



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## Unfinished Business

H.1.

2/6/2024

### Subject:

Reconsideration, Re: Funding recommendations for listed FY 2023-24 Cycle 2 Sports Grants.

### Fiscal Impact:

FY 2023-24: \$18,000 for Cycle 2 Sports Grants, Marketing Fund #1441/293050.

### Dept/Office:

District 5 Commission Office

### Requested Action:

It is requested that the Board of County Commissioners approve the Tourist Development Council's recommendation regarding funding for the FY 2023-24 Cycle 2 Sports Grant Program for:

1. Cocoa Beach Triathlon & Duathlon (4/13/2024 - 4/14/2024) \$12,000.00
2. USA Beach Running Championships (4/28/2024) \$6,000.00

Each action requires a majority vote of the Board.

Further, based on the facts specified, by approving this agenda item, the Board will make the legislative finding that Tourist Development Tax funds are authorized for sporting grants 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. Each of the tourist-oriented sporting 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 agreements and related documents upon County Attorney's Office, Risk Management and Central Services approval and authorize the County Manager to execute necessary budget change requests.

### Summary Explanation and Background:

The purpose of the Sport Events Grant Program is to provide reimbursement grants to sports-related organizations to support and enhance athletic events seeking financial assistance for events held on Florida's Space Coast. The grants are administered by the Sports Committee of the Tourist Development Council. The goal of the grant program is to assist the County in attracting and growing high quality sporting events that generate significant economic impact through the attraction of out-of-county participants, related room nights and spending in the local economy. Reimbursement grants up to \$25,000, based on \$15 per room night, are available to support events that benefit sports tourism on Florida's Space Coast. Qualifying grants are also subject to partial reimbursement to the TDO from the Florida Sports Foundation.

The Sports Committee at their November 8, 2023, meeting and the Tourist Development Council at their November 15, 2023, meeting, voted unanimously to recommend the Board approve the FY 2023-24 Cycle 2 Sports Event Grant Applications, as well as make the necessary legislative findings.

The Board at the December 5, 2023 meeting requested this item be brought back on December 19, 2023 with more budget detail for each event. The requested budgets are attached to the agenda. The Board at the December 19, 2023 meeting approved all the Cycle 2 Sports Grants, except for Cocoa Beach Triathlon & Duathlon and USA Beach Running Championships.

At the January 23, 2024 Board Meeting, a majority of the Board voted to reconsider the Cocoa Beach Triathlon & Duathlon and USA Beach Running Championships grant applications. After hearing from the applicant, the Board requested that the applicant provide additional information and continued reconsideration to the February 6, 2024 Board meeting. The applicant provided the attached information in response to the Board's request.

**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

February 7, 2024

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

**TO:** Commissioner Jason Steele, District 5

**RE:** Item H.1., Funding Recommendations for listed FY 2023-24 Cycle 2 Sports Grants

The Board of County Commissioners, in regular session on February 6, 2024, approved the Tourist Development Council's recommendation regarding funding for the FY 2023-24 Cycle 2 Sports Grants Program for: Cocoa Beach Triathlon and Duathlon (04/13/2024-04/14/2024) \$12,000.00 and USA Beach Running Championships (04/28/2024) \$6,000.00; further, based on the facts specified, by approving this Agenda Item, the Board made legislative finding that Tourist Development Tax Funds are authorized for Sporting Grants 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; authorized each of the tourist-oriented sporting and special events having one of its main purposes the attraction of tourists, and the entity and the Space Coast Office of Tourism both intending to ensure marketing and promotion of these events to tourists; authorized you to negotiate and sign all necessary agreements and related documents upon County Attorney's Office, Risk Management, and Central Services 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

*for: Donna Scott*  
Kimberly Powell, Clerk to the Board

/ns

cc: Each Commissioner  
County Manager  
Finance  
Budget

SMOOTH RUNNINGS, LLC/BEACH 'N BOARDS REIMBURSEMENT HISTORY

Event	Date	Amount Requested	Amount Awarded	Projected Rooms	Actual Rooms	Reimbursement Amount
Cocoa Beach Half Marathon	10/11/2020	\$13,000.00	\$10,604.10	800	1425	\$10,604.10
Publix Florida Marathon Weekend	2/6/2021	\$15,000.00	\$12,471.00	800	906	\$12,471.00
Cocoa Beach Triathlon	4/18/2021	\$5,000.00	\$5,000.00	200	311	\$5,000.00
Cocoa Beach Half Marathon	10/31/2021	\$12,500.00	\$10,712.50	1050	1063	\$10,712.50
Florida Marathon Weekend	2/12/2022	\$17,500.00	\$15,242.50	1200	1113	\$14,480.38
Beach 'n Boards Fest	3/10/2022	\$20,000.00	\$17,580.00	1001	2000	\$17,580.00
Cocoa Beach Triathlon	4/9/2022	\$7,500.00	\$6,107.25	280	513	\$6,107.25
USA Beach Running Championships	5/7/2022	\$6,500.00	\$5,135.00	225	334	\$5,135.00
Cocoa Beach Half Marathon	10/15/2022	\$16,500.00	\$13,076.25	1050	1083	\$13,076.25
Florida Marathon Weekend	2/11/2023	\$18,000.00	\$14,895.00	1100	1133	\$14,895.00
Beach 'n Boards Fest	3/8/2023	\$20,000.00	\$17,160.00	2000	2500	\$17,160.00
Cocoa Beach Triathlon & Duathlon	4/16/2023	\$11,500.00	\$11,500.00	800	832	\$11,500.00
Cocoa Beach Half Marathon	10/22/2023	\$18,000.00	\$18,000.00	1150	1163	\$18,000.00

# Event Budget for Cocoa Beach Triathlon & Duathlon INCOME

<b>TOTAL INCOME</b>	Estimated \$48,890.00	Actual \$0.00
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## ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
263		Early Bird @	\$55.00	\$14,465.00	\$0.00
200		Discounted entry @	\$75.00	\$15,000.00	\$0.00
175		Full price entry @	\$103.00	\$18,025.00	\$0.00
40		Deferrals to 2025, 2026, 2027 @	\$35.00	\$1,400.00	\$0.00
112		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>790</b>				<b>\$48,890.00</b>	<b>\$0.00</b>

## TOTALS

# Event Budget for USA Beach Running Championships INCOME

TOTAL INCOME	Estimated	Actual
	\$45,755.00	\$0.00

## 10-MILER ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
102		50% off and Early Bird @	\$40.00	\$4,080.00	\$0.00
145		Discounted entry @	\$60.00	\$8,700.00	\$0.00
65		Full price entry @	\$83.00	\$5,395.00	\$0.00
5		Deferrals to 2025, 2026, or 2027 @	\$35.00	\$175.00	\$0.00
40		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>357</b>				<b>\$18,350.00</b>	<b>\$0.00</b>

## 10K ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
108		50% off and Early Bird @	\$35.00	\$3,780.00	\$0.00
250		Discounted entry @	\$50.00	\$12,500.00	\$0.00
150		Full price entry @	\$73.00	\$10,950.00	\$0.00
5		Deferrals to 2025, 2026, or 2027 @	\$35.00	\$175.00	\$0.00
40		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>553</b>				<b>\$27,405.00</b>	<b>\$0.00</b>

## TOTALS

	<b>910</b>	<b>\$45,755.00</b>
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ORGANIZATION: Smooth Running, LLC EVENT: Cocoa Beach Triathlon DATE: April 14, 2024			
Expenses	Anticipated Event Expenses	Income	Anticipated Event Income
USA Triathlon Sanction Fee	\$600.00	Athlete Registration Fees	\$36,500.00
Insurance	\$530.00	Sponsorships	\$5,000.00
Permitting	\$60.00		
Site fees (aquatic center, pavilion, swim launch area)	\$1,100.00		
Golf Course rental for run portion of event	\$4,500.00		
Coning & closure of 10 miles of SR-A1A	\$5,750.00		
Barricades for bike transition area	\$480.00		
Athlete finisher medals	\$4,200.00		
CBPD & BCSO Police Support	\$1,640.00		
Medical Support	\$480.00		
Lifeguards for Swim portion of event	\$750.00		
Water Quality Test	\$100.00		
Volunteer & Athlete Shirts	\$5,200.00		
Branded drawstring backpacks for Athletes	\$1,820.00		
Timing	\$4,800.00		
Race referees	\$420.00		
Hotels for timers & race referees	\$1,200.00		
Branded swim caps for all entrants	\$1,500.00		
Start/Finish line announcer	\$800.00		
Band	\$400.00		
Awards	\$1,600.00		
Go Daddy fees and annual renewal	\$150.00		
Light Tower Rentals	\$900.00		
Course & Finish Line Food & Drink	\$1,150.00		
Porta-potties	\$960.00		
Signage & Banners	\$3,400.00		
Buoy Anchors	\$180.00		
Roll-off Dumpster	\$330.00		
Donation To Volunteer Groups	\$1,000.00		
Overnight Security	\$200.00	<b>Total Income</b>	<b>\$41,500.00</b>
Trailer Rental For Equipment/Medals, Awards, Apparel, Etc.	\$240.00		
Staffing & Labor 8 Months Before & Through Event	\$6,500.00	<b>Total Expenses Paid</b>	<b>\$52,940.00</b>
<b>Total Expenses 2024</b>	<b>\$52,940.00</b>	<b>Profit/Loss</b>	<b>-\$11,440.00</b>

ORGANIZATION: Smooth Running, LLC  
 EVENT: USA Beach Running Championships  
 DATE: April 28, 2024

Expenses	Anticipated Event Expenses	Income	Anticipated Event Income
USA Track & Field Sanctioning & Insurance	\$820.00	Entry Fees	\$31,400.00
Athlete Finisher Medals	\$3,800.00	Sponsorships	\$3,000.00
Athlete Shirts	\$4,700.00		
Branded Athlete Hats	\$3,200.00		
Branded Athlete & Volunteer Drawstring Backpacks	\$2,400.00		
Volunteer Shirts	\$380.00		
Donation to Volunteer Groups	\$1,000.00		
Medical Support	\$620.00		
ATV Side by Side Rentals	\$840.00		
Port-a-Potties	\$1,120.00		
Timing	\$3,300.00		
Shepard Park Usage Fees	\$1,400.00		
Advertising	\$4,500.00		
Signs & Banners	\$800.00		
Go Daddy Hosting & Annual Fees	\$150.00		
Finish/Start Finisher Line Announcer	\$800.00		
Hotels For Timers	\$600.00		
Band	\$300.00		
Course & Finish Line Celebration Food & Drink	\$1,600.00		
Overnight Security	\$200.00		
Staffing & Labor 7 Months Before & Through Event	\$3,800.00		
Equipment Trailer Rental	\$250.00		
		<b>Total Income</b>	<b>\$34,400.00</b>
		<b>Total Expenses Paid</b>	<b>\$36,580.00</b>
<b>Total Expenses 2024</b>	<b>\$36,580.00</b>	<b>Profit/Loss</b>	<b>-\$2,180.00</b>



FY 23-24 Sports Grant Cycle #2 Scoring

	2-1 United Flag Football Tournament	2-2 Moon Golf Junior All-Star Golf Tournament	2-3 Space Coast Spring Games Softball Tournament	2-4 NJCAA Division 1 Women's Golf National Tournament	2-5 Cocoa Beach Triathlon and Duathlon	2-6 Space Coast Clash Soccer Tournament	2-7 ESA SE Regional Surfing Championships	2-8 Hurricane Classic Soccer Tournament	2-9 USA Beach Running Championships
ROOM NIGHTS	200	380	3400	600	800	800	1200	1000	400
Approved Funding	INELIGIBLE	\$5,700.00	\$25,000.00	\$9,000.00	\$12,000.00	\$12,000.00	\$18,000.00	\$15,000.00	\$6,000.00
Christy Galzerano	64	78	88	85	80	87	87	74	83
Connie Denaburg	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE
Jake Hornbacher	71	91	90	95	76	91	81	84	72
Lynne Mims	75	85	95	88	81	86	87	78	73
Chelsea Parker	67	75	83	81	80	68	80	64	70
Fred Poppe	RECEIVED	73	91	78	82	81	88	86	83
Jaime Teixeira	57	75	87	71	73	RECEIVED	69	RECEIVED	72
Score Total	334	477	534	498	472	413	492	386	453
Average Score	66.80	79.50	89.00	83.00	78.67	82.60	82.00	77.20	75.50
Trimmed Mean	67.33	78.25	89.00	83.00	79.25	84.67	83.75	76.67	75.00

Response ID:6 Data

2. (untitled)

**1. Applicant Information-**

**What is the event title?**

Cocoa Beach Triathlon & Duathlon

3. (untitled)

**2. Applicant Contact Information-**

**Organization Name**

Smooth Running, LLC

**First Name**

Mitch

**Last Name**

Varnes

**Job Title**

Principal

**Mailing Address**

660 Cinnamon Court

**Apt/Suite/Office**

N/A

**City**

Satellite Beach

**State**

FL

**Zip**

32937

**Country**

**Email Address**

mitchvarnes@gmail.com

**Phone Number**

3217597200

**Mobile Phone**

3217597200

**Website URL**

www.spacecoasttriathlon.com

**Website URL**

4. (untitled)

3. **Event Information-**

**How many days will your event be held?**

2

4. **Event Information-**

**Please indicate your desired first day of the event.....**

04/13/2024

5. (untitled)

5. **Please describe your event (type of sport, format, qualifying criteria, ages, etc).**

14th Annual Cocoa Beach Triathlon, Duathlon & 5k run. Open to all ages. We also have a paralympic division, and Special Olympics Florida will be having a separate Neurodivergent division with several dozen athletes.

6. (untitled)

6. **Where is the location and name of the facility of your event?**

Cocoa Beach Aquatic Center area, golf course, north and southbound A1A and southbound Brevard Avenue in Cocoa Beach

7. **Has your location, venue or facility been secured?**

Yes

7. **Estimated Event Attendance**

8. **Total Participants (competitors, coaches, trainers, officials, etc...)**

**How many total participants are expected to attend your event?**

Out-of-State Participants : 80

Overnight In-State Participants : 350

Day Trip In-State Participants : 320

**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 250

Overnight In-State Spectators : 500

Day Trip In-State Spectators : 500

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 2

Overnight In-State Media : 2

Day Trip In-State Media : 3

**8. (untitled)**

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**11. How much event grant support are you requesting?**

13,000

**12. What is the purpose of the financial support?**

Site fees/costs (contract help, etc)

Marketing and public relations

Non-monetary awards (medals, ribbons, plaques, etc)

Rights fees

Sanction fees

**9. (untitled)**

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**13. What is the projected total number of paid room nights for your event?**

800

**14. Have you secured hotel and/or lodging partners?**

Yes

**15. Please provide the name(s) and locations of your hotel and/or lodging partners:**

Hampton Inn Cocoa Beach, Hilton Cocoa Beach, Courtyard Cocoa Beach, Inn at Cocoa Beach

**10. (untitled)**

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**16. EVENT HISTORY (REQUIRED)**

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

[Cocoa\\_Beach\\_Triathlon\\_Recent\\_history\\_for\\_2024\\_tourism\\_application.docx](#)

11. (untitled)

17. **As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?**

*If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.*

Yes

12. (untitled)

18.

### 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 and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: G. Mitchell Varnes Jr.

13. (untitled)

19. **SPECIAL MESSAGE:**

**You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.**

***If you are not able to upload the required (4) attachments please email your (4)***

*documents to Sports@VisitSpaceCoast.com.*

**It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on May 3, 2022, no late arrivals will be accepted.**

**The below text box may be used to communicate anything that you need to tell us about your application.**

The Cocoa Beach Triathlon & Duathlon are the most popular sprint distance tri and du races in all of Central Florida. The majority of racers come from outside of the Space Coast with the majority from Orlando, Tampa and along the I-4 and I-95 corridors. Its spring race date also attracts scores of triathletes from out of state and has built a solid reputation as one of the Southeast's best early season triathlons.

Production costs have continued to rise the past few years, and the continued support of the Space Coast Tourism Office is an integral part of the event's success.

#### 14. (untitled)

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##### **20. Required Attachments:**

**Please label each with appropriate attachment number.**

**Label as Attachment (1) - Event Location Map**

**Label as Attachment (2) - Event Plan, Timeline or Schedule**

**Label as Attachment (3) - Event Budget**

**Label as Attachment (4) - Event Marketing Plan**

[CB\\_Tri\\_2024\\_marketing\\_plan.docx](#)

[CB\\_Tri\\_event\\_plan\\_2024.docx](#)

[Cocoa\\_Beach\\_Triathlon\\_2024\\_Operating\\_Budget.docx](#)

[cb\\_tri\\_transition\\_map.jpg](#)

[cocoa\\_beach\\_tri\\_logo.jpg](#)

[Cocoa\\_Beach\\_triathlon\\_and\\_duathlon\\_course\\_maps.pdf](#)

[Cocoa\\_Beach\\_Triathlon\\_turn\\_by\\_turn\\_of\\_course.docx](#)

[cb\\_tri\\_run\\_golf\\_course.jpg](#)

[cb\\_tri\\_2024\\_marketing\\_card\\_1.jpg](#)

[CB\\_Tri\\_finisher\\_pics\\_with\\_branding\\_and\\_emailed\\_to\\_each\\_entrant.jpg](#)

#### 15. Thank You!

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##### **New Send Email**

Nov 03, 2023 14:11:22 Success: Email Sent to: mitchvarnes@gmail.com

Bike Course 12.4miles



Bike:  
 out and back  
 course on  
 State Road  
 A1A with  
 lane completely  
 closed to  
 traffic.

Run Course 3.1miles



Run is on  
 a completely  
 closed  
 Golf  
 course  
 with no  
 intersections or  
 vehicle interaction.

SATURDAY PACKET PICKUP

# Ron Jon Cocoa Beach Triathlon

## Course Map

**GPS Address: 1500 Minutemen Causeway, Cocoa Beach, FL 32931**  
Parking is ONLY at the Cocoa Beach High School Parking lot.

### DUATHLON DISTANCE:

1 MILE RUN + 12.4 MILE BIKE + 5K RUN

Swim Course 0.25miles



*out and  
back  
swim*





*Transition*

WEBSITE POWERED BY WORDPRESS.COM.

## **Cocoa Beach Triathlon**

### **Turn by Turn**

**Sunday, April 16, 2023**

**7 a.m. – 7:40 a.m.**

**¼ mile Swim / Canal east of pavilion at Cocoa Beach Aquatic Center**

**An out and back swim course marked by buoys and with Brevard County Ocean Certified Lifeguards**

**7:05 a.m. – 8:40 a.m.**

**12-mile bike / First athletes should be on the bikes about 7:07 a.m.**

- **Bike storage/transition area is in parking lot east of pavilion and north of swimming pool**
- **Exit north on Tom Warriner Blvd.**
- **Right turn (east) on Minutemen Causeway**
- **Right Turn (south) on Brevard Avenue**
- **Exit Brevard Avenue to South Orlando (A1A) Righthand – westernmost lane of A1A—coned and closed to vehicular traffic).**
- **South on A1A**
- **Turn around at Patrick Space Force Base Beach House (BCSO deputies will handle traffic control).**
- **North on A1A (Righthand – easternmost lane of A1A – coned and closed to vehicular traffic.**
- **Approximately 3<sup>rd</sup> Street South bikes begin to merge to left (westernmost lane of A1A) side of road.**
- **Left (west) on Minutemen Causeway**
- **Left (south) on Tom Warriner Blvd. and return to bike transition area.**

**7:30 a.m. –10:15 a.m.**

**5-kilometer run on Cocoa Beach Golf Course**

**Race management site clean-up completed and vacated by noon.**

Working Operating Budget  
Cocoa Beach Triathlon, Duathlon 7 5k / April 14, 2024

\$4,500 – City permitting and city police supporting costs  
\$900 – Brevard County Sheriff’s deputies  
\$4,500 – Leasing of Cocoa Beach Golf Course from 6 a.m. to 11 a.m. to for run course  
\$400 – Leasing of Aquatic Center for restrooms and showers  
\$600 -- Leasing of pavilion and building  
\$8,300 – Traffic control /coning of one lane of A1A in each direction for bike course/Variable Message Boards on A1A  
\$800 – Lifeguards  
\$6,0000 – Shirts for athletes  
\$850 – Swim caps for athletes  
\$4,200 – Finisher medals for athletes  
\$2,000 – Awards for athletes  
\$4,600 – Staffing  
\$600 – Bicycle mechanics  
\$800 – Course amenities for athletes  
\$6,000 – Advertising and marketing  
\$725 – USA Triathlon referee fee (excluding hotel room cost)  
\$750 – USA Triathlon sanction fee (includes insurance for event and athletes)  
\$4,200 – Timing costs  
\$1,100 – Barricades for bike transition area  
\$1,400 – Rental of 3 light towers  
\$100 – Fee for motorcycle driver to take referee on bike course  
\$3,000 – Course signage and banners  
\$75 – Swim course water quality test  
\$1,200 – Incidental/contingency expenses

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\$57,600 – Estimated Planning and Operational Costs

## **Cocoa Beach Triathlon & Duathlon**

### **& Shuttleversary 5k**

#### **Most Recent Years Hotel Nights Snap Shot a/o November 1, 2023**

- Previous location & dates:

Since its inception 14 years ago, this race has been held in the Banana River near the Cocoa Beach Aquatic Center (swim), along State Road A1A from Cocoa Beach to Patrick Space Force Base (bike) and on the Cocoa Beach Golf Course (run).

Unless it conflicts with Easter, this race is always held the second weekend of April.

- Reference name & contact information:

Mitch Varnes, Event Director and Owner

[mitchvarnes@gmail.com](mailto:mitchvarnes@gmail.com)

321-759-7200

- Total out of county participants:

The Cocoa Beach Triathlon & Duathlon are the largest races of their kind in all of Central Florida and annually draw several hundreds of out of area participants.

The Triathlon and Duathlon are capped at 850 entrants and have sold out about the last 9 years. Typically more than 60% of entrants come from outside of Brevard County, with most of these out of town entrants making a weekend or longer stay in the Cocoa Beach area. The Shuttleversary 5k accounts for another 300 entrants.

**For the April 2022 races, 512 verified room nights were recorded and reported to the TDO.**

**For April 2023 races, 817 verified room nights were recorded.**

14<sup>th</sup> Annual Cocoa Beach Triathlon, Duathlon & 5k

Sunday, April 14, 2024

**Event Schedule:**

April 3 – Event advance notification cards to be mailed to all residents along any portion of the course.

“Running/Bike Race Sunday – Expect Delays” signs to be placed on A1A and key parts of course.

Saturday, April 13 – 10 a.m. to 5 p.m.

Set-up of bike racks in parking area, swim buoys secured, run course and bike course marked.

11 a.m. to 5 p.m. – Mandatory Athlete packet pick-up at pavilion/ Pre-race review with Race Director

Sunday, April 14 –

3:45 a.m. – Race team arrives and final set up begins.

5 a.m. -- CBPD to secure road at Minutemen and Tom Warriner to prevent athletes from entering.

5:15 a.m. – Transition area opens for athletes to bring bikes into racks.

7 a.m. – Race Start

7:50 – 7:55 a.m. – First finisher to complete race.

9:15 a.m. -- Awards

9:30 a.m. – Last finisher should complete race.

1 p.m. – Site clean, bike racks torn down and packed and race management team off premises.

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Bike safety/escorts provided by BCSO

EMT finish line support to be provided by CBFDF (2 persons and Gator vehicle)

Lifeguards provided by event

Event sanctioned and insured by USA Triathlon

Marketing Plan for April 14, 2024

Cocoa Beach Triathlon, Duathlon & 5k

The event will be marketed through Smooth Running's social media channels – more than 30,000 followers --, emails to confirmed athlete list – 23,000 addresses -- , the sponsorship of other races which allows direct insertion of marketing cards to endurance athletes and other means as available.

Multiple examples of our event marketing can be found through the following links:

[www.cocoabeachtriathlon.com](http://www.cocoabeachtriathlon.com)

<https://www.facebook.com/CocoaBeachTriathlon>

<https://www.teamusa.org/usa-triathlon/events/sanctioned?SearchText=&startDate=2021-04-12&endDate=2021-05-23&zipcode=32937&radius=25&stateId=%7B95BB6AFC-C969-4FAE-A59D-ED93F413861E%7D&countryId=%7BAF165CCC-FC66-4703-9728-3355425081CE%7D&x=41&y=8>

Video Link Produced by Event:

<https://www.dropbox.com/sh/r75714rjo7ozpi6/AAB23KK9tHsdCrUUDRgGZiSLa?dl=0&preview=Ron+Jon+Cocoa+Beach+Triathlon+-+V4.mp4>

2021 Race Video:

<https://vimeo.com/544634535>

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Triathlon + Duathlon

Committee Member Name: Christy Galzerano

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

0-2 times: 10 points

3-5 times: 7 points

6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 5 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 10 /10

**Total 80 /100**

Application Checklist: Completed Application  Detailed Event Description  Event Budget   
Event Timeline/Schedule  Event Map  Event History and/or References

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Triathlon + Duathlon

Committee Member Name: Jake Hornbacher

Committee Member Signature: 

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

0-2 times: 10 points

3-5 times: 7 points

6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators ..... 20 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured? ..... 5 /5

Has an event location been secured? ..... 5 /5

Did the event organizer include a detailed budget? ..... 7 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 7 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 7 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 8 /10

Total 76 /100

Application Checklist: Completed Application  Detailed Event Description  Event Budget   
Event Timeline/Schedule  Event Map  Event History and/or References



FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Triathlon + Duathlon

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

- 0-2 times: 10 points
- 3-5 times: 7 points
- 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 6 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 9 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 13 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

**Total** 81 /100

**Application Checklist:** Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

FY 23-24 Sports Event Grant Program

Score Sheet

Cocoa Beach Triathlon

Chelsea Parker

[Signature]

Using the **Event Application** please score the following criteria:

Event Application with Potential & Overnight Visitation

How many times has the event received sports event application from this office? 7 / 10

How many times has the event received sports event application scoring guidance? 15 / 25

Event Description (20 points total)

Is the event secured? 5 / 15  
When secured? 5 / 15  
Does the event include a detailed budget? 10 / 10

Using the **Event Description Narrative** please score the following criteria:

Event Description Narrative (20 points total)

Does the event tell a Visit Space Coast family friendly vacation destination story with a focus on health, fitness and/or active lifestyles, ecological or environmental experiences that fit the Visit Space Coast brand? 8 / 10  
Does the event include activities that will create publicity opportunities on a regional or national level as a reason for people to visit the Space Coast? 10 / 10

Using the event's **Event Plan** please score the following criteria:

Event Plan (25 points total)

Does the event plan include a list of visitors from outside of Brevard County that are likely to attend? 10 / 15  
Does the event plan include a list of visitors from Visit Space Coast target demographics? 10 / 10  
**Total** 80 / 100

Event Application Completed?      Event Description Detailed?      Event Budget       
Event Plan/Schema      Event Logo      Event History and/or References

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Triathlon and Duathlon

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

0-2 times: 10 points

3-5 times: 7 points

6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 15 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 10 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

**Total** 82 /100

**Application Checklist:** Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Coast Beach Trothlon & Duathlon

Committee Member Name: Jamie Tejerizo

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

- 0-2 times: 10 points
- 3-5 times: 7 points
- 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 19 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured?..... 4 /5

Has an event location been secured?..... 4 /5

Did the event organizer include a detailed budget?..... 6 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 8 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 7 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 11 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 7 /10

**Total** 73 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

# FY 23/24 Sports Grant Program Application, Cycle #2

Response ID:7 Data

2. (untitled)

## 1. Applicant Information-

### What is the event title?

14th Annual USA Beach Running Championships

3. (untitled)

## 2. Applicant Contact Information-

### Organization Name

Smooth Running

### First Name

Mitch

### Last Name

Varnes

### Job Title

Principal

### Mailing Address

660 Cinnamon Court

### Apt/Suite/Office

N/A

### City

Satellite Beach

### State

Florida

### Zip

32937

### Country

### Email Address

mitchvarnes@gmail.com

### Phone Number

3217597200

**Mobile Phone**

3217597200

**Website URL**

www.runonthebeach.com

**Website URL**

4. (untitled)

3. **Event Information-**

**How many days will your event be held?**

1

4. **Event Information-**

**Please indicate your desired first day of the event.....**

04/28/2024

5. (untitled)

5. **Please describe your event (type of sport, format, qualifying criteria, ages, etc).**

14th Annual USA Beach Running Championships features a 10k and 10 Miler on the low tide and hard-packed sands of Cocoa Beach. The race is sanctioned by USA Track & Field, starts at sunrise and finishes with an after party and awards celebration on the beach. This race showcases the beauty of our beaches, always a beautiful sunrise and often our birds and marine wildlife to runners and walkers as they progress on the out and back course.

6. (untitled)

6. **Where is the location and name of the facility of your event?**

Shepard Park / 200 East Cocoa Beach Causeway / Cocoa Beach

7. **Has your location, venue or facility been secured?**

Yes

7. **Estimated Event Attendance**

8. **Total Participants (competitors, coaches, trainers, officials, etc...)**

**How many total participants are expected to attend your event?**

Out-of-State Participants : 100

Overnight In-State Participants : 400  
Day Trip In-State Participants : 400

**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 300  
Overnight In-State Spectators : 600  
Day Trip In-State Spectators : 400

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 1  
Overnight In-State Media : 1  
Day Trip In-State Media : 1

8. (untitled)

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**11. How much event grant support are you requesting?**

7000.00

**12. What is the purpose of the financial support?**

Paid advertising and media buys outside of Brevard County  
Site fees/costs (contract help, etc)  
Non-monetary awards (medals, ribbons, plaques, etc)  
Rights fees  
Sanction fees

9. (untitled)

---

**13. What is the projected total number of paid room nights for your event?**

400

**14. Have you secured hotel and/or lodging partners?**

Yes

**15. Please provide the name(s) and locations of your hotel and/or lodging partners:**

Inn at Cocoa Beach, Hampton Inn Cocoa Beach, Courtyard Cocoa Beach, Cocoa Beach Suites, Cocoa Beach Hilton

10. (untitled)

---

**16. EVENT HISTORY (REQUIRED)**

**Tell us about your event history by providing the following in a Word or PDF document.**

**Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:**

**Previous location & dates**

Reference name & contact information

Total out-of-county participates

Total number of room nights

[USA\\_Beach\\_Running\\_Championships\\_Historic\\_Numbers\\_for\\_2024\\_application.docx](#)

11. (untitled)

17. **As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?**

*If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.*

Yes

12. (untitled)

18.

**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 and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: G. Mitchell Varnes Jr.

13. (untitled)

19. **SPECIAL MESSAGE:**

**You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.**



***If you are not able to upload the required (4) attachments please email your (4) documents to Sports@VisitSpaceCoast.com.***

**It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on May 3, 2022, no late arrivals will be accepted.**

**The below text box may be used to communicate anything that you need to tell us about your application.**

The USA Beach Running Championships is a very unique foot racing event and has both a shod and barefoot division. The race is popular with out of towners who do not have ready access to a beach and especially the flat hard-packed low tide beaches we experience in Cocoa Beach. It is a USA Track & Field sanctioned event, with the field being about 73% female on average. We have learned through our surveys and via social media posts that women often make this a "girls weekend at the beach" with the excuse of our race being their draw.

#### 14. (untitled)

---

##### **20. Required Attachments:**

**Please label each with appropriate attachment number.**

**Label as Attachment (1) - Event Location Map**

**Label as Attachment (2) - Event Plan, Timeline or Schedule**

**Label as Attachment (3) - Event Budget**

**Label as Attachment (4) - Event Marketing Plan**

[cocoa\\_beach\\_10\\_course\\_map.png](#)

[USA\\_Beach\\_Running\\_Championships\\_2024\\_Operational\\_Budget.docx](#)

[USA\\_Beach\\_Running\\_Championships\\_2024\\_timeline\\_and\\_routing.docx](#)

[USA\\_Beach\\_Running\\_Championships\\_2024\\_Marketing\\_Plan.docx](#)

[beach\\_run\\_2023\\_start\\_2.jpg](#)

[Beach\\_Run\\_2024\\_marketing\\_card\\_1.jpg](#)

[beach\\_run\\_2024\\_marketing\\_card\\_2.jpg](#)

[Beach\\_run\\_pic\\_girl\\_high\\_fiving\\_kid.jpg](#)

[021\\_RThomson\\_US\\_Bch\\_Run\\_Chmp.jpg](#)

[Beach\\_Run\\_2023\\_FFF\\_tent\\_and\\_watermelon\\_eating.JPG](#)

#### 15. Thank You!

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##### **New Send Email**

Nov 03, 2023 15:36:28 Success: Email Sent to: mitchvarnes@gmail.com

Working Operating Budget

USA Beach Running Championships / April 28, 2024

\$2,500 – City permitting and city police supporting costs

\$7,000 – Shirts for athletes

\$3,600 – Branded Running Caps for Athletes

\$4,500 – Finisher medals for athletes

\$1,200 – Awards for athletes

\$1,800 – Staffing

\$800 – Medical Support

\$2,500 – Course and post-race amenities for athletes

\$6,000 – Advertising and marketing

\$850 – USA Track & Field sanction fee (includes insurance for event and athletes)

\$4,500 – Timing costs

\$1,400 – Rental of 2 light towers and side by side vehicles

\$2,500 – Course signage and banners

\$1,500 – Incidental/contingency expenses

---

\$40,650 – Estimated Total Planning and Operational Costs

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**November 1, 2023**

**USA Beach Running Championships Previous locations and dates:**

- The USA Beach Running Championships has been hosted at Shepard Park in Cocoa Beach since 2014 and was previously based a few years at the Cocoa Beach Pier. The race is typically held in early to mid-May of each year. The 2024 races will be held in late April as a suitable weekend low tide was not available in May 2024.

The event is timed around an early morning low tide to provide for optimum running conditions.

- Prior to the 2020 pandemic, the race regularly drew more than 1,000 entrants.
- The 2020 event was moved from springtime to November due to the pandemic and drew about 600 runners.
- The 2021 event was again held in May and attracted 800 runners.
- The 2022 race drew just over 700 runners.
- The 2023 race attracted more than 900 total runners.

**Reference Names & Contact Information:**

**Mitch Varnes, Event Director**

**321-759-7200**

[mitchvarnes@gmail.com](mailto:mitchvarnes@gmail.com)

**Laird McLean, Cocoa Beach Recreation Director**

[lmclean@cityofcocoabeach.com](mailto:lmclean@cityofcocoabeach.com)

**Total Out-of-County Participants:**

- The event regularly draws about 400-600 out of county participants as at least half of the field comes from outside of Brevard County; particularly from inland areas such as Orlando where they cannot run on a beach. The majority of these out of town runners make a weekend at the beach as a point of their running the races.

**Total Number of Room Nights:**

- This event is marketed as a "Weekend at the Beach," and typically generates more than 400 room nights.



520

N A1

Majestic Sea Condo  
Diane Ln  
Marion Ln  
Brevard Ln  
Palm Ln  
Wakulla Ln

OCEANFRONT

GARDEN BAY COLONY

Four Islands

Sidney Fischer Park

THE COCOA BEACH RESORT

Lori Wilson Park

HOLIDAY ESTATES

COCOA ISLES

Cocoa Beach Public Library

PALMAS DE MAIORCA

NEWLAND MANOR

ROYAL PALM ISLAND

Cocoa Beach

550

**Proposed Route of April 28, 2024**  
**USA Beach Running Championships 10k & 10 Miler**  
**Shepard Park, Cocoa Beach**

**Saturday, April 27**

10 a.m. - 5 p.m. Packet pick-up for entrants in Cocoa Beach location TBD

**Sunday, April 28**

Sunrise 6:44 a.m. / Low Tide 9:15 a.m.

- 3:30 a.m.-6:30 a.m. – Course measurements and beach and finish line set ups.

10- Miler Race Start approximately 6:45 a.m.

10-K Start Time approximately 7 a.m.

- Runners and walkers head south to halfway (5k and 5-miles) turnaround points and then back to finish in front of Shepard Park lifeguard stand.
- Water and Gatorade stops and roaming medical support will be along the course.

8 a.m. – 10 a.m. – Awards and after party on beach at Shepard Park

Marketing Plan for April 28, 2024

USA Beach Running Championships

The event will be marketed through Smooth Running's social media channels – more than 30,000 followers --, emails to confirmed athlete list – 23,000 addresses -- , the sponsorship of other races which allows direct insertion of marketing cards to endurance athletes, national online race calendars and other means as available.

10,000 marketing cards will be produced and distributed via mail to running stores throughout the US East Coast and also as paid inserts into runner packets for select races throughout Florida. A significant part of the marketing push is inland areas whereby running on the beach is not available and will prove an attraction for a weekend in Cocoa Beach.

Given as women entrants comprise almost 75% of our field, we will also target female runners via social media advertising in Face Book, Instagram, etc..

For 2024, we will also be buying calendar advertising in Runner's World Magazine, which has an annual pass-through circulation of over 3 million readers per month.

Multiple examples of our event marketing can be found through the following links:

[www.runonthebeach.com](http://www.runonthebeach.com)

<https://www.facebook.com/runonthebeach>

Event Marketing Video:

<https://www.youtube.com/watch?v=vuUKCAnPxNc>

Video Link Produced by Entrants:

<https://www.youtube.com/watch?v=gpZQY1YzPEE>

<https://www.youtube.com/watch?v=L0AagFlnrzI>

Video done by media:

<https://www.youtube.com/watch?v=JGUDKaWMj3c>

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: USA Beach Running Championships

Committee Member Name: Christy Calzerano

Committee Member Signature: [Signature]

Using the Event Application please score the following criteria:

Event Maturity, Growth Potential & Overnight Visitation (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10/10

(Use points scale below for scoring guidance)

0-2 times: 10 points

3-5 times: 7 points

6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators. 20/25

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

Has an event date been secured? 5/5

Has an event location been secured? 5/5

Did the event organizer include a detailed budget? 5/10

Using the Event Description Narrative please score the following criteria:

Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? 10/10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? 8/10

Using the event's Event Plan please score the following criteria:

Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? 10/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? 10/10

Total 83/100

Application Checklist: Completed Application [checked] Detailed Event Description [checked] Event Budget [checked] Event Timeline/Schedule [checked] Event Map [checked] Event History and/or References [checked]

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: 14th Annual Beach Running Championships

Committee Member Name: Jake Homberger

Committee Member Signature: [Handwritten Signature]

Using the Event Application please score the following criteria:

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10 / 10

(Use points scale below for scoring guidance)

- 0-2 times: 10 points
3-5 times: 7 points
6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators. 15 / 25

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

Has an event date been secured? 5 / 5
Has an event location been secured? 5 / 5
Did the event organizer include a detailed budget? 5 / 10

Using the Event Description Narrative please score the following criteria:

Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? 7 / 10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? 7 / 10

Using the event's Event Plan please score the following criteria:

Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? 10 / 15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? 8 / 10

Total 72 / 100

Application Checklist: Completed Application [checked] Detailed Event Description [checked] Event Budget [checked]
Event Timeline/Schedule [checked] Event Map [checked] Event History and/or References [checked]



FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: USA Beach Running Championships

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation (35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

- 0-2 times: 10 points
- 3-5 times: 7 points
- 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 15 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 3 /5

Did the event organizer include a detailed budget?..... 6 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 9 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 3 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)..... 8 /10

**Total** 73 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: USA Beach Running Champ.

Committee Member Name: Chelsea Parker

Committee Member Signature: [Handwritten Signature]

Using the Event Application please score the following criteria:

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10/10

(10 points scale below for scoring guidance)

0 times = 0 points

1-3 times = 7 points

4 or more times of greater = 14 points

Score the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators. 7/25

(10 points application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

Has an event date been secured? 5/15

Has an event location been secured? 5/15

Has the event organizer include a detailed budget? 7/10

Using the Event Description Narrative please score the following criteria:

Quality of Proposed Event (20 points total)

How does your event fit the Visit Space Coast family friendly vacation destination story with a focus on recreation, fitness, space, fitness and/or active lifestyles, ecological or environmental experiences that fit the Visit Space Coast brand? 10/10

How does your event offer any unique qualities that will create publicity opportunities on a regional or national level? Is there a compelling reason for people to visit the Space Coast? 8/10

Using the event's Event Plan please score the following criteria:

Soundness of Event Plan (25 points total)

How does your event attract visitors outside of Broward County that are likely to attend? 10/15

How does your event target a market consistent with Visit Space Coast target demographics? 8/10

How does your event target a budget of \$25K or less? 8/10

Total 70/100

Application Completed Application Detailed Event Description Event Budget Event Plan/Event Map Event History and/or References

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: USA Beachrunning Championships

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

0-2 times: 10 points

3-5 times: 7 points

6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 15 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 8 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 10 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

**Total** 83 /100

**Application Checklist:** Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: 14th Annual USA Beach Running Championship

Committee Member Name: John Tejeda

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 9 /10  
(Use points scale below for scoring guidance)

- 0-2 times: 10 points
- 3-5 times: 7 points
- 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 17 /25  
(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured? ..... 4 /5

Has an event location been secured? ..... 5 /5

Did the event organizer include a detailed budget? ..... 6 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 7 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 7 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 8 /10

**Total** 62 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

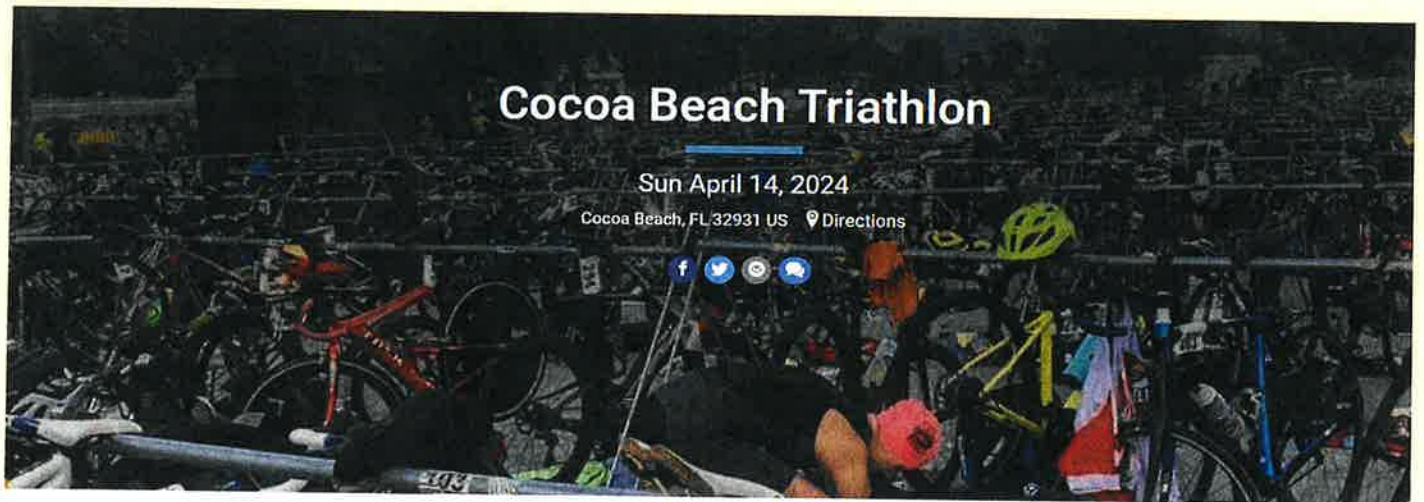
# Smooth Running LLC Sports Grants

## Cocoa Beach Triathlon / Duathlon and 5K

1. Cocoa Beach Triathlon / Duathlon website shows that the registration price has increased to \$113
  - a. This price is not reflected in the budget provided

### Event Budget for Cocoa Beach Triathlon & Duathlon INCOME

TOTAL INCOME		Estimated	Actual		
		\$48,890.00	\$0.00		
ADMISSIONS/REGISTRATIONS			*01/29/2024		
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
263		Early Bird @	\$55.00	\$14,465.00	\$0.00
200		Discounted entry @	\$75.00	\$15,000.00	\$0.00
175		Full price entry @	\$103.00	\$18,025.00	\$0.00
40		Deferrals to 2025, 2026, 2027 @	\$35.00	\$1,400.00	\$0.00
112		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>TOTALS</b>	<b>790</b>			<b>\$48,890.00</b>	<b>\$0.00</b>



#### Events

Sprint Triathlon

**\$113**

6:30AM EDT

10:30AM EDT

Registration ends April 11, 2024 at 11:59pm EDT  
Open to ages 12-104

Sign Up

Duathlon

**\$113**

6:30AM EDT

10:30AM EDT

Registration ends April 11, 2024 at 11:59pm EDT  
Open to ages 13-105

Sign Up

Relay Triathlon

**\$250**

6:30AM EDT

10:30AM EDT

Registration ends April 11, 2024 at 11:59pm EDT

Sign Up

**\*runsignup.com/race/fl/cocoabeach/cocoabeachtriathlon2023**

## 2. Sponsorship Discrepancy

ORGANIZATION: Smooth Running, LLC			
EVENT: Cocoa Beach Triathlon			
DATE: April 14, 2024			
<b>*01/23/2024</b>			
Expenses	Anticipated Event Expenses	Income	Anticipated Event Income
USA Triathlon Sanction Fee	\$600.00	Athlete Registration Fees	\$36,500.00
Insurance	\$530.00	Sponsorships	\$5,000.00
Permitting	\$60.00		
Site fees (aquatic center, pavilion, swim launch area)	\$1,100.00		
Golf Course rental for run portion of event	\$4,500.00		
Coning & closure of 10 miles of SR-A1A	\$5,750.00		
Barricades for bike transition area	\$480.00		
Athlete finisher medals	\$4,200.00		
CBPD & BCSO Police Support	\$1,640.00		
Medical Support	\$480.00		
Lifeguards for Swim portion of event	\$750.00		
Water Quality Test	\$100.00		
Volunteer & Athlete Shirts	\$5,200.00		
Branded drawstring backpacks for Athletes	\$1,820.00		
Timing	\$4,800.00		
Race referees	\$420.00		
Hotels for timers & race referees	\$1,200.00		
Branded swim caps for all entrants	\$1,500.00		
Start/Finish line announcer	\$800.00		
Band	\$400.00		
Awards	\$1,600.00		
Go Daddy fees and annual renewal	\$150.00		
Light Tower Rentals	\$900.00		
Course & Finish Line Food & Drink	\$1,150.00		
Porta-potties	\$960.00		
Signage & Banners	\$3,400.00		
Buoy Anchors	\$180.00		
Roll-off Dumpster	\$330.00		
Donation To Volunteer Groups	\$1,000.00		
Overnight Security	\$200.00	Total Income	\$41,500.00
Trailer Rental For Equipment/Medals, Awards, Apparel, Etc.	\$240.00		
Staffing & Labor 8 Months Before & Through Event	\$6,500.00	Total Expenses Paid	\$52,940.00
Total Expenses 2024	\$52,940.00	Profit/Loss	-\$11,440.00

## Event Budget for Cocoa Beach Triathlon & Duathlon INCOME

### TOTAL INCOME

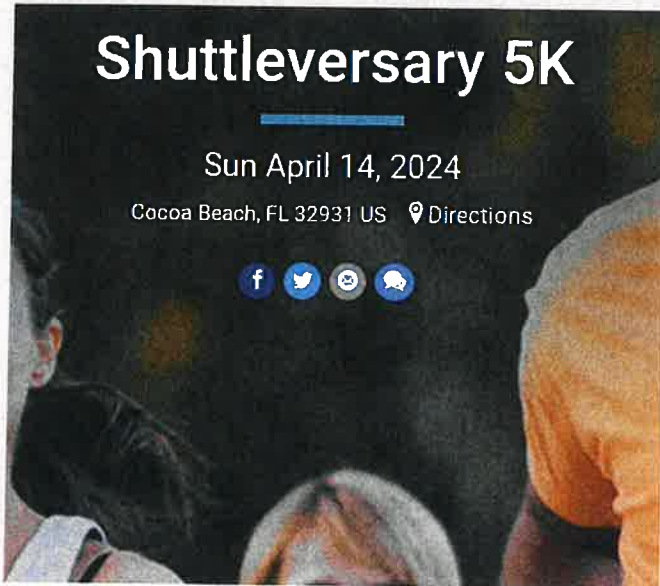
Estimated	Actual
\$48,890.00	\$0.00

### ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
263		Early Bird @	\$55.00	\$14,465.00	\$0.00
200		Discounted entry @	\$75.00	\$15,000.00	\$0.00
175		Full price entry @	\$103.00	\$18,025.00	\$0.00
40		Deferrals to 2025, 2026, 2027 @	\$35.00	\$1,400.00	\$0.00
112		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>TOTALS</b>					
790				\$48,890.00	\$0.00

**\*01/29/2024**

3. The Shuttleversary 5k is not included in the newest budget
  - a. The application estimates 300 participants
  - b. The Shuttleversary 5K website lists a registration fee of \$45



## Events

### Shuttleversary 5K

**\$45**

Registration ends April 11, 2024 at 11:59pm EDT

[Sign Up](#)

**\*12/05/2023**

Cocoa Beach Triathlon & Duathlon

& Shuttleversary 5k

Most Recent Years Hotel Nights Snap Shot a/o November 1, 2023

- Previous location & dates.

Since its inception 14 years ago, this race has been held in the Banana River near the Cocoa Beach Aquatic Center (swim), along State Road A1A from Cocoa Beach to Patrick Space Force Base (bike) and on the Cocoa Beach Golf Course (run)

Unless it conflicts with Easter, this race is always held the second weekend of April.

- Reference name & contact information

Mitch Varnes, Event Director and Owner

[mitchvarnes@gmail.com](mailto:mitchvarnes@gmail.com)

321-759-7200

- Total out of county participants

The Cocoa Beach Triathlon & Duathlon are the largest races of their kind in all of Central Florida and annually draw several hundreds of out of area participants.

The Triathlon and Duathlon are capped at 850 entrants and have sold out about the last 9 years. Typically more than 60% of entrants come from outside of Brevard County, with most of these out of town entrants making a weekend or longer stay in the Cocoa Beach area. **The Shuttleversary 5k accounts for another 300 entrants.**

For the April 2022 races, 512 verified room nights were recorded and reported to the TDO.

For April 2023 races, 817 verified room nights were recorded.

**\*[runsignup.com/race/fl/cocoa-beach/CBTRIshuttleversary5k](https://runsignup.com/race/fl/cocoa-beach/CBTRIshuttleversary5k)**

## Event Budget for Cocoa Beach Triathlon & Duathlon INCOME

TOTAL INCOME		Estimated	Actual		
		\$48,890.00	\$0.00		
ADMISSIONS/REGISTRATIONS		<b>*01/29/2024</b>			
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
263		Early Bird @	\$55.00	\$14,465.00	\$0.00
200		Discounted entry @	\$75.00	\$15,000.00	\$0.00
175		Full price entry @	\$103.00	\$18,025.00	\$0.00
40		Deferrals to 2025, 2026, 2027 @	\$35.00	\$1,400.00	\$0.00
112		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>TOTALS</b>	790			<b>\$48,890.00</b>	<b>\$0.00</b>

4. Profit vs. Loss

- a. The initial budget provided shows a loss if \$11,400.
- b. The new budget, including sponsorships (\$5,000) and estimated 5K revenue (\$45 x 300 = \$13,500), is expected to turn a profit of \$14,450 without a grant.
  - i. Grant amount is \$12,000

ORGANIZATION: Smooth Running, LLC			
EVENT: Cocoa Beach Triathlon			
DATE: April 14, 2024		<b>*01/23/2024</b>	
Expenses	Anticipated Event Expenses	Income	Anticipated Event Income
USA Triathlon Sanction Fee	\$600.00	Athlete Registration Fees	\$36,500.00
Insurance	\$530.00	Sponsorships	\$5,000.00
Permitting	\$60.00		
Site fees (aquatic center, pavilion, swim launch area)	\$1,100.00		
Golf Course rental for run portion of event	\$4,500.00		
Coning & closure of 10 miles of SR-A1A	\$5,750.00		
Barricades for bike transition area	\$480.00		
Athlete finisher medals	\$4,200.00		
CBPD & BCSO Police Support	\$1,640.00		
Medical Support	\$480.00		
Lifeguards for Swim portion of event	\$750.00		
Water Quality Test	\$100.00		
Volunteer & Athlete Shirts	\$5,200.00		
Branded drawstring backpacks for Athletes	\$1,820.00		
Timing	\$4,800.00		
Race referees	\$420.00		
Hotels for timers & race referees	\$1,200.00		
Branded swim caps for all entrants	\$1,500.00		
Start/Finish line announcer	\$800.00		
Band	\$400.00		
Awards	\$1,600.00		
Go Daddy fees and annual renewal	\$150.00		
Light Tower Rentals	\$900.00		
Course & Finish Line Food & Drink	\$1,150.00		
Porta-potties	\$960.00		
Signage & Banners	\$3,400.00		
Buoy Anchors	\$180.00		
Roll-off Dumpster	\$330.00		
Donation To Volunteer Groups	\$1,000.00		
Overnight Security	\$200.00	Total Income	\$41,500.00
Trailer Rental For Equipment/Medals, Awards, Apparel, Etc.	\$240.00		
Staffing & Labor 8 Months Before & Through Event	\$6,500.00	Total Expenses Paid	\$52,940.00
Total Expenses 2024	\$52,940.00	Profit/Loss	-\$11,440.00

## Event Budget for Cocoa Beach Triathlon & Duathlon INCOME

<b>TOTAL INCOME</b>	Estimated	Actual
	\$48,890.00	\$0.00

<b>*01/29/2024</b>						
<b>ADMISSIONS/REGISTRATIONS</b>						
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income	
263		Early Bird @	\$55.00	\$14,465.00	\$0.00	
200		Discounted entry @	\$75.00	\$15,000.00	\$0.00	
175		Full price entry @	\$103.00	\$18,025.00	\$0.00	
40		Deferrals to 2025, 2026, 2027 @	\$35.00	\$1,400.00	\$0.00	
112		Complimentary entries @	\$0.00	\$0.00	\$0.00	
<b>TOTALS</b>	<b>790</b>			<b>\$48,890.00</b>	<b>\$0.00</b>	



# USA Beach Running Championship

1. Sponsorship revenue is not included on newest budget submission

<b>TOTAL INCOME</b>	<b>Estimated</b>	<b>Actual</b>
	\$45,755.00	\$0.00

## 10-MILER ADMISSIONS/REGISTRATIONS

**\*01/29/2024**

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
102		50% off and Early Bird @	\$40.00	\$4,080.00	\$0.00
145		Discounted entry @	\$60.00	\$8,700.00	\$0.00
65		Full price entry @	\$83.00	\$5,395.00	\$0.00
5		Deferrals to 2025, 2026, or 2027 @	\$35.00	\$175.00	\$0.00
40		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>357</b>				<b>\$18,350.00</b>	<b>\$0.00</b>

## 10K ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
108		50% off and Early Bird @	\$35.00	\$3,780.00	\$0.00
250		Discounted entry @	\$50.00	\$12,500.00	\$0.00
150		Full price entry @	\$73.00	\$10,950.00	\$0.00
5		Deferrals to 2025, 2026, or 2027 @	\$35.00	\$175.00	\$0.00
40		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>553</b>				<b>\$27,405.00</b>	<b>\$0.00</b>

## TOTALS

910

**\$45,755.00**

ORGANIZATION: Smooth Running, LLC			
EVENT: USA Beach Running Championships			<b>*01/23/2024</b>
DATE: April 28, 2024			
Expenses	Anticipated Event Expenses	Income	Anticipated Event Income
USA Track & Field Sanctioning & Insurance	\$820.00	Entry Fees	\$31,400.00
Athlete Finisher Medals	\$3,800.00	Sponsorships	\$3,000.00
Athlete Shirts	\$4,700.00		
Branded Athlete Hats	\$3,200.00		
Branded Athlete & Volunteer Drawstring Backpacks	\$2,400.00		
Volunteer Shirts	\$380.00		
Donation to Volunteer Groups	\$1,000.00		
Medical Support	\$620.00		
ATV Side by Side Rentals	\$840.00		
Port-a-Potties	\$1,120.00		
Timing	\$3,300.00		
Shepard Park Usage Fees	\$1,400.00		
Advertising	\$4,500.00		
Signs & Banners	\$800.00		
Go Daddy Hosting & Annual Fees	\$150.00		
Finish/Start Finisher Line Announcer	\$800.00		
Hotels For Timers	\$600.00		
Band	\$300.00		
Course & Finish Line Celebration Food & Drink	\$1,600.00		
Overnight Security	\$200.00		
Staffing & Labor 7 Months Before & Through Event	\$3,800.00		
Equipment Trailer Rental	\$250.00		
		<b>Total Income</b>	<b>\$34,400.00</b>
		<b>Total Expenses Paid</b>	<b>\$36,580.00</b>
<b>Total Expenses 2024</b>	<b>\$36,580.00</b>	<b>Profit/Loss</b>	<b>-\$2,180.00</b>

2. Previous budget shows a loss of \$2,180, but the new estimated revenue including the sponsorships results in a profit of \$12,175  
 a. Grant amount is \$6,000

TOTAL INCOME		Estimated	Actual		
		\$45,755.00	\$0.00		
<b>10-MILER ADMISSIONS/REGISTRATIONS</b>			<b>*01/29/2024</b>		
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
102		50% off and Early Bird @	\$40.00	\$4,080.00	\$0.00
145		Discounted entry @	\$60.00	\$8,700.00	\$0.00
65		Full price entry @	\$83.00	\$5,395.00	\$0.00
5		Deferrals to 2025, 2026, or 2027 @	\$35.00	\$175.00	\$0.00
40		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>357</b>				<b>\$18,350.00</b>	<b>\$0.00</b>
<b>10K ADMISSIONS/REGISTRATIONS</b>					
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
108		50% off and Early Bird @	\$35.00	\$3,780.00	\$0.00
250		Discounted entry @	\$50.00	\$12,500.00	\$0.00
150		Full price entry @	\$73.00	\$10,950.00	\$0.00
5		Deferrals to 2025, 2026, or 2027 @	\$35.00	\$175.00	\$0.00
40		Complimentary entries @	\$0.00	\$0.00	\$0.00
<b>553</b>				<b>\$27,405.00</b>	<b>\$0.00</b>
<b>TOTALS</b>					
	910			\$45,755.00	

ORGANIZATION: Smooth Running, LLC			
EVENT: USA Beach Running Championships			<b>*01/23/2024</b>
DATE: April 28, 2024			
Expenses	Anticipated Event Expenses	Income	Anticipated Event Income
USA Track & Field Sanctioning & Insurance	\$820.00	Entry Fees	\$31,400.00
Athlete Finisher Medals	\$3,800.00	Sponsorships	\$3,000.00
Athlete Shirts	\$4,700.00		
Branded Athlete Hats	\$3,200.00		
Branded Athlete & Volunteer Drawstring Backpacks	\$2,400.00		
Volunteer Shirts	\$380.00		
Donation to Volunteer Groups	\$1,000.00		
Medical Support	\$620.00		
ATV Side by Side Rentals	\$840.00		
Port-a-Potties	\$1,120.00		
Timing	\$3,300.00		
Shepard Park Usage Fees	\$1,400.00		
Advertising	\$4,500.00		
Signs & Banners	\$800.00		
Go Daddy Hosting & Annual Fees	\$150.00		
Finish/Start Finisher Line Announcer	\$800.00		
Hotels For Timers	\$600.00		
Band	\$300.00		
Course & Finish Line Celebration Food & Drink	\$1,600.00		
Overnight Security	\$200.00		
Staffing & Labor 7 Months Before & Through Event	\$3,800.00		
Equipment Trailer Rental	\$250.00		
		Total Income	\$34,400.00
		Total Expenses Paid	\$36,580.00
<b>Total Expenses 2024</b>	<b>\$36,580.00</b>	<b>Profit/Loss</b>	<b>-\$2,180.00</b>