



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Consent

F.12.

5/26/2022

Subject:

Approval, Re: Tourist Development Council (TDC) FY 2022-2023 Cultural Support Grant Program Funding, Guidelines, Application and Committee Scoresheet.

Fiscal Impact:

FY 2022-2023: Program funding of \$496,571 from the TDC Cultural fund # 1446

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Brevard County Board of County Commissioners approve the Tourist Development Council FY 2022-2023 TDC Cultural Support Grant Program Guidelines, Application and Committee Scoresheet.

It is also requested that the Board approve funding of the FY 2022-2023 Cultural Support Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences.

Further, request that the Board make the legislative finding that Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a. of the Brevard County Code of Ordinances, because each grant supports an activity or event which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists from outside Brevard County.

Additionally, it requested that the Tourism Development Office Director be authorized to negotiate and sign all necessary grant agreements and related documents upon County Attorney Office, Risk Management and Purchasing Services approval.

Summary Explanation and Background:

These funds are put in place each fiscal year for projects approved by the TDC Cultural Committee, the Tourist Development Council, and the Brevard County Board of County Commissioners. These Cultural Support Grant projects are verified by the County Attorney's Office to be viable projects to receive support with Tourist Development Tax dollars per State Statute and local ordinance. Reimbursable grant awards are available to support projects that benefit tourism and promote cultural arts on the Space Coast. These Cultural Support Grant Program projects are approved and supported through the Cultural Committee plan and will serve as safe, world-class projects to promote the Space Coast as a tourism and cultural destination that are open and available to both tourists, visitors and the community.

The Cultural Committee at their April 21, 2022 meeting, and the Tourist Development Council at their April 27, 2022 meeting, voted unanimously to recommend the Board approve the FY 2022-2023 TDC Cultural Support Grant Program Funding, Guidelines, Application and Committee Scoresheet as well as make the necessary legislative findings. A summary of the revisions to the Cultural Support Grant Program Application, Guidelines and Scoresheet are:

- Page 4 of the TDC Cultural Support Grant Program Guidelines - Addition - 3.0 Eligibility, item (k)
- Page 4 of the TDC Cultural Support Grant Program Guidelines - Update - 4.0 Available Funds and Grant Amount Requests, Tier System funding amounts
- Page 6 of the TDC Tourism + Lagoon Grant Program Guidelines - Addition - 7.0 Terms and Conditions of Grant Awards, #7 & 8
- Fiscal year date changes on pages 1,2,6,7, 8and 9 of the TDC Cultural Support Grant Program Guidelines.
- Fiscal year date changes on pages 1 of the TDC Cultural Support Grant Program Application.
- Page 1-3 re-ordered and re-worked the questions to coordinate with the Scoresheet and adjusted scoring to align with minimum score of 80, deleted "Section" headers
- Fiscal year date change on page 1 of the TDC Cultural Support Grant Program Scoresheet.

Clerk to the Board Instructions:

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





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

May 27, 2022

MEMORANDUM

TO: Peter Cranis, Tourism Development Office Director

RE: Item F.12., Tourist Development Council (TDC) FY 2022-2023 Cultural Support Grant Program Funding, Guidelines, Application, and Committee Scoresheet

The Board of County Commissioners, in regular session on May 26, 2022, approved the Tourist Development Council FY 2022-2023 TDC Cultural Support Grant Program Guidelines, Application, and Committee Scoresheet; approved funding of the FY 2022-2023 Cultural Support Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences; granted the legislative finding that Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a of the Brevard County Code of Ordinances, because each grant supports an activity or event which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists from outside Brevard County; and authorized you to negotiate and sign all necessary grant agreements and related documents upon County Attorney Office, Risk Management, and Purchasing Services approval.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

for Donna Scott
Kimberly Powell, Clerk to the Board

/pp

cc: Risk Management
County Attorney
Purchasing
Finance
Budget



**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

May 31, 2022	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 review & 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 Awards
September 13, 2022	Brevard County Board of County Commissioners Approval
September 14, 2022	Funding notification & execute contracts
October 1, 2022	FY 2022-2023 Grant period begins
Sept. 30, 2023	FY 2022-2023 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. 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 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 WiseHive 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 15th (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.

CULTURAL Application – FY 2022-2023

Are you completing this application for – DROPDOWN Event or Season

Proposed name of the event/season - _____

Name of Organization - _____

Mailing Address - _____

City, State, Zip Code - _____

Federal Employer ID # - _____

Website Address - _____

Organization Telephone - _____

Organization Email - _____

Primary Contact person (first & last name) - _____

Primary Contact person Phone - _____

Primary Contract person Email - _____

Alternative Contact person (first & last name) - _____

Alternative Contact person Phone - _____

Alternative Contact person Email - _____

If awarded funding, how will the grant funds be used? (Check all that apply)

- Staff/Personnel
- Artistic Services
- Materials/Supplies
- Marketing
- Other General Operating Costs

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

- (1) Please describe the proposed event/season for which you are seeking funding from the FY 2022-2023 Cultural Support Grant Program. (Be brief & concise but answer the question fully)
- (2) How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner)

- (3) Please describe any unique cultural qualities that will created publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)
- (4) Provide your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget.
- (5) Please describe in detail how you will measure and evaluate the success of your event/season?

Tourism Development Council FY 2022-2023 Cultural Support Grant Program – Evaluation Form		
<i>Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.</i>		
Section 1 – Applicant Information		
Project Title:		
Project Number:		
Project Applicant:		
Requested Funding from TDC:		
Evaluate Criteria	Points Available	Points Earned
Section 2 – Cultural Event/Season Activities		
The application clearly describes the proposed event/season.	20	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 4 points		
Adequate: 5 - 8 points		
Good: 9 - 14 points		
Very Good: 15 – 17 points		
Excellent: 18 - 20 points		
The application clearly describes how the event/season will promote the Space Coast as a cultural destination.	20	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 4 points		
Adequate: 5 - 8 points		
Good: 9 - 14 points		
Very Good: 15 – 17 points		
Excellent: 18 - 20 points		
Section 3 – Tourism Impact & Marketing		

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.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 3 points		
Adequate: 4 - 7 points		
Good: 8 - 12 points		
Very Good: 13 - 14 points		
Excellent: 15 points		
The application clearly describes the organization's Marketing plan for the event/season and how they intend to attract out-of-county visitors to the event/season.	25	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 5 points		
Adequate: 6 - 11 points		
Good: 12 - 19 points		
Very Good: 20 - 23 points		
Excellent: 24 - 25 points		
Section 4— Event/Season Evaluation		
The application describes in detail how the organization evaluates their efforts to create success for the event/season.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 3 points		
Adequate: 4 - 7 points		
Good: 8 - 12 points		
Very Good: 13 – 14 points		
Excellent: 15 points		
Section 5— Quality of the application		

Please rate the overall quality of the application including supporting materials.	5	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 – 1 point		
Adequate: 2 points		
Good: 3 points		
Very Good: 4 points		
Excellent: 5 points		
PROPOSAL SCORE (Maximum 100 points)	100	