



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.1.

12/7/2021

Subject:

Approval, Re: Tourist Development Council FY 2021-2022 Major Event Grant Program recommendations

Fiscal Impact:

FY 2021-2022: \$146,000 for listed grants is budgeted in the Cultural Fund 1446/293020

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding for the FY 2021-2022 Major Event Grant Program applications listed in Attachment (A), for \$73,000, each, to two recipients (Space Coast Air Show and Thunder on Cocoa Beach Boat Races.

The Board's approval of this item will make the following legislative finding for each grant: 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 as evidenced by the promotion of the activity, service, venue, or event to tourists from outside Brevard County.

Additionally, it is requested that the Board grant the Tourism Development Office Director to negotiate and sign all necessary grant agreements upon County Attorney's Office and Risk Management approval, related documents to support the grants, and authorize the County Manager to execute necessary budget change requests.

Summary Explanation and Background:

The Tourist Development Council Major Grant Program is a new grant program which is administered by the Tourism Development Office. The Major Event Grant program was established for large special events that attract a minimum of 25,000 attendees with 25% of attendees from outside of Brevard County. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's organizations through collaborative event and marketing support.

To qualify for the Major Event program, the event must meet the following criteria:

- Minimum of 25,000 attendees
- Minimum of 25% of attendees must be visitors from outside Brevard County
- Minimum of 40:1 Return on Investment (ROI)
- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement
- Must spend at least 40% of marketing budget outside of Brevard

To be considered for this grant funding, the 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.

The Cultural Committee at their November 4, 2021 meeting and the Tourist Development Council at their November 17, 2021 meeting unanimously recommended the Board approve funding the following FY 2021-2022 Major Event Grant Program applications as well as make the necessary legislative findings for each grant listed at Attachment (A). The recommendation was to allocate the \$146,000 budgeted equally to two events, \$73,000 each, to the Space Coast Air Show and Thunder on Cocoa Beach Boat Races.

The Major Event Grant Program Guidelines also require applicants to establish and track ROI by measuring visitor attendance and spending. All funding will be on a reimbursement basis.

The two (2) applications have been approved by both the Cultural Committee and TDC, and the awards were based on the approved funding tiers listed in the grant Guidelines. The tiers are determined by economic impact of the event, which is calculated by the attendance and event spending as determined by the TDO. Per the tier system, an applicant's event that produces an economic impact of \$1M will be eligible for a grant of \$25K. Events with an economic impact of \$2M will be eligible for \$50K, \$3M eligible for \$75K and \$4M and above will be eligible for \$100K. Award amounts can shift proportionally.

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 8, 2021

M E M O R A N D U M

TO: Peter Cranis, Tourism Development Director

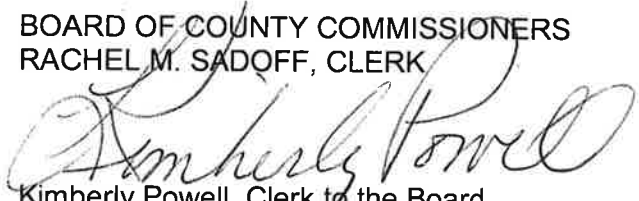
RE: Item J.1., Approval of Tourist Development Council FY 2021-2022 Major Event Grant Program Recommendations

The Board of County Commissioners, in regular session on December 7, 2021, approved the Tourist Development Council's recommendation to approve funding for the FY 2021-2022 Major Event Grant Program applications for \$73,000, each, to two recipients (Space Coast Air Show and Thunder on Cocoa Beach Boat Races). The Board's approval of this Item will make the following Legislative finding for each grant: 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 tourists oriented cultural and special events have, as one of its main purposes the attraction of tourist as evidence by the promotion of the activity, service, venue, or event to tourists from outside Brevard County. The Board granted you to negotiate and sign all necessary grant agreements upon County Attorney's Office and Risk Management approval, related documents to support the grants; and authorized the County Manager to execute necessary Budget Change Requests.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

/ns

cc: Finance
Budget
County Attorney
County Manager

Major Events Grant Program application FY21/22

Response ID:13 Data

2. (untitled)

1. Section #1 - Applicant Information

What is the title of the event?

Space Coast Air Show

3. (untitled)

2. Section #1 - Applicant Information

Contact Information

Organization Name

National Air Sea and Space Foundation

First Name

Bryan

Last Name

Lilley

Job Title

Chairman

Street Address

478 N Babcock St

Apt/Suite/Office

Suite 118

City

Melbourne

State

FL

Zip

32935

Country

Email Address

bryan@airseaspace.org

Phone Number

321-368-3808

Fax Number

Mobile Phone

321-368-3808

Website URL

https://air.show

Website URL

4. (untitled)

3. Section #1 - Applicant Information

Which best describes your organization....

Non-Profit

5. (untitled)

4. Section #2 - Event Specifics:

How many days will your event be held?

2

6. (untitled)

5. Section # 2 - Event Specifics:

Please indicate your desired first day of the event.

05/21/2022

7. (untitled)

6. Section #2 - Event Specifics:

What is the alternative first day of the event?

8. (untitled)

7. Section #2 - Event Specifics:

Please describe your event.

Aviation exhibition featuring demonstrations by the U.S. military including fighter aircraft, parachute teams as well as exhibits, simulators and aircraft on ground display. International military support is also anticipated. Ground displays will include over 25 historic aircraft from the Valiant Air Command Museum as well as military fighter, bomber and airlift aircraft. Additional displays from local community car and motorcycle clubs will be included as well. Primary attendee demographic is families. Primary age demographics are adults 35 - 54 and children 8 - 13. Average attending party size is 3.1 people.

9. (untitled)

8. Section #2 - Event Specifics:

Where is the event location and name of the facility where the event will be held?

Space Coast Regional Airport (Titusville). All parking and facilities for attendees will be located on the airfield.

10. (untitled)

9. Section #2 - Event Specifics:

Is the facility where you intend to hold your event ADA compliant?

Yes

12. (untitled)

10. Section #2 - Event Specifics:

Please articulate why the location was chosen and why this location will achieve success for the event.

With a runway length of over 7,000 feet and ample space to park 8,000+ cars per day on-site, Space Coast Regional Airport is ideal to host the event. The Valiant Air Command is also located on the airfield allowing the display of their large collection of historic aircraft.

13. (untitled)

11. Section #2 - Event Specifics:

Please provide the anticipated numbers for in-person attendees and participants for the proposed event.

Estimated # of Out-of-State in-person participants : 200
Estimated # of Out-of-State in-person spectators : 6000
Estimated # of Out-of-County in-person participants : 200
Estimated # of Out-of-County in-person spectators : 24000
Estimated # of Brevard County attendees : 10000
Estimated TOTAL attendees : 40400

14. (untitled)

12. Section #2 - Event Specifics:

What is the projected TOTAL number of paid room nights that your event will generate?

3000

15. (untitled)

13. Section #2 - Event Specifics:

Please demonstrate how the event will have a positive impact on Brevard County tourism, estimated Return on Investment (ROI) and cite the methodology used to quantify the success of the event.

The Space Coast Air Show will be the kickoff of the 2022 AirDotShow Live Tour that will visit seven destinations between April and October. All AirDotShow Live events are held in or near destination cities or venues. With Space Coast Regional Airport being right outside the gates of Kennedy Space Center, we will encourage visitors to plan a trip to the Space Coast, visit Kennedy Space Center and attend the Space Coast Air Show while they are here. The close alignment and relationship between air and space provide two powerfully unique selling points for the TDC and the AirDotShow Live Tour to market to aerospace enthusiasts.

Based on the statistics provided on the attendee worksheet from past events and the visitor spending formula used by the TDC to calculate economic impact from the major events held in Brevard County in 2020, the projected economic impact of the 2022 event is \$6.5 million. The ROI based upon our grant qualification level of \$100,000 is \$65 per dollar of grant funding invested.

16. (untitled)

14. Section #3 - Partners

Do you have partners for the event that are contributing funds, in-kind donations

or labor?

Yes

17. (untitled)

Section #3 - Partners

List Partner Organizations, their roles with the event and role in the event. If you have more than (3) Partners please email Deborah at Deborah.Webster@VisitSpaceCoast.com.

18. (untitled)

15.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read the guidelines and will comply with the requirements of the grant, if awarded.

A handwritten signature in black ink, appearing to read 'BSL', is written on the page.

Signature of: Bryan S. Lilley

19. (untitled)

16. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (6) attachments to complete the application package.

Please label each attachment with the correct attachment number.

If you are not able to upload the required (6) attachments you must upload (6) documents (as placeholders) to complete the application and there must be an

explanation in the space below.

It is mandatory that all applications are completed online and the required (6) attachments are submitted by uploading with the application or delivered to the Tourist Development Office by 9am on Friday, September 24, 2021. No late arrivals will be accepted.

The below text box may also be used to communicate anything that you need to tell us about your application. To be clear, you do need to enter some text as a placeholder to move on. (Max 1000 characters)

20. (untitled)

17. Required Attachments:

Please label each with appropriate Attachment number.

Label as Attachment (1) - Event Map

Label as Attachment (2) - Event Timeline with Milestone and Deadlines

Label as Attachment (3) - Detailed Proposed Event budget including expense and revenue

Label as Attachment (4) - Detailed Marketing Plan & Budget

Label as Attachment (5) - Letter(s) of Commitment from Partner(s) if you have any

Label as Attachment (6) - 1-year Attendance Worksheet

SC22_-_Show_Site.pdf

Space_Coast_2022_Operations_Timeline_V1.xlsx

SC22_-_Budget.pdf

SC-Marketing_Plan.pdf

SC22 - VAC letter.docx

SC22 - Attend Worksheet.docx

21. (untitled)

18. Please upload (3) letters of reference from prior events.

Brevard_County_Tourism_Letter_9.24.2021_FINAL.pdf

SC22_-_FTL_letter_of_recommendation.pdf

SC22_-_SFB_letter_of_recommendation.pdf

22. Thank You!

New Send Email

Sep 24, 2021 14:54:10 Success: Email Sent to: Thank you for submitting your application for the Major Events Grant Program. Your application has been completed and received. It will be reviewed by TDO staff for completeness and within (3) business day a follow-up email will be sent to you confirming the receipt of application and required attachments.

Project #	Event Name	Organization Name	Andrea Young #1	Jim McQuinn #2	Aaron Collins #3	Juliet McQuinn #4	Jim McQuinn #5	Steven McQuinn #6	Aime McQuinn #7	Bonnie McQuinn #8	Paige McQuinn #9	TOTAL points	Average Points	Trimmed Mean
#1	SPACE COAST AIR SHOW	Space Coast Air Show	17	32	81	89	0	85	90	90	84	619	77.38	85.33
#2	Thunder on Cocoa Beach	Space Coast Super Beach	50	83	88	93	89	82	91	96	93	765	85.00	88.43

Event	Dates	Broward County	Total	% out of town	Impact - Day	Impact - Night	Total Impact
Cocoa Beach - Thunder on CB	5/20/21 - 5/23/21	72,655	255,794	71.6%	\$ 4,578,475	\$ 32,049,325	\$36,627,800
Valliant Air Show	3/15/2019 - 3/17/19	49,956	99,793	49.9%	\$ 1,245,980	\$ 8,721,680	\$ 9,967,600

Major Events Grant Program application FY21/22

Response ID:14 Data

2. (untitled)

1. Section #1 - Applicant Information

What is the title of the event?

Thunder On Cocoa Beach

3. (untitled)

2. Section #1 - Applicant Information

Contact Information

Organization Name

Space Coast Super Boats

First Name

Kerry

Last Name

Bartlett

Job Title

Director

Street Address

950 Mullett Rd

Apt/Suite/Office

A

City

Cape Canaveral

State

Fl

Zip

32920

Country

Email Address

kerrybartlett@beachlinemarine.com

Phone Number

3218635228

Fax Number

Mobile Phone

328635228

Website URL

thunderoncocoabeach.com

Website URL

4. (untitled)

3. Section #1 - Applicant Information

Which best describes your organization....

Other - Please specify: LLC

5. (untitled)

4. Section #2 - Event Specifics:

How many days will your event be held?

4

6. (untitled)

5. Section # 2 - Event Specifics:

Please indicate your desired first day of the event.

05/19/2022

7. (untitled)

6. Section #2 - Event Specifics:

What is the alternative first day of the event?

8. (untitled)

7. Section #2 - Event Specifics:

Please describe your event.

The 2022 annual Thunder on Cocoa Beach is it's 12 year. It's a multi city event that includes Port Canaveral, Cape Canaveral, and the City of Cocoa Beach. It's a four day event that in the port houses all the boats and infrastructure for the dry pits and for launching site for the boats for the big race on Sunday . The race on Sunday is from the pier to Coconuts. Space Coast super boats hosts a VIP viewing area at Lori Wilson Park and Coconuts on the Beach for over 500 VIP guests, which provides food beverage and best viewing of the race. The rest of the beach is full of free viewing accommodating up to 150,000 people of all ages. The race ends with an awards banquet in the port, and all the boat Leave on Monday. The race lived streamed on Facebook, and is filmed for a 1 hour special on with CBS Sports.

9. (untitled)

8. Section #2 - Event Specifics:

Where is the event location and name of the facility where the event will be held?

Port Canaveral is home to the infrastructure of the dry pits, where the boats and their teams work on, showcase and store their boats. On Saturday the Port hosts an allday event of viewing, mingling with the drivers and teams with vendors, food and entertainment. Friday night the City of Cocoa Beach host a Street party that the boats are lined up down Minuteman causeway mixed in with vendors, music, beer wine, and food. The big race is on Sunday with the racecourse between the pier and Coconuts. There are two big VIP viewing areas, one at Lori Wilson Park hosted by Space coast Super Boats which also has all the parking, restroom facilities and infrastructure, and one hosted by Coconuts on the Beach utilizing Coconuts as its facility. Space Coast Super Boats also hosts a concert Saturday night at Lori Wilson Park. The Event wraps up in the Port with an awards banquet hosted by P1 Power Sports.

10. (untitled)

9. Section #2 - Event Specifics:

Is the facility where you intend to hold your event ADA compliant?

Yes

12. (untitled)

10. Section #2 - Event Specifics:

Please articulate why the location was chosen and why this location will achieve success for the event.

The Port was picked for its size for the dry pits, and also for the access to the boat ramps, with the marinas with the space to bring in cranes for the larger boats. Cocoa Beach hosted boat races in 1991 with huge success but they never returned. In 2010 we as a team reached out and started the process all over again. We get approached by national and international racers to compete in our race. The condition of the waters in May are perfect for the competitors in this field of racing. Its a natural spot for off shore racing and viewing.

13. (untitled)

11. Section #2 - Event Specifics:

Please provide the anticipated numbers for in-person attendees and participants for the proposed event.

Estimated # of Out-of-State in-person participants : #500
Estimated # of Out-of-State in-person spectators : #50,000
Estimated # of Out-of-County in-person participants : #500
Estimated # of Out-of-County in-person spectators : #100,000
Estimated # of Brevard County attendees : #50,000
Estimated TOTAL attendees : #200,000

14. (untitled)

12. Section #2 - Event Specifics:

What is the projected TOTAL number of paid room nights that your event will generate?

1800

15. (untitled)

13. Section #2 - Event Specifics:

Please demonstrate how the event will have a positive impact on Brevard County tourism, estimated Return on Investment (ROI) and cite the methodology used to quantify the success of the event.

History shows we have grown from 30 to 80 boats annually. Our economic impact has grown exponentially to a 2021 total of over \$7,000,000. Hotels have been sold out, we have national and international exposure through CBS Sports 1 hour special showed continual world wide. We also get support from 50-75 local businesses through sponsorship dollars and in kind. Then the TDC tells if we did good or not.

16. (untitled)

14. **Section #3 - Partners**

Do you have partners for the event that are contributing funds, in-kind donations or labor?

Yes

17. (untitled)

Section #3 - Partners

List Partner Organizations, their roles with the event and role in the event. If you have more than (3) Partners please email Deborah at Deborah.Webster@VisitSpaceCoast.com.

18. (untitled)

15.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read the guidelines and will comply with the requirements of the grant, if awarded.



Signature of: Kerry Bartlett

19. (untitled)

16. **SPECIAL MESSAGE:**

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Label as Attachment (5) - Letter(s) of Commitment from Partner(s) if you have any

Label as Attachment (6) - 1-year Attendance Worksheet

Race_Course.jpg

Schedule_2022.doc

2022_Budget_2021_results.xls

Marketing_2022.docx

P1_Commitment_Letter.pdf

2021_Attendance.docx

Referral_SCSB_Fishlips.docx

Referral_SCSB_Freedom.pdf

CARROL_referral.docx

21. (untitled)

18. Please upload (3) letters of reference from prior events.

CARROL_referral.docx

Referral_SCSB_Fishlips.docx

Referral_SCSB_Freedom.pdf

22. Thank You!

New Send Email

Sep 24, 2021 13:14:14 Success: Email Sent to: Thank you for submitting your application for the Major Events Grant Program. Your application has been completed and received. It will be reviewed by TDO staff for completeness and within (3) business day a follow-up email will be sent to you confirming the receipt of application and required attachments.



**BREVARD COUNTY
OFFICE OF TOURISM**

Guidelines

**MAJOR EVENT
GRANT PROGRAM**

FY 2021-2022

FISCAL YEAR 2021-2022

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

The 2021-2022 Major Event Grant Program is for events occurring between January 1, 2022 and Sept 30, 2022.

Goals of the Tourist Development Council Major Event Grant Program:

1. Promote Brevard County as a destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast through increased event and marketing support for the benefit of visitors and residents.

2.0 APPLICATION PROCESS AND KEY DATES

July 13, 2021	Cultural Committee Meeting, Guidelines/Scoresheet/Application approval
July 28, 2021	TDC Guidelines/Scoresheet Approval
August 24, 2021	BoCC Guidelines/Scoresheet Approval
August 25, 2021	Application Opens
September 24, 2021	Application Deadline, NLT 5pm
Sept 27-Oct 1, 2021	TDO Staff review Applications for completeness
October 4, 2021	Committee begins review and scoring
October 5, 2021	Committee Meeting & Presentations
October 29, 2022	Committee online scoring completed, NLT 5pm
November 4, 2021	Cultural Committee meeting, Ranking & Recommendations
November 17, 2021	Tourist Development Council meeting, funding recommendations & approval
December 7, 2021	Brevard County Board of County Commissioners Approval

December 8, 2021	Notification of funding awarded & contracting begins.
January 1, 2022	FY 2021-2022 Grant period begins
Sept. 30, 2022	FY 2021-2022 Grant Period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or at latest October 30, 2022.
Reimbursement requests are due by October 7, 2022. 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 Major Event Grant Program is to promote Brevard County as a destination by funding groups which present large special events and market the events to out-of-county tourists. To qualify for the Major Event program, the event must meet the following criteria:

- Minimum of 25,000 attendees
- Minimum of 25% of attendees must be visitors from outside Brevard County
- Minimum of 40:1 Return on Investment (ROI)
- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement
- Must spend at least 40% of marketing budget outside of Brevard

To be considered for this grant funding, the 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.

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

- a. Be a corporation registered in Florida,
- b. Headquartered in Brevard County or have sponsoring facility in Brevard County
- c. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Major Event Grant Program.
- d. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- e. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- f. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- g. 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.)

- h. 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.
- i. Organizations should be in business for a minimum of two (2) years. (Date on IRS 501-c3)
- j. Fully cooperate with TDO staff post-event on guest information, surveys, and any other requests for information.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds are available for the fiscal year 2021-2022 for the Major Event Grant Program which funds events or activities that promote Brevard County. Award funds will be based on overall economic impact to Brevard County. Maximum funding request will not exceed \$100,000 per organization per fiscal year.

Tier System

- Economic Impact (award could shift proportionally):
 - \$4 million + - \$100,000
 - \$3 million - \$75,000
 - \$2 million - \$50,000
 - \$1 million - \$25,000

The Major Event Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon **receipt and verification 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 destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

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:

- 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.
- 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.
- Salaries or event personnel costs excluding support personnel (police, fire, etc).

6.0 APPLICATION SUBMITTAL PROCEDURES

The Major Event Grant Program application may only be submitted electronically. The unique link for the on-line application will be provided to potential applicants for opening day of August 25, 2021. All supporting documentation may be uploaded within the application. The application deadline is no later than 5pm EST on September 24, 2021 to be considered for funding. All applications must be completed online, and submitted applications are final. 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.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may only submit 1 (one) application for the Major Event Grant Program. Major Event Grant Program applicants may apply to other TDC Grant Programs, however if an applicant is awarded funds from additional TDC Grant programs the funds will first come from the Major Event Grant program if available and other grant funds will be remitted to the original grant program.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The project start 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 January 1, 2022-Sept 30, 2022 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. Events must be held at an ADA compliant facility conducted in compliance within current ADA guidelines

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.

Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Major Event Grant Program listing or recognizing funders or sponsors shall include Brevard County 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 and Florida's Space Coast Office of Tourism.**

8.0 EVALUATION CRITERIA

Tourism Development Council FY 2021-2022 Major Event 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 (TDO staff will complete this section)		
Project Title:		
Project Number:		
Project Applicant:		
Committee/Reviewer Name & Signature:		
Funding from TDC:		
Evaluate Criteria	Points Available	Points Earned
Section 2 – Event Specifics (Reference Questions 4-14)		
Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a destination.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 - 12 points		
Excellent: 13 - 15 points		

Comments:		
Proposal clearly describes any unique qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a destination.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 - 12 points		
Excellent: 13 - 15 points		
Comments:		
Proposal indicates how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022 and submitted a minimum 1-year attendance worksheet indicating the number of out-of-county visitors. (Minimum attendance is 25,000). (Question 11)	20	
Reviewer: Use the following scoring rubric as a guide		
Poor: 1 - 4 points		
Adequate: 5 - 8 points		
Good: 9 - 12 points		
Very Good: 13 - 16 points		
Excellent: 17 - 20 points		

Comments:		
Proposal clearly describes the methodology that was used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities. (Question 12)	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 – 2 points		
Adequate: 3 – 4 points		
Good: 5 - 6 points		
Very Good: 7 - 8 points		
Excellent: 9 - 10 points		
Comments:		
Proposal clearly describes the marketing plan efforts to attract out-of-county visitors to the event/activities, including a detailed 1-year marketing budget and expense worksheet.	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 – 2 points		
Adequate: 3 – 4 points		
Good: 5 - 6 points		
Very Good: 7 - 8 points		

Excellent: 9 - 10 points		
Comments:		
To the extent not scored elsewhere, evaluate the prior success and history of the event promoter and their prior event inside or outside the county. Consider promoter experience and reputation.	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 – 2 points		
Adequate: 3 – 4 points		
Good: 5 - 6 points		
Very Good: 7 - 8 points		
Excellent: 9 - 10 points		
Comments:		
The application includes proposed overnight stays and spending of out-of-county visitors that will attend the event/activity?	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 – 2 points		
Adequate: 3 – 4 points		
Good: 5 - 6 points		
Very Good: 7 - 8 points		
Excellent: 9 - 10 points		

Comments:		
Section 3 – Partners (Reference Question 14-15)		
The application clearly defines other revenue streams including sponsors, etc.	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 – 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 - 8 points		
Excellent: 9 – 10 points		
Comments:		
PROPOSAL SCORE (Maximum 100 points)	100	

9.0 EVALUATION PROCEDURES

The TDO 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.

TDO staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council for review and scoring. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on November 4, 2021. Tourism Development Office 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.

Major Event 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 that will be emailed to each applicant that has been awarded a grant. 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 future 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 and due no later than October 30, 2022. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a 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. TDO Staff will provide attendance verification (Specifically out of County attendees) if requested or ticketing systems or other methods are not available.
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 7, 2022.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).
4. Events that fall short of projected economic impact will have grant funding reduced.
5. Grant awards and ranking and recommendations by the Cultural Committee, Tourist Development Council and Board of County Commissioners are final.

12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committees 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.

**Tourist Development Council
November 17, 2021
Government Center, Viera**

The Tourist Development Council met on November 17, 2021 at the Government Center, Viera and via Zoom. Members present were: Chair Tom Hermansen, Vice Chair Andrea Young, Commissioner Bryan Lober, Mayor Rob Medina, Julie Braga, Keith Winsten, Giles Malone. Absent members were: Bob Baugher, Aleks Bologna. TDC Staff present were: Peter Cranis, Brian Blanchard, Charity Stewart, Melissa Pope.

WELCOME AND INTRODUCTIONS –CHAIR TOM HERMANSEN

Guests present were: Dan McDowd - West Melbourne, Justin Caron - County Attorney's Office, Angie Nicholson - Country Club of Melbourne, Kathy Engerran, Brevard Cultural Alliance, Dave Berman Florida Today.

APPROVAL OF AGENDA:

ACTION: Lober moved to approve the October 27, 2021 Tourist Development Council agenda. Young seconded the motion and the motion was unanimously approved.

Hermansen asked Board Members to disclose any conflict of interest with agenda items and/or any business relationships between the Board.

APPROVAL OF MINUTES:

ACTION: Lober moved to approve the October 27, 2021 Tourist Development Council minutes. Medina seconded the motion and the motion was unanimously approved.

DIRECTOR'S REPORT – PETER CRANIS

STR Report: Cranis gave the STR Report. The FY 2021 vs. FY 2020 STR Report was included in the packet.

October 2021 Tourist Tax Collections Revenue Report: Cranis gave the October 2021 Tourist Tax Collections Revenue Report. The detailed report was included in the packet.

October FY 2020-2021 TDC Budget Report. Cranis gave the October FY 2020-2021 TDC Budget report was included in the packet.

2022 TDC Meeting Schedule: The 2022 TDC Meeting schedule was included in the packet.

2021 TDC & Committee Attendance Report: The 2021 TDC & Committee Attendance report was included in the packet.

Driftwood Update: Cranis stated Kendall Lamar and Robin Fisher local representatives for driftwood met with me recently. They have been working with the county attorney's office to draft a potential agreement. They are seeking feedback from the commissioners to be able to bring back to the TDC before they proceed further. Eventually bring to the commission for a vote at some point. The funds are going to come from the 4th penny which is for capital projects, sports centers, convention centers etc. Also, been working with the county to select someone to do a third-party analysis to find out exactly what that contribution was going to be and also the value of the convention center. Goal would be to start this process and have them engage with them and do the analysis provide that to the board as well as to the TDC.

Lober stated that the TDC made it clear that we expect to see a profound advantage for the county at the end of that agreement. It is a good idea that staff is doing some level of due diligence of anticipation of it coming back favorably, but I am cautiously optimistic that this is something that will work, I don't know that we need to go through and do everything that could be theoretically be done due to if it were to come back and it be very marginal, I'm not going to support it. It really has to look like it is good for the county.

Malone stated that it would come down to the economics of it. What is the best way to describe this space?

Cranis stated that it is 40,000 -50,000sf but, in regards to the ballroom space it is about 25,000sf, this convention center is more on the smaller side.

Braga stated that rooms to space ratio is a very standard set metric that we use and from what I can see that is the right amount of space for a hotel that size.

Hermansen asked if this was a public amenity or just a meeting space that a hotel this size would otherwise develop? This is a large developer with a large amount of resources that they could build this anyway with or without taxpayer support and this is 60 million dollars of public funds to private development for a meeting space that would probably otherwise develop without us.

Legislative Update: Cranis stated that there is a provision today that if TDT funds are to be used for infrastructural purposes, roads or capital projects, 40% of the TDT funds in that county have to be allocated with marketing. The bill that was filed removes that requirement which conceivably open up the door to pull more money away from marketing and use for these infrastructure items. I wanted to make the TDC aware of this.

MARKETING COMMITTEE

Stewart gave the Marketing Update. Highlights of her presentation are listed below.

Fall campaign is up and running and an addition of our international that was paused from 2019 from Canada. Those ones are slowly coming online this week with Brand USA.

Charity also stated that she and Peter went to Orlando and met with agency with an in-depth spring and summer kickoff discussion.

Tom Bartosek attended cruise world in South Florida last week with four hotel representatives and also worked with the Port even though they were not able to attend we did get some materials and updated assets.

Visit Florida is coming to us with international media visit requests this week for UK travel writers who are looking to be in market her the next few months.

CAPITAL FACILITIES COMMITTEE

Malone stated that there were no updates.

BEACH COMMITTEE

Braga stated that there were no updates.

Cranis stated that construction has began on the boardwalks at Lori Wilson Park, also putting in the new bathrooms by February. We are going to see if we have enough funding after all the improvements to put in a volleyball courts, enough to have tournaments there.

Cranis also stated that Cocoa Beach wanted to put the park in the parking program, there are some restrictions due to the park getting state funds.

Lober stated that he has no problem with the parking program as long as the funds stay within the park.

Lober will bring this motion to the Commission Meeting on December 7th 2021.

SPORTS COMMITTEE

Winsten stated that there were no updates.

CULTURAL COMMITTEE

Young asked the board to approve the two major events presented to the board. The detailed report was included in the packet.

#1 Thunder on the Beach

#2 Valiant Air Show

ACTION: Braga moved to approve the Major Events Grant Program. Lober seconded the motion and the motion was unanimously approved.

OTHER BUSINESS

Malone stated that spring training will be back next spring, looking to get over 120 teams with just around 8,000 room nights. Also, just got over 10 million views on Space Coast Daily for the first time.

Meeting adjourned at 3:30 p.m.