



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

I.3.

12/5/2023

Subject:

Approval, Re: Tourist Development Council FY 2023-24 Major Event Grant Program recommendations.

Fiscal Impact:

FY 2023-24: \$100,000 for listed grants is budgeted in the Cultural Fund 1446/293020.

Dept/Office:

Tourism Development Office

Requested Action:

Request the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding for the FY 2023-24 Major Event Grant Program applications listed in Attachment (A) and below:

- Thunder on Cocoa Beach Boat Races - \$50,000 (May 16-19, 2024)
- Brevard Renaissance Fair - \$25,000 (January 6-February 4, 2024)
- Space Coast State Fair - \$25,000 (October 27-November 12, 2023)

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

Additionally, request authority for the Director, Tourism Development Office, to negotiate and sign all necessary grant agreements, budget change requests, and related documents to support the grants.

Summary Explanation and Background:

The Tourist Development Council Major Grant Program is a grant program 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 9, 2023 meeting unanimously recommended the following funding allocations. The Tourist Development Council at their November 15, 2023 meeting recommended the Board approve the following funding for FY 2023-24 Major Event Grant Program applications in a 5-0 vote for the Thunder on Cocoa Beach Boat Races, Brevard Renaissance Fair and Space Coast State Fair, as well as make the necessary legislative findings for each grant listed at Attachment (A).

The Major Event Grant Program Guidelines also require applicants to establish and track ROI by measuring visitor attendance and spending.

The three (3) applications have been approved by both the Cultural Committee and TDC, and will be on a reimbursement basis. 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 a Total Attendance of 25,000-49,999 will be eligible for a grant of \$25,000. Events with Total Attendance of 50,000-99,999 will be eligible for \$50,000, events with Total Attendance more than 100,000 will be eligible for \$75,000. The maximum funding request cannot exceed \$75,000 per organization per fiscal year, or 20% of their most recent budgeted event operating expense actual amount, whichever is less as directed by the Board.

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

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 6, 2023

M E M O R A N D U M

TO: Peter Cranis, Tourism Development Director

RE: Item I.3., Tourist Development Council (TDC) FY 2023-24 Major Event Grant Program Recommendations

The Board of County Commissioners, in regular session on December 5, 2023, requested Thunder on Cocoa Beach Boat Races, Brevard Renaissance Fair, and Space Coast State Fair to resubmit new data to you for the TDC funding recommendations for the FY 2023-24 Major Event Grant Program.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

A handwritten signature in cursive script, appearing to read "Kimberly Powell", is written over the typed name.

Kimberly Powell, Clerk to the Board

/ds

cc: Finance
Budget

Attachment (A)

Project Name: Thunder on Cocoa Beach Boat Races

\$50,000

Description of the Project: Thunder on Cocoa Beach (TOCB) brings the thrill of powerboat races to the shores of Florida's Space Coast. This is a multi-day event with each day having its unique thrills. The events leading up to race day will take place at various hotels/restaurants throughout the Cocoa Beach area as well as Downtown Cocoa Beach. Exact locations are currently TBD as we are still in the planning process. Past examples include Coconuts on the Beach, Downtown Cocoa Beach, and dry pits at Port Canaveral. The race will take place offshore in the Atlantic Ocean, spanning from Shepard Park to Minuteman Causeway. Spectators can choose any public beach access point between the two to view the race with speeds up to 175 mph, this free, annual event takes place over four days in Cocoa Beach and the surrounding communities. This year's event will take place May 16 - 19, 2024.

It's expected that 60 racers and their teams will be participating in TOCB, with an estimated 100,000 spectators in attendance over the four days of events. While this is a multi-day event, each day has its own set of events for racers, race teams and visitors to participate in. The event schedule for 2024 is still being finalized at this time; however, we do expect to have smaller events planned for VIPs, race teams, and sponsors leading up to the weekend's festivities. We envision visitors kicking off the weekend on Friday night with a Block Party in Downtown Cocoa Beach where they can mingle and meet with the racers and their teams. Sunday is the main event with the race starting at 10 a.m. Guests can view the race from the shores of Cocoa Beach, and the awards presentation will take place in the port's dry pits on Sunday evening.

This event has four main goals:

- Goal #1 - Bring the world of high-performance, super boat racing to Florida's Space Coast and expose the community, as well as travelers to this exciting sport.
- Goal #2 - Impact hotel occupancy. While hotel occupancy in Cocoa Beach is typically 60 - 70% in the month of May, our goal is to increase the area's occupancy for that time frame to 100%. Many area hoteliers have reported a significant increase in previous years.
- Goal #3 - Impact the local economy. Spectators and approximately 60 race teams from across the world stay here during the event. Those overnight stays result in significant visitor spending and economic impact to the community.

- Goal #4 - Give back to the local community. Each year we give back to the community through charity partnerships and being ecologically minded by working with the Sea Turtle Preservation Society.

Project Name: Brevard Renaissance Fair

\$25,000

Description of the Project: The Brevard Renaissance Fair started in January 2015, held annually in Brevard County at Wickham Park, is a lively celebration of the Renaissance era. Visitors are transported back to a time of knights, jesters, and royalty through various attractions and activities.

Historical Reenactments: Experience thrilling jousting tournaments and authentic portrayals of characters from the Renaissance.

Artisan Market: Explore a market filled with unique, handmade crafts, including jewelry, pottery, and leather goods.

Entertainment: Enjoy live music, dance, comedy, and theatrical performances, with something to entertain all ages.

Culinary Delights: Savor traditional Renaissance fare, including turkey legs and mead, alongside modern culinary options.

Interactive Experiences: Engage in hands-on activities like archery and craft workshops, with unique games and activities for children.

Themed Weekends: Experience unique focus themes, such as pirates or fantasy creatures, adding variety to the fair.

Costume Encouragement: Dressing in period attire is encouraged, adding to the immersive atmosphere.

The Brevard Renaissance Fair offers a family-friendly journey into a time of chivalry and exploration. Whether a history enthusiast or simply looking for a unique outing, the fair provides a memorable adventure for everyone.

The Brevard Renaissance Fair is set to make a substantial positive impact on tourism in Brevard County. This year's target of 100,000 attendees over five weeks is a significant attraction and impact to the community.

Economic Boost: The influx of visitors stimulates local businesses, from hotels to restaurants, creating seasonal jobs and boosting the economy. Nearly 300 individuals will also reside and work in Brevard for up to 9 weeks. These individuals will frequent local dining spots, purchase fuel, groceries, and procure essentials from local businesses.

Cultural Attraction: As a unique blend of history, arts, and entertainment, the fair enhances Brevard's cultural identity, attracting tourists interested in these experiences.

Educational Opportunities: An education day allows schools to engage with history interactively, attracting educational tourism —attendance last year from multiple Florida counties was over 1,200 people. We expect this to increase now that Covid is behind us.

Community Engagement: Involving local artisans and performers fosters community pride, making Brevard a more appealing destination.

Positive Reputation: The fair's growth and success contribute to Brevard's reputation as a diverse event destination, increasing interest in subsequent years.

Alignment with Holidays: The fair can attract visitors looking for special celebrations, broadening its appeal by including MLK day.

In conclusion, the Brevard Renaissance Fair is a crucial driver of tourism for Brevard County. Its growth, diverse offerings, and alignment with cultural values make it a vital asset in attracting visitors, boosting the local economy, and enriching Brevard's cultural landscape.

Project Name: Space Coast State Fair

\$25,000

Description of the Project: Brevard Production, Inc. (BPI) is one of east-central Florida's premier special event organizations, with 35 years of successful experience in owning and producing some of central Florida's most well-known special events -including family festivals, fairs, trade shows, concerts, symposiums, galas, sporting events and more.

BPI's main annual event - The Space Coast State Fair, has been providing family-fun on the Space Coast for 35 years and is one of the area's longest running, large special events. The Space Coast State Fair, sponsored by Health First's Viera Hospital, Space Coast Daily, Rock Paper Simple, Erdman Automotive, 4EverYoung Anti-Aging Solutions, Savings Safari, All Points and Bud Light, will entertain for 17 fun-filled days, October 27 - November 12, 2023, on the grounds of the 38-acre Space Coast Daily Park, in Viera, Florida, also near the Viera High School. Free shows inside the fair will include the amazing performers of the Urias Family Circus, animal petting zoos, musical groups, Globe of Death shows, Bob Bohme's Variety & Magic Shows, Professional Bull Riding, The Wolves of The World Shows, Pete The Cat and Ryan's World children's characters, the educational and fun agricultural exhibits of CowTown USA where people may learn how to milk a cow, Halloween Theatre shows, The Plant Guy and much more. BPI's principals also own and operate Space Coast Daily, which is a free service for the public, providing local news and information to millions of viewers every month.

Space Coast Daily is a sponsor of all BPI events, to help create awareness of each fair, festival etc. BPI also has a long tradition of giving back to its community by providing pro-bono attendance for local senior citizen groups from nursing homes, local school groups and churches. BPI operates its own fairgrounds called Space Coast Daily Park, which is across the street from Space Coast Stadium in Viera - where it holds many events throughout the year. The park has 2000 parking spaces next to 20 acres of special event area.

The Space Coast State Fair annually attracts visitors from all across central Florida, including fair lovers from Brevard, Citrus, Hernando, Hillsborough, Lake, Orange, Osceola, Pasco, Pinellas, Polk, Seminole, Sumter, and Volusia counties. Due to the large size and value that the Space Coast State Fair offers, there are often guests seen at the Space Coast State Fair from out of state, who stay longer in Brevard to return to the fair each year.

The annual Space Coast State Fair is actually promoted world-wide, as each year over 30 stories about the fair are posted to the world-wide web, which are a great source of promotion for tourism on the Space Coast - helping to make Brevard an even more attractive and fun place to visit.

Many of the out-of-town visitors who come to the fair stay in local hotels, buy gas and spend additional funds in local businesses. Many Brevardians who work in local hotels, restaurants, and tourist attractions, also work at the fair seasonally, which helps them with additional compensation. The success of the fair is measured by its growing popularity and by its growing attendance each year.

There are also a growing number of local businesses that attend and return to the fair each year to promote their goods and services to the fair guests. The success of the fair is also measured by exit polls, where guests are asked about their experience while at the fair and the particular rides, games and shows that they enjoyed. Health and safety is also a yard-stick by which the success of the fair is measured and any incidents are carefully reported and tracked.

Major Event Grant Program
FY 2023-2024

Project Number	Judge #1- Andrea Young	Judge #2 - Juliet Misconi	Judge #3 - Jim Ridenour	Judge #4 - Jim Platman	Judge #5 - Bonnie King	Judge #6 - Aaron Collins	Judge #7 - Steven Heron	Judge #8 - Kim Wilson	Judge #: Marial Castro
1	43	92	96	88	95	71	57	80	NS
2	62	81	91	88	88	73	91	80	NS
3	90	81	81	88	91	70	84	100	NS



**Brevard County
Tourism Development Office**

Guidelines

Major Event Grant Program

Fiscal Year 2023-2024

Fiscal Year 2023-2024

Major Event Grant Program

1.0 Introduction

This grant is provided by the Brevard County Board of County Commissioners through the use of the Local Option Tourist Development Act, pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)d of the Brevard County Code of Ordinances. The BOCC has authorized Tourist Development Tax funds to be used for tourist-oriented cultural and special events such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions, festivals and other tourist related activities.

The Major Event Grant Program is a program administered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a large event destination.

Goals of the 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 large events and marketing support for the benefit of visitors and residents.

2.0 Statement of Applicant Responsibility

Please read this entire document carefully.

The Tourism Development Office (TDO) and Brevard Cultural Alliance (BCA) staff will work in coordination to review the applications shortly after submission to determine if the application is complete or incomplete (i.e. missing attachments, lack of proper support materials, incomplete or incorrect support documents, etc.) and eligible for the grant. If the grant is awarded, the applicant agrees to be bound by all terms contained in their Application, these Guidelines, and any supporting documents. Incomplete or incorrect application packages will not be accepted and therefore will not be considered for funding. Applications that arrive after the application due date will not be reviewed or considered. Kindly note the due date, plan accordingly and double check your documents before you submit your application. If you have any question, please contact Deborah Webster at Deborah.Webster@VisitSpaceCoast.com.

3.0 Anti-lobbying

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

4.0 Application Process and Key Dates

The 2023-2024 Major Event Grant Program for events occurring between October 1, 2023 and September 30, 2024.

March 9, 2023	Cultural Committee meeting #1, Tourism Development Office @2pm
April 6, 2023	Cultural Committee meeting #2, Tourism Development Office @2pm
May 4, 2023	Cultural Committee meeting #3, Tourism Development Office @3pm
May 24, 2023	TDC for approval of MEGP Guidelines, Application & Scoresheet
July 11, 2023	BoCC for approval of MEGP Guidelines, Application & Scoresheet
July 12, 2023	MEGP Application window opens
July 12, 2023	MEGP non-mandatory online Information meeting @10am
July 19, 2023	Cultural Committee meeting #4, Tourism Development Office @2pm
July 20, 2023	Pre-qualification deadline for new events
August 7, 2023	MEGP Application window closes
August 7-9, 2023	TDO staff reviews applications for completeness
August 10, 2023	Cultural Committee meeting #5, MEGP presentations, Tourism Development Office @2pm
August 10, 2023	Cultural Committee begins scoring; applications & scoresheets submitted to Committee for review & scoring
November 7, 2023	Committee scoring due by 5pm
November 9, 2023	Cultural Committee meeting #6, MEGP Review, Ranking & Recommendations, Tourism Development Office @2pm
November 15, 2023	TDC recommendations for award approvals
October 1, 2023	FY2023-2024 grant period begins
December 5, 2023	Brevard County Board of County Commissioners final approval, Government Center
October 6, 2023	Funding notification to the applicants & executed contracts
September 30, 2024	FY 2023-2024 grant period ends
October 4, 2024	Final Reimbursement requests due
October 31, 2024	Final report due

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

The Tourist Development Council will review and recommend approval of the grant program Guidelines, Application, Scoresheets, and grant awards. The program will be administered by the Tourism Development Office (TDO). All grant awards are subject to funding and approval by the Brevard County Board of County Commissioners.

5.0 Eligibility

The primary 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 Grant Program, the event must meet the following criteria:

- Minimum of 25,000 total attendees
- Minimum of 25% of total attendees must be visitors from outside Brevard County
- Minimum of 40:1 Return on Investment (ROI) as measured by TDO staff
- At least 50% of the grant award must be spent on out-of-county advertising.
- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement.
- Events must be held at an ADA compliant facility conducted in compliance within current ADA guidelines.
- 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.

To be considered for this grant funding, the events/activities must be held in-person with in-person attendees with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event must account for total attendance of at least 25,000 attendees. The attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool.

To be eligible to apply for participation in the Major Event Grant Program an organization must also:

- a. Be a corporation registered in Florida (or a governmental entity),
- b. Headquartered in Brevard County or have sponsoring facility in Brevard County
- c. Applicant organization must be the presenting/producing entity of events 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 (IRS Form Rev. October 2018), Certificate of Insurance (COI), Proof of Registration with E-Verify (17-page MOU), SunBiz, and most recent 990 form. If an applicant is a governmental entity, the applicant may be required to supply alternative documentation.

- f. An organization should be in business for a minimum of two (2) years. (Date on IRS 501-c3) from date of incorporation.
- g. An organization must have held the event for at least (1) year to qualify for the Major Event Grant Program.
- h. Fully cooperate with TDO staff post-event on guest information, surveys, and any other requests for information.

6.0 Available Funds

Funds are available for the fiscal year 2023-2024 Major Event Grant Program. These funds will promote large attendance events that happen within and promote Brevard County as a cultural destination. Award funds will be based on total attendance as noted in the chart below. Maximum funding per organization, per fiscal year will not exceed \$75,000 or 20% of the most recent budgeted event operating expense actual amount, whichever is less.

Funding Award amounts;

Total # of attendees	Funding	Grant Program
25,000-49,999	\$25,000	Major Event Grant Program
50,000-99,999	\$50,000	Major Event Grant Program
100,000+	\$75,000	Major Event Grant Program

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.

The Tourism 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. Annual funding of this program is subject to the Brevard County budgeting approval process and receipt of Tourist Development Tax revenues within Cultural fund. At least 50% of the grant award must be spent on out-of-county advertising.

7.0 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 that promote Brevard County as a destination and make a positive impact to local economy by presenting a large event.

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may **not** be used for grant applications or routine maintenance

Allowable and Non-Allowable:

Allowable Costs:

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

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.
- Salaries or event personnel costs excluding support personnel (police, fire, etc.).

8.0 Application Submittal Procedures

The Major Event Grant Program application may only be submitted electronically through a unique link for the on-line application which will be provided to interested organizations on July 12, 2023. All supporting documentation may be uploaded within the application. The application

deadline is no later than 5pm EST on August 7, 2023 to be considered for funding. If you have questions about the application or program, please make them in writing to Deborah Webster at Deborah.Webster@VisitSpaceCoast.com until the application deadline.

A non-mandatory Information meeting to answer any questions you may have about the process or application will be held at 10am on July 12, 2023.

Join Zoom Meeting
<https://us06web.zoom.us/j/85912035843>

Meeting ID: 859 1203 5843
+1 929 205 6099

9.0 Evaluation Criteria and Approval Process

On the close of the application window, August 7, 2023, TDO staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline; absolutely no late arrivals will be accepted.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.
4. Applications have met the minimum attendee requirement.
5. 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.
6. Each member of the Cultural Committee will receive eligible applications and scoresheets (see attached sample scoresheet) for review. Committee members will be instructed to review each proposal using the scoresheet and assign a numeric score to the project and submit a completed scoresheet for each application to TDO staff.
7. TDO staff will assemble the scoresheets for each project. The highest and lowest scores will be discarded for each application to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining scores, and the ranking of project will be by average of the trimmed mean score.
8. Project rankings will be reviewed and discussed in a Cultural Committee meeting that is open to the public.

Cultural Committee meeting – Review, Ranking & Recommendation Meeting-

- TDO staff will distribute the scoring of the applications. Applications will be presented in order of ranking, with total funding level for each application deemed eligible by reaching the average trimmed mean score of 80 or higher.
- The Committee chair will open the floor to validate the scores.
- The Committee chair will open the floor for discussion and funding recommendations.

- Upon completion of the recommendations, the Committee chair will entertain any comments from Committee Members regarding the process or applications.
9. Each recommended project will go to the Tourist Development Council for review and approval of recommended funding levels, if approved, project will be sent to the Brevard County Board of County Commissioners for final approval.

Awards are not final and available for use until final approval by the Board of County Commissioners and contracts have been fully executed.

10.0 Reporting Requirements

Applicants are required to complete one final report for FY 2023-2024 grant cycle. Applicants will be provided a reporting link to complete the final report. In instances of an event (single or multi-day event) a final report and reimbursement request are due within 60 days of the conclusion of the event by using the Event Reimbursement Request Form (RRF).

Reimbursement requests are due October 4, 2024. Failure to comply and submit a final report by due date may impact future funding requests.

11.0 Grant Reimbursement Requests

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

Prior to preparing your reimbursement, ensure that the expenses/costs for which you are requesting reimbursement are consistent with your grant application and grant agreement. Also, note all Tourism Development Office Grants are reimbursement based. They ARE NOT direct vendor payments or pre-payments.

All documents and invoices provided will become subject to Public Records laws.

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

Submit grant reimbursement paperwork as soon as a project milestone, event or season is complete. Deadline for ALL grant reimbursement requests for FY 23-24 is close of business Friday, October 4, 2024.

Each Grant Reimbursement Submission Package Must Contain the Following Four (4) Items (in this order):

1. The TDO Grant Reimbursement Request Form (RRF, a provided Excel document).
 - A. Vendor invoices must be listed line by line.
 - B. Vendor name, vendor invoice #, description of grant related service and amount of reimbursement being requested must be included.
 - C. Invoice numbers on the form are not the 1, 2,3 numbers shown on the right side of the form, they are the actual vendor invoice number.
2. Vendor Invoices and Receipts for Allowable Expenses.
 - A. Invoices and receipts must have the line # (the 1, 2, 3... numbers shown on the right side of the form) on the top of each page of backup that corresponds with line # on the Grant Reimbursement Request Form.
 - B. This includes the invoice and/or receipt for any grant reimbursable product or service.
3. Financial Proof of Goods and Services purchased with grant funding in the form of cancelled checks (front and back copy), ACH direct payment receipts, credit card receipts and statements. ALL account numbers, bank routing numbers, social security numbers, authorizing signatures and other credit card transactions MUST be redacted (blacked out).
4. Backup Proof of Completed Grant Related Goods and Services which focus on promoting Brevard County tourism to include:
 - Copies of any advertising whose purpose is to drive tourism to Brevard County
 - Photos of rental tents or equipment
 - Photos of equipment purchased in support of the grant
 - Screenshots of website and social media
 - Copies of the printed material
 - Copies or photos of the signs to ensure they were not used for some other purpose
 - If payroll is being requested for reimbursement, the line on reimbursement cover sheet requires an abbreviated personnel description that is grant related along with the pay period dates. Leave the invoice field blank for payroll items
 - Copies of vendor reports or materials lists
 - Any other allowable, reimbursable expense that was listed in the grant application budget and grant agreement.

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

12.0 Credit & Logo

Grantees/event organizers must agree to prominently recognize the Space Coast Office of Tourism and Brevard County (where possible) as an event supporter in all marketing materials, advertising, website and other marketing related communications promoting the event/season both in and out of the local market. The Space Coast Office of Tourism logo must be included in all display advertising, printed collateral, email marketing, etc. where appropriate. The logo must be easily legible and should be displayed in a manner which does not distort or warp the original logo file. Logo usage standards will be provided to grantees/event organizers as well as high resolution and/or vector logo files to be included in event materials. Use the following language for all materials;

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

Logos available to download <https://bit.ly/SpaceCoastLogo> or by email request to marketing@visitspacecoast.com.

13.0 Grant Benefits

Additional benefits to organizations who are awarded funding;

- Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
- Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

14.0 Terms and Conditions

Should the grant be awarded, the applicant agrees to be bound by the following terms and conditions:

Grantor means the Brevard County Board of County Commissioners acting through the TDO and Grantee means the applicant. The term Parties means both the Grantor and Grantee.

This grant is contingent upon the availability of applicable tourist development tax funds and subject to any limitations provided by Section 125.0104, Florida Statutes, and Section 102-119 of the Brevard County Code, as either may be amended from time to time. Should funds no

longer be available, the GRANTOR shall provide written notice to the GRANTEE. This grant is not a lien, either legal or equitable, on any of the GRANTOR's non-tourist development related revenues.

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

I. Payment Procedures

For work performed by GRANTEE during the cultural grant term, the GRANTEE must submit adequate documentation according to the payment procedures outlined in the grant on or before October 4, 2024. If documentation is submitted after October 4, 2024, the Parties agree the GRANTOR has no obligation to reimburse those expenses and GRANTOR has no further obligation under the grant to GRANTEE.

If a question arises as to the sufficiency of the GRANTEE's documentation, the Parties agree that the Executive Director the TDO shall make the determination on whether or not the documentation is sufficient to support payment of the grant. Funds are only eligible for reimbursement as proposed in the GRANTEE's application or as modified through the grant award. The Parties agree the GRANTOR will reject submissions for reimbursement for items not proposed in the grant application. Funds may not be used to pay debt obligations.

Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to GRANTEE.

II. Legal Responsibilities and Waiver of Trial by Jury

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

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

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

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

This grant shall not obligate or make GRANTOR or GRANTEE liable to any Party other than the Parties. Oversight of any GRANTEE staff will be the responsibility of GRANTEE.

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

III. Indemnification and Hold Harmless

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

IV. Amendment, Assignment of Agreement

Amendments to this grant may be initiated by either Party. Amendments shall be formally ratified and approved by written amendment to the grant by both Parties. GRANTEE shall not assign any portion of this grant without the written permission of GRANTOR. All conditions and assurances required by this grant are binding on the Parties and their authorized successors in interest.

V. Insurance

If you are awarded a grant you will be required to procure and maintain, at your own expense and without cost to the BOCC, a General Commercial Liability Insurance policy with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the project performed pursuant to the grant. Including errors and omissions coverage upon TDO request. Depending on the event sponsored, the TDO may require additional insurance. Award recipients shall provide the TDO with a Certificate of Insurance prior to contract execution. The insurance coverage enumerated above constitutes the minimum requirements and shall in no way lessen or limit the liability of grantee under the terms of the Grant. The following items are required of each COI;

- Box labeled "Certificate Holder" – shall read "Brevard County, 150 Cocoa Isles Blvd, St. 401, Cocoa Beach, FL 32931"
- Box labeled "Description of Operations/locations/vehicles" – shall read "Brevard County is listed as an Additional insured"
- Provide Endorsements pages which provide that your entity is endorsed as an additional insured

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

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

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

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

VI. Termination

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

VII. Right to Audit Records

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

VIII. Scrutinized Companies

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

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

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

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

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

IX. Employment Eligibility Verification (E-Verify)

A. The GRANTEE shall comply with the applicable provisions of section 448.095, Florida Statutes. Upon request, GRANTEE shall provide acceptable evidence of their enrollment in the U.S. Department of Homeland Security's E-Verify system. Acceptable evidence shall include, but not be limited to, a copy of the fully executed E-Verify Memorandum of Understanding for the business. If applicable, a GRANTEE may alternatively provide an affidavit as to compliance with section 448.095(3)(b)(2), Florida Statutes.

B. A GRANTEE meeting the definition of a contractor in section 448.095, Florida Statutes shall require its subcontractors to provide the affidavit specified at section 448.095 (2)(b), Florida Statutes.

C. As applicable, GRANTEE agrees to maintain records of its participation and compliance with the provisions of the E-Verify program, including, if applicable, participation by its subcontractors as required by section 448.095(2)(b), Florida Statutes, and to make such records available to the GRANTOR consistent with the terms of GRANTEE's enrollment in the program.

D. Compliance with the terms of this section is made an express condition of this Grant and the GRANTOR may treat a failure as grounds for immediate termination of this Grant.

E. A GRANTEE who registers with and participates in the E-Verify program may not be barred or penalized under this section if, as a result of receiving inaccurate verification information from the E-Verify program, the GRANTEE hires or employs a person who is not eligible for employment.

F. Nothing in this section may be construed to allow intentional discrimination of any class protected by law.

G. GRANTOR will not intentionally award a publicly-funded Grant to any GRANTEE who knowingly employs unauthorized alien workers, constituting a violation of the employment provisions contained in 8 United States Code (USC) section 1324a(e)(section 274A(e) of the Immigration and Nationality Act (INA)). GRANTOR shall consider a GRANTEE's intentional employment of unauthorized aliens as grounds for immediate termination of this Grant.

X. Public Records Disclosures

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

unless otherwise exempt or confidential under Florida Statute.

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

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

GRANTEE agrees that GRANTOR will consider all documentation the GRANTOR submits to Brevard County to support payment of this grant to be subject to public records disclosure.

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

XI. Notices

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

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

GRANTEE:

Contact information listed on GRANTEE's application.

XII. Effective Date

The grant shall be effective on the last day the Parties execute the grant award (the "Effective Date"). The Parties agree that all work performed by GRANTEE prior to the effective date but during the term of the grant is subject to the provisions of this Agreement.

XIII. Entirety, Construction of Agreement, and Counterparts

The grant guidelines, application, Clerk to the Brevard County Board of County Commissioners memorandum ("Clerk's Memo"), any included exhibits or required documentation and the grant award represents the entire understanding between the Parties in its entirety and no other agreements, either oral or written, exist between GRANTOR and GRANTEE. The application, grant guidelines, grant award are attached and incorporated into the grant by this reference. The Parties acknowledge that they fully reviewed all requirements and had the opportunity to consult with legal counsel of their choice, and that this grant shall not be construed against any Party as if they were the drafter of this grant. This grant may be executed in counterparts all of which, taken together, shall constitute one and the same. GRANTEE warrants that it is possessed with all requisite lawful authority to apply for and accept this grant.

XIV. Foreign Disclosures.

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

15.0 GRANT AWARDS

Upon approval by the Brevard County Board of County Commissioners, the GRANTOR will issue a Notice of Award to the Grantee listing the grant award amount and any additional conditions or restrictions that may differ from the grant Guidelines, grant Application, Clerk's Memo, and other accompanying documents. Should there be any conflict, the Notice of the Award shall control to the extent of said conflict.

Response ID:12 Data

2.

1. What is the name of proposed name of the proposed event?

Thunder on Cocoa Beach

3. (untitled)

2. What is the name of your organization?

Space Coast Superboats, LLC

4. (untitled)

3. What is the organization's mailing address?

First Name

Last Name

Title

Company Name

Street Address

950 Mullet Drive

Apt/Suite/Office

City

Cape Canaveral

State

FL

Zip

32920

Country

Email Address

Phone Number

Fax Number

Mobile Phone

5. (untitled)

4. What is your Federal Employer ID number?

80-0656657

6. (untitled)

5. What is the organization's email address, telephone number, and URL?

First Name

Last Name

Title

Company Name

Street Address

Apt/Suite/Office

City

State

Zip

Country

Email Address

kerrybartlett@beachlinemarine.com

Phone Number

321-863-5228

Fax Number

Mobile Phone

Website URL

<https://www.thunderoncocoabeach.com/>

7. (untitled)

6. What is the primary contact's first and last name, job title, email address, and telephone number?

First Name

Kerry

Last Name

Bartlett

Job Title

Director

Company Name**Street Address****Apt/Suite/Office****City****State****Zip****Country****Email Address**

kerrybartlett@beachlinemarine.com

Phone Number

321-863-5288

Fax Number**Mobile Phone****URL**

8. (untitled)

7. What is the alternative contact's first and last name, job title, email address, and telephone number?**First Name**

Kevin

Last Name

Pruett

Job Title

Event Director

Company Name

Street Address

Apt/Suite/Office

City

State

Zip

Country

Email Address

pruett.kevin@ensco.com

Phone Number

321-795-9500

Fax Number

Mobile Phone

URL

9. (untitled)

8. Where is your proposed event location? What is the name of the facility where your proposed event will be held?

This is a multi-day event with each day having its unique thrills. The events leading up to race day will take place at various hotels/restaurants throughout the Cocoa Beach area as well as Downtown Cocoa Beach. Exact locations are currently TBD as we are still in the planning process. Past examples include Coconuts on the Beach, Downtown Cocoa Beach and dry pits at Port Canaveral. The race will take place offshore in the Atlantic Ocean, spanning from Shepard Park to Minuteman Causeway. Spectators can choose any public beach access point between the two to view the race.

10. (untitled)

9. Which best describes your organization?

Other: LLC

11. (untitled)

10. Please indicate your desired first day of the proposed event.

05/16/2024

12. (untitled)

11. Please indicate an alternative first day of the proposed event.

05/16/2024

13. (untitled)

12. How many days will your event be held?

4

14. (untitled)

13. Please provide a description of your organization.

Thunder on Cocoa Beach (TOCB) brings the thrill of powerboat races to the shores of Florida's Space Coast. With speeds up to 175 mph, this free, annual event takes place over four days in Cocoa Beach and the surrounding communities. This year's event will take place May 16 - 19, 2024.

It's expected that 60 racers and their teams will be participating in TOCB, with an estimated 100,000 spectators in attendance over the four days of events.

While this is a multi-day event, each day has its own set of events for racers, race teams and visitors to participate in. The event schedule for 2024 is still being finalized at this time; however, we do expect to have smaller events planned for VIPs, race teams, and sponsors leading up to the weekend's festivities.

We envision visitors kicking off the weekend on Friday night with a Block Party in Downtown Cocoa Beach where they can mingle and meet with the racers and their teams. Sunday is the main event with the race starting at 10 a.m. Guests can view the race from the shores of Cocoa Beach, and the awards presentation will take place in the port's dry pits on Sunday evening.

This event has four main goals:

Goal #1 - Bring the world of high-performance, super boat racing to Florida's Space Coast and expose the community, as well as travelers to this exciting sport.

Goal #2 - Impact hotel occupancy. While hotel occupancy in Cocoa Beach is typically 60 - 70% in the month of May, our goal is to increase the area's occupancy for that time frame to 100%. Many area hoteliers have reported a significant increase in previous years.

Goal #3 - Impact the local economy. In 2021, over a four-day event period, there were 87,000 attendees with 42% of those visiting from outside of Brevard County. Plus, approximately 60 race teams from across the world stay here during the event. The estimated impact on the economy was \$7.3 million.

Goal #4 - Give back to the local community. Each year we give back to the community through charity partnerships and being ecologically minded by working with the Sea Turtle Preservation Society.

Space Coast Super Boats, LLC is made up of four, longtime Space Coast residents who work in the community and are responsible for Thunder on Cocoa Beach. Our team consists of:

Kerry Bartlett - General Manager, Beachline Marine
 Kevin Pruett - Aerospace Engineer
 Rich Hensel - Owner of Fishlips, Rising Tide Tap & Table
 Michael Schwarz, Owner of Fishlips, 4th Street Fillin Station

15. (untitled)

14. Please demonstrate how your proposed event will have a positive impact on Brevard County tourism. Describe in detail how you will measure and evaluate the success of the event.

Thunder on Cocoa Beach is brought to Florida's Space Coast by a group of guys who have a passion for this area and wanted to bring something cool here. We are not in it for the money; however, in the spirit of full transparency, two members of our team own and operate local restaurants and naturally benefit from an increase in visitors to the area.

Our hearts are in it to see our community thrive. We work closely with the TDO to collect data, as well as local hoteliers and the City of Cocoa Beach and Cape Canaveral to gauge our success.

This time frame in May typically sees less traffic and lower occupancy in the Cocoa Beach/Cape Canaveral area. We have had many Cocoa Beach area hoteliers share that occupancy traditionally runs 60 to 70% during this time, but they have seen a lift in occupancy since our event started more than 10 years ago.

In 2021, the TDO provided us with an average economic impact of \$8 million dollars. This is a significant impact for the area during what would normally be a slower time. We now have heads in beds, restaurants filled, and local shops being visited. We know this for a fact because we work so closely with our area to bring this event here.

Our marketing plan goes into great detail on how we plan to promote the Space Coast as a destination. Through a series of digital and print ads, radio and social media marketing, we plan on promoting the race weekend to our defined audiences. The event name alone, Thunder on Cocoa Beach, places the destination in front of our audience, generating brand awareness for Cocoa Beach.

TOCB is one race on the Power Boat Association Offshore National Championship Series, and there is quite a following when it comes to this series. One of our tactics is a partnership with P1 Offshore, which includes a one-hour program chronicling the 2024 American Power Boat Association Offshore National Championship Series that will debut on CBS Sports Network. In 2022, TOCB Global TV Coverage had a TV audience of more than 2 million. This coverage provides additional exposure for Florida's Space Coast and will influence future visits.

Another way we measure our success is by how much we're able to donate. In the past, we donate a percentage of profits to our charity of choice, which last year was \$7,500.

We chose this charity because they are passionate about ending human trafficking and supporting organizations that identify, rescue, rehabilitate and set victims of human trafficking free. For full transparency, the founder of Freedom Fighters, Jenny Pruett, is married to one of our team members, Kevin Pruett.

Analytics Breakdown - Measure of Reach/Success:

Facebook organic reach - 2022: 207,613

Website Traffic (since 2018): 492,000

Website and Facebook analytics for 2023 are on pace to surpass 2022's results.

16. (untitled)

15. Upload your Marketing plan.

[2024_Marketing_Budget.docx](#)

17. (untitled)

16. Referring to your proposed event, please describe what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination.

TOCB is the only event of its kind in Central Florida. There's no other place in the world that offers access to offshore racing with a backdrop like Cocoa Beach. This family-friendly destination is an authentic beach town that's known for its beaches and surf break, and it's a perfect destination due to its laid back-nature and endless activities.

While visitors are here, they will get a taste of our beach and surf culture. However, as the gateway to Kennedy Space Center, visitors will experience a nostalgic ambiance. Unlike other destinations on the circuit, there is nowhere else in the world where visitors can experience sun, sea, and space. With more than 80 rockets projected to launch in 2023, we are hopeful that visitors and the race teams could watch a launch from the beach with the thrill of racing taking place in front of them. There's a high chance that a launch could coincide with the scheduled events, which is a huge differentiator for TOCB.

18. (untitled)

17. Please list event sponsors and their roles.

Sponsor name (A) : Carroll Distributing

Sponsor role (A) : Beer Vendor

Sponsor name (B) : Freedom Fighters

Sponsor role (B) : Non Profit, Run Down Town

Sponsor name (C) : Fishlips Waterfront Bar & Grill

Sponsor role (C) : Run the Port Operations

19. (untitled)

18. Upload your detailed operating budget worksheet to reflect both revenue & expenses for your proposed event.

[23-24_Budget__TDC.xlsx](#)

[2024_Budget_Thunder_2023_Final.xls](#)

20. (untitled)

19. Please describe other revenue streams that you have in place now. Explain in detail why additional funding is important to the success of your proposed event.

This event would not be successful without the support of our sponsors. They are some of our greatest assets in bringing this event to Florida's Space Coast. Explore Media Marketing is an agency that helps us secure and manage our sponsors, and although these sponsorships may change, year over year, they are critical to our success.

Additionally, we sell T-shirts, VIP tickets, and vendor spaces to help fund this event. A portion of any revenue goes to our charity of choice.

21. (untitled)

20. Required Supporting Documents upload here.

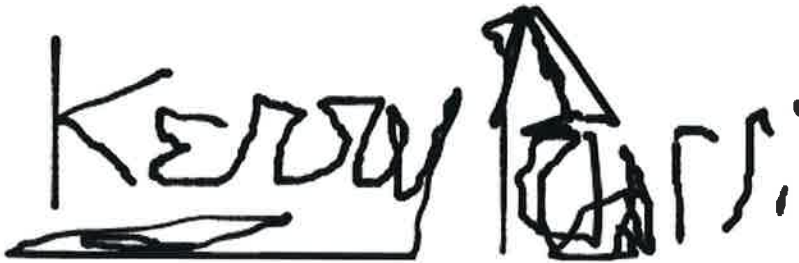
[2024_Race_Map.png](#)
[2024_Timeline.doc](#)
[2024_Media_Assets.docx](#)
[2024_RefereI_Hotel_Support_Letter.docx](#)
[2024_referrel_Baker.pdf](#)
[2024_Referrel_Fishlips.docx](#)
[2024_Referrel_Freedom_Fightes.pdf](#)
[2024_Referrel_P1.pdf](#)
[2024_Referral_CARROL.docx](#)
[2024_Marketing_Budget.docx](#)

22. (untitled)

21.

ATTESTATION

I, attest that I have full authority to enter into this grant application and funding request, and that all of the information that I have provided is true and correct to the best of my abilities. I further attest, that I have read the FY 2023-2024 Guidelines fully (a copy is downloadable on the first page of this application) and I will comply with the requirements of the grant, if awarded.



Signature of: Kerry Barlett



Marketing // PR Plan

Thunder on Cocoa Beach Channels

- **Website:** www.ThunderOnCocoaBeach.com
- **App:** Thunder on Cocoa Beach
- **Facebook:** <https://www.facebook.com/thunderoncocoabeach>
- **Instagram:** <https://www.instagram.com/thunderoncocoabeach/>

Event Goals & Objectives

Thunder on Cocoa Beach brings the thrill of powerboat races to the shores of Florida's Space Coast. With speeds up to 175 mph, this free, annual event takes place over four days in Cocoa Beach and the surrounding communities. The next event will take place May 16-19, 2024.

This event has three main goals:

- **Goal #1** - Bring the world of high-performance, super boat racing to Florida's Space Coast and expose the community, as well as travelers to this exciting sport. There are several events taking place over four days, including a street party, meet and greet with the racers, the race itself, and the awards ceremony.
- **Goal #2** - Impact hotel occupancy. While hotel occupancy in Cocoa Beach is typically 60 - 70% in the month of May, our goal is to increase the area's occupancy for that time frame to 100%. Many area hoteliers have reported this increase in previous years.
- **Goal #3** - Impact the local economy. In 2021, over a four-day event period, there were 87,000 attendees with 42% of those visiting from outside of Brevard County. Plus, approximately 60 race teams from across the world stay here during the event. The estimated impact on the economy was \$7.3 million.

Audience

Thunder on Cocoa Beach attracts people of all kinds. Whether it is industry professionals, enthusiasts, or people looking for something to do, this free event, with the option to upgrade to VIP, draws all kinds to Florida's Space Coast.

We understand that our audience consists of three types of people:

- **Industry/Race Professionals** - This audience consists of race teams and industry professionals.
- **Powerboat Enthusiasts** - This audience includes those who follow the sport or have a vested interest in this world.
- **General Interest** - This is your families, couples, and friends looking for something fun to do.

In terms of advertising, we cast a broad net. Some tactics target the industry and powerboat enthusiasts, while other tactics target Florida's Space Coast drive markets including Orlando-Daytona-Melbourne DMA, Tampa-St.Petersberg DMA, and Miami DMA.

Some of our digital tactics allow us to target specific demographics, which range from age, interests, and location.

Timeline & Budget

Below you will find a variety of tactics that will start about one month prior to the event.

The marketing budget is approximately \$140,000. This includes various expenses such as domain renewals, volunteer shirts, mobile app, and poster distribution. The majority of the expenses are allocated to P1 Offshore (explained below) and Explore Media Marketing for securing sponsorships.

Marketing Tactics

Speed on the Water - Digital & Print Ads

Speed on the Water is a publication that covers the world of high-performance boating.

- Thunder on Cocoa Beach plans to run a series of digital ads on SpeedOnTheWater.com starting in late April.

- Print ads will start running in April. These ads will be full-page ads. Additionally, we run an ad in November's issue to announce the next year's date. We choose November since all eyes are on the racing circuit's last event of the year.
- Included in our buy with Speed on the Water is a four-page, post-event recap that highlights the race, as well as the destination.
- This tactic reaches industry professionals and super boat enthusiasts.

Speed on the Water donates its services to Thunder on Cocoa Beach in exchange for VIP tickets.

Speedboat Magazine

A magazine covering the exciting world of high-performance boating.

- Print ads will start running in April. These ads will be full-page ads. Additionally, we run an ad in November's issue to announce the next year's date. We choose November since all eyes are on the racing circuit's last event of the year.
- This tactic reaches industry professionals and super boat enthusiasts.

Speedboat Magazine donates its services to Thunder on Cocoa Beach in exchange for VIP tickets.

Offshore Only - Digital & Print Ads

OffShoreOnly.com is the leading website for high-performance boating enthusiasts.

- Thunder on Cocoa Beach plans to run a series of digital ads on OffShoreOnly.com starting in late April.
- Print ads will start running in April. These ads will be full-page ads. Additionally, we run an ad in November's issue to announce the next year's date. We choose November since all eyes are on the racing circuit's last event of the year.
- Included in our buy with Offshore Only is a four-page, post-event recap that highlights the race, as well as the destination.
- This tactic reaches industry professionals and super boat enthusiasts.

Offshore Only donates its services to Thunder on Cocoa Beach in exchange for VIP tickets.

iHeart Radio

iHeartRadio lets you access the world of music and radio in one simple platform.

- Targeting drive markets including Orlando-Daytona-Melbourne DMA, Tampa-St. Petersburg DMA and Miami DMA, Thunder on Cocoa Beach will run a series of 30-second ads starting two to three weeks prior to the event.
- A series of giveaways and contests giving away VIP Tickets to the event will take place weeks prior to the event.

iHeart Radio donates its services to Thunder on Cocoa Beach in exchange for VIP tickets.

Meta - Facebook & Instagram Ads

A platform designed to help people connect, find community, and grow businesses.

- Our Facebook page has an audience just shy of 10,000 who are actively engaged leading up to the event.
- As the event gets closer, we plan to boost posts on Facebook & Instagram, as we see fit. This will give our posts more visibility to those who follow our page.
- Additionally, we are exploring the idea of running ads to target Florida's Space Coast drive markets. This content will encourage visitors to stay in Cocoa Beach and the surrounding area while attending the event.
- Our estimated timeline for these ads will be late April or early May.

Budget: previous years' budget indicates \$500 to \$2,000

CBS/Fox Sports - TV Special

- In 2022, produced by P1 Offshore, Thunder on Cocoa Beach was the first of six one-hour programs chronicling the 2022 Power Boat Association Offshore National Championship Series that debuted on CBS Sports Network.

- This one-hour special aired worldwide approximately one month after the event. This provided additional exposure for Florida's Space Coast and likely encouraged those watching at home to make plans to attend the following year.

The cost for this coverage is included in our partnership with P1 Offshore.

Public Relations - Additional Media Coverage

Thunder on Cocoa Beach has had the opportunity to create lasting relationships with many media outlets, and the press we receive from them is unprecedented.

- **Class 1 World Powerboat Championship - YouTube**
The UIM Class 1 World Powerboat Championship is an international motorboat racing competition for powerboats organized by the Union Internationale Motonautique.

- Example: <https://www.youtube.com/watch?v=mZeqzFcigMk>

Just shy of 100K views, this video is an example of the reach this event accomplishes.

- **P1 Offshore - Event Listing**
P1 Offshore is an organization responsible for a series of world-class powerboat racing competitions.

- Event Listing: <https://p1offshore.com/Race-info/Cocoa%20Beach/2022/86621>

This is just a fraction of the coverage P1 Offshore provides to us. They are a top resource for those interested in Thunder on Cocoa Beach.

- **SpeedOnTheWater.com**
Speed on the Water covers the world of high-performance boating including high-performance boats

- Example: <https://www.speedonthewater.com/?s=cocoa+beach>

With more than 450 search results for Cocoa Beach, Speed On the Water has been a great partner to Thunder on Cocoa Beach and has provided great coverage over the last 10 years.

- **Florida Today**

Florida Today is the major daily newspaper serving Brevard County, Florida.

- *Example: <https://www.floridatoday.com/story/entertainment/2022/05/19/thunder-cocoa-beach-powerboat-races-weekend/9821972002/>*

Florida Today has been and continues to be a great local partner for Thunder on Cocoa Beach.

Partners

Space Coast Super Boats, LLC is responsible for Thunder on Cocoa Beach and is operated by:

- Kerry Bartlett - General Manager, Beachside Marine
- Kevin Pruett - Aerospace Engineer
- Rich Hensel - Owner of Fishlips, Rising Tide Tap & Table
- Michael Schwarz, Owner of Fishlips, 4th Street Fillin Station

This team is responsible for bringing this event back to Brevard County, year-after-year. The passion each partner listed above has for this community, as well as powerboat racing, is what ultimately drives this event to be successful.

In addition to the partners listed above, we have a team of people who support us and help make Thunder on Cocoa Beach the top event on Florida's Space Coast now for 10+ years.

- **Explore Media Marketing** - an agency that secures sponsorships for the race and manages those sponsorships through the completion of the event.
- **P1 Offshore** - P1 Offshore is the governing body that manages all things race related, as well as the race's live feed and the coverage provided by CBS Sports.
- **Carroll Distribution** - Our partner for beer sales.
- **Speed on the Water** - Provides in-kind media placement and coverage in exchange for VIP tickets. Their generosity allows us to expand our reach and the message of Florida's Space Coast.
- **Speedboat Magazine** - Provides in-kind media placement and coverage in exchange for VIP tickets. Their generosity allows us to expand our reach and the message of Florida's Space Coast.

- **iHeart Media** - Provides in-kind media placement and coverage in exchange for VIP tickets. Their generosity allows us to expand our reach and the message of Florida's Space Coast.
- **Offshore Only Magazine** - Provides in-kind media placement and coverage in exchange for VIP tickets. Their generosity allows us to expand our reach and the message of Florida's Space Coast.
- **Sponsors** - Our sponsors may change year-over-year, but they are some of our greatest assets in bringing this event to Florida's Space Coast.

Volunteers - Without the help of our many volunteers, this event would not be possible.

Media Summary

TV Show Being broadcast now

C1 Cocoa Beach mp4:

<https://e.pcloud.link/publink/show?code=XZ9Y3uZUWnLDFffSPjymQt2VA0v7zQfBnLy>

P1 Cocoa Beach Supercats ModV mp4:

<https://e.pcloud.link/publink/show?code=XZuWDBZnu1YtiXlo2pkwmnoDRzct7qqJY3y>

P1 Cocoa Beach Superstock 450R mp4:

<https://e.pcloud.link/publink/show?code=XZTWDBZv5AqhQ6BUGpcP2yeqs7kVzKWd0Mk>

Event Brochure

<https://indd.adobe.com/view/e11c92b8-d7f5-419d-9ea7-f2ca4455bc0f>

Our Website

<https://www.thunderoncocoabeach.com/>

P-1 Offshore

<https://p1offshore.com/Race-info/Cocoa%20Beach/2022/86621>

Speed on the Water

<https://www.speedonthewater.com/?s=cocoa+beach>

Speedboat.com

<https://www.speedboat.com/huski-lsb-graydel-jackhammer-sun-print-win-in-cocoa-beach-offshore-race/>

<https://www.speedboat.com/boatfloater-com-shoreline-plumbing-win-mod-v-and-class-7-in-cocoa-beach/>

Floriday today

<https://www.floridatoday.com/story/entertainment/2022/05/19/thunder-cocoa-beach-powerboat-races-weekend/9821972002/>

Organization Name:

OPERATING BUDGET			
Fiscal year dates: FY 2023-2024			
	2023	2024	Enter your funding amount here:
EXPENSES:			
Personnel - Administrative	\$ 20,000.00	\$ 20,000.00	
Personnel - Artistic			
Outside Artistic Services/Fees			
Marketing/Advertising (paid social media, brochures, posters, etc.)	\$ 129,570.00	\$ 138,327.00	
Space Rental/Rent/Mortgage			
Insurance			
Equipment Purchase/Office Supplies			
Travel/Mileage			
Materials/Supplies for productions/exhibits/events			
Contract Services/Fees			
Collections/Acquisitions			
Other Operating Expenses	\$ 159,864.75	\$ 174,751.23	
TOTAL CASH EXPENSES	\$ 309,434.75	\$ 333,078.23	\$
Total In-Kind Contributions			
TOTAL EXPENSES	\$ 309,434.75	\$ 333,078.23	\$
INCOME:			
Admissions	\$ 55,491.08		
Memberships/Tuition			
Contracted Services Revenue			
Contributions from Individuals			
Corporate Contributions			
Government Support - Federal			
Government Support - State			
Government Support - Local	\$ -		
Foundation Support			
Sponsors	\$ 181,275.00		
Applicant Cash			
SUBTOTAL	\$ 236,766.08	\$ -	\$
Brevard Co. Grant Amount Requested	\$ 49,966.00		
Total In-Kind Contributions	\$ -	\$ -	\$
TOTAL INCOME	\$ 286,732.08	\$ -	\$
Donation Freedom Fighters	\$ 7,500.00		
Profit	\$ (15,202.67)		

Race Expenses	2023	2024	VAR+10% Increase		Sponsors	2023	2024	VAR
O Brien Helicopter (Jet Ranger)	\$10,090.00	\$11,099.00	\$1,009.00		Fishlips	\$5,000.00		
Grainger Helicopter (R44)	\$8,222.95	\$9,045.25	\$822.30		Carroll Dist.	\$2,500.00		
Brevard County Ocean Rescue (Jet Ski Patrols)	\$3,368.24	\$3,705.06	\$336.82		Motel assco.	\$5,000.00		
Cranes Bylel Brothers	\$18,500.00	\$20,350.00	\$1,850.00		Grills	\$2,000.00		
Steve Byle Hotels	\$2,500.00	\$2,750.00	\$250.00		Explorer Media	\$129,275.00		
Fim crew/ Hotel	\$0.00	\$0.00	\$0.00		Sea Ray	\$7,500.00		
LLC filing fee	\$225.00	\$247.50	\$22.50		Space Shirts	\$0.00		
Patrol boat captains	\$2,400.00	\$2,640.00	\$240.00		P1	\$26,000.00		
Sunday Awards Banquet Hilton	\$7,500.00	\$8,250.00	\$750.00		Arch	\$2,000.00		
APBA Membership	\$191.48	\$210.63	\$19.15		CTS TRAILERS	\$500.00		
ADMIN Fee Directors	\$20,000.00	\$20,000.00	\$0.00					
Hard Costs Race	\$72,997.67	\$78,297.44	\$5,299.77					
Port Fee	\$5,457.00	\$6,002.70	\$545.70					
BCSO	\$3,115.00	\$3,426.50	\$311.50					
CCVFD Fire	\$5,847.50	\$6,432.25	\$584.75		O Hana VIP Beach set u	1500		
United services Porta Potties	\$3,660.50	\$4,026.55	\$366.05		Income Sponsors	\$181,275.00	\$0.00	
Tactical Elite over night Security	\$2,622.00	\$2,884.20	\$262.20		Cash in Bank to start	\$0.00		
City pool testing	\$417.30	\$459.03	\$41.73		4 Day Pass full throttle	\$13,053.00		
Hampton Inn (Wet pit guard)	\$891.52	\$980.67	\$89.15		Lori Wilison	\$1,542.00		
Water wash boats Cocoa Water utilities	\$1,888.55	\$2,077.41	\$188.86		sat race	\$5,212.00		
Franklin Productions, Purchase Arch	\$1,000.00	\$0.00	-\$1,000.00		Sandbar	\$4,400.00		
Hotel Rooms for Wet Hot pit guys	\$891.52	\$980.67	\$89.15		Coconuts	\$6,309.00		
Hard Costs Port	\$25,790.89	\$27,269.98	\$1,479.09		Same day sales	\$3,348.94		
Arrive Alive Road closure **	\$5,500.00	\$6,050.00	\$550.00		Vendors	\$6,800.00		
Trash/ waste pro roll aways	\$1,290.00	\$1,419.00	\$129.00		Merch	\$9,856.00		
CCB Chamber	\$365.00	\$401.50	\$36.50		Parking	\$7,074.00		
Scorpion Marine Launch site	\$4,000.00	\$4,400.00	\$400.00		Refunds	-\$366.86		
Island craft Beach chair Lori Wilson	\$2,250.00	\$2,475.00	\$225.00		Jenny Truck	-\$1,737.00		
Beach chair sheppard park	\$675.00	\$742.50	\$67.50		Income Other	\$55,491.08	\$0.00	
Rent Everything ,barricades/tents/chairs	\$32,406.61	\$35,647.27	\$3,240.66		TDC	\$49,966.00		
Full Circle Media And sound beach chalet	\$6,895.14	\$7,584.65	\$689.51		Total Income	\$286,732.08	\$0.00	
Gators	\$695.29	\$764.82	\$69.53					
Coconuts VIP Commision Sales & cmr	\$4,000.00	\$4,400.00	\$400.00		Total Expenses Paid	\$309,434.75	\$333,078.23	
Sandbar commision	\$1,440.00	\$1,584.00	\$144.00		Freedom Fighters	-\$7,500.00	\$0.00	
Fishlips break down Staff	\$3,690.00	\$4,059.00	\$369.00		Profit	-\$15,202.67	-\$333,078.23	
CCB Baseball, Girls Lacrosse, Baseball, Soc	\$3,000.00	\$3,300.00	\$300.00					
Lori Wilson Park Fee **	\$1,500.00	\$1,650.00	\$150.00					
Cocoa Beach event fee	\$13,369.15	\$14,706.07	\$1,336.92					
Hard Costs Cocoa Beach	\$81,076.19	\$89,183.81	\$8,107.62					
P1	\$72,000.00	\$75,000.00	\$3,000.00					
Space shirts for sale Freedom **	\$7,791.75	\$8,570.93	\$779.18					
commision Explorer media sponserhips	\$35,443.75	\$38,988.13	\$3,544.38					
commision Explorer media Bonus	\$1,000.00	\$1,100.00	\$100.00					
COST, Banners, printing programs EM	\$6,202.07	\$6,822.28	\$620.21					
Pat Kaury labor	\$500.00	\$550.00	\$50.00					
Volunteer Shirts	\$419.00	\$460.90	\$41.90					
Wristbands	\$291.96	\$321.16	\$29.20					
G Daddy Domain renewals	\$30.16	\$33.18	\$3.02					
Jenna Wood App writing	\$385.00	\$423.50	\$38.50					
Pioneer Printing Address stamp	\$26.75	\$29.43	\$2.68					
Square Space Internet Sales	\$540.00	\$594.00	\$54.00					
LLC Filing	\$150.00	\$165.00	\$15.00					
Webology Mobile app fee and update	\$900.00	\$990.00	\$90.00					
Floridas Today	\$2,225.00	\$2,447.50	\$222.50					
Google	\$50.00	\$55.00	\$5.00					
Facebook	\$35.00	\$38.50	\$3.50					
Flags for arche	\$79.56	\$87.52	\$7.96					
Teal Reef Web site	\$1,300.00	\$1,430.00	\$130.00					
Poster distribution	\$200.00	\$220.00	\$20.00					
Marketing	\$129,570.00	\$138,327.00	\$8,757.00					
Total Expenses 2023	\$309,434.75	\$333,078.23	\$23,643.48					
Income 2022	\$286,732.08		-\$286,732.08					



“Thunder on Cocoa Beach”
Space Coast Super Boat Grand Prix
 (Tentative) Scheduled events start May 16 – 19 2024

Timeline

May 16, 2024 (Thursday)

High Octane Kick-Off Party

5pm – 10pm TBD

Food & Drinks

Packet Pick up

May 17, 2024 (Friday)

8am-5pm **Registration:** Race Village- Racer Village Flounder Dr.

8am-5pm **Inspection:** Race Village

8am-6pm **Power Boats and Race Teams in Dry Pits:** Race Village Flounder Dr.

9am-5pm **Press Credentials:** Race Village

4pm-6pm **Power Pre-Party** – TBD

5pm – 10pm **Thunder on Cocoa Beach Escort/Block Party** – Cocoa Beach- Meet the racers

5pm-10pm **VIP PARTY/ Meet the Racers:** Coconut's on the Beach, Cocoa Beach

May 18, 2024 (Saturday)

8:30am **-Mandatory Drivers Meeting: Fishlips Upstairs- 610 Glen Cheek**

8am-5pm **Power Boats and Race Teams in Dry Pits Street Party:** Race Village Flounder Dr.

9am-5pm **Registration:** Race Village

9am-5pm **Inspection:** Race Village

10am – 4pm **VIP Hospitality Tent @ Lori Wilson (Beach Side)**

12pm-4pm **Launching @ Scorpion Marina**

10- 4pm **Wet Hot Pit's in the Water**

12pm-5pm **Testing:** As per APBA Rules

5pm-10pm **VIP Party/ Meet the Racers** – TBD

May 19, 2024 (Sunday)

7:30am-8:30 **Physicals:** Fishlips- Upstairs

8am-9pm- **Press Credentials:** Race Village Flounder Dr.

8am-4pm **Launching @ Scorpion Marina**

8:30am **Mandatory Drivers Meeting; Fishlips-Upstairs**

8am-4pm- **Power Boats in Dry Pits:** Race Village Flounder Dr.

10am – 4pm **VIP Hospitality Tent @ Lori Wilson (Beach Side)**

10am – 4pm **VIP Hospitality Tent @ Sandbar (Beach Side)**

10am – 4pm **VIP Hospitality Tent @ Coconuts (Beach Side)**

10 am- 4 pm **RACING!.**

5 pm -9 pm **After Burner AWARDS Banquet – Fishlips Waterfront Bar & Grill**

RACE COURSE

Turn #1 Minuteman Causeway

Start/ Finish Lori Wilson Park

Turn #2 520



2022 BROADCAST REPORT

Class 1, P1 Offshore and P1 AquaX racing series

10 July 2023

EXECUTIVE SUMMARY

Executive Summary – Powerboat P1 race series



202.1M

TV household reach worldwide in 2022



14.73M

Dedicated audience across Class 1 Offshore, P1 Offshore and P1 AquaX in 2022



2273

Total Broadcast Coverage hours of all series in 2022 across 26 channels



437:29

Total Brand Exposure (hours:mins) of P1 championship series in 2022



MOTORVISION TV

4.7M

Top performer broadcaster with total cumulative audience from Pan Africa, Pan Europe and Pan Middle East



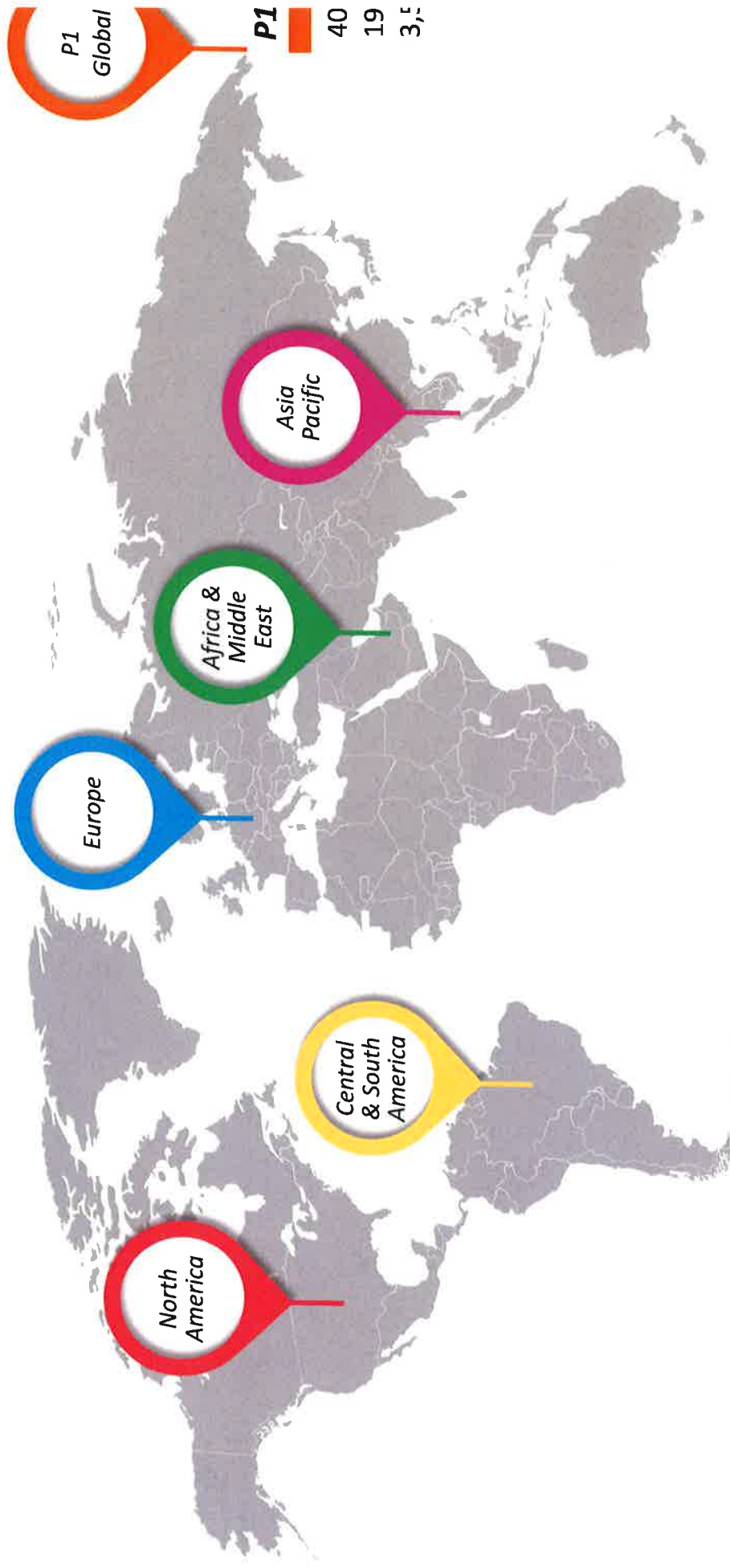
4.0M

Top 5 audiences by market recorded via P1 Online streaming

* The above statistics are based on data as of 10 July 2023. The HHR would increase dramatically as Broadcasters can repeat airing the materials for up to 12 months

AUDIENCE & BROADCAST COVERAGE

Global TV Audience & Broadcast Hours by Region



CENTRAL & SOUTH AMERICA

20 Programs
10:00 Broadcast hour
11,760 TV audience

NORTH AMERICA

1260 Programs
630:00 Broadcast hour
1,787,023 TV audience

EUROPE

2064 Programs
1040:13 Broadcast hour
6,304,554 TV audience

AFRICA & MIDDLE EAST

605 Programs
302:18 Broadcast hour
2,141,763 TV audience

GLOBAL TV COVERAGE

Global TV Coverage by Broadcaster

BROADCASTER	TV AUDIENCE	TV COVERAGE	NO. OF PROGRAMS	GROSS ADVERTISING VALUE \$
Motorvision TV	3,205,335.00	380:42:27	774	1,102,628.62
P1 Offshore (YouTube)	2,939,703.00	08:53:18	18	485.23
Outdoor Channel	2,155,066.00	54:09:44	105	1,401,702.83
MotorVision	1,497,814.00	149:19:04	303	11,651,789.08
CBS Sports Network	635,927.00	23:00:00	46	196,894.09
Bally Sports	576,769.00	525:30:00	1051	821,286.10
Match! Arena	532,340.00	201:22:04	401	1,204,813.89
Star Sports 2	374,657.00	58:00:00	116	59,507.02
EDGEsport	357,300.00	10:00:00	20	38,158.83
matchtv.ru	301,000.00	08:00:00	16	13,011.09
Viaplay Xtra	297,599.00	82:59:15	172	2,225,669.72
UIM Class 1 World Championship	247,686.00	00:53:06	2	0.00
Ziggo Sport Racing	242,240.00	111:21:00	248	1,327,659.14
Star Sports 1	240,280.00	36:50:00	74	30,654.50
7MATE	178,004.96	07:08:34	7	218,867.49
Extreme Sports	146,040.00	40:00:00	80	45,722.56
Unreel	139,373.00	35:40:16	71	36,171.53
Auto Allstars	120,790.00	42:36:33	85	80,371.14
Sportkanalen	102,654.00	75:04:00	147	664,948.93
DAZN	86,240.00	110:00:00	220	127,982.85
Bally Sports Sun	80,932.00	45:00:00	90	62,645.36
Fox Sports Arizona	68,270.00	02:30:00	5	84,616.26
YES Network	54,616.00	02:00:00	4	110,497.51
Astro Supersport 5	35,164.00	35:08:00	66	490,730.98
GP1	25,900.00	84:34:00	140	299,476.68
Arena Sport 1	22,628.00	59:49:00	104	80,550.94
CNBC	19,225.00	07:30:00	15	19,662.05
MSG	13,654.00	00:30:00	1	58,786.75
Freeview AVOD	11,820.00	10:00:00	20	12,930.16
Extreme Sports Channel	10,340.00	10:00:00	20	11,789.22
C More Mix	4,646.00	29:42:00	56	22,330.83
Nautical Channel	2,849.00	03:30:00	5	372.51
Dubai Sports 1	2,266.00	17:01:00	26	4,862.60
Dubai Sports 2	1,304.00	03:54:00	8	2,741.14
Mundo Nautica - YouTube	617.00	01:15:58	4	264.80
American Boating Channel (ABC) *	N/A	N/A	N/A	N/A
IFC Slovakia *	N/A	N/A	N/A	N/A
TOTAL	14,731,048.96	2273:53:19	4520	22,510,582.45

* Data

Global TV Coverage by Event – Class 1 and P1 Offshore



UIM CLASS 1 CHAMPIONSHIP

BROADCASTER	TV AUDIENCE	TV COVERAGE	NUMBER OF PROGRAMS
Thunder on Cocoa Beach	569,969.00	96:31:20	192
Sarasota P1 Offshore Grand Prix	1,300,123.00	189:34:53	383
Class 1 Mid Season Review	461,508.37	71:29:22	144
St Pete P1 Offshore Grand Prix	484,809.00	81:15:40	166
Clearwater + Key West	370,759.00	75:08:20	152
Class 1 Offshore Review Part 1	175,638.00	42:14:17	81
Class 1 Offshore Review Part 2	366,757.00	67:28:11	115
TOTAL	3,729,563.37	623:42:03	1233



P1 OFFSHORE NATIONAL SERIES

BROADCASTER	TV AUDIENCE	TV COVERAGE	NUMBER OF PROGRAMS
Thunder on Cocoa Beach	1,546,999.00	204:52:09	397
Sarasota P1 Offshore Grand Prix	1,069,479.27	201:02:42	403
St Pete P1 Offshore Grand Prix	1,085,381.00	164:39:55	331
P1 Offshore Review Part 1	670,181.00	102:54:23	208
P1 Offshore Review Part 2	959,260.00	152:43:07	304
TOTAL	5,331,300.27	826:12:16	1643

Global TV Coverage by Event – P1 AquaX



P1 AQUAX CHAMPIONSHIP

BROADCASTER	TV AUDIENCE	TV COVERAGE	NUMBER OF PROGRAMS
AquaX USA 2022 Part 1	1,756,567.95	145:20:33	288
AquaX USA 2022 Part 2	602,598.37	90:21:13	181
Daytona Beach P1 AquaX	664,574.00	79:28:32	156
St. Pete P1	1,157,402.00	213:00:18	427
AquaX Bahamas	258,420.00	74:47:05	139
AquaX Bahamas Part 2	488,424.00	95:05:58	197
AquaX Review Part 1	378,340.00	68:59:12	141
AquaX Review Part 2	363,859.00	56:56:09	115
TOTAL	5,670,185.32	823:59:00	1644

SPONSORSHIP VALUE & SOURCES

Sponsorship Sources by Value

SOURCE	BRAND EXPOSURE	GROSS ADVERTISING VALUE \$	TV AUDIENCE	NU PR
Boat	35:53:31	2,080,465.15	11,485,438.01	
Buoy	44:32:58	2,123,142.16	11,781,813.60	
Driver Clothing	48:44:49	2,374,566.58	6,009,514.69	
Fan Zone	08:44:58	472,195.43	12,357,496.34	
Flag	02:59:37	135,846.45	5,480,259.37	
Jet Ski	37:26:27	1,925,529.95	5,005,611.32	
Podium	88:18:14	4,614,333.40	11,856,150.69	
Postcard	62:46:26	3,402,149.92	7,953,689.01	
Presentation Board	00:13:54	17,165.23	1,003,903.37	
Presenter Clothing	00:46:56	43,487.69	3,469,869.32	
Promo Girls	05:48:47	296,448.31	8,773,069.01	
Screen Text	68:12:01	3,289,518.55	11,284,061.96	
Spectator Merchandise	02:06:50	113,665.02	5,539,063.37	
Team Clothing	20:59:42	1,142,556.59	12,098,668.96	
Trailer	01:33:40	120,018.49	1,859,471.37	
Trophy	08:20:32	359,493.52	4,747,191.32	

BROADCASTER & DISTRIBUTION NETW

Broadcast and Distribution Network

P1 race series were broadcasted internationally to over **150+ countries** and in **202.1 million homes**. The 2022 television included a mix of 30 minutes of televised broadcasts of each event through our network of broadcasters as shown below.



2022 Broadcast List and Distribution Countries

BROADCASTER		COUNTRIES
Arena Sport 1		Slovakia
Astro Supersport 5		Malaysia
Auto Allstars		United Kingdom
Bally Sports		United States
C More		Sweden
CBS Sports Network		Canada, United States
CNBC		Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK, Ukraine, Turkey, Israel, Algeria, Bahrain, Jordan, Saudi Arabia, Kuwait, Lebanon, Oman, Qatar, Syria, UAE, Yemen, Chad, Djibouti, Palestine Territories, Gaza, Egypt, Libya, Mauritania, Morocco, Rwanda, Somalia, South Sudan, Tunisia, Angola, Benin, Botswana, Burundi, Burkina Faso, Cameroon, Central Africa, Congo, Corporate AF, Cote D'Ivoire, Equatorial G, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, São Tomé, Senegal, Seychelles, Sierra Leone, South Africa, Swaziland, Tanzania, United Togo, Uganda, Zambia, Zimbabwe, Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, Turkmenistan, Brunei, Cambodia, Hong Kong, India TV18, Indonesia, Japan (Nikkei), Korea, Macau, Malaysia, Myanmar, New Zealand, Papua New Guinea, Philippines, Saipan/Guam, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, Mexico, Dominican Republic, Rica, Panama, Guatemala, Nicaragua, El Salvador, Belize, Honduras
DAZN		Andorra, Austria, Brazil, Canada, Germany, Hong Kong, Italy, Japan, Spain, Switzerland, United States
Dubai Sports 1		United Arab Emirates
Dubai Sports 2		United Arab Emirates

2022 Broadcast List and Distribution Countries

BROADCASTER	COUNTRIES
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EDGE Sport	Aland Islands, Albania, Andorra, Anguilla, Antigua and Barbuda, Argentina, Aruba, Australia, Austria, Belgium, Bermuda, Bahamas, Barbados, Belize, Bolivia, Bonaire, Bosnia and Herzegovina, Bouvet Island, Brazil, Bulgaria, Cayman Islands, Chile, Colombia, Costa Rica, Croatia, Cuba, Curacao, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, El Salvador, Estonia, Falkland Islands (Malvinas), Faroe Islands, Finland, France, Guiana, Germany, Gibraltar, Greece, Greenland, Grenada, Guadeloupe, Guatemala, Guernsey, Guyana, Haiti, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Isle of Man, Israel, Italy, Jamaica, Jersey, Latvia, Lithuania, Luxembourg, Macedonia, Macau, Malta, Martinique, Mexico, Monaco, Montenegro, Montserrat, Netherlands, Nicaragua, Norway, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Romania, Saint Barthelemy, Saint Kitts and Nevis, Saint Lucia, Saint Martin (French part), Saint Pierre and Miquelon, Saint Vincent and the Grenadines, San Marino, Sint Maarten, Serbia, Slovakia, Slovenia, South Georgia and the South Sandwich Islands, Spain, Suriname, Sweden, Switzerland, Thailand, Trinidad and Tobago, Turkey, Turks and Caicos Islands, United Kingdom, Ukraine, Uruguay, Vatican City, Virgin Islands (British), Venezuela (Bolivia Republic of)
Extreme Sports	Israel, Norway, Poland, Russia, United Kingdom, Bulgaria
GP 1	Croatia, Bosnia and Herzegovina
Match! Arena	Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan
Matchtv.ru	Russia
MotorVision	Australia, Germany, Sweden
MotorVision TV	Pan Africa, Pan Europe, Pan Middle East
MSG	United States
Mundo Nautica - YouTube	Spain
Nautical Channel	Romania

2022 Broadcast List and Distribution Countries

BROADCASTER	COUNTRIES
Outdoor Channel	Pan Europe, Pan Middle East, United States
P1 Offshore – YouTube	Global
Reaction Sports	World-wide (via new sports app Recast)
SportKanalen	Sweden
Star Sports 2	China
UIM Class 1 World Championship	Global
Viaplay Xtra	United Kingdom
YES Network	United States
Ziggo Sport Racing	Netherlands
7 MATE	Australia
American Boating Channel *	OTT Streaming Worldwide (AVOD on Roku, Amazon Fire and the FAST Channel). Smart TV manufacturers and services (Pluto, tubi, Plex, Vudu, Xumo, Crackle)
IFC Slovakia *	Slovakia

Note:

* Data for American Boating Channel and IFC Slovakia are unavailable at this stage

2023 NEW BROADCAST LIST

2023 Broadcast and Distribution Network

All the broadcast deals and distribution networks from 2022 were retained for the year 2023 with additional new broadcast channels as presented below.



Abu Dhabi TV

- UAE

afro

AFROTV

- 21 African countries

IMG

IMG Edge

- World-wide coverage



Zapp

- Chile



MAVTV

- USA & 22+ countries worldwide



FOX CANADA

- Canada



Psyched TV

- UK OTT Platform, launching in 2023

LC TV - ont

- Broadcast d
partners to

NEWS CHANNEL

**EUR(O)VISION
SPORT**
OPERATED BY EBU



REUTERS





WWW.POWERBOATP1.COM

Powerboat P1 Management Ltd
Queen Anne Mansions
86/87 Wimpole Street
London, W1G 9RL
Great Britain

'MAKING WAVES AROUND THE WORLD'



August 4, 2023

Space Coast Office of Tourism
TDC Cultural Committee

Re: Thunder OnThe Beach 2024

Dear Cultural Committee Members,

For the past 12 years the Cocoa Beach Hotel and Lodging Association has been a strong supporter of Kerry Bartlett and Space Coast Super Boat, LLC in their effort to bring the power boat races to our area. It has grown every year and now is considered an anchor event for our entire area. The local, national, and international participation and coverage it brings for the Space Coast has likewise grown during the same period.

We feel so strongly about this event, that as an association, we annually host the 25 or so race officials, and others, in each of our hotels for complimentary stays totaling roughly \$25,000, along with donating cash toward the event.

We sincerely hope you will also support this event and continue funding it for the maximum amount possible.

Thanks very much,

Tom Williamson

Tom Williamson
President
Cocoa Beach Hotel and Lodging Association



August 7, 2023

Mike Schwarz
Director
Space Coast Super Boat LLC (Thunder on Cocoa Beach)
950 Mullet Road
Cape Canaveral, FL 32920

RE: Letter of Commitment for the 2024 Thunder on Cocoa Beach Event

Dear Mike,

As we have done since the 2017 event, we look forward to once again working with you, and the other directors of Thunder on Cocoa Beach, on the 2024 event to secure sponsorships that are mutually beneficial partnerships between the event and the brands, both local and national, looking to enhance their visibility and brand engagement. By outsourcing the sponsorship acquisition process, you can focus on other critical aspects of event planning.

Services we provide:

Sponsorship Strategy Development: Explorer Multimedia, LLC enjoys working closely with the directors to develop comprehensive sponsorship strategies tailored to the target audience. Using Thunder on Cocoa Beach's demographics, theme, and objectives to identify potential sponsorship opportunities.

Brand Matching and Research: We research and identify brands and companies that align with Thunder on Cocoa Beach's values and objectives including considering industry relevance, brand reputation, and target audience compatibility.

Proposal Creation: Explorer Multimedia, LLC crafts compelling sponsorship proposals that outline the benefits and exposure brands can gain by partnering with Thunder on Cocoa Beach. These proposals highlight how the event's audience aligns with the brand's target market and how the partnership can create a memorable and impactful experience for attendees.

Negotiation and Communication: We act as an intermediary between the event directors and potential sponsors, facilitating negotiations to ensure that both parties' expectations are met. We manage communication, addressing any concerns or questions from both sides.

Activation Planning: Explorer Multimedia, LLC assists in planning and executing sponsorship activations during the event. This could include branded booths, interactive experiences, product showcases, and more, all designed to maximize brand visibility and engagement with attendees.



info@explorermultimedia.com
cocoa beachexplorer.com



321-759-6064



Explorer Multimedia, LLC
P.O. Box 320773
Cocoa Beach, FL 32932

Success Story:

In 2018, we were able to secure local manufacturer Kel Tec as the presenting sponsor of Thunder on Cocoa Beach. Due to our dedication to sponsorship contract fulfillment, creative activations and prominent branding, Thunder on Cocoa Beach has retained Kel Tec as presenting sponsor every year since. We highly anticipate they will once again jump into the presenting sponsorship role for 2024.

Overall, Explorer Multimedia, LLC plays a vital role in bridging the gap between Thunder on Cocoa Beach directors and brands, creating meaningful partnerships that enhance the event while delivering significant value to all parties involved.

We look forward to a fantastic event in 2024!

Sincerely,



Douglas Baker
Owner
Explorer Multimedia, LLC

Enclosures: 2023 Thunder on Cocoa Beach Sponsorship Deck



07-17-23

To whom it may concern:

Fishlips Waterfront Bar & Grill has proudly sponsored and supported Space Coast Super Boats LLC for 14 years in a row. From the interactions of the board of directors with the community to the economic impact for the county, Thunder on Cocoa Beach has grown into the premier event in Cocoa Beach.

Since teaming up with P1 International 5 years ago, adding national and international exposure of Thunder on Cocoa Beach through Fox and CBS Sports, it has doubled the amount of race participants and spectators.

Sincerely,

Michael Schwarz
Owner/GM
Fishlips Waterfront Bar & Grill
610 Glen Cheek Drive
Port Canaveral Fla 32920
321 784-4533 Phone
407-460-7443 Cell



August 4, 2024

Mr. Kerry Bartlett
Space Coast Super Boat LLC 950
Mullet Rd.
Cape Canaveral, FL 32920

Dear Mr. Bartlett,

This letter is to confirm that I Am a Freedom Fighter organization is so very grateful and proud for the opportunity to again work with Space Coast Super Boat, LLC on Thunder on Cocoa Beach in 2024.

Because this is a national and international televised event, it gives our charity an opportunity to bring awareness to so many people about the tragedy of human trafficking and what we can do as a community to be part of the solution.

The Thunder on Cocoa Beach team has been excellent to work with since 2019 and all of us at I Am a Freedom Fighter are looking forward to another successful event.

Regards,

Jenny Pruett
Executive Director | Founder
(321)795-4616

75 N. ORLANDO AVE. COCOA BEACH, FL 32931

4th August 2023

Mr. Kerry Bartlett
Space Coast Super Boat LLC
950 Mullet Road, Cape Canaveral
FL 32920

Dear Mr. Bartlett,

This letter is to confirm that Powerboat P1 is fully committed to working with Space Coast Super Boat LLC, for the delivery of the Thunder and Cocoa Beach Event in 2024. Thunder on Cocoa Beach is one of a series of events that Powerboat P1 stages across the USA and internationally.

The Thunder on Cocoa Beach team has been excellent to work with since 2019 and all of us at Powerboat P1 are looking forward to another successful event.

Best regards,

A handwritten signature in black ink, appearing to read "Azam", followed by a long horizontal line and a circular flourish.

Azam Rangoonwala
Chairman

Powerboat P1 USA, LLC
2320 Clark Street, Suite A1-3
Apopka, FL 32703
Phone: +1 252 702 2771
Azam@PowerboatP1.com



presented by



THUNDERONCOCOABEACH.COM



2023 SPONSORSHIP DECK

THUNDER ON COCOA BEACH

May 18-21, 2023



FIRSTLY

THANK YOU

FOR YOUR CONSIDERATION!

I would like to thank you for the opportunity to present to you what a Thunder on Cocoa Beach sponsorship offers. It has been a privilege over the past few years for me to work with the directors of Thunder on Cocoa Beach to bring sponsorship opportunities to companies looking to reach the broad base of powerboat fans.

This sponsor deck will provide you with details about the races and events and the sponsorship opportunities available during the four-day event.

I look forward to working with you.

Doug Baker
Explorer Multimedia



CONTENT

ENJOY THE EXPERIENCES	4
EVENT SCHEDULE AND EXPERIENCE HIGHLIGHTS	5
MAKING YOU STAND OUT	6
GET A CUSTOMIZED SPONSORSHIP TO FIT YOUR NEEDS	7
CONTACT INFORMATION	8





ENJOY THE --- EXPERIENCES

One of the largest offshore races in the country, Thunder on Cocoa Beach powerboat races will be returning in 2023 for its 13th year on Florida's Space Coast bringing four days and nights of parties and lots of racing action. Thunder on Cocoa Beach is one of the most popular attractions in Central Florida for the entire family. The event draws the top powerboat race teams in the world to compete in various classes with the premier class reaching speeds over 175 mph.



MAY 18-21, 2023

13 YEARS OF RACING

JOIN THE FUN AND REACH YOUR NEXT CUSTOMER

Parties, Concerts & VIP Events

The World's Biggest & Fastest Boats



Thursday
MAY 18

High Octane Kick-Off Party
6pm - 10pm



Friday
MAY 19

Thunder on Cocoa Beach Block Party
5pm - 10pm
VIP PARTY/ Meet the Racers
6pm-10pm
Downtown Cocoa Beach



Saturday
MAY 20

Powerboats and Race Teams
in Dry Pits
11am - 5pm
VIP Party or Concert TBD
6pm - 10pm



Sunday
MAY 21

Start of 1st Powerboat Race
10am
Lori Wilson & Coconuts Chalets

MAKING YOU STAND OUT

IT'S WHAT WE ARE HERE FOR

Thunder on Cocoa Beach is proud to offer sponsorship, advertising and vendor opportunities for the 13th annual event. Partner with a proven event which has received national and international acclaim to gain maximum exposure for your business.



THOUSANDS OF SPECTATORS



Thunder on Cocoa Beach is experiencing solid growth. We are expecting 100,000+ spectators for the 2023 event based on attendance and growth estimates from the past 12 years.



REACH AFFLUENT CUSTOMERS



Powerboat fans are a proven high-income demographic. A typical race fan's disposable family income exceeds \$60,000.



IDEAL PROMOTIONAL AREAS



Thunder on Cocoa Beach offers large signage and distribution square footage.

GET A CUSTOMIZED SPONSORSHIP TO FIT YOUR NEEDS

It's what we do best

We are driven by creating experiences that deliver results for your business and for your consumers



SPONSORSHIP OPPORTUNITIES

Each sponsorship is custom made. You can select the sponsorship opportunities that interest you, and we will build you a custom proposal for your wants and needs. Following are just a few of your options. Some sponsorships are limited and on a first-come basis.

- Ad in Thunder on Cocoa Beach program
- Booth on site (Dry Pit area, Street Party, and/or on beach for race days)
- Logo / Link on sponsor page of website
- Sponsor VIP Tent / Goodie Bag / VIP Lanyard
- Sponsor a VIP Party
- Ad on postcard handouts
- Cornhole board sponsorship at VIP tent (includes custom set of cornhole boards you keep after the event)
- Company name included on airplane banner to fly for one hour on race days
- VIP Passes for you, clients and/or employees
- Logo on buoy
- Dry Pit sponsorship
- Food vending/sampling opportunities
- Welcome social media posts
- Audio commercial during the Live Stream of the races
- Mobile App Sponsorship
- National and International television commercials on CBS Sports and Fox Sports

CONTACT



LET ME DESIGN YOUR SPONSORSHIP

... TO MEET YOUR EXACT NEEDS



EMAIL OR CALL

Doug Baker
Owner, Explorer Multimedia, LLC

Email: doug@explorermultimedia.com

Phone: 321-759-6064



PHOTO CREDITS:
COVER IMAGE - TOMAS PICTURE INC
ALL OTHER PHOTOS IN THE SPONSOR DECK ARE CREDITED TO RONNYMAC.COM

5495
JWS

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)

Bonnie King

REVIEWER (PRINT)

Bonnie King

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Thunder on Cocoa Beach, Space Coast Superboats, LLC.

Project Number: #1

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	<i>10</i>
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	<i>10</i>
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

2023/10/10
650

<p>(2) Comments:</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i></p>	<p>20</p>	<p>20</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(3) Comments:</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i></p>	<p>10</p>	<p>10</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(4) Comments:</p>		

King / Thunder

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i></p>	10	10
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i></p>	20	15
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i></p>	10	10
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		

King / Thunder

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	10
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(8) <u>Comments:</u>		
Total Points	/100	95

458
JWS

Tourism Development Council FY 2023-2024 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>		
REVIEWER (SIGNATURE) <i>Andrea Young</i>		
REVIEWER (PRINT) <i>Bennie King Andrea Young</i>		
Applicant Information (TDO staff will complete this section)		
Name of the Event & Organization <i>Space Coast State Fair Thunder on Cocoa Beach</i>		
Project Number <i>4</i>		
Total Attendance		
Eligible for funding amount: <i>Score = 43</i>		
Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10 (poorly presented - excellent).</i>	10	
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10 (poorly presented - excellent)</i>	10	
(2) Comments:		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event</i> <i>(Reference question #10)</i>	20	
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20 (poorly presented - excellent)</i>	1	

21
21
—
43

<p>(3) Comments:</p> <p>Great videos But NO MARKETING Plan</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. (Reference question #11)</p>	10	
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)</p>	10	
<p>(4) Comments:</p>		
<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)</p>	10	
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented - excellent)</p>	/	
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event.</p>	10	

(Reference question #14) Reviewer: Please select the appropriate score, ranging on a scale from 1-10 (poorly presented - excellent)		
(7) Comments: We did not ask this question on the application		
(8) To the extent not scored elsewhere, evaluate the <u>required</u> attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)	/	
(8) Comments:		
Total Points	/100	

657
hw

Tourism Development Council FY 2023-2024 Major Event Grant Program – Evaluation Form		
Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.		
REVIEWER (SIGNATURE) <i>Kim Wilson</i>		
REVIEWER (PRINT) Kim Wilson		
Applicant Information (TDO staff will complete this section)		
Name of the Event & Organization: Thunder on Cocoa Beach		
Project Number: #1		
Total Attendance:		
Eligible for funding amount:		
Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	10
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	10
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

20
50
10
80

Wilson/Thunder

(2) <u>Comments:</u>		
(3) The applicant has submitted a detailed Marketing/Advertising plan. Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event. (Reference question #10)	20	10
Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)		
(3) <u>Comments:</u> Need to show how the grant money will be used		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. (Reference question #11)	10	10
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(4) <u>Comments:</u>		

Wilson/Thunder

(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(5) Comments:		
(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i>	20	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i>		
(6) Comments: Need to show how the grant money will be used		
(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		

Wilson/Thunder

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) <u>Comments:</u>		
Total Points	/100	80

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)



REVIEWER (PRINT)

Platman Jim

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Thunder on Cocoa Beach

Project Number: #1

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	9
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	9
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)		

Platman/Thunder

(2) <u>Comments:</u>		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	18
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20.</i> <i>(poorly presented – excellent)</i>		
(3) <u>Comments:</u>		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i>	10	8
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10.</i> <i>(poorly presented – excellent)</i>		
(4) <u>Comments:</u>		

Platman/Thunder

(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i>	10	9
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(5) Comments:		
(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i>	20	19
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i>		
(6) Comments:		
(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i>	10	8
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		

Platman / Thunder

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	8
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(8) <u>Comments:</u>		
Total Points	88 /100	

692
JMS

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)

Juliet Misconi

Juliet Misconi

REVIEWER (PRINT)

Juliet Misconi

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Thunder on Cocoa Beach

Project Number: #1

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	10
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	9
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)		

6120710/92665

Misconi/Thunder

<p>(2) Comments: National and international reach, established company puts on event. Would like a better way to measure success, although their goals in the marketing plan cover this better</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> (Reference question #10)</p>	20	18
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(3) Comments: Has goals, objectives, audience, activities. Would like to see a timeline instead of times in the narrative. Marketing budget is \$140k, which is good, but details were buried in the overall project budget</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. (Reference question #11)</p>	10	10
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(4) Comments: Unique event, unlike any other in Central Florida. Takes advantage of Space Coast as a coastal destination and also tries to tie in to rocket launches happening in the same time frame.</p>		

Misconi / Thunder

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	9
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(5) Comments:</p> <p>Strong sponsor letters of support, great package. Only thing I want to understand more is the sponsors' roles.</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	18
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(6) Comments:</p>		

Misconi / Thunder

(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i>	10	8
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(7) Comments: Sponsor revenue is not clearly described – they list them and they provide letters of support. However, sales of other items to generate revenue are clear.		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. <i>(Reference Required Supporting documents)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) Comments: Really nice promotional and sponsor package materials		
Total Points	92 /100	

57B
JW

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)



REVIEWER (PRINT)

Steven J. Heron

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: *Thunder on Cocoa Beach*

Project Number: *#1*

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	1
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: I do not see how this is benefits the Space Coast as a CULTURAL destination. Everything revolves around the sport, which is great and the event brings people to Brevard. I think something can be added to bring some portion of the event as a cultural aspect.		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

10/22/23
JW

Heron / Thunder

(2) <u>Comments:</u>		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20.</i> <i>(poorly presented – excellent)</i>		
(3) <u>Comments:</u> Marketing plan is great, yet I have to say this has nothing to do with culture for the Space Coast.		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10.</i> <i>(poorly presented – excellent)</i>		
(4) <u>Comments:</u> The event really puts Brevard in the spotlight I really celebrate that fact.		

Heron / Thunder

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	7
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(5) Comments:</p> <p>Sponsors are well defined.</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	10
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(6) Comments:</p> <p>All elements have been given, but not a cultural event.</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. (Reference question #14)</p>	10	5
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		

Heron/Thunder

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	5
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(8) <u>Comments:</u>		
Total Points	/100	67

57

96

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)

Jim Ridenour

REVIEWER (PRINT)

Jim Ridenour

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: THUNDER ON Cocoa Beach

Project Number: #1

Total Attendance: 75K +

Eligible for funding amount: 50K

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	10
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: BEACHES! BWACHWS! BEACHES!		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

99
2/28/24
10
673

Ridenour/Thunder

(2) <u>Comments:</u>		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	19
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20.</i> <i>(poorly presented – excellent)</i>		
(3) <u>Comments:</u>		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10.</i> <i>(poorly presented – excellent)</i>		
(4) <u>Comments:</u>		

Ridenour/Thunder

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	9
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	20
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. (Reference question #14)</p>	10	9
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		

Ridenour / Thunder

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) <u>Comments:</u>		
Total Points	/100	96

81
JW

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE) *Aaron Collins* [digital signature]

REVIEWER (PRINT) Aaron Collins

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Thunder on Cocoa Beach (TOCB)

Project Number: #1

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	6
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: Would like to see more focus on why this specific event will promote the Space Coast as a cultural destination.		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	8
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

14
20
21
16

Collins / Thunders

(2) <u>Comments:</u>		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	14
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20.</i> <i>(poorly presented – excellent)</i>		
(3) <u>Comments:</u> It wasn't very clear in the application or the supplementary budgets where 50% of the grant award would be allocated in out-of-county advertising.		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i>	10	6
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10.</i> <i>(poorly presented – excellent)</i>		
(4) <u>Comments:</u> I feel the answer should have been more specific. Rather than focusing on the Space Center and launches, the focus should be on your event and why it makes the Space Coast a cultural destination.		

(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i>	10	9
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(5) Comments: Fabulous sponsorship packet and breakdown.		
(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i>	20	12
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i>		
(6) Comments: Please make sure to review budgets and worksheets thoroughly prior to submitting. In the budget worksheet, there is no indication to where 50% of the grant award would be allocated.		

(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i>	10	7
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(7) Comments: Could be more thorough in defining the other revenue streams.		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. <i>(Reference Required Supporting documents)</i>	10	9
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) Comments: The supplemental materials were excellent. Overall, be sure to expand on some of your answers and make sure you focus on the specifics. Some of the grant tends to read like boilerplate information.		
Total Points	/100	71

Response ID:11 Data

2.

1. What is the name of proposed name of the proposed event?

Brevard Renaissance Fair

3. (untitled)

2. What is the name of your organization?

Brevard Renaissance Fair

4. (untitled)

3. What is the organization's mailing address?

First Name

Last Name

Title

Company Name

Street Address

3900 Loblolly Pl.

Apt/Suite/Office

City

Cocoa

State

FL

Zip

32926

Country

Email Address

Phone Number

Fax Number

Mobile Phone

5. (untitled)

4. What is your Federal Employer ID number?

82-3561549

6. (untitled)

5. What is the organization's email address, telephone number, and URL?

First Name

Last Name

Title

Company Name

Street Address

Apt/Suite/Office

City

State

Zip

Country

Email Address

pete@brevardrenaissancefair.com

Phone Number

3214583515

Fax Number

Mobile Phone

Website URL

www.brevardrenaissancefair.com

7. (untitled)

6. What is the primary contact's first and last name, job title, email address, and telephone number?

First Name

Peter

Last Name

Moolhuizen

Job Title

President / Ceo

Company Name**Street Address****Apt/Suite/Office****City****State****Zip****Country****Email Address**

pete@brevardrenaissancefair.com

Phone Number

13214583515

Fax Number**Mobile Phone****URL**

8. (untitled)

7. What is the alternative contact's first and last name, job title, email address, and telephone number?

First Name

Barbara

Last Name

Moolhuizen

Job Title

Vice President

Company Name

4

Street Address

Apt/Suite/Office

City

State

Zip

Country

Email Address

barb@brevardrenaissancefair.com

Phone Number

13214582972

Fax Number

Mobile Phone

URL

9. (untitled)

8. Where is your proposed event location? What is the name of the facility where your proposed event will be held?

Wickham Park, Melbourne Florida

10. (untitled)

9. Which best describes your organization?

Non-Profit

11. (untitled)

10. Please indicate your desired first day of the proposed event.

01/06/2024

12. (untitled)

11. Please indicate an alternative first day of the proposed event.

13. (untitled)**12. How many days will your event be held?**

8+

14. (untitled)**13. Please provide a description of your organization.**

The Brevard Renaissance Fair started in January 2015, held annually in Brevard County at Wickham Park, is a lively celebration of the Renaissance era. Visitors are transported back to a time of knights, jesters, and royalty through various attractions and activities.

Historical Reenactments: Experience thrilling jousting tournaments and authentic portrayals of characters from the Renaissance.

Artisan Market: Explore a market filled with unique, handmade crafts, including jewelry, pottery, and leather goods.

Entertainment: Enjoy live music, dance, comedy, and theatrical performances, with something to entertain all ages.

Culinary Delights: Savor traditional Renaissance fare, including turkey legs and mead, alongside modern culinary options.

Interactive Experiences: Engage in hands-on activities like archery and craft workshops, with unique games and activities for children.

Themed Weekends: Experience unique focus themes, such as pirates or fantasy creatures, adding variety to the fair.

Costume Encouragement: Dressing in period attire is encouraged, adding to the immersive atmosphere.

The Brevard Renaissance Fair offers a family-friendly journey into a time of chivalry and exploration. Whether a history enthusiast or simply looking for a unique outing, the fair provides a memorable adventure for everyone.

15. (untitled)**14. Please demonstrate how your proposed event will have a positive impact on Brevard County tourism. Describe in detail how you will measure and evaluate the success of the event.**

The Brevard Renaissance Fair is set to make a substantial positive impact on tourism in Brevard County. With last year's attendance of 85,000 visitors, 35% from outside the county, and this year's target of 100,000 over five weeks, the fair is a significant attraction.

Economic Boost: The influx of visitors stimulates local businesses, from hotels to restaurants, creating seasonal jobs and boosting the economy. Nearly 300 individuals will also reside and work in Brevard for up to 9 weeks. These individuals will frequent local dining spots, purchase fuel, groceries, and procure essentials from local businesses.

Cultural Attraction: As a unique blend of history, arts, and entertainment, the fair enhances Brevard's cultural identity, attracting tourists interested in these experiences.

Educational Opportunities: An education day allows schools to engage with history interactively, attracting educational tourism—attendance last year from multiple Florida counties was over 1,200 people. We expect this to increase now that Covid is behind us.

Community Engagement: Involving local artisans and performers fosters community pride, making Brevard a more appealing destination.

Positive Reputation: The fair's growth and success contribute to Brevard's reputation as a diverse event destination, increasing interest in subsequent years.

Alignment with Holidays: The fair can attract visitors looking for special celebrations, broadening its appeal by including MLK day.

In conclusion, the Brevard Renaissance Fair is a crucial driver of tourism for Brevard County. Its growth, diverse offerings, and alignment with cultural values make it a vital asset in attracting visitors, boosting the local economy, and enriching Brevard's cultural landscape.

16. (untitled)

15. Upload your Marketing plan.

[Marketing_Plan_2024.pdf](#)

17. (untitled)

16. Referring to your proposed event, please describe what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination.

The Brevard Renaissance Fair's esteemed reputation as one of the nation's top tent shows plays a pivotal role in elevating the Space Coast's prominence on both regional and national scales. This acclaim has consistently enabled us to host groups of national and international repute each year. This year continues the tradition, featuring performances from the renowned Gaelic Storm, Celtica Nova (awarded International Artist of the Year in Australia), and the globally unique Bells to Go, the only traveling Carillon in the world. Additionally, our lineup boasts artists who have showcased their talents on "America's Got Talent." Such high-caliber attractions not only enhance the fair's appeal but also spotlight the Space Coast as a premier destination for top-tier entertainment.

18. (untitled)

17. Please list event sponsors and their roles.

Sponsor name (A) : Kel Tec

Sponsor role (A) : Financial

Sponsor name (B) : Horizon Communications

Sponsor role (B) : Advertising

Sponsor name (C) : Space Coast Office of Tourism

Sponsor role (C) : Financial

18. Upload your detailed operating budget worksheet to reflect both revenue & expenses for your proposed event.

[CSGP_FY23-24_Budget_.xlsx](#)

20. (untitled)

19. Please describe other revenue streams that you have in place now. Explain in detail why additional funding is important to the success of your proposed event.

The Brevard Renaissance Fair boasts multiple revenue streams:

- 1: Vendor fees – We charge by the linear foot,
- 2: Ticket sales – online, gate and ticket discounters,
- 3: Alcohol sales – through 3 central pubs and two satellite bars,
- 4: Games – This year, we own all the games,
- 5: Percentage of food sales – we charge each food vendor a percentage of the food sales,
- 6: Package sales of Mead – We get a percentage of all Mead Sales made through the Fair,
- 7: Merchandise sales – Brevard Renaissance Fair Merchandise, shirts, mugs, etc.,
- 8: Camping fees – We upcharge for every camping site in the full hook-up, and we charge a per-person fee for rustic
- 9: All our social media sites are monetized, and we derive revenue from that.

21. (untitled)

20. Required Supporting Documents upload here.

[32443105Site_Map.jpg](#)

[Time_line_Brevard_-_Sheet1.pdf](#)

[fb3.jpg](#)

[fb_2.jpg](#)

[fb_1.jpg](#)

[Sanctus_Concert_2023.jpg](#)

[311974776_5038307102935714_6967606227779482939_n.jpg](#)

[321383456_823139355445754_4617605536569871285_n.jpg](#)

[Ad_video.mp4](#)

[letter_of_commit_2024_TDC.pdf](#)

22. (untitled)

21.

ATTESTATION

I, attest that I have full authority to enter into this grant application and funding request, and that all of the information that I have provided is true and correct to the best of my abilities. I further attest, that I have read the FY 2023-2024 Guidelines fully (a copy is downloadable on the first page of this application) and

I will comply with the requirements of the grant, if awarded.

8

A handwritten signature in black ink, appearing to read 'Roter', is written within a rectangular box.

Signature of: Peter Moolhuizen

Brevard Renaissance Fair

2024

1. Objective:

Publicize the Brevard Renaissance Fair to a diverse audience, reaching out to both locals and tourists. Engage communities within a 2-hour drive from the event venue and attract visitors from states known for their robust Renaissance Fair enthusiasts by showcasing major international performances.

2. Target Audience:

Families

History enthusiasts

Art and craft lovers

Music and entertainment seekers

Tourists visiting Central Florida.

3: Budget

Brevard Renaissance Fair				
2024				
Advertising / Marketing Budget				
	Budget	Out of County	Company	Area
Television	\$7,500	\$7,500	Dave Cocchiarella - WESH TV	Central Florida

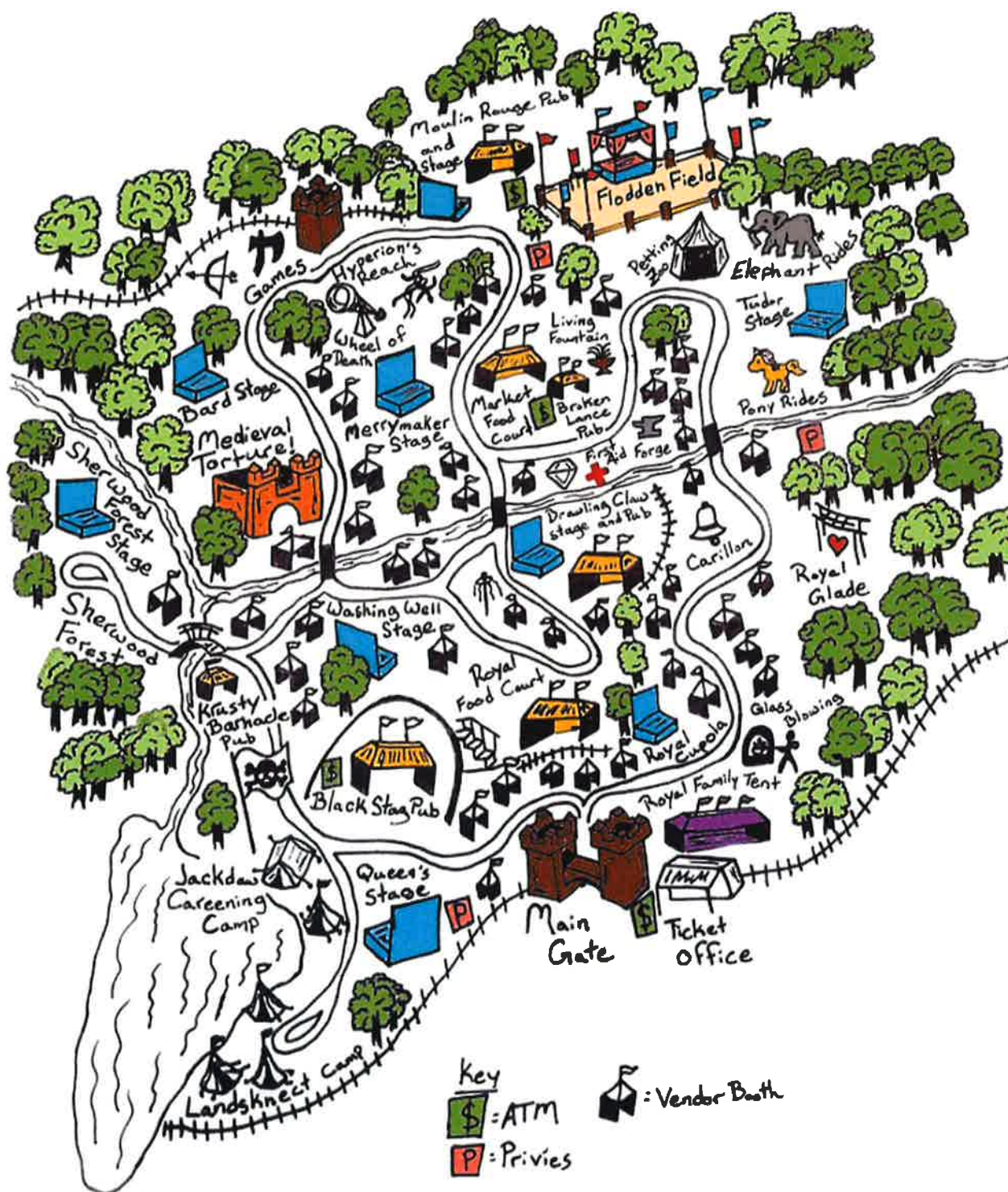
OTT/Digital	\$14,000	\$7,000	Horizon Communications	Florida / Eastern United States
Radio	\$7,000	\$3,500	Horizon Communications	Central Florida
Print	\$10,000	\$2,500	Barb - Saving Safari	Brevard
Billboards	\$7,500	\$7,500	Michelle Bohannon - Lamar	Orlando
	N/C	N/C	Carrol Distributing - 12 billboards	Brevard / Orlando
Social Media	\$14,000	\$7,000	Horizon Communications	Brevard County / Florida/ Eastern United States
Direct Mail	\$60,000	\$30,000	Dave Cook Saving Safari	Brevard County / Orlando 50/50
Palm Bay Christmas Parade	\$500		Eldona Mellen / Promo Events Mgr.	Brevard
Melbourne Christmas Parade	\$500		Eldona Mellen / Promo Events Mgr.	Brevard
Orland Pride Festival	\$1,000	\$1,000	Eldona Mellen / Promo Events Mgr.	Brevard

Space Coast Pride Festival	\$400		Eldona Mellen / Promo Events Mgr.	Brevard
Space Coast Pirate Festival	\$400		Eldona Mellen / Promo Events Mgr.	Brevard
Cast / Entertainment	\$1,500		Eldona Mellen / Promo Events Mgr.	Brevard
TV Appearances Onsite/Studio	\$500	\$500	Beth Cocchiarella - Public Relations	Central Florida
Radio Appearances	\$500	\$500	Horizon / Beth Cocchiarella	Central Florida
Total	\$124,800	\$66,500		
Percent of Budget	7.60%			
Max Target	18.00%			

Organization Name:

Brevard Renaissance Fair

OPERATING BUDGET			
Fiscal year dates: FY 2023-2024			
			Enter your funding amount here:
EXPENSES:			
	Most recent ACTUALS FY January 2023_ to FY August 2023__	PROPOSED FY 24__ to FY24	grant funds be spent (at least 50% of your grant funds must be spent on out-of- county advertising)
Personnel - Administrative	\$ 44,567	\$ 50,000	
Personnel - Artistic	\$ 435,558	\$ 400,000	
Outside Artistic Services/Fees	\$ -		
Marketing/Advertising (paid social media, brochures, posters, etc.)	\$ 92,151	\$ 125,000	
Space Rental/Rent/Mortgage	\$ 81,452	\$ 85,000	
Insurance	\$ 6,250	\$ 7,500	
Equipment Purchase/Office Supplies	\$ 52,304	\$ 45,000	
Travel/Mileage	\$ 11,947	\$ 12,000	
Materials/Supplies for productions/exhibits/events	\$ 106,809	\$ 110,000	
Contract Services/Fees	\$ 103,215	\$ 110,000	
Collections/Acquisitions	\$ -		
Other Operating Expenses	\$ 178,347	\$ 180,000	
TOTAL CASH EXPENSES	\$ 1,112,600	\$ 1,124,500	\$
Total In-Kind Contributions			
TOTAL EXPENSES	\$ 1,112,600	\$ 1,124,500	\$
INCOME:			
Admissions	\$ 1,244,764	\$ 1,437,159	
Memberships/Tuition			
Contracted Services Revenue			
Contributions from Individuals			
Corporate Contributions	\$ 5,000	\$ 20,000	
Government Support - Federal	\$ -		
Government Support - State	\$ -		
Government Support - Local	\$ -		
Foundation Support	\$ -		
Other Income			
Applicant Cash			
SUBTOTAL	\$ 1,249,764	\$ 1,457,159	\$
Total In-Kind Contributions	\$ -	\$ -	\$
TOTAL INCOME	\$ 1,249,764	\$ 1,457,159	\$



Brevard Renaissance Fair

2024

There are many sub-schedules that other administrators handle. Many of the schedules will start filling in over the next few months as we all turn our focus to Brevard/Suncoast/Pirate Festival(NEW) and the Celtic Music Festival(NEW).

- 1: Kristin Pitts handles all vendor timelines and HR requirements along with Barb Moolhuizen
- 2: Tiffany Mead - Site manager and has her site schedule for the three events we do in those three months.
- 3: Timmie Littin - Bar Manager. He and his crew have their schedules.
- 4: Horizon Communication and our Social Media people have their schedules for advertising and posting to social media sites.
- 5: Andrew Mead handles all of the entertainment schedules, arrivals, departures, and accommodations
- 6: Jeannette Walmsley handles all of the cast, their schedules, and accommodations.
- 7: Lorile Roberts handles all the security, including hiring and schedules.
- 8: Jason Mellen handles all the IT items required for the fair.
- 9: Matt Braden handles all food vendors, licensing, insurance, and setup.
- 10: Steven Sinclair - Games manager. He handles the hiring and setup of the gaming area.
- 11: Doug Baker handles all of the sponsors for our events.

We have all worked together for several years now, and the team knows what needs to be done. I allow them all to manage their departments and they have done a great job with it.

Date	Taks	Who	Completed
September	Paper work City of Melbourne - Clerks Office	Pete Moolhuizen	
September	Meet with City of Melbourne / Police/ Fire/ Parks and Rec.	Peter Moolhuizen	
October 15	Start set up for Pirate Festival - Move renfair items required from warehouse to Space Coast Daily Park	Tiffany and team	
October 23	Tear Down Pirate festival	Tiffany and team	
	Move all renaissance items required to Sarasota	Tiffany, Andrew and Chris	
November	File for Beer / Wine permits ATF Florida - Orlando	Peter Moolhuizen	
November	Start advertising in social media and Google ads	Horizon / Social media admin	
November	Do site walk through and propsed layout changes	Management Team	
November	Employee hires	Kristin Pitts / Barb Moolhuizen	
December	Site Crew planning move from Sarasota to Brevard	Management Team	
December 11th	Start move to Brevard from Sarasota	Tiffany, Andrew and Chris	
December 24th	Complete Move to Brevard	Tiffany, Andrew and Chris	
December 11th	Brevard team - Secure the perimeter and start staging incoming supplies.		

2:36

100%



Brevard Renaissance Fair 9+



Brevard Renaissance Fair

45K likes • 47K followers

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Admin quick access

You can promote or boost a post while using your main profile. To see more, switch to Brevard Renaissance Fair.



Promote

Make an ad using text, photos or videos to promote your business.



Boost post



2:38

100%



Brevard Renaissance Fair 9+



Posts

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final day.... See more



Boost this post to reach up to 827 more people if you spend \$10.

Boost post



Bob Kent and 259 others

11 comments • 14 shares



Like



Comment



Share



Brevard Renaissance Fair

Feb 4 · 🌐



SANCTUS:

The Gothic Tales

LIVE IN CONCERT

Saturday January 14, 2023



**CONCERT ACTIVITIES
START AT 7PM**

**WICKHAM PARK
2500 PARKWAY DR.
MELBOURNE, FL 32935**



TICKETS



**OPENING ACT:
STAR SHANTIES**

**FEATURING:
THE MELBOURNE HIGH
SCHOOL CHORUS**





[VIDEO clip](#)





August 7, 2023

Peter Moolhuizen
President/CEO
Brevard Renaissance Fair Inc.
3900 Loblolly Place
Cocoa, FL 32926

RE: Letter of Commitment for the 2024 Brevard Renaissance Fair

Dear Pete,

After a minor partnership with you in 2023 and getting the opportunity to explore your event in detail, we look forward to once again working with you on a much larger scale for the 2024 event to secure sponsorships that are mutually beneficial partnerships between the event and the brands, both local and national, looking to enhance their visibility and brand engagement. By outsourcing the sponsorship acquisition process, you can focus on other critical aspects of event planning.

Services we provide:

Sponsorship Strategy Development: Explorer Multimedia, LLC works closely with the event coordinators to develop comprehensive sponsorship strategies tailored to the target audience. Using the Brevard Renaissance Fair's demographics, theme, and objectives to identify potential sponsorship opportunities.

Brand Matching and Research: We research and identify brands and companies that align with Brevard Renaissance Fair's values and objectives including considering industry relevance, brand reputation, and target audience compatibility.

Proposal Creation: Explorer Multimedia, LLC crafts compelling sponsorship proposals that outline the benefits and exposure brands can gain by partnering with Brevard Renaissance Fair. These proposals highlight how the event's audience aligns with the brand's target market and how the partnership can create a memorable and impactful experience for attendees.

Negotiation and Communication: We act as an intermediary between the event coordinators and potential sponsors, facilitating negotiations to ensure that both parties' expectations are met. We manage communication, addressing any concerns or questions from both sides.

Activation Planning: Explorer Multimedia, LLC assists in planning and executing sponsorship activations during the event. This could include branded booths, interactive experiences, product showcases, and more, all designed to maximize brand visibility and engagement with attendees.



info@explormultimedia.com
cocoabeachexplorer.com



321-759-6064



Explorer Multimedia, LLC
P.O. Box 320773
Cocoa Beach, FL 32932

Overall, Explorer Multimedia, LLC plays a vital role in bridging the gap between Brevard Renaissance Fair's event coordinators and brands, creating meaningful partnerships that enhance the event while delivering significant value to all parties involved.

We look forward to a fantastic event in 2024!

Sincerely,



Douglas Baker
Owner
Explorer Multimedia, LLC



Brevard Renaissance Fair
Sponsors Commitments

The Brevard Renaissance Fair, scheduled for January, is actively engaging with potential sponsors, including those who have supported us over the years. While we haven't secured any sponsor commitments as of now, we anticipate this will change in the upcoming 30 to 60 days.

Some sponsors that have been with us for years and we know they will continue to are 98.5 The Beach / Horizon Communications and Saving Safari / Direct Graphix

Peter Moolhuizen
Brevard Renaissance Fair
President / Ceo



Brevard Renaissance Fair
Sponsors

We've traditionally approached sponsorships on an informal basis, tailoring our approach to the specific business.

However, last year marked a shift in our strategy as we initiated a structured sponsorship program. This change came with the onboarding of Doug Baker to oversee sponsor relations. With his vast experience in establishing sponsor programs for various outdoor events, Doug is now in the process of refining and expanding our sponsorship framework for the current year.

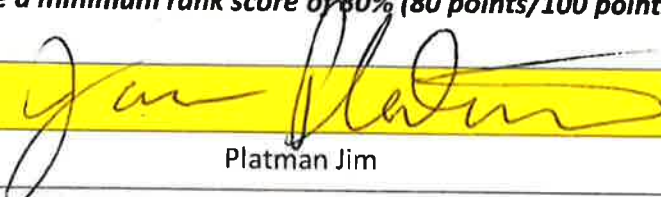
Peter Moolhuizen
Brevard Renaissance Fair
President / Ceo

88

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)



REVIEWER (PRINT)

Platman Jim

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Brevard Renaissance Fair

Project Number: #2

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

Platman - Breward Ren Fair

(2) Comments:		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	18
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20.</i> <i>(poorly presented – excellent)</i>		
(3) Comments:		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i>	10	8
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10.</i> <i>(poorly presented – excellent)</i>		
(4) Comments:		

Platman - Brevard Ren Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	8
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	19
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. (Reference question #14)</p>	10	8
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		

Flatman - Breard Ren Feik

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	9
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(8) <u>Comments:</u>		
Total Points	88	/100

81
dw

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)

Juliet Misconi

Juliet Misconi

REVIEWER (PRINT)

Juliet Misconi

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Brevard Renaissance Fair

Project Number: #2

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	10
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: Well described. Very good tie into culture.		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

19
20
23
9/709

Miscellaneous - Moreland Ren \$400k

<p>(2) Comments: 85,000 visitors, 35% from outside of the county. This year's target is 100k. Creates seasonal workforce. Unclear what their measure of success is, other than increased visitors.</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> (Reference question #10)</p>	20	18
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(3) Comments: Has objectives, target audience, nicely laid out budget, list of specific activities. Really like the breakdown of in County vs. out of County. Only missing timeline.</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. (Reference question #11)</p>	10	10
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(4) Comments: International talent who have publicity.</p>		

Miscari - Brevard Ken Fair

(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i>	10	5
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(5) Comments: Limited sponsors.		
(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i>	20	16
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i>		
(6) Comments: Confused by the budget and why it shows our revenue as corporate sponsorship and why the other revenue sources are not shown?		

<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i></p>	10	8
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(7) Comments:</p> <p>Other sources of revenues clearly described. Not why they are important.</p>		
<p>(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. <i>(Reference Required Supporting documents)</i></p>	10	5
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(8) Comments:</p> <p>Marketing materials very limited.</p>		
<p>Total Points</p>	81 /100	

73
dw

Tourism Development Council FY 2023-2024 Major Event Grant Program - Evaluation Form

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

REVIEWER (SIGNATURE) *Aaron Collins* [digital signature]

REVIEWER (PRINT) Aaron Collins

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Brevard Renaissance Fair

Project Number: #2

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	8
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: I appreciate the bullet point breakdown.		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	6
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

14
21
26
12

Collins - Boreland Ren Fair

<p>(2) Comments:</p> <p>I could not find how you plan to measure or evaluate the success of your event.</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i></p>	20	14
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(3) Comments:</p> <p>Appreciate your submitted marketing / advertising plan. I believe this is something you can vastly improve going forward.</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i></p>	10	7
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(4) Comments:</p> <p>Outside of the top tier talent being brought in, what else will create publicity opportunities? This answer could be more thorough.</p>		

Colins - Brevard Ren Fair

(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i>	10	9
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(5) Comments: Fabulous sponsorship packet and breakdown.		
(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i>	20	17
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i>		
(6) Comments:		

(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i>	10	6
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(7) Comments: Could be more thorough. Maybe include previous years numbers?		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. <i>(Reference Required Supporting documents)</i>	10	6
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) Comments: I would take the time to label the file names / supplemental materials you submitted. I also would love to see more materials rather than just a few photos from the event. Next year, maybe create a photo journal / diary as one item?		
Total Points	/100	73

91

**Tourism Development Council
FY 2023-2024 Major Event Grant Program - Evaluation Form**

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

REVIEWER (SIGNATURE)

Jim L. Ridenour
Jim Ridenour

REVIEWER (PRINT)

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Brevard Renaissance ~~Mar~~ Fair

Project Number: 2

Total Attendance: 49 K

Eligible for funding amount: 25K

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	10
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: Unique event with National exposure./.....		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

19
27
37
80
9
717

Kinderhook - Brevard ^{Ren} Fair

(2) Comments:	20	18
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	18
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20.</i> <i>(poorly presented – excellent)</i>		
(3) Comments:		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i>	10	9
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10.</i> <i>(poorly presented – excellent)</i>		
(4) Comments:		

Randerson - Brevard Ren Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i></p>	10	8
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i></p>	20	20
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i></p>	10	9
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. <i>(Reference Required Supporting documents)</i>	10	8
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) <u>Comments:</u>		
Total Points	/100	91 ✓

91
JWS

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE).

Steven J. Heron

REVIEWER (PRINT)

Steven J. Heron

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: *Brevard Renaissance Fair*

Project Number: *#2*

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	10
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: <p>Great growth and event!</p>		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	10
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

91
20
26
35
10

Heron - Boreward Ken Fair

<p>(2) Comments:</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i></p>	<p>20</p>	<p>18</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(3) Comments:</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i></p>	<p>10</p>	<p>8</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(4) Comments:</p> <p>I wish there was more collaboration or exposure for the event across the US.</p>		

Heran - Brevard Ren Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	9
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	18
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. (Reference question #14)</p>	10	8
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		

Heron - Brevard Ren. Fair

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	10
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(8) <u>Comments:</u>		
Total Points	/100	91

62
HW

Tourism Development Council FY 2023-2024 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>		
REVIEWER (SIGNATURE) <i>Andrea Young</i>		
REVIEWER (PRINT) <i>Honnie King</i> <i>Andrea Young</i>		
Applicant Information (TDO staff will complete this section)		
Name of the Event & Organization: <i>Space Coast State Fair Brevard Renaissance</i>		
Project Number: <i>4-2</i>		
Total Attendance:		
Eligible for funding amount: <i>Score = 62</i>		
Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented - excellent)</i>	10	
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented - excellent)</i>	10	
(2) Comments:		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented - excellent)</i>	15	

35
21
6
62

<p>(3) <u>Comments:</u></p> <p>Young-Brevard Run Fair</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. (Reference question #11)</p>	10	
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)</p>	10	
<p>(4) <u>Comments:</u></p>		
<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10 (poorly presented - excellent)</p>	1	
<p>(5) <u>Comments:</u></p> <p>No Role outline for Sponsors</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented - excellent)</p>	10	
<p>(6) <u>Comments:</u></p>		
<p>(7) Application clearly defines other revenue streams. ✓ Additionally, applicant describes why the additional funding is important to the success of the proposed event.</p>	10	

(Reference question #14)		
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)	1	
(7) Comments:		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)	5	
(8) Comments:		
Total Points	/100	

Yang - Foreward Ben Fair

dw08

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)

Bonnie King

REVIEWER (PRINT)

Bonnie King

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Brevard Renaissance Fair ✓

Project Number: #2

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	10
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	10
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)		

33
20
25
10
88

King - Brevard Ren Fair

(2) <u>Comments:</u>		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	20
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20.</i> <i>(poorly presented – excellent)</i>		
(3) <u>Comments:</u>		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i>	10	5
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10.</i> <i>(poorly presented – excellent)</i>		
(4) <u>Comments:</u>		

King - Brevard Ren Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i></p>	10	5
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i></p>	20	20
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i></p>	10	8
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		

King Boreward Ren Fair

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) <u>Comments:</u>		
Total Points	/100	88

(AW 80)

**Tourism Development Council
FY 2023-2024 Major Event Grant Program - Evaluation Form**

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

REVIEWER (SIGNATURE) Kim Wilson

REVIEWER (PRINT) Kim Wilson

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Brevard Renaissance Fair

Project Number: #2

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	10
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	10
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)		

20
50
10
30

Wilson - Boardwalk Ren Fair

<p>(2) Comments:</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event. <i>(Reference question #10)</i></p>	<p>20</p>	<p>10</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(3) Comments:</p> <p>Need to show how the grant money will be used</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i></p>	<p>10</p>	<p>10</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(4) Comments:</p>		

Wilson - Foreward Ren Fair

(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(5) Comments: 		
(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i>	20	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i>		
(6) Comments: Need to show how the grant money will be used 		
(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		

Wilson - Brevard Ren Fair

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	10
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(8) <u>Comments:</u>		
Total Points	/100	80

Response ID:10 Data

2.

1. What is the name of proposed name of the proposed event?

Space Coast State Fair

3. (untitled)

2. What is the name of your organization?

Brevard Production Inc.

4. (untitled)

3. What is the organization's mailing address?

First Name

Last Name

Title

Company Name

Street Address

2230 Sykes Creek Drive

Apt/Suite/Office

City

Merritt Island

State

FL

Zip

32953

Country

Email Address

Phone Number

Fax Number

Mobile Phone

5. (untitled)

4. What is your Federal Employer ID number?

204569017

6. (untitled)

5. What is the organization's email address, telephone number, and URL?

First Name

Last Name

Title

Company Name

Street Address

Apt/Suite/Office

City

State

Zip

Country

Email Address

gilesmalone@gmail.com

Phone Number

3213234460

Fax Number

Mobile Phone

Website URL

www.SpaceCoastStateFair.com

7. (untitled)

6. What is the primary contact's first and last name, job title, email address, and telephone number?

First Name

Giles

Last Name

Malone

Job Title

Director

Company Name**Street Address****Apt/Suite/Office****City****State****Zip****Country****Email Address**

gilesmalone@gmail.com

Phone Number

3213234460

Fax Number**Mobile Phone****URL**

8. (untitled)

7. What is the alternative contact's first and last name, job title, email address, and telephone number?**First Name**

Tom

Last Name

Palermo

Job Title

Director

Company Name

Street Address

Apt/Suite/Office

City

State

Zip

Country

Email Address

palermo.tom@gmail.com

Phone Number

321-615-8111

Fax Number

Mobile Phone

URL

9. (untitled)

8. Where is your proposed event location? What is the name of the facility where your proposed event will be held?

Space Coast Daily Park, 5775 Stadium Parkway, Viera, 32940

10. (untitled)

9. Which best describes your organization?

Other: Corporation

11. (untitled)

10. Please indicate your desired first day of the proposed event.

10/27/2023

12. (untitled)

11. Please indicate an alternative first day of the proposed event.

13. (untitled)**12. How many days will your event be held?**

8+

14. (untitled)**13. Please provide a description of your organization.**

Brevard Production, Inc. (BPI) is one of east-central Florida's premier special event organizations, with 35 years of successful experience in owning and producing some of central Florida's most well-known special events -including family festivals, fairs, trade shows, concerts, symposiums, galas, sporting events and more.

BPI's main annual event - The Space Coast State Fair, has been providing family-fun on the Space Coast for 35 years and is one of the area's longest running, large special events.

The Space Coast State Fair, sponsored by Health First's Viera Hospital, Space Coast Daily, Rock Paper Simple, Erdman Automotive, 4EverYoung Anti-Aging Solutions, Savings Safari, All Points and Bud Light, will entertain for 17 fun-filled days, October 27 - November 12, 2023 on the grounds of the 38-acre Space Coast Daily Park, in Viera, Florida, also near the Viera High School.

Free shows inside the fair will include the amazing performers of the Urias Family Circus, animal petting zoos, musical groups, Globe of Death shows, Bob Bohme's Variety & Magic Shows, Professional Bull Riding, The Wolves of The World Shows, Pete The Cat and Ryan's World children's characters, the educational and fun agricultural exhibits of CowTown USA where people may learn how to milk a cow, Halloween Theatre shows, The Plant Guy and much more.

BPI's principals also own and operate Space Coast Daily, which is a free service for the public, providing local news and information to millions of viewers every month. Space Coast Daily is a sponsor of all BPI events, to help create awareness of each fair, festival etc.

BPI also has a long tradition of giving back to its community by providing pro-bono attendance for local senior citizen groups from nursing homes, local school groups and churches.

BPI operates its own fairgrounds called Space Coast Daily Park, which is across the street from Space Coast Stadium in Viera - where it holds many events throughout the year. The park has 2000 parking spaces next to 20 acres of special event area.

15. (untitled)**14. Please demonstrate how your proposed event will have a positive impact on Brevard County tourism. Describe in detail how you will measure and evaluate the success of the event.**

The Space Coast State Fair annually attracts visitors from all across central Florida, including fair-lovers from Brevard, Citrus, Hernando, Hillsborough, Lake, Orange, Osceola, Pasco, Pinellas, Polk, Seminole, Sumter, and Volusia counties.

Due to the large size and value that the Space Coast State Fair offers, there are often guests seen at the Space Coast State Fair from out of state, who stay longer in Brevard to return to the fair each year.

The annual Space Coast State Fair is actually promoted world-wide, as each year over 30 stories about the fair are posted to the world-wide web, which are a great source of promotion for tourism on the Space Coast - helping to make Brevard an even more attractive and fun place to visit.

Many of the out of town visitors who come to the fair stay in local hotels, buy gas and spend additional funds in local businesses.

Many Brevardians who work in local hotels, restaurants and tourist attractions, also work at the fair seasonally, which helps them with additional compensation.

The success of the fair is measured by its growing popularity and by its growing attendance each year.

There are also a growing number of local businesses that attend and return to the fair each year to promote their goods and services to the fair guests.

The success of the fair is also measured by exit polls, where guests are asked about their experience while at the fair and the particular rides, games and shows that they enjoyed.

Health and safety is also a yard-stick by which the success of the fair is measured and any incidents are carefully reported and tracked.

16. (untitled)

15. Upload your Marketing plan.

[Fair_marketing_plan_.pdf](#)

17. (untitled)

16. Referring to your proposed event, please describe what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination.

The Space Coast State Fair will create stories and posts about all of the attractions that will be included in the fair, which will be posted on Space Coast Daily. These stories receive large amounts of reach through the various search engines as Space Coast Daily is highly indexed.

The unique shows that are included inside the fair are often only found at fairs of regional significance, so the content marketing and publicity that surround them are read widely>

Here are some examples;

<https://spacecoastdaily.com/2019/10/watch-johnny-rocketts-cycle-circus-to-thrill-during-space-coast-state-fair-set-for-nov-1-17-in-viera/>

<https://spacecoastdaily.com/2023/04/space-coast-daily-to-treat-brevard-to-free-admission-to-space-coast-state-fair-in-viera-monday-through-wednesday/>

<https://spacecoastdaily.com/2015/04/video-torres-family-circus-thrills-at-space-coast-spring-fair/>

<https://spacecoastdaily.com/2022/11/space-coast-state-fair-is-brevards-biggest-party-opens-today-at-5-p-m-at-space-coast-daily-park-in-viera/>

<https://spacecoastdaily.com/2020/10/its-a-hoot-watch-monkeys-riding-dogs-at-the-space-coast-state-fairs-banana-derby/>

<https://spacecoastdaily.com/2020/11/monster-trucks-to-jam-at-34th-annual-space-coast-state-fair-nov-6-22-in-viera/>

<https://spacecoastdaily.com/2020/11/dont-miss-the-wolves-of-the-world-making-special-appearance-at-space-coast-state-fair-in-viera/>

<https://spacecoastdaily.com/2019/11/mild-dry-weather-forecast-in-viera-for-tonights-molly-hatchet-free-concert-at-space-coast-daily-park/>

The Space Coast State Fair offers a wide range of fun and unique fair foods, which also attract great publicity. The cable TV show named "Carnival Eats" featured the Space Coast State Fair, which has received a national audience. Here is the link to that post and video:

<https://spacecoastdaily.com/2019/11/watch-cooking-channel-carnival-eats-host-noah-cappe-filming-at-space-coast-state-fair/>

18. (untitled)

17. Please list event sponsors and their roles.

Sponsor name (A) : Health First

Sponsor role (A) : Monetary

Sponsor name (B) : Carroll Distributing

Sponsor role (B) : monetary

Sponsor name (C) : Erdman Automotive

Sponsor role (C) : monetary

19. (untitled)

18. Upload your detailed operating budget worksheet to reflect both revenue & expenses for your proposed event.

[Fair_budget_worksheet.pdf](#)

20. (untitled)

19. Please describe other revenue streams that you have in place now. Explain in detail why additional funding is important to the success of your proposed event.

Other revenue streams are sponsor revenue, business booths and concert ticket sales. In order to attract more visitors and fair guests, it is necessary to promote the event to people in the surrounding counties. The grant funding will allow the fair to be seen by fair-lovers through the use of cable TV and streaming advertisements further across central Florida

21. (untitled)

20. Required Supporting Documents upload here.

Brevard_Productions_W9.pdf
Certificate_(1).pdf
e-verify_MOU.pdf
Sun_Biz_Florida_Profit_Corporation_Annual_Report.pdf
Giles_Reco_Draft_01.pdf
Giles_letter.docx
Giles_(1).docx
Red_Titan_and_Combo_Panda.jpeg
CowTown_USA.jpg
Space_Coast_Daily_Reach_06202023.pdf

22. (untitled)

21.

ATTESTATION

I, attest that I have full authority to enter into this grant application and funding request, and that all of the information that I have provided is true and correct to the best of my abilities. I further attest, that I have read the FY 2023-2024 Guidelines fully (a copy is downloadable on the first page of this application) and I will comply with the requirements of the grant, if awarded.



Signature of: Giles Malone

Space Coast State Fair Marketing Plan

The goal of the Space Coast State Fair Marketing Plan is to maximize awareness and annual attendance at the 17-day event.

Because the Space Coast State Fair offers such a wide range of activities and fun at a great price, the attendees of the fair include a wide range of ages and demographics.

Thousands of families with small children attend the fair event each year to enjoy kiddie-land, the petting zoo, the circus and magic shows. Thousands of teenagers with parents love the state-fair thrill rides and meeting all their friends at the fair. Millennials love the atmosphere of the fair, the fun foods, Pro Bull Riding and the Motorcycle stunt shows. Senior citizens attend and love the fair for its agricultural exhibits, the wine garden and just walking around the large paved midway to reminisce about their younger years.

The Space Coast State Fair will be advertised and promoted with and through:

TV Cable and streaming advertisements: October 24-November 12, 2023: \$17,500 which will include **\$12,500 from this grant** and \$5,000 from the fair budget:

30-second TV commercials will run across Orange, Osceola, Seminole, Indian River and Volusia counties. *The marketing support from this potential grant will enable the fair to attract more and repeat visitors from surrounding counties.*

Terrestrial and streaming radio advertisements: October 24-November 12, 2023: \$5,000 from the fair budget:

Clear Channel stations \$2,000

Cumulus stations \$2,000

The Beach \$500

WFIT \$500

Billboards; October 11-Nov 12, 2023: \$8,000 from the fair budget

Lamar Outdoor: 13 boards in Brevard

Direct Mail Savings Safari: October 1- Nov 12, 2023: \$5,000 from the fair budget.

Space Coast Daily: September- November: \$15,000 in-kind sponsorship:

Newspaper, magazine, online content marketing and social media.

Senior Scene magazine: October: in-kind trade: \$750

Brevard Live Magazine: October and November: \$800 from fair budget:

Cover story, full-page ads and editorial.

Organization Name:	Space Coast State Fair		
OPERATING BUDGET			
Fiscal year dates: FY 2023-2024			
			Enter your funding amount here: \$
EXPENSES:			
	Most recent ACTUALS FY 2021 to FY 2022	PROPOSED FY 2023 to FY 2024	PROPOSED, how will grant funds be spent (at least 50% of your grant funds must be spent on out-of-county advertising)
Personnel - Administrative	\$ 20,000	\$ 20,000	
Personnel - Artistic	\$ 2,000	\$ 2,000	
Outside Artistic Services/Fees	\$ 50,000	\$ 50,000	
Marketing/Advertising (paid social media, brochures, posters, etc.)	\$ 25,500	\$ 38,000	
Space Rental/Rent/Mortgage	\$ 17,500	\$ 31,500	
Insurance			
Equipment Purchase/Office Supplies	\$ 1,000	\$ 1,000	
Travel/Mileage	\$ 1,000	\$ 1,000	
Materials/Supplies for productions/exhibits/events	\$ 7,500	\$ 8,500	
Contract Services/Fees	\$ 17,500	\$ 18,500	
Collections/Acquisitions	\$ - 0	\$ - 0	
Other Operating Expenses	\$ 20,000	\$ 25,000	
TOTAL CASH EXPENSES	\$ 162,000	\$ 195,500	\$
Total In-Kind Contributions			
TOTAL EXPENSES	\$ 162,000	\$ 195,500	\$
INCOME:			
Admissions	\$ 200,000	\$ 225,000	
Memberships/Tuition	\$ - 0	\$ - 0	
Contracted Services Revenue			
Contributions from Individuals			
Corporate Contributions	\$ 15,000	\$ 15,000	
Government Support - Federal	\$ - 0	\$ - 0	

Government Support - State	\$ - 0	\$ - 0	
Government Support - Local	\$ - 0	\$ - 0	
Foundation Support	\$ - 0	\$ - 0	
Other Income	\$ 25,000	\$ 27,500	
Applicant Cash			
SUBTOTAL	\$ 240,000	\$ 267,500	\$
Brevard Co. Grant Amount Requested			
Total In-Kind Contributions	\$ 15,000	\$ 15,000	\$
TOTAL INCOME	\$ 255,000	\$ 282,500	\$

36th Annual



SPACE COAST DAILY PARK

6091 Stadium Parkway,
Viera, FL 32940

Call 1-855-386-3836 contact@SpaceCoastDaily.com

Nov 4th

FREE CONCERT

**NOV
18th**



**NOV
19th**



FRANCO
FORMERLY OF BOSTON

**BUY ONE GET ONE
FREE**

BUY

**UNLIMITED
RIDES & SHOWS**

FREE

WITH FAIR ADMISSION OF \$25 OR \$30

FREE

**WOLVES OF
THE WORLD**



**MONSTER
TRUCKS**



**PETE
THE CAT**



FREE

**PRO BULL
RIDING**



ID: spacecoaststatefair-40629-01-a

Job Details:

Special Notes:

Panel: 40629+
 Size: 10'5" X 22'8"
 Client: Space Coast State Fair
 AE: Michelle Bohannon
 Artist: Samantha Orban
 Date: Friday, September 16 2022

☐ Rev 1 ☐ Rev 2 ☐ Rev 3 ☒ Rev 4 (\$75)

SPACE COAST STATE FAIR

NOV 4-20, 2022

SPACE COAST DAILY PARK

6091 Stadium Pkwy • Viera

FREE Unlimited Rides

FREE Shows WITH \$25/\$30 GATE ADM

SPACE COAST STATE FAIR 36th Annual

SPACE COAST DAILY PARK

6091 Stadium Parkway, Viera, FL 32940

Call 1-855-386-7816 • contact@SpaceCoastDaily.com

Nov 4th - 20th
CLOSED MONDAYS

FREE UNLIMITED RIDES & SHOWS
WITH FAIR ADMISSION OF \$25 OR \$30

FREE WOLVES OF THE WORLD

MONSTER TRUCKS

PETE THE CAT

FREE PRO BULL RIDING
NOV 18-20th
8pm • 8pm • 3pm

FREE CONCERTS!!!

NOV 18th
MOJO THE FIGHTER

NOV 19th
FRAN COSMO
FORMERLY OF BOSTON

FREE WEEWEEEE RACING PIGS

FREE MILK/A COW
CowTown USA

FREE PARAKEET ENCOUNTER
FREE COMEDY SHOWS
& MUCH MORE

QUEEN B SPOOKY CIRCUS SIDESHOW

BUY ONE GET ONE FREE ADMISSION
Good Thurs, Nov 8 & 15th only
\$25 Savings. Must present paper coupon.

BUY ONE GET ONE FREE MOMS ADMISSION
Good Wed, Nov 9 & 16th only
\$25 Savings. Must present paper coupon.

BUY ONE GET ONE FREE DADS ADMISSION
Good Thurs, Nov 10 & 17th only
\$25 Savings. Must present paper coupon.

SpaceCoastStateFair.com

SpaceCoastStateFair.com

SPACE COAST DAILY PARK

All Points

Health First
Viera HOSPITAL

Space Coast

ERDMAN AUTOMOTIVE

Hampton
COCOA BEACH • CAPE CANAVERAL

COURTYARD
BY HILTON
COCOA BEACH • CAPE CANAVERAL



MP4 video-

<https://www.dropbox.com/scl/fi/9ahhmhfm80r03vqinql8v/3-SC-Fair2021.mp4?rlkey=yzo42jbtmfxmwb4iift5afvu&dl=0>





Video-

<https://www.dropbox.com/scl/fi/9ahhmhfm80r03vqingl8v/3-SC-Fair2021.mp4?rlkey=yzo42jbtmfxmwb4iift5afvu&dl=0>

Space Coast State Fair Time Line: Marketing

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TV Cable and streaming advertisements: October 24-November 12, 2023: \$17,500 which will include \$12,500 from this grant and \$5,000 from the fair budget: 30-second TV commercials will run across Orange, Osceola, Seminole, Indian River and Volusia counties. *The marketing support from this potential grant will enable the fair to attract more and repeat visitors from surrounding counties.*

Terrestrial and streaming radio advertisements: October 24-November 12, 2023: \$5,000 from the fair budget:
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Cumulus stations \$2,000
The Beach \$500
WFIT \$500

Billboards: October 11-Nov 12, 2023: \$8,000 from the fair budget
Lamar Outdoor: 13 boards in Brevard

Direct Mail Savings Safari: October 1- Nov 12, 2023: \$5,000 from the fair budget.

Space Coast Daily: September- November: \$15,000 in-kind sponsorship: Newspaper, magazine, online content marketing and social media.

Senior Scene magazine: October: in-kind trade: \$750

Brevard Live Magazine: October and November: \$800 from fair budget: Cover story, full-page ads and editorial.



August 3, 2023

To whom it may concern:

It is my privilege to serve as a reference for Giles Malone.

I have known Giles for years during which time I have had numerous interactions with him both professionally and personally. I first dealt with Giles as a client of his and later as an elected official and as an attendee at events produced and promoted by him.

As such, I am familiar with Giles' ability to perform production work and promotion.

Giles has demonstrated his ability to organize productions of all sizes from initial conceptual stages through implementation and execution. I have never had cause to doubt Giles' skills, resources, experience, commitment, or ability to deliver on assurances. Every event of which I am aware for which Giles has had decision-making authority has gone off without perceptible issue of any sort.

Of note, whether ensuring vehicles are kept out of pedestrian areas, engaging uniformed security personnel, or immediately removing trip & slip hazards within events, Giles always ensures the safety of event attendees, staff, and contractors. He leaves premises in excellent condition.

It should be no surprise that Giles has an overwhelmingly positive reputation for event planning within the community. I wholeheartedly recommend Giles for any and all production and promotion work in the Central Florida area.

Should you have any questions regarding the foregoing, please do not hesitate to contact me.



Bryan Andrew Lober, Esq.

Past Chair, Brevard County Board of County Commissioners

Past President, Brevard County Bar Association

30 Bayshore Ct

Rockledge, FL 32955

(727) 537-9557

loberb@gmail.com



Jack Smink
Lightning Strikes Twice Productions
410 Needle Boulevard
Merritt Island, FL 32953

RE: Giles Malone, Brevard Productions, Inc.

For the past 25+ years, I have known Giles Malone to produce high quality events including musical shows, festivals, and community events. Mr. Malone provides Brevard County residents with entertainment, events, and more that appeal to people with a wide variety of choices.

I highly recommend Giles Malone, Brevard Productions, Inc. for consideration of his application for a grant.

Sincerely,

Jack Smink

**BOARD OF COUNTY COMMISSIONERS****JASON STEELE, COMMISSIONER, DISTRICT 5**

490 Centre Lake Dr. NE
Suite 175
Palm Bay, FL 32907
Phone: 321.253.6611
D5.Commissioner@brevardfl.gov

Danielle Stern, Chief of Staff
Charlene Brown, Community Affairs Director
Janette Roig, Legislative Affairs Director

August 3, 2023

To Whom It May Concern,

This is to provide a letter of testimonial for Brevard Productions, Inc. and Giles Malone. Their events are first class and they always put the community first. The execution of festivals, fairs, concerts, and special events for families are second to none. They have a 35-year track record in Brevard County of providing high-quality events. I recommend them for the tourism grant.

Sincerely,

Jason Steele
Brevard County Commissioner
District 5



**Sponsorship Opportunities for the
34th Annual Space Coast State Fair
Nov. 5-21, 2021 Space Coast Daily Park, Viera, Florida**

Package A:

- 20' x 10' booth space or larger if needed.
- Prime high traffic location.
- Event site roaming rights.
- Inclusion in event marketing
- Electricity at booth site
- Staff vehicle parking passes (minimum of 6).
- Vendor passes (minimum of 10)
- Secure on-site shipment receipt.
- Access to water for tent weigh-downs or ability to stake-down.
- Recognition in official event guide.
- Logo on event map.
- Logo on event website.
- Post-event photos.
- Banner recognition and stage signage at entrance.
- Cost: \$3950

Package B:

- 10' x 10' booth space or larger if needed.
- Electricity at booth site
- Staff vehicle parking passes (minimum of 4).
- Vendor passes (minimum of 6)
- Access to water for tent weigh-downs or ability to stake-down.
- Logo on event website.
- Post-event photos.
- Banner recognition and stage signage at entrance.
- Cost: \$1295

Contact: Giles Malone 321-323-4460
gilesmalone@gmail.com
www.SpaceCoastStateFair.com

70
JW

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE) *Aaron Collins* [digital signature]

REVIEWER (PRINT) Aaron Collins

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Space Coast State Fair

Project Number: #3

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	6
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: Would love to see a bit more on why this event will promote the Space Coast as a cultural destination. The articles are great, but what about this event makes it special?		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	7
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

13
21
30
6
70

Collins - SC Fair

<p>(2) <u>Comments:</u></p> <p>Talk more about the actual evaluators. What do you have in place to measure? etc</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i></p>	20	15
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(3) <u>Comments:</u></p> <p>Would like to see a more thorough plan in the future.</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i></p>	10	6
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(4) <u>Comments:</u></p> <p>More content would be welcomed, rather than links to articles.</p>		

Colins - SC Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i></p>	10	6
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(5) Comments:</p> <p>Did not see an actual sponsor package kit. Would love to see this in future applications. I feel you could expand on this answer a bit more rather than just listing the sponsors.</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i></p>	20	18
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event.</p>	10	6

Collins - SC Fair

(Reference question #14)		
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(7) Comments: Could be more thorough and elaborate more.		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. <i>(Reference Required Supporting documents)</i>	10	6
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(8) Comments: Would love to see maybe some testimonials, post surveys, or other items that would help strengthen your application.		
Total Points	/100	70

2070/100

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE) *Kim Wilson*

REVIEWER (PRINT) Kim Wilson

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Space Coast State Fair

Project Number: #3

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	10
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	10
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)		

2070/100

Wilson - SC Fair

<p>(2) Comments:</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event. <i>(Reference question #10)</i></p>	<p>20</p>	<p>20</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(3) Comments:</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i></p>	<p>10</p>	<p>10</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(4) Comments:</p>		

Wilson - SC Fair

(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(5) Comments:		
(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i>	20	20
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i>		
(6) Comments:		
(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		

Wilson SC Fair

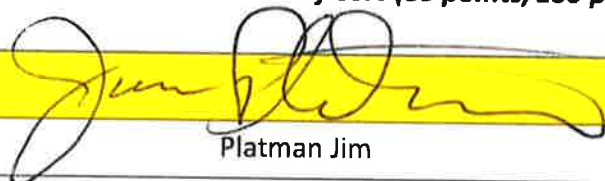
(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. <i>(Reference Required Supporting documents)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) <u>Comments:</u>		
Total Points	/100	100

(88)

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)



REVIEWER (PRINT)

Platman Jim

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Space Coast State Fair

Project Number: #3

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	9
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	9
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)		

Platman - SC Fair

<p>(2) Comments:</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i></p>	<p>20</p>	<p>18</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(3) Comments:</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i></p>	<p>10</p>	<p>9</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(4) Comments:</p>		

Platman - SC Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	8
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	18
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. (Reference question #14)</p>	10	9
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		

Platman - SC Form

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	8
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(8) <u>Comments:</u>		
Total Points	88 /100	

81

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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REVIEWER (SIGNATURE)

Juliet Misconi

Juliet Misconi

REVIEWER (PRINT)

Juliet Misconi

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Space Coast State Fair

Project Number: #3

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: Well described.		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

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773

Misconi - SC Fair

<p>(2) Comments: Good description of tourism impact. Success measured by attendance and also exit polls.</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> (Reference question #10)</p>	20	18
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(3) Comments: Has goals, target audience appears to be all ages. Has specific activities and with dates and times. Targeting Orange, Osceola, Seminole, Indian River</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. (Reference question #11)</p>	10	7
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(4) Comments: Would like more of this description on publicity and draw.</p>		

Miscomi: SC Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	8
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(5) Comments:</p> <p>Sponsors are listed in the opening narrative, but not all listed in this question. Unclear what the sponsor participation is. However, did describe the sponsor package.</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	17
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(6) Comments:</p> <p>Overall marketing budget only appears to be \$38,000. Lists \$12,500 of grant funds.</p>		

Miscam-SC Fair

(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i>	10	5
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(7) Comments: Other sources of revenues not clearly described, other than sponsors.		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. <i>(Reference Required Supporting documents)</i>	10	8
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) Comments:		

Miscari - SC Fair

Total Points	81 /100	
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8/25

**Tourism Development Council
FY 2023-2024 Major Event Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE)

Jim L. Ridenour

REVIEWER (PRINT)

Jim Ridenour

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Space Coast State Fair

Project Number: #3

Total Attendance: 49 K

Eligible for funding amount: 25K

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: THIS BE A STRETCH !		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

18
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Ridenor-SC Fair

(2) <u>Comments:</u>	20	15
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	15
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20.</i> <i>(poorly presented – excellent)</i>		
(3) <u>Comments:</u>		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10.</i> <i>(poorly presented – excellent)</i>		
(4) <u>Comments:</u>		

Ridenour - SC Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i></p>	<p>10</p>	<p>9</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i></p>	<p>20</p>	<p>10</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i></p>	<p>10</p>	<p>9</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		

Rideman - SC Fair

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) <u>Comments:</u>		
Total Points	/100	85

81

84
JWS

Tourism Development Council FY 2023-2024 Major Event Grant Program – Evaluation Form

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

REVIEWER (SIGNATURE)

Steven J. Heron

REVIEWER (PRINT)

Steven J. Heron

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Space Coast State Fair

Project Number: #3

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	8
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).</i>		
(1) Comments: Great description of cultural events that you are supplementing the fair with to offer something for everyone.		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	9
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)</i>		

84
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24
33
10

Heron - SC Fair

<p>(2) Comments:</p>		
<p>(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i></p>	<p>20</p>	<p>17</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(3) Comments:</p>		
<p>(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i></p>	<p>10</p>	<p>7</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(4) Comments:</p>		

Heron - SC Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. (Reference question 12)</p>	10	8
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising. (Reference question #13)</p>	20	17
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. (Reference question #14)</p>	10	8
<p>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</p>		

Heron - SC Fair

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	10
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)		
(8) <u>Comments:</u> I really like that this event is a Fair and you have gone out of your way to describe every cultural aspect that is offered. THANK YOU!!		
Total Points	/100	84

So dw

Tourism Development Council FY 2023-2024 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>		
REVIEWER (SIGNATURE) <i>Andrea Young</i>		
REVIEWER (PRINT) <i>Bonnie King</i> <i>Andrea Young</i>		
Applicant Information (TDO staff will complete this section)		
Name of the Event & Organization. Space Coast State Fair		
Project Number: 03		
Total Attendance		
Eligible for funding amount <i>Score: 90</i>		
Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? <i>(Reference question #8)</i>	10	
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented - excellent)</i>	10	
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. <i>(Reference question #9)</i>	10	
<i>Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented - excellent)</i>	10	
(2) Comments:		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented - excellent)</i>	20	

40

(3) Comments:

Young - SC Fair

(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination.
(Reference question #11)

10

Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)

(4) Comments:

(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit.
(Reference question #2)

10

Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)

(5) Comments:

(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event.
The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.
(Reference question #13)

20

Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented - excellent)

(6) Comments:

(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event.

10

(Reference question #14)		
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)		
(7) Comments: we do not ask this question		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. (Reference Required Supporting documents)	10	
Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented - excellent)	10	
(8) Comments: Did not see a sponsor packet or a description of Sponsor Roles		
Total Points	/100	

Young -
SC Fair

90/100

2025
91

**Tourism Development Council
FY 2023-2024 Major Event Grant Program - Evaluation Form**

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

REVIEWER (SIGNATURE)

Bonnie King

REVIEWER (PRINT)

Bonnie King

Applicant Information (TDO staff will complete this section)

Name of the Event & Organization: Space Coast State Fair ✓

Project Number: #3

Total Attendance:

Eligible for funding amount:

Evaluate Criteria	Points Available	Points Earned
(1) Application clearly describes the proposed event. How will the proposed event promote the Space Coast as a cultural destination? (Reference question #8)	10	10
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent).		
(1) Comments:		
(2) Application clearly describes how the proposed event will have a positive impact on Brevard County tourism. The application describes in detail how the applicant measures and evaluates the success of the event. (Reference question #9)	10	10
Reviewer: Please select the appropriate score, on a scale ranging from 1-10. (poorly presented – excellent)		

2025
91

King - ~~Thompson~~
SC Fair

(2) <u>Comments:</u>		
(3) The applicant has submitted a detailed Marketing/Advertising plan. <i>Suggested elements of your Marketing/Advertising plan shall include but not be limited to: goals and objectives, target audience(s), specific marketing activities, timeline and detailed Marketing/Advertising budget worksheet itemizing how you will spend 50% of the grant award on out-of-county advertising for your proposed event.</i> <i>(Reference question #10)</i>	20	20
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20.</i> <i>(poorly presented – excellent)</i>		
(3) <u>Comments:</u>		
(4) Application clearly describes what will create publicity opportunities on a regional or national level to promote the Space Coast as a destination. <i>(Reference question #11)</i>	10	5
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10.</i> <i>(poorly presented – excellent)</i>		
(4) <u>Comments:</u>		

King - SC Fair

<p>(5) Application clearly describes event sponsors and their roles and their importance in the success of the event or has uploaded a satisfactory Sponsor Package kit. <i>(Reference question 12)</i></p>	<p>10</p>	<p>8</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		
<p>(5) Comments:</p>		
<p>(6) The applicant has submitted a detailed operating budget worksheet reflecting both revenue & expenses for the proposed event. <i>The operating budget worksheet is complete. The applicant itemizes revenues & expenses for the proposed event (projected), the actuals from most recent event and an itemized accounting of how the applicant intends to spend the funding award including how at least 50% of the grant award will be spent on out-of-county advertising.</i> <i>(Reference question #13)</i></p>	<p>20</p>	<p>20</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-20. (poorly presented – excellent)</i></p>		
<p>(6) Comments:</p>		
<p>(7) Application clearly defines other revenue streams. Additionally, applicant describes why the additional funding is important to the success of the proposed event. <i>(Reference question #14)</i></p>	<p>10</p>	<p>8</p>
<p><i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i></p>		

(7) <u>Comments:</u>		
(8) To the extent not scored elsewhere, evaluate the required attachments that the applicant submitted to support their application. <i>(Reference Required Supporting documents)</i>	10	10
<i>Reviewer: Please select the appropriate score, ranging on a scale from 1-10. (poorly presented – excellent)</i>		
(8) <u>Comments:</u>		
Total Points	/100	91