint Regret" by Jude Francis Lemoncelli

**Outside Performers**

- The Rich Weirdos from Winter Park (who have a following of over 5000) to bring their "shadow cast" of the Rocky Horror Picture Show and will include several of our local actors as "Transylvanians".
- The Edwards Twins, a Las Vegas act with a large following

We use all these programs to fulfill our mission of being a true community theater dedicated to the performing arts through productions, presentations, education and outreach.

**2. How does your proposed event/season promote the Space Coast as a cultural destination?** (Please answer the question fully in a concise manner).

**Maximum 3,000 characters**

The key component of our proposal is about getting in front of people where they are, where they're looking, whenever they're looking, in an educational, entertaining, and intriguing manner. We will be leveraging the power of the Space Coast as a tourist mecca and broadening the scope of what's offered to those who come to visit. Billed as the theater where the beach meets the stage, we encourage all kinds of people to get involved.

With entertainment offerings, we're looking to partner with local tourist organizations and attractions, hotels and restaurants to create packages that give visitors a reason to stay and spend the night, and enjoy all that Brevard has to offer. In addition, we're targeting educational partnerships that would encourage families to come and stay longer, maybe partnering a surf camp with theatre camp, to meet the needs of the whole family.

The last piece is the cultivation of original playwrights. Surfside encourages submissions for the short 10-minute plays, and will actually produce winners of the contest in a Showcase of 10-minute plays. In addition, with the Annual Arlon Ropp Play Contest, we encourage playwrights to submit full length works to be produced, complete with costumes, set, and all that goes into a "real" production. Our experience with Kalispell is evidence of the success of such a venture. Not only did the playwright bring about 20 members of his family from Minnesota to the theatre, they spent 2 weekends with us, and ended up producing it on Broadway, lending an air of credibility to Surfside Productions.

Surfside brings a wealth of talent to the Space Coast with opportunities to spend time in a welcoming atmosphere assisting with set construction, costuming and creation of props. Many snowbirds, as well as locals find a friendly place, as our Artistic Directors puts it: "To Come and Play."

**3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)****Maximum 1,000 characters**

The most unique aspect of Surfside is the openness to original works. Through the pandemic we created a virtual 10-minute play competition to encourage playwrights, with the winners seeing their works presented in an online "reading" format. We will be using the winning submissions to create a showcase of 10-minute plays on stage this year. In addition to the monthly contest, there's an annual contest for a full length original work. Each year it is featured as a full production. Lastly the Fractured Series and Murder Mystery are original works designed around a theme and customized to those who audition, encouraging those who are new to theatre to get involved. These original works give us an opportunity to reach out to news agencies beyond the borders of Brevard.

In addition, the inclusive nature of our theater has positioned us to leverage the educational opportunities and potentially partner with the hospitality industry here in Cocoa Beach, the mecca of Space Coast Tourism.

**4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.****Upload Marketing Plan here**

Surfside Marketing Plan.pdf

**5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).**

**Maximum 2,000 characters**

The goal of our project is directly aligned with the goals of this grant program. We will measure our success against the attainment or progress towards these using the tools of ticket sales, volunteer hour tracking, website traffic, and social media tracking data.

GOAL: Build awareness of the arts and promote Brevard County as a cultural destination.

Objective 1.1: Increase the number of new patrons

Objective 1.2: Increase the number of new volunteers

Objective 1.3: Increase the number of new actors auditioning

Objective 1.4: Increase the number of followers on social media

Measurements include

- Increased Website hits as tracked by Google Analytics
- Increased followers on Facebook, Instagram, YouTube and TikTok as tracked by Google Analytics (YouTube), Meta Analytics (FB/Insta), and TikTok analytics.
- Increased attendance for all performances as measured through Ticket Sales as reported by neonone.com (formerly Arts-People.com).
- Increased donations as tracked through bank statements.
- Increased donations and participation in The Party for the Playhouse fundraising event.
- Increased mailing list as reported in Constant Contact
- Increased patrons from outside of Brevard as measured through ticket sales reported by neonone.com
- Increased number of participants in educational offerings as measured by registrations and/or class rosters.
- Satisfaction survey will be given for feedback on the health care outreach programs
- Increased submissions to 10-minute play and Arlan Ropp Playwriting competitions.
- Increased strategic partnerships with hospitality industry within Brevard evidence would be number of tickets sold with special promo code as tracked with neonone.com

**Required Documents to Upload****IRS determination letter**

Surfside 501 (c) (3).pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Surfside Detail by Entity Name.pdf

**Marketing asset/collateral upload**

Surfside ad.jpg

**Marketing asset/collateral upload**

Surfside post 22-23 season.png

**Marketing asset/collateral upload**

Surfside post Cinderella.png

**Optional Additional Support Materials**

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

**Optional support material file**

Surfside support.pdf

**Optional support material file**

**If there is any additional information or explanation you would like to provide to reviewers, please do so here.**

**Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

**Additional Information**

In past years we have only asked for assistance in paying for printed and social media. We have had success with the help of the Cultural Support grant, but feel that a request for assistance in hiring a Development Manager will expand the recognition of Surfside as a part of the attraction to the Space Coast. The face to face contacts, plus social and print media generated by the person will raise ticket sales, donations, and corporate sponsorships to more than pay for the printed material that we have asked for in the past. We are looking for an exciting year of programs and feel that we are moving Surfside into a position where it can become self supporting with the addition of this personnel.

**Statement of Responsibility**

**Certification and Submission**

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.**

Authorized Representative:

**Name**

Linda Shofner

**Title**

Board of Governors Member/Grant Writer

**Text**

Thanks so much for the opportunity to write this grant. We know that you shoulder a lot of responsibility from the point of offering the grant to the final decisions on who will receive funding and collecting reports. Surfside Playhouse sincerely appreciates your efforts.

**FY23 Applications: File Attachments**

**Upload Proposal Budget**

Surfside wizehive-proposal-budget.xlsx

**Upload Marketing Plan here**

Surfside Marketing Plan.pdf

**IRS determination letter**

Surfside 501 (c) (3).pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Surfside Detail by Entity Name.pdf

**Marketing asset/collateral upload**

Surfside ad.jpg

**Marketing asset/collateral upload**

Surfside post 22-23 season.png

**Marketing asset/collateral upload**

Surfside post Cinderella.png

**Optional support material file**

Surfside support.pdf

<b>Organization Name:</b>			
<b>PROPOSAL BUDGET: Next Fiscal Year</b>	<b>Projections</b>		
<b>Projected Expenses:</b>	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>	
Personnel - Administrative	\$ 84,396	\$ 15,000	
Personnel - Artistic	\$ -		
Outside Artistic Services/Fees	\$ -	\$ -	
Marketing/Communications (inc. printing & advertising)	\$ 13,900	\$ 5,000	
Space Rental/Rent/Mortgage	\$ 10,000	\$ -	
Insurance	\$ 5,000	\$ -	
Equipment Purchase/Office Supplies	\$ -	\$ -	
Travel/Mileage	\$ -	\$ -	
Materials/Supplies for productions/exhibits/events	\$ 49,085	\$ -	
Contract Services/Fees	\$ 5,000	\$ -	
Collections/Acquisitions	\$ -	\$ -	
Other Operating Expenses	\$ 29,790	\$ -	
Subtotal Grant Funds	\$	\$ 20,000	
<b>Total Projected Expenses</b>	<b>\$ 197,171</b>		
<b>Projected Income:</b>			
Admissions	\$ 86,050		
Memberships/Tuition	\$ 22,350		
Contracted Services Revenue	\$ -		
Contributions from Individuals	\$ 30,000		
Corporate Contributions	\$ -		
Government Support - Federal	\$ -		
Government Support - State	\$ -		
Government Support - Local	\$ 20,000		

Foundation Support	\$	-	
Other Income	\$	101,150	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	<b>\$</b>	<b>259,550</b>	



## Marketing Plan 2022-2023

**GOAL:** Build awareness of the arts and promote Brevard County as a cultural destination.

**Objective 1.1:** Increase the number of new patrons

**Objective 1.2:** Increase the number of new volunteers

**Objective 1.3:** Increase the number of new actors auditioning

**Objective 1.4:** Increase the number of followers on social media

**Strategy:** Brand Awareness.

Ultimately our objective is to be everywhere that someone is looking for a theater/cultural/entertainment experience here both on and offline, on the Space Coast, in particular on the barrier island of Cocoa Beach.

**Timeline:** beginning October 1, On-going

**Budget:** contribution to personnel (new contract position) and marketing materials (digital and print)

**Activities:**

1. **Create partnership packages with local hospitality industry: hotels, restaurants, travel agencies**
  - a. Surfside staff outreach to hotels, restaurants, cruise industry, travel agencies and create agreements for "packages" to be sold
  - b. Surfside staff outreach to family-oriented destination activities, e.g Surf Camps to create packages for non-surfing kids to attend Theater camp
  - c. Surfside staff participation in chamber of commerce activities and arranging of discussions
  - d. Surfside staff presentations at local and adjacent county civic and networking events
  - e. Surfside staff outreach to local meet-up group organizers and event companies to create theme nights around each Main Stage show.
  - f. Be included on partner brochures, websites, and marketing materials

2. **Create a targeted monthly postcard campaign** to condos and residences within 1 mile of Surfside Playhouse to promote each performance and educational opportunity
3. **Create a targeted monthly postcard campaign** to active adult communities and facilities, drama/music/dance/English/literature teachers in the Brevard school system and local colleges.
4. **Design print ad campaigns** with compelling “calls to action” for print ads
5. **Create paid digital brand awareness campaign** on YouTube and Meta (Facebook and Instagram) targeting audiences in Brevard and Outside of Brevard County
6. **Create paid digital campaigns for specific performances** on YouTube and Meta (Facebook and Instagram)
7. **Create paid digital retargeting campaigns** for specific performances on YouTube and Meta (Facebook and Instagram) for anyone who has visited our website
8. **Create targeted unpaid social media campaigns**, enlisting the members of cast and crew for each show with “behind the scenes” activities on FaceBook, Instagram, TikTok, and YouTube.

**Strategy: Increase Connection.**

Our intention is to make it easy for people to follow us, connect, buy tickets, audition, and volunteer. The easier any of these things are, the more likely we are to increase participation.

**Timeline:** beginning October 1, On-going

**Budget:** contribution to personnel (new contract position) and marketing materials (digital and print)

**Activities:**

1. **Update the website** to a search-friendly platform designed to attract theater-going public with embedded SEO to increase search engine presence. In addition, we will make it easier to connect with us, buy tickets, audition and volunteer.
2. **Craft a plan around the use of digital marketing** on Meta (Facebook & Instagram) and Google (YouTube), and TikTok to increase engagement, ticket sales, audition requests and volunteer opportunities.
3. **Build a strategic email marketing campaign** to nurture and grow the list of patrons, donors, and volunteers in Constant Contact.



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248162365  
July 18, 2012 LTR 4168C E0  
59-6152354 000000 00

00023493  
BODC: TE

SURFSIDE PLAYERS INC  
PO BOX 320053  
COCOA BEACH FL 32932-0053

39940

Employer Identification Number: 59-6152354  
Person to Contact: Robert C Voss  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your July 09, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in May 1962.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

## Detail by Entity Name

Florida Not For Profit Corporation

SURFSIDE PLAYERS INC

### Filing Information

**Document Number** 702925  
**FEI/EIN Number** 59-6152354  
**Date Filed** 09/22/1961  
**State** FL  
**Status** ACTIVE  
**Last Event** REINSTATEMENT  
**Event Date Filed** 10/29/2021

### Principal Address

301 RAMP ROAD  
COCOA BEACH, FL 32931

Changed: 03/29/2019

### Mailing Address

P.O. BOX 320053  
COCOA BEACH, FL 32932-0053

Changed: 04/30/2001

### Registered Agent Name & Address

Busacca, Mario  
301 Ramp Road  
COCOA BEACH, FL 32931

Name Changed: 10/29/2021

Address Changed: 10/29/2021

### Officer/Director Detail

#### **Name & Address**

Title TD, President

Busacca, Mario  
301 Ramp Road  
COCOA BEACH, FL 32931

## Title VP

Oliver, Jeff  
301 RAMP ROAD  
COCOA BEACH, FL 32931

## Title Secretary

Miller, Deborah  
301 Ramp Road  
COCOA BEACH, FL 32931

## Title DP, Treasurer

Curran, Kimberly  
301 RAMP ROAD  
COCOA BEACH, FL 32931

**Annual Reports**

Report Year	Filed Date
2019	03/29/2019
2020	06/10/2020
2021	10/29/2021

**Document Images**

<a href="#">10/29/2021 -- REINSTATEMENT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/10/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/29/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/09/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/20/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/15/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/08/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/05/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/21/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/07/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/08/2011 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/27/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/06/2009 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/22/2008 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/11/2007 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/15/2006 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/04/2005 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/23/2004 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/07/2003 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/21/2002 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/30/2001 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/09/2000 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>

<a href="#">04/29/1999 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/01/1998 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/30/1997 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/26/1996 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/01/1995 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>

Florida Department of State, Division of Corporations

## FY23 Applications: Field Manor Foundation, Inc.

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### Profile

Field Manor Foundation, Inc.

### SPACE COAST OFFICE OF TOURISM

#### Guidelines

#### FISCAL YEAR 2022 - 2023

#### Cultural Support Grant Program

#### 1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

**"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."**

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

#### Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### 2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023;  
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural Committee will monitor the grant program, with annual approval by the Tourist Development Council. The Tourist Development Council will review and approve the grant program policies, procedures and recommended grant awards. The program will be administered by the Tourism Development Office (TDO) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

### 3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.**

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

### 4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

#### Tier System

**Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000**

**Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000**

**Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

**\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.**

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- 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 grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant 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 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

**6.0 APPLICATION SUBMITTAL PROCEDURES**

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees as an additional insured and/or any Brevard County Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.
8. Additional benefits to organizations who are awarded funding;
  - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
  - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
  - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

## **8.0 EVALUATION CRITERIA**

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural Committee will review each proposal using the Scoresheet and assign a numeric score to the project. TDO staff will assemble the Scoresheets for each project. The highest and lowest scores will be discarded for each project to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining 7 scores (assuming all 9-members score the project). Project rankings will be reviewed and discussed in a TDC Cultural Committee meeting that is open to the public. Project rankings and funding recommendations will be forwarded to the Tourist Development Council for final review of project rankings and adoption of the project list and funding levels, and then sent to the Brevard County Board of County Commissioners for final approval.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.\*\*

### **Evaluation Criteria: Points Available**

#### **Proposal clearly describes the proposed event or season: up to 20 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points  
Very Good: 15 - 17 points  
Good: 9 - 14 points  
Adequate: 5 - 8 points  
Poorly presented: 0 - 4 points

#### **Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20**

**points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points  
Very Good: 15 - 17 points  
Good: 9 - 14 points  
Adequate: 5 - 8 points  
Poorly presented: 0 - 4 points

**The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points  
Very Good: 20 - 23 points  
Good: 12 - 19 points  
Adequate: 6 - 11 points  
Poorly presented: 0 - 5 points

**The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**\*\* Please rate the overall quality of the application including support materials: up to 5 points.\*\***

Excellent: 5 points  
Very Good: 4 points  
Good: 3 points  
Adequate: 2 points  
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

#### Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

### 10.0 REPORTING REQUIREMENTS

#### Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

### 11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

#### Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

### 12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committee and members from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

### FY2022-2023

#### CULTURAL SUPPORT GRANT APPLICATION

**Application Deadline: Friday, June 24, 2022 by 5:00pm**

**Are you completing the application for an Event or Season? Select one.**

Season

**Name of the Event or Season**

Field Manor Historic 19th Century Homestead on the Indian River Lagoon

**TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year**

\$204,018.00

**Organization Name**

Field Manor Foundation, Inc.

**Mailing Address:**

750 Field Manor Drive

**City: State: Zip Code:**

Merritt Island, Florida 32953

**Federal Employer ID #:**

59-3517194

**Web Site address:**

www.fieldmanor.org

**Organization Telephone:**

321.848.0365

**Organization Email:**

fieldmanor@gmail.com

**Primary Contact Person: First and Last:**

Korinn Braden

**Primary Contact Person Phone (if different from Organization Phone):**

321.243.5218

**Primary Contact Person Email (if different from Organization Email):**

k.braden@fieldmanor.org

**Alternate Contact Person: First and Last:****Alternate Contact Person Phone (if different from Organization Phone):****Alternate Contact Person Email (if different from Organization Email):****How will grant funds be used? Check all that apply.**

Materials/Supplies, Marketing

Please select the one discipline category below for which funding is requested.

**Grant Category**

Historical

**Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)**

Field Manor, built in 1880, is an historic 19th century homestead on the Indian River Lagoon, focused on early pioneer life in Brevard County. Field Manor was added to the National Register of Historic Places in 1997. In 2021 Field Manor was recognized by the state of Florida as having prehistoric significance due to the amount of indigenous (Ais) pottery found during a Phase I archaeological survey.

Our mission is to educate Brevard County residents and visitors about the agricultural and social history of Field Manor, through our preservation and operation, educational programming, and museum collection. We accomplish this by providing tours of the historic home, the packing house, and adjoining 45 acres.

We are a former Indian River citrus grove and emphasize agriculture. We continue to grow banana, pineapple, mango, guava, and fig. As a citrus alternative, we are experimenting with figs and pomegranate. We make cottage industry goods with much of what we grow, as well as sell the produce.

**Proposal Budget**

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget->

2.xlsx, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

**Upload Proposal Budget**

Field Manor\_Wizehive 22.pdf

## **Narrative Questions**

**1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program.** (Be brief & concise but answer the question fully)

**Maximum 3,000 characters**

Field Manor is seeking funding for the FY2022-2023 Cultural Support Grant Program for our seasonal programs hosted at and by Field Manor.

1. Our two big community events are Founder's Day (March/April) and our Oyster and Fish Fry (October). Each of the events highlight local history, community, and tradition. In both cases, we pair with local businesses and vendors, cross-promote one another, and use social media to broadcast the events, reaching an audience of thousands, both in and out of Brevard County.
2. Our educational programming highlights native populations, Spanish and English colonization, migration, homesteading, social and environmental history, military campaigns, and agriculture. Activities include home-stead building, sorting citrus, and planting and bringing home your own crop. We offer field trips to public and private schools, homeschoolers, and scout groups.
3. Our 40'x60' pavilion is a wonderful event space, and we offer crafting classes taught by local and visiting artists, encouraging adult education. We host four vendor markets a year in this space, shining a spotlight on local artists. A goal for 2023 is to initiate a lecture series with various speakers on a range of subjects. All three of these activities allow us to present an event calendar months if not a year in advance.
4. With the Museums of Brevard, Field Manor and seven other historic Brevard County homes conduct Christmas tours. Through the purchase of one ticket, the attendee tours all 8 homes. Many of us offer beverages, treats, and/or an ornament. 2022 will celebrate our third year working with MOB and each year it has grown. We have had attendees from throughout Florida as well as a few from over-seas who sought 'what to do while in Brevard' websites and saw the event advertised. Additional funding will help us build and improve all the seasonal programs Field Manor offers.

**2. How does your proposed event/season promote the Space Coast as a cultural destination?** (Please answer the question fully in a concise manner).

**Maximum 3,000 characters**

Field Manor's proposed programming season promotes the Space Coast as a cultural destination through the unique experience of literally walking through time ~ one can see the artifacts of the native Ais from 1,000 years ago, one can tour the homestead of a Brevard County pioneer, and one can watch a rocket launch on the Cape from our porch.

Our two big community events will promote the Space Coast by emphasizing history and tradition to an increasing Florida population as well as capturing the interest of people sailing in and out of Port Canaveral. Both events take place on a Saturday, which encourages guests to spend the weekend and take advantage of the many cultural institutions and activities on the Space Coast. We heavily rely on social media and local calendars to advertise these events

Our education program has improved over the years and is now more hands-on and interactive. Field Manor's packing house is the only packing house on tour in Brevard County and perhaps on Florida's east coast. With our proximity to Orange and Volusia counties, students can make a day of coming to the Space Coast by bundling field trips and activities.

Our pavilion on the Indian River Lagoon hosts private events, bringing visitors in from all over the US as well as over-seas. These private events generally take place over a weekend, which encourages guests to stay on the Space Coast and venture to our many wonderful restaurants, museums, and attractions.

Our local events encourage attendance from not only locals and visitors to the Space Coast but from neighboring counties as well. Each public event offers tours of the historic home and/or packing house for a donation. The daytime events allow guests to explore the Space Coast before or after the event.

The Christmas tour of historic Brevard homes, through the Museums of Brevard, take place over the course of three weekends, meaning several groups return to the Space Coast three consecutive weekends. This premier annual event attracts many newcomers as well as return guests.

We strive to have all of our public events not only on our website and social media pages, but also on the community website calendars of the organizations Field Manor belongs to and/or supports, such as the Cocoa Beach Chamber of Commerce, Museums of Brevard, Space Coast Office of Tourism, Brevard Cultural Alliance, Destination Brevard, Space Coast Daily, and WFIT's calendar.

**3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination.** (Please describe in detail but be concise)

**Maximum 1,000 characters**

Unique cultural qualities that Field Manor's seasonal programming will create through regional and/or national publicity to promote the Space Coast as a cultural destination include highlighting the wonderful, creative Brevard County businesses and artists, educating locals and visitors about Florida's indigenous populations, augmenting the history of Indian River citrus with the Packing House exhibit, and offering an annual Christmas tour of historic homes. For instance, our Oyster and Fish Fry is bringing together several notable local businesses: one brewery is creating a signature Field Manor citrus/wheat beer that they will also be able to sell outside of the event and a Sebastian-based aqua culturist is supplying Indian River oysters and clams for the event. The latter attests to the success with the rebound of portions of the Indian River Lagoon, which itself is unique.

**4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget.** In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

**Upload Marketing Plan here**

Field Manor Marketing Plan\_2022.pdf

**5. Please describe in detail how you will measure and evaluate the success of your event/season?** (Please answer the question fully in a concise manner).

**Maximum 2,000 characters**

Field Manor will measure and evaluate the success of our program season through on-line questionnaires as well as encouraging feedback from attendees, via our website, emails, and social media. We use surveys after private events to learn where we have excelled and where we have fallen short. For instance, we learned we needed to improve our lighting in our parking area for night time events. We are able to capture email addresses from many of our ticketed public events and will do a post-event follow up. We have found this to be invaluable in the past. For example, after each of the Christmas tours, we send out an email thank you to all participants and ask what they enjoyed and what wasn't to their liking. We learned that it was difficult for attendees to make reservations without knowledge of the area. As a result, we now supply a map of the county with the location of each participating house so attendees can plan better their tour. During events we have sign-in sheets for upcoming activities and classes. We will use the captured email addresses to alert them of upcoming activities/classes, as well as to ask them how they enjoyed the event they recently attended.

## Required Documents to Upload

**IRS determination letter**

IRS \_Letter of \_Determination\_2000.jpg

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Detail by Entity Name.pdf

**Marketing asset/collateral upload**

Christmas Tour Flyer.png

**Marketing asset/collateral upload**

Founders' Day Poster.png

**Marketing asset/collateral upload**

Oyster & Fish Fry-2.png

## Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg,

gif, tif, txt, avi, mpg, and mov.

**Optional support material file**

Vendor market.png

**Optional support material file**

Ais Village Trail\_Fall 2020.pdf

**If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

**Additional Information**

**Statement of Responsibility**

**Certification and Submission**

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.**

Authorized Representative:

**Name**

Korinn Braden

**Title**

Executive Director

**Text**

321.243.5218

**FY23 Applications: File Attachments**

**Upload Proposal Budget**

Field Manor\_Wizehive 22.pdf

**Upload Marketing Plan here**

Field Manor Marketing Plan\_2022.pdf

**IRS determination letter**

IRS \_Letter of \_Determination\_2000.jpg

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Detail by Entity Name.pdf

**Marketing asset/collateral upload**

Christmas Tour Flyer.png

**Marketing asset/collateral upload**

Founders' Day Poster.png

**Marketing asset/collateral upload**

Oyster & Fish Fry-2.png

**Optional support material file**

Vendor market.png

**Optional support material file**

Ais Village Trail\_Fall 2020.pdf

<b>Organization Name:</b>	Field Manor Foundation, Inc.	
<b>PROPOSAL BUDGET: Next Fiscal Year Projections</b>		
<b>Projected Expenses:</b>		
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>
Personnel - Administrative	\$ 142,928	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ -	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 2,245	\$ 1,000
Space Rental/Rent/Mortgage	\$ -	\$ -
Insurance	\$ 5,112	\$ -
Equipment Purchase/Office Supplies	\$ 3,711	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 23,971	\$ 9,000
Contract Services/Fees	\$ 4,100	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 64,385	\$ -
Subtotal Grant Funds		\$ 10,000
<b>Total Projected Expenses</b>	<b>\$ 246,452</b>	

<b>Projected Income:</b>		
Admissions	\$ 24,981	Tours & special events
Memberships/Tuition	\$ 7,250	Friends of FM
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ 24,723	donations
Corporate Contributions	\$ -	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ -	
Foundation Support	\$ 74,468	investment income
Other Income	\$ 91,214	silent auction, wedding inc, inv sales, ectr
Applicant Cash	\$ -	
<b>Total Projected Income</b>	<b>\$ 222,636</b>	

## Field Manor Foundation, Inc. Marketing Plan, 2022

### Goals:

1. Increase donations and membership by 20%
  - a. Make website donation page available on all pages
  - b. State case for donations on Homepage
  - c. Provide update on impact donations have made
  - d. Have ability to track donations and memberships online
  - e. Send thank you emails for online donations
  - f. Send thank you notes for donations
  - g. Segment email list to target donors and members
  - h. Provide simple way to donate via social media
  - i. Public speaking
  - j. Send monthly newsletter
2. Increase awareness
  - a. Include pertinent and interesting information on website
  - b. Short description of activities on homepage
  - c. Provide easy way for people to sign up for emails on webpage
  - d. Maintain active presence on all social media used
  - e. Attend events as an exhibitor
  - f. Continue partnerships with other museums
  - g. Research and use hashtags related to Field Manor
  - h. Public speaking
  - i. Send monthly newsletter (online or by US mail)
  - j. Create blog
3. Increase attendance to events by 30%
  - a. Post relevant information on website
  - b. Provide method of making appointment with event coordinator online
  - c. Advertise on social media
  - d. Advertise in appropriate publications

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **NOV 03 2000**

FIELD MANOR INC  
C/O ADRIENNE V SCHMITZ  
LESLIE ROBERT EVANS & ASSOCS PA  
214 BRAZILIAN STE 200  
PALM BEACH, FL 33480

Employer Identification Number:  
59-3517194  
DLN:  
17053215012040  
Contact Person:  
GLENN W COLLINS ID# 31392  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Addendum Applies:  
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that, as indicated in your application, you are a private foundation within the meaning of section 509(a) of the Code. In this letter we are not determining whether you are an operating foundation as defined in section 4942(j)(3).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA). However, since you are a private foundation, you are subject to excise taxes under chapter 42 of the Code. You also may be subject to other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circum-

Letter 1076 (DO/CG)





## Detail by Entity Name

Florida Not For Profit Corporation

FIELD MANOR FOUNDATION, INC.

### Filing Information

Document Number N98000003454 FEI/EIN Number 59-3517194 Date  
Filed 06/12/1998 State FL Status ACTIVE Last Event AMENDMENT Event Date  
Filed 12/10/2019 Event Effective Date NONE

### Principal Address

Field Manor Foundation  
750 FIELD MANOR DRIVE  
MERRITT ISLAND, FL 32953

Changed: 01/12/2015

### Mailing Address

Field Manor Foundation  
750 FIELD MANOR DRIVE  
MERRITT ISLAND, FL 32953

Changed: 01/17/2017

Registered Agent Name & Address GOLDMAN, MITCHELL S, ESQUIRE  
Mitchell S. Goldman  
96 WILLARD ST., SUITE 302  
COCOA, FL 32923

Address Changed: 01/12/2015

### Officer/Director Detail Name & Address

#### Title STD

GIDDINGS, KATHERINE H

P.O. BOX 119 N/A  
WOODVILLE, FL 32362

Title D

EASTMOORE, THEODORE C  
1777 MAIN STREET, SUITE 500  
SARASOTA, FL 34230

Title PRESIDENT

LAWRENCE, SUE NISBET  
715 SOUTH TROPICAL TRAIL  
MERRITT ISLAND, FL 32953

#### Annual Reports

Report Year Filed Date

2020	02/10/2020
2021	01/15/2021
2022	02/03/2022

#### Document Images

<a href="#">02/03/2022 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/15/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/10/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">12/10/2019 -- Amendment</a>	<a href="#">View image in PDF format</a>
<a href="#">06/14/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/09/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/17/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/23/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/12/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/13/2014 -- Name Change</a>	<a href="#">View image in PDF format</a>
<a href="#">01/16/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">11/27/2013 -- Amendment</a>	<a href="#">View image in PDF format</a>
<a href="#">02/11/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/29/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/03/2011 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/22/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/24/2009 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>

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[05/10/1999 -- ANNUAL REPORT View image in PDF format](#)  
[06/12/1998 -- Domestic Non-Profit View image in PDF format](#)

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Field Manoi

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## FY23 Applications: Space Coast Symphony Orchestra

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### **Profile**

Space Coast Symphony Orchestra

### **SPACE COAST OFFICE OF TOURISM**

#### **Guidelines**

#### **FISCAL YEAR 2022 - 2023**

#### **Cultural Support Grant Program**

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

Tourist Development Council mission statement:

**"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."**

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

#### **Goals of the Tourist Development Council Cultural Support Grant Program:**

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### **2.0 APPLICATION PROCESS AND KEY DATES**

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:  
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural Committee will monitor the grant program, with annual approval by the Tourist Development Council. The Tourist Development Council will review and approve the grant program policies, procedures and recommended grant awards. The program will be administered by the Tourism Development Office (TDO) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

### 3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.**

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

### 4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

#### Tier System

**Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000**

**Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000**

**Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

#### **\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.**

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- 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 grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant 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 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

#### **6.0 APPLICATION SUBMITTAL PROCEDURES**

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees as an additional insured and/or any Brevard County Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.
8. Additional benefits to organizations who are awarded funding;
  - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
  - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
  - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

## **8.0 EVALUATION CRITERIA**

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural Committee will review each proposal using the Scoresheet and assign a numeric score to the project. TDO staff will assemble the Scoresheets for each project. The highest and lowest scores will be discarded for each project to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining 7 scores (assuming all 9-members score the project). Project rankings will be reviewed and discussed in a TDC Cultural Committee meeting that is open to the public. Project rankings and funding recommendations will be forwarded to the Tourist Development Council for final review of project rankings and adoption of the project list and funding levels, and then sent to the Brevard County Board of County Commissioners for final approval.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.\*\*

### **Evaluation Criteria: Points Available**

#### **Proposal clearly describes the proposed event or season: up to 20 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

#### **Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20**

**points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points  
Very Good: 15 - 17 points  
Good: 9 - 14 points  
Adequate: 5 - 8 points  
Poorly presented: 0 - 4 points

**The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points  
Very Good: 20 - 23 points  
Good: 12 - 19 points  
Adequate: 6 - 11 points  
Poorly presented: 0 - 5 points

**The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points  
Very Good: 13 - 14 points  
Good: 8 - 12 points  
Adequate: 4 - 7 points  
Poorly presented: 0 - 3 points

**\*\* Please rate the overall quality of the application including support materials: up to 5 points.\*\***

Excellent: 5 points  
Very Good: 4 points  
Good: 3 points  
Adequate: 2 points  
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

#### Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

### 10.0 REPORTING REQUIREMENTS

#### Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

### 11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

#### Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

### 12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committee and members from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

#### FY2022-2023

#### CULTURAL SUPPORT GRANT APPLICATION

**Application Deadline: Friday, June 24, 2022 by 5:00pm**

**Are you completing the application for an Event or Season? Select one.**

Season

**Name of the Event or Season**

FY23 Cultural Support Grant - Space Coast Symphony Orchestra

**TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year**

\$348,776

**Organization Name**

Space Coast Symphony Orchestra

**Mailing Address:**

PO BOX 237646

**City: State: Zip Code:**

Cocoa, FL 32923

**Federal Employer ID #:**

27-0197064

**Web Site address:**

www.spacecoastsymphony.org

**Organization Telephone:**

(855) 252-7276

**Organization Email:**

info@spacecoastsymphony.org

**Primary Contact Person: First and Last:**

Aaron Collins

**Primary Contact Person Phone (if different from Organization Phone):**

(321)536-8580

**Primary Contact Person Email (if different from Organization Email):**

aaron@spacecoastsymphony.org

**Alternate Contact Person: First and Last:**

Mary Seal

**Alternate Contact Person Phone (if different from Organization Phone):**

(321) 543-4911

**Alternate Contact Person Email (if different from Organization Email):**

marym@spacecoastsymphony.org

**How will grant funds be used? Check all that apply.**

Staff/Personnel, Artistic Services, Marketing

Please select the one discipline category below for which funding is requested.

**Grant Category**

Music

**Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)**

The Space Coast Symphony Orchestra was founded in 2009. The orchestra provides art and culture all over Brevard, Indian River, and Orange Counties. The SCSO enlists the services of over 150 musicians throughout the state of Florida each year. The SCSO presents over 50 concerts annually reaching 75,000 Florida residents and visitors. It is typical that each concert draws tourists and out of town residents. We also solicit the additional services of artists, graphic designers, dancers, singers, film makers, actors, and more. The SCSO has collaborated with over two hundred organizations since 2009 and continues to find new and innovative ways to partner with various organizations. The SCSO has a strong volunteer community with over 110 volunteers, contributing 40,000 hours a year. The SCSO is reinventing the concept of a 21st-century orchestra by presenting the widest array of programming of any orchestra in Florida. Our focus is on creating programming that is balanced, accessible, innovative, and artistically expansive. Since its founding in 2009, the SCSO has presented over one thousand concerts throughout Central Florida. Amongst the SCSO's greatest successes is the Symphony for Everyone program which enables anyone to attend any concert, no matter what their current financial situation. This nationally recognized program is the first of its kind. Locally, it has allowed more than 27,000 economically challenged individuals and families to attend a live symphonic concert. It is the most effective way to employ symphonic music to enhance diversity in the community. It salutes the entire community, including low to moderate income families, students, local city officials, politicians, business owners, permanent and seasonal residents as well as visitors and tourists in the region.

**SCSO BY THE NUMBERS:**

- The ORCHESTRA (81 paid artists in 2021/22)
- The JAZZ ORCHESTRA (24 paid artists in 2021/22)
- The YOUTH ORCHESTRA (77 students in 2021/22)

## **Proposal Budget**

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

**Upload Proposal Budget**  
proposal budget 22.23.xlsx

## **Narrative Questions**

**1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)**

**Maximum 3,000 characters**

Grant funds would support the presentation of our 14th Season and would enable the Space Coast Symphony Orchestra (SCSO) to provide 40 quality musical performances for the enjoyment of more than 70,000 Brevard County residents and visitors. Included among them is an array of SCSO community outreach and educational programs enjoyed by a diverse audience of more than 15,000 children and their families. (See attached season announcement booklet.)

The Space Coast Symphony Orchestra will offer a variety of concerts throughout the season, which will include:

- MASTERWORKS features some of the greatest pieces ever written as well as engaging new works, with a focus on reflecting Florida's own creative community through our selection of guest artists, invited composers and collaborating organizations.
- POPS is a series of programs featuring light classics.
- A NIGHT AT THE MOVIES is an innovative series pairing film scores with images and clips on screen.
- JAZZ is a series featuring the Space Coast Symphony Jazz Orchestra.
- SUMMER features six diverse programs during the Summer. (The SCSO is one of only 19 orchestras in the US that performs year round.)
- CHAMBER features the musicians of the SCSO as they present a broad palette of chamber music.

**EDUCATION PROGRAMS**

- FAMILY CONCERT is designed to bring children and parents together in an inspiring and entertaining atmosphere. These interactive events feature pre-concert activities, interactive themed performances, and free activity guides for additional musical engagement at home.
- CHILDREN'S CONCERTS are the ideal way to expose students in grades 1 - 3 to a variety of musical styles. They familiarize students with the environment and traditions of a concert hall, equip them with fundamental musical vocabulary, and help cultivate a lifelong interest in classical music.
- The SHOULDER TO SHOULDER concert is an opportunity for selected high school music students to receive coaching from and perform alongside the musicians of the SCSO.
- ONCE UPON AN ORCHESTRA features musicians from one of the four families of musical instruments (strings, brass, woodwinds, and percussion) at four different concerts. These kid-sized chamber concerts are designed for children ages 2-5. Expertly designed for our youngest concertgoers, each program features collaboration with other non-profits, weaving together live music, vivid storytelling, sets, costumes and images to create a unique and magical overture to the SCSO music experience.

Programmatically, the SCSO is recognized as an advocate of contemporary music and a supporter of living composers. Thirty percent of the SCSO's programming is that of living composers. Twenty percent of the SCSO's programming over the last two seasons has been from composers who are Black, Indigenous, and People of Color (BIPOC).

**2. How does your proposed event/season promote the Space Coast as a cultural destination?** (Please answer the question fully in a concise manner).

**Maximum 3,000 characters**

Our 14th season represents what makes the SCSO a unique force in our community and beyond: our tradition of innovative programming, high-quality dynamic symphonic performances, incredible guest artists, active community engagement, dedication to new music, and commitment to arts education. This season will feature four World Premieres and three Regional Premieres, shining a national spotlight on our organization and the Space Coast.

As one of the Florida's premier performing arts organizations, the SCSO ranks among the greatest cultural assets of the Space Coast. The SCSO serves its local and state economies through the following roles: (1) Employer and market for goods and services (2) Critical component of the tourism product in Central Florida (3) Contributor, through its direct activities and the activities of its musicians, to the creative economy on the Space Coast.

During the pandemic, we moved forward with the singular goal of bringing our community the best musical experience possible. It began with our "Musicians at Home" online series, where more than 30 of our musicians and guest artists performed from their homes. Still, we realized we needed to do more to keep the organization together and provide opportunities for our musicians. Drive-up concerts were the answer! Thousands of patrons attended these drive-up programs between June and December of 2020. To our knowledge, the SCSO was the first ensemble in the U.S. to perform a live concert during the pandemic – and other orchestras followed our lead. Overall, these innovative concerts were a tremendous success. National television and media picked up on our story, including CNN and MSNBC, highlighting the Space Coast.

In 2021 / 22, over 60,000 people bought tickets to an SCSO concert for the low admission price of \$30. In keeping with our mission, we also provide a unique Symphony for Everyone ticketing program, a "pay-what-you-can" option designed to provide substantially discounted admission to any Space Coast Symphony concert. School-aged children 18 years and under are admitted free of charge to all concerts, as are college students. We are one of only 19 U.S. orchestras to perform year-round, giving tourists the opportunity to enjoy programming during the summer. We also host many free concerts each season and are proud of our reputation as the Symphony for Everyone.

A few examples of our innovation include our historic partnership with NASA for a trilogy of musical projects, working with Harley Davidson to stage a unique bassoon concerto, spearheading many outdoor concerts at the Avenue Viera, and being featured on an album with international superstar Emmet Cahill. It was the Space Coast Symphony Orchestra that afforded autistic child prodigy Jacob Velasquez the opportunity for his first-ever orchestra concert, with ticket proceeds donated to the non-profit, Autism Speaks. Jacob went on to being a favorite on America's Got Talent and many other television events.

**3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination.** (Please describe in detail but be concise)

**Maximum 1,000 characters**

The Space Coast Symphony Orchestra performs more programs than any other musical organization in Brevard and Indian River Counties, including the summer season, providing entertainment options for those visiting or living in the area. Our offerings contribute to a rich cultural landscape that brings economic wealth to our community, attracting businesses, new jobs, increased property values and pride of ownership.

By offering high quality, family-oriented and affordable concert programming, the SCSO provides a unique artistic resource that serves our community and also attracts visitors from nearby markets. We introduce families to classical music while presenting a compelling role model to young students, both performing and attending. As we enrich the educational and cultural experiences for students, we provide a valuable resource for the community overall, by developing the young musicians and leaders of the future.

Orchestras help fuel the local economy. They attract new business development, educate young people, and unite individuals and cultures in times of public celebration and healing. Communities with orchestras draw volunteers, philanthropists, and civic-minded participants. Having a live professional orchestra in your community improves the quality of life, promotes understanding of other cultures, fosters pride in the community, and contributes to the education and development of both children and adults. Each orchestra performance provides significant economic contributions to local businesses. This includes everything from shopping at local clothing stores, dining at local restaurants, staying overnight at hotels in the area, and paying for parking around the city. We talk to many concertgoers who center their weekend vacations to our beautiful beaches around our symphony concerts. They come to see a concert, stay overnight, and visit all of the local attractions, greatly boosting our local economy.

By bringing experiences and knowledge to the community, we nurture an increasing musical interest and appreciation by low and moderate-income families and individuals. This service makes the arts accessible and relevant to all, across our broad and diverse community. Our concerts break down financial barriers and eliminate the stereotype that classical music is elite – suitable only for senior citizens and the upper class.

**4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget.** In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

**Upload Marketing Plan here**

SCSO - Marketing Plan & Notes (edited November 21').pdf

**5. Please describe in detail how you will measure and evaluate the success of your event/season?** (Please answer the question fully in a concise manner).

**Maximum 2,000 characters**

The SCSO board and staff work to ensure that the orchestra maintains high standards of artistic excellence, built on a strong foundation of fiscal stability. The SCSO operates with an artistic and administrative staff, volunteers, and a Board of Directors made up of professional community members who share a love of music, community, and education. Throughout the 2021 / 22 Season, our success was driven by our Music Director, Aaron Collins, who provides the dedication and charisma necessary for the growth of a fledgling nonprofit. Over 100 volunteers and a faithful cadre of Board members work behind the scenes to produce each event.

---The Space Coast Symphony bases its yearly operations on a budget created in April of each year. The budget is evaluated and amended quarterly. Financial statements are issued monthly to the Board.

---The SCSO completed a SWOT Analysis and Board Retreat in November of 2018. One and three-year strategic plans were implemented with quarterly reviews.

---Over the last five seasons, the SCSO has operated in the black. SCSO's income for the past fiscal year is 3% higher than the prior fiscal year.

When we look at our patron's experience and how they interact with us, our data opportunities are various. All ticket purchases and/or reservations are done through our website and funneled into our patron management system, Neon. We collect data for each individual ticket sale. In addition to analyzing ticket sale data, the SCSO employs other methods to capture the number of visitors to each event. We regularly seek feedback through surveys, solicitations in programs, follow-up emails, and social media engagement. We also solicit evaluation at public forums, after performances, and collect reports from artists, staff, and volunteers monthly. The reviews of critics are an important qualitative evaluation tool. These qualitative evaluations from audiences and critics are a regular point of discussion at Board meetings. Ticket sales act as our primary quantitative data set to evaluate success, and we regularly compare numbers against our own past programming throughout the years. We conduct a "post-mortem" evaluation after each event led by our Marketing Committee Chair and inclusive of the artistic team to learn from every process. Our educational programs are evaluated show-by-show. Students provide feedback in the form of written comments and in-class responses when we visit for follow-up outreach.

Through all of these we're able to get a fuller picture of the impact and success of a project, lessons learned, and standard operating procedures that may need to be added or changed. These mechanisms make for a stronger organization and a more engaged team, adding momentum to our continuous improvement. We also rely on metrics obtained from sources such as Facebook, Twitter, Google, YouTube, website analytics, etc. These tools provide a regular snapshot of our audience composition and the most effective ways to reach them. Some examples include:

**FORMS AT CONCERTS:** At every concert, we issue short forms within the program booklets, often with an incentive for completion. We not only solicit feedback about the event, but also evaluate their needs, in addition to collecting email and postal addresses for future outreach.

**SURVEYS POST CONCERT:** Following each concert, we email surveys to the attendees. Surveys and questionnaires generate a range of data.

**MONITORING EVENTS ON SOCIAL MEDIA:** We monitor and track all Facebook "Insights" for events and posts associated with events. These insights give us a large amount of information about our audience, including their geographic location. Tools like Hootsuite, measure engagement on social media platforms and show us what types of posts are the most effective and what content is shared the most, and most importantly who is sharing it.

**GOOGLE ANALYTICS:** In addition, our Marketing Committee analyzes Google Analytics. The types of data tracked are demographics and engagement, including the location of the users.

**Required Documents to Upload****IRS determination letter**

SCSO 501(c) Letter (3).pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

SCSO Detail by Entity Name.pdf

**Marketing asset/collateral upload**

Selected Promotional Materials - 2021 - 22.pdf

**Marketing asset/collateral upload**

Selected Articles - 2021 - 22.pdf

**Marketing asset/collateral upload**

Hooray for Hollywood Trailer.mp4

**Optional Additional Support Materials**

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

**Optional support material file**

2020 Annual Report.pdf

**Optional support material file**

2022 - Supplemental - Announcement Booklet & Partnership Packet.pdf

**If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

**Additional Information**

SCSO is committed to creating an organization that is reflective of diversity in all its forms. Our staff, board and orchestras represents all ages, genders, and ethnicity's. Through our artists, partnerships, leadership, and programming, we seek to provide positive change to marginalized people in our diverse community.

**ORCHESTRA MAKEUP (21-22) - 116 PAID ARTISTS**

MALE 47%  
FEMALE 53%  
WHITE 66%  
POC 34%

**VOLUNTEER MAKEUP (21-22) - 98 VOLUNTEERS**

MALE 31%  
FEMALE 68%  
WHITE 71%  
POC 29%

**GUEST ARTIST MAKEUP (21-22)- 24 GUEST ARTISTS**

MALE 32%  
FEMALE 68%  
WHITE - 52%  
POC - 48%

In 2021 the SCSO developed and adopted a three-year strategic plan, a set of goals and objectives to further its existing Diversity, Equity & Inclusion (DE&I) initiatives going forward. The SCSO implemented a DE&I Action Plan to focus and guide the organization in the coming 12 months. This short-term plan is designed to complement and coalesce with the longer-term strategic plan. As the Action Plan is refined it will include metrics to measure progress and ensure accountability across the organization. This Action Plan primarily addresses advancing the SCSO's work with Black communities, while acknowledging that it must simultaneously apply its learning to initiatives serving the entire community.

**Statement of Responsibility****Certification and Submission**

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.**

Authorized Representative:

**Name**

Aaron Collins

**Title**

Artistic Director

**Text****FY23 Applications: File Attachments****Upload Proposal Budget**

proposal budget 22.23.xlsx

**Upload Marketing Plan here**

SCSO - Marketing Plan & Notes (edited November 21').pdf

**IRS determination letter**

SCSO 501(c) Letter (3).pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

SCSO Detail by Entity Name.pdf

**Marketing asset/collateral upload**

Selected Promotional Materials - 2021 - 22.pdf

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Selected Articles - 2021 - 22.pdf

**Marketing asset/collateral upload**

Hooray for Hollywood Trailer.mp4

**Optional support material file**

2020 Annual Report.pdf

**Optional support material file**

2022 - Supplemental - Announcement Booklet & Partnership Packet.pdf

<b>Organization Name:</b>	Space Coast Symphony Orchestra		
<b>PROPOSAL BUDGET: Next Fiscal Year</b>	<b>Projections</b>		
<b>Projected Expenses:</b>			
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>	
Personnel - Administrative	\$ 22,700	\$	20,000
Personnel - Artistic	\$ 99,310	\$	-
Outside Artistic Services/Fees	\$ 235,855	\$	5,000
Marketing/Communications (inc. printing & advertising)	\$ 35,590		
Space Rental/Rent/Mortgage	\$ 70,000	\$	25,000
Insurance	\$ 4,000		
Equipment Purchase/Office Supplies	\$ 19,250	\$	-
Travel/Mileage	\$ 6,150		
Materials/Supplies for productions/exhibits/events	\$ 40,957	\$	-
Contract Services/Fees	\$ 5,888	\$	-
Collections/Acquisitions		\$	-
Other Operating Expenses	\$ 3,710	\$	-
Subtotal Grant Funds		\$	50,000
<b>Total Projected Expenses</b>	<b>\$ 543,410</b>		
<b>Projected Income:</b>			
Admissions	\$ 224,960		
Memberships/Tuition	\$ 22,000		
Contracted Services Revenue	\$ 33,500		
Contributions from Individuals	\$ 189,250		
Corporate Contributions	\$ -		
Government Support - Federal	\$ -		
Government Support - State	\$ 36,000		
Government Support - Local	\$ 15,000		

Foundation Support	\$	-	
Other Income	\$	24,450	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	<b>\$</b>	<b>545,160</b>	



## MARKETING SYNOPSIS

The SCSO understands that audience development means a multi- pronged effort to generate conversation and excitement about our organization. Our marketing campaign combines traditional advertising components (print ads, radio / television, postcard & brochure campaigns) and expanded social media and web strategies. This includes an award-winning interactive website, creating conversations through social media, aggressive email campaigns, and marketing partnerships with a dozen other organizations.

- The SCSO uses the most cost effective means possible to maintain our current audience, welcome new patrons, and provide musical exposure to countless others during our hands-on community outreach activities. We rely on our Board members, musicians, mentor students, volunteers, and friends of the SCSO to serve as ambassadors of our program.
- The SCSO reaches an additional thirty-five thousand residents through our website, SpaceCoastSymphony.org.
- Events are listed in area publications, online calendars, and announced on local radio stations.
- The SCSO is sponsored by local media groups such as Florida Today, Blue Water Creative Media Group, and Space Coast Business Group, which all sponsor four to six advertisements a year.
- In an effort to increase concert attendance, the SCSO has sought out partnerships with other music organizations throughout Central Florida and others as a way of “swapping” audience bases. We also seek free advertising in program books of other arts and cultural organizations that in turn are represented free of charge in the SCSO program book.
- The SCSO presents twenty plus free concerts annually. Some of these special programs net thousands in attendance who are not familiar with the SCSO and our programming.

However, our concerts are not the only way that the SCSO presents a face to the public. We extend a personal invitation to Brevard residents and visitors to participate in the arts through various outreach programs like the Inside the Music lecture series, instrumental petting zoos, and finally, the SCSO is committed to enhancing our brand and logo recognition through the sale of SCSO merchandise to spread our logo, name and purposes to a broader swath of the Central Florida community.



## **MARKETING PLAN**

**(approved by Marketing Committee, February 2020; edited November 2021)**

### **TARGET AUDIENCE**

According Space Coast Symphony Orchestra Marketing Director, Joyce Wilden, it is the Symphony's goal to build relationships that lead to attendance at Symphony events. This marketing plan will use the Symphony's current target audience for its current Facebook Page to address this goal. It will include men and women of all ages living in Central Florida. Women aged 35-65 will be a sub-target. This audience will be the same for all the relationship-building activities outlined in the following program, even those outside of Facebook.

### **MARKET COMPETITION OVERVIEW**

#### **LOCAL COMPETITORS**

The Space Coast Symphony competes with other area arts organizations for gifts and donations and for attendance. While the Symphony frequently trades contacts with other organizations and partners various venues to host concerts, it must also work to attract new subscribers and supporters from a shrinking pool of candidates. These candidates have a multitude of choices to give their money and time to. Following is a brief outline of the Symphony's major arts-related competitors.

Brevard Symphony  
Atlantic Classical Orchestra  
Orlando Philharmonic

The key advantage within the arena is the Symphony's voice and mission. The Symphony is the distinctive advocate for music performance and education. No other organization provides the musical services and experiences offered by the SCSO.

However, any performing arts organization is also in the entertainment business. The Symphony's ticketed concert events compete with music offerings by large entertainment venues in downtown Melbourne and Vero Beach. What separates the SCSO from these competitors is its rich and extensive mix of local and global performers, innovative programming, and educational programs.



## **OBJECTIVES**

- Acquire 350 followers to SCSO blog/RSS feed in first year
- Increase connections to SCSO Facebook & Instagram pages by 25%
- Increase traffic to [www.SpaceCoastSymphony.org](http://www.SpaceCoastSymphony.org) by 20%
- Increase average attendance at Classical Series concerts

## **STRATEGY - OVERVIEW**

The idea is to intensify and enhance the Symphony's participation in social media by establishing a unified voice that frequently publishes desirable content to Facebook, Instagram, Twitter and within the larger Central Florida blog community. All messages will point to [www.SpaceCoastSymphony.org](http://www.SpaceCoastSymphony.org), but will be broadcast through a network of media partners and SCSO owned communication channels.

Think of the network of activity like a tree with the existing SCSO website acting as a deep root system. [SpaceCoastSymphony.org](http://SpaceCoastSymphony.org) is an excellent information base where patrons find in-depth information about artists, concerts, and ticketing. This rich source of information will feed content to the social media activity network.

## **CONTENT STRATEGIES**

### *Encourage RSVPs to SCSO event listings*

The Facebook Page will host event listings that parallel the listings available on the website. Each concert's listing is its own entity, like a Page, that users can indicate association with by RSVPing and sharing through Facebook. As the Symphony's social media participation intensifies, so will awareness of these event pages and willingness to RSVP.

RSVPing is important because it is a demonstration of commitment that reinforces desired purchasing behavior. Facebook users constantly use membership in groups, Likes, RSVPs, and link sharing as badges that project a version of their personality. Consumers expect active and official Pages to have event listing content. If this component was missing, visitors to the Page could be turned off and the Symphony would miss opportunities to initiate relationships.

### *Create online discussion about SCSO related guest performers, musical pieces etc.*



This strategy increases the circulation of information about upcoming concerts. Discussion will generate further interest in concerts that is grounded in the enthusiasm of music fans. Online discussion also represents an opportunity for the SCSO to live out its core value of community engagement.

#### *Organize and direct Facebook users to Page content*

Lists and pages of links, photos and videos are overwhelming. Without direction or encouragement, users can miss valuable content.

## **OUTREACH STRATEGIES**

#### *Expand digital media buy on social networks*

The activity on Facebook and the other networks will be supported by an expanded digital media buy. There will be a yearlong campaign comprised of buys on Facebook. Different ads will run to support each season in addition to special ads that direct users to specific events.

## **TACTICS**

Some tactics are repeatable actions, like running an ad on social media. Others are actions that are maintained and refreshed, like launching a new blog. At the end of this section is a recommended schedule of implementation. Tactics are tagged with their corresponding strategy in italics.

## **DEVELOP SYMPHONY AMBASSADORS**

Ambassadors will be identified as people and organizations that are passionate about sharing the Symphony's message with their own network. We believe that the unique truth about social media is that it's centered on having others enthusiastically share your message rather than broadcasting it yourself. The Symphony will pursue relationships with audience members so that increasing numbers of followers exhibit this passionate sharing behavior around all of our social media outlets.

In order to jump-start this sharing, the Symphony will arrange special partnerships with local blogs and destination websites like Destination Brevard and Space Coast Fun 4 Kids. These groups are local influencers with strong web and social media presence that



will complement our social media output. The SCSO Page will engage with these groups' Pages on social media so that Symphony followers will Like, review, and vice a versa.

Symphony ambassadors can also be private or public citizens like radio hosts, local press, Symphony musicians, or other enthusiasts. The significant characteristic of a SCSO Ambassador is frequent linking and commenting action.

*Expand social media presence of SCSO, Create online discussion about SCSO related guest performers, musical pieces etc.*

## **DIGITAL ADS**

The focus for social media ads in the program year will be promoting each of the Symphony's concert series, and special ads for sales/promotions as needed.

It is important to note that social media activity must be integrated with continued investment in more conventional media, including digital display advertising and Facebook ads. Ads in these channels make it easy for the Space and Treasure Coast audiences to immediately connect to the benefits of following the Symphony's social media activities.

*Expand digital media buy on social networks. Encourage RSVPs to SCSO event listings*

## **EVALUATION**

For this plan, the key to quantitative evaluation will be monitoring traffic to [www.SpaceCoastSymphony.org](http://www.SpaceCoastSymphony.org). Google Analytics will provide data on the source of visitors and their activity while on the site. However, this method requires that all outside content shared by the SCSO through social media be directed through the website.

Instead, a post should be written summarizing the article. The URL of this post should be used whenever the SCSO wants to share that content. Since the content will be integrated into the website, social media followers will be directed to the site where Google Analytics can track their source and behavior. This practice will encourage consistent updates in addition to enabling effective tracking and evaluation.

Social media tactics must also be evaluated qualitatively through careful observation and listening routines. Software packages are available that enhance the ability of staff to



perform the critical task of listening to followers by monitoring the frequency and type of mentions, sentiment, and trending discussion topics. Recommended titles are listed below and should be explored.

- Viralheat
- Radian6
- Sysomos

In addition to regular listening and observation with a software package, the following tactics can be evaluated by examining data provided by Google Analytics.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

**MAY 04 2010**

SPACE COAST SYMPHONY ORCHESTRA INC  
PO BOX 237646  
COCOA, FL 32923

Employer Identification Number:  
27-0197064  
DLN:  
200050003  
Contact Person:  
DANIEL RENNER ID# 31697  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
509(a)(2)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
May 15, 2009  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

SPACE COAST SYMPHONY ORCHESTRA INC

Sincerely,

A handwritten signature in dark ink, appearing to read "Robert Choi". The signature is fluid and cursive, with the first name "Robert" and last name "Choi" clearly distinguishable.

Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

## Detail by Entity Name

Florida Not For Profit Corporation

SPACE COAST SYMPHONY ORCHESTRA INC.

### Filing Information

**Document Number** N09000004840  
**FEI/EIN Number** 27-0197064  
**Date Filed** 05/15/2009  
**State** FL  
**Status** ACTIVE  
**Last Event** REINSTATEMENT  
**Event Date Filed** 10/27/2019

### Principal Address

219 N. Indian River Drive  
COCOA, FL 32922

Changed: 04/30/2014

### Mailing Address

PO BOX 237646  
COCOA, FL 32923

Changed: 03/12/2010

### Registered Agent Name & Address

COLLINS, AARON  
219 N. Indian River Drive  
COCOA, FL 32922

Name Changed: 02/01/2022

Address Changed: 04/30/2014

### Officer/Director Detail

#### **Name & Address**

Title PRES

Hickman, Jeremy D  
6300 N Wickham  
130#181

Melbourne, FL 32940

Title VP

Royals, Jennifer  
5425 2nd Place  
Vero Beach, FL 32968

Title Treasurer

Seal, Mary  
573 Cherokee Ave  
Melbourne, FL 32935

#### **Annual Reports**

<b>Report Year</b>	<b>Filed Date</b>
2020	07/19/2020
2021	03/13/2021
2022	02/01/2022

#### **Document Images**

<a href="#">02/01/2022 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/13/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">07/19/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">10/27/2019 -- REINSTATEMENT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/30/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">12/14/2017 -- REINSTATEMENT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/26/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/23/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/30/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">07/25/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/17/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/08/2011 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/12/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/15/2009 -- Domestic Non-Profit</a>	<a href="#">View image in PDF format</a>

Florida Department of Banking & Finance - FD/Corporate



**BREVARD COUNTY  
SPACE COAST OFFICE OF  
TOURISM**

**Guidelines**

**CULTURAL SUPPORT  
GRANT PROGRAM**

**Fiscal Year 2022-2023**

# **FISCAL YEAR 2022-2023**

## **Cultural Support Grant Program**

### **1.0 INTRODUCTION & BACKGROUND**

#### ***Tourist Development Council (TDC) mission statement:***

*"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."*

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

#### **Goals of the Tourist Development Council Cultural Support Grant Program:**

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

### **2.0 APPLICATION PROCESS AND KEY DATES**

<b>May 31, 2022</b>	<b>Application Opens</b>
May 31, 2022	Non-Mandatory Virtual Information meeting for applicants,
<b>June 24, 2022</b>	<b>10 am Application Deadline, NLT 5pm</b>
June 27-July 1, 2022	BCA Staff review Applications for completeness
July 7, 2022	Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm
July 7, 2022	Applications & Scoresheets submitted to Committee for review & scoring
<b>August 5, 2022</b>	<b>Committee online scoring completed, NLT 5pm</b>
August 11, 2022	Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm
<b>August 24, 2022</b>	<b>Tourist Development Council meeting, Recommendations &amp; Funding Awards</b>
September 13, 2022	<b>Brevard County Board of County Commissioners Approval</b>
September 14, 2022	Funding notification & execute contracts
<b>October 1, 2022</b>	FY 2022-2023 Grant period begins FY 2022-
<b>Sept. 30, 2023</b>	2023 Grant period ends

The Tourist Development Council (TDC) Cultural Committee will monitor the grant program, with annual approval by the Tourist Development Council. The Tourist Development Council will review and approve the grant program policies, procedures and recommended grant awards. The program will be administered by the Tourism Development Office (TDO) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a “season” the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

### **3.0 ELIGIBILITY**

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.**

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.

- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant Program.

#### **4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS**

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

##### **Tier System**

# of Out-of-County attendees	Funding	Programs
1,000 – 2,500	\$10,000	Cultural Support Grant Program
2,501 – 5,000	\$15,000	Cultural Support Grant Program
5,001 +	\$20,000	Cultural Support Grant Program

**The Cultural Support Grant program is a reimbursable grant.- This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development

Council recommendations, funding availability, or number and quality of requests submitted.

## **5.0 ELIGIBLE USE OF FUNDS**

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.**

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- 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 grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant 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 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

## **6.0 APPLICATION SUBMITTAL PROCEDURES**

The Cultural Support Grant Program application may only be submitted electronically through an online

portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of **May 31, 2022**. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at [Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com) until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held at May 31, 2022 at 10am.

Join Zoom Meeting  
<https://us06web.zoom.us/j/85483133710>

Meeting ID: 854 8313 3710  
+1 929 205 6099

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. **Credit Line Usage and Logo Requirement:** Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: **Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.**
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event

start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees as an additional insured and/or any Brevard County Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.

8. Additional benefits to organizations who are awarded funding;
  - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
  - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
  - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

## **8.0 EVALUATION CRITERIA**

Selections Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural Committee will review each proposal using the Scoresheet and assign a numeric score to the project. TDO staff will assemble the Scoresheets for each project. The highest and lowest scores will be discarded for each project to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining 7 scores (assuming all 9-members score the project). Project rankings will be reviewed and discussed in a TDC Cultural Committee meeting that is open to the public. Project rankings and funding recommendations will be forwarded to the Tourist Development Council for final review of project rankings and adoption of the project list and funding levels, and then sent to the Brevard County Board of County Commissioners for final approval.

## **9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on **August 5, 2022**. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council

for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

#### Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

## 10.0 REPORTING REQUIREMENTS

### Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Mid-year status reports are due twice a year; 30 days after the conclusion of the event or April 15<sup>th</sup> (whichever comes first) and a final report. Event Reimbursement requests must be submitted within 30 days of the conclusion of the event and no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

## 11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall **reimburse** the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

### Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for

expenditures made is due by October 6, 2023.

1. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

## **12.0 ANTI-LOBBYING STATEMENT**

All Tourism grant applicants are restricted from lobbying TDC Committee and members from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.