



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.2.

5/18/2021

Subject:

Approval, FY 2021-2022 Tourist Development Council (TDC) Beach Improvement Committee Grant Program Schedule, Guidelines, Application, and Score Sheet

Fiscal Impact:

FY2021-2022: \$1M is budgeted for FY 2021-2022 in the Beach Improvement Fund 1442.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners approve the FY 2021-2022 TDC Beach Improvement Committee Grant Program grant cycle schedule.

It is also requested the Board of County Commissioners approve the Tourist Development Council (TDC) FY 2021-2022 Beach Improvement Grant Program Guidelines, Application and Committee Scoresheet. It is also recommended that the TDC approve applications which shall come before the Board for final funding approval as the grant application cycle schedule commences, as well as make the necessary legislative findings (Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6) a. of the Brevard County Code of Ordinances).

Further, grant the Director, Tourism Development Office (TDO) authority to negotiate and sign all necessary grant agreements and related documents to support the grants for applications that receive future approval as the grant cycle commences for FY 21-22.

Summary Explanation and Background:

Legislative changes adopted on August 14, 2018 to make lagoon and estuary projects eligible for Tourist Development Tax revenues. Enhancing water quality, increasing habitat, and providing additional points of access can generate thousands of new jobs and increase the value and output of the Indian River Lagoon-based economy. Each visitor to the IRL region spends about \$162 a day. For every 85 visitors to the IRL-region, one job can be expected to be created.

The primary purpose of the Tourism + Lagoon Grant Program is the development of projects that demonstrate a benefit to the health of the Indian River Lagoon and a positive impact to Brevard County tourism such as, but not limited to:

- Living Shorelines - Restoration and Protection (Sustainable)
- Habitat Restoration - Support Fishing/Wildlife Viewing
- Fish or Wildlife Restocking or Recovery
- Waterway Destinations & Access - Improved and Sustainable Recreational Waterway Access

The Tourist Development Council Beach Improvement Committee will monitor the grant program, with annual approval by the Tourist Development Council of grant program policies and procedures and project grant awards. The program will be administered by the Tourist Development Office (TDO) Staff.

The Beach Improvement Committee at their April 1, 2021 meeting and the Tourist Development Council at their April 28, 2021, meeting recommended unanimously the Board approve the recommended FY 2021-2022 Beach Improvement Committee Grant Program Guidelines, Application and Scoresheet. A summary of the changes includes:

- Metrics added to quantify benefits to the lagoon
- Volunteer labor adjusted to \$27.20 per hour
- Addition of anti-lobbying and E-Verify language

Clerk to the Board Instructions:

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



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

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

May 19, 2021

M E M O R A N D U M

TO: Peter Cranis, Tourism Development Director

RE: Item J.2., Approval for FY2021-2022 Tourist Development Council (TDC) Beach Improvement Committee Grant Program Schedule, Guidelines, Application, and Score Sheet

The Board of County Commissioners, in regular session on May 18, 2021, approved the FY2021-2022 TDC Beach Improvement Committee Grant Program grant cycle schedule, guidelines, application, and Committee score sheet; approved the recommendation that the TDC approve applications which shall come before the Board for final funding approval as the grant application cycle schedule commences, and make the necessary legislative findings (Section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a of the Brevard County Code of Ordinances); and granted you authority to negotiate and sign all necessary grant agreements and related documents to support the grants for applications that receive future approval as the grant cycle commences for FY2021-2022.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

A handwritten signature in cursive script that reads "Kimberly Powell".

Kimberly Powell, Clerk to the Board

/sm

cc: County Manager
County Attorney
Finance
Budget



**BREVARD COUNTY
OFFICE OF TOURISM**

Guidelines

**TOURISM + LAGOON
GRANT PROGRAM**

FY 2021-2022

FISCAL YEAR 2021-2022

TOURISM + LAGOON GRANT PROGRAM

1.0 INTRODUCTION & BACKGROUND

Tourism Development Council (TDC) Mission Statement:

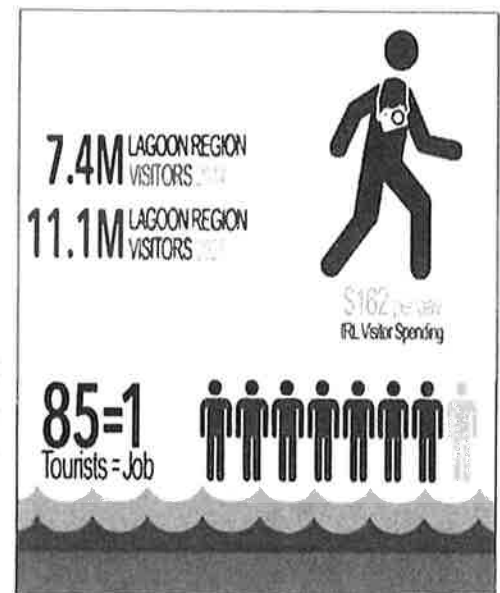
"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

Legislative changes adopted on August 14, 2018 make lagoon and estuary projects eligible for **Tourist Development Tax** revenues. Enhancing water quality, increasing habitat, and providing additional points of access can generate thousands of new jobs and increase the value and output of the Indian River Lagoon-based economy. Each visitor to the IRL region spends about \$162 a day. For every 85 visitors to the IRL-region, one job can be expected to be created.

The primary purpose of the Tourism + Lagoon Program is the development of projects that demonstrate and quantify benefits to Brevard County tourism and health of the Indian River Lagoon.

Examples of project types include, but are not limited to:

- Living Shorelines - Restoration and Protection (Sustainable)
- Habitat Restoration - Support Fishing/Wildlife Viewing
- Fish or Wildlife Restocking or Recovery
- Waterway Destinations & Access - Improved and Sustainable Recreational Waterway Access
- —Litter Control —Shoreline and Causeways/Entryways



Competitive grants must identify and quantify the benefits of the proposed project. Examples of metrics that can be used to quantify benefits include, but are not limited to:

- Pounds of nutrients (nitrogen/phosphorous/etc.), pollutants, sediments or trash removed from water or land
- Number of/or pounds of derelict vessels removed from the water or shoreline
- Acres or linear feet of habitat restored
- Species and number of fishes, wildlife or plants restocked or recovered
- Number of invasive exotic species removed

- Number of people served by improved public access
- Estimates of economic benefits of project to tourism economy
- Scale of improved public access (area or linear feet), including quantified improvements for ADA access

The Tourist Development Council Beach Committee will monitor the grant program, with annual approval by the Tourist Development Council of grant program policies and procedures and project grant awards. The program will be administered by the Tourist Development Office (TDO) Staff. ~~and Consultants, as needed.~~

2.0 APPLICATION PROCESS AND KEY DATES

May 19, 2021	Application Opens
May 20, 2021	Non-Mandatory Information Meeting for Applicants, at 10am by Zoom
June 21, 2021	Application DUE, NLT 9am
June 21-24, 2021	TDO Staff review Applications for Completeness
June 25, 2021	Applications + Scoresheets distributed to Beach Committee for Review + Scoring
July 7, 2021	Beach Committee Meeting, #2, Government Center at 2pm
July 21, 2021	Beach Committee Completed Scoresheets due to TDO, NLT 9am
July 22, 2021	Beach Committee Meeting, #3 Government Center at 2pm, Ranking & Recommendations
July 28, 2021	Tourist Development Council Meeting, Recommendation + Funding Awards
August 3, 2021	Board of County Commissioners Approval
October 1, 2021	Program Start Date
September 30, 2022	Project Completion Date (see section 11 of guidelines)

Quarterly reports are due after the contract has been executed and are based on the date that the contracts are signed. Final report is due 30 days after the contract is complete.

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

3.0 ELIGIBILITY

To be eligible to apply for the Tourism + Lagoon Competitive Grant Program, applicants must be one of the following:

1. Be a non-government, non-profit, tax-exempt Florida corporation, as follows:
 - a. Be registered as a not-for-profit corporation pursuant to Chapter 617, Florida Statutes,
 - b. Be established as a tax-exempt organization as defined in Section 501c (3) or (6) of the Internal Revenue Code of 1954,

- c. Confirm compliance with 5.170 of the Internal Revenue Code, as evidenced by a copy of the IRS determination letter provided by the applicant confirming federal tax-exempt status,
- d. Provide a copy of organization's certificate of incorporation, or
2. Be a local government within Brevard County, (City, Town and/or the County), or
3. Be an academic institution.

Applicants must also supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.

Note: As envisioned, non-profit and academic organizations are more likely to be awarded grants for smaller projects that are requesting \$50,000 and under. Local governments are envisioned to be more likely to submit larger projects which require a **0.75:1 match**.

4.0 AVAILABLE FUNDS

~~Up to \$1,000,000~~ Lagoon Grant Funds will be available for the fiscal year 2021-2022 for a competitive grant program to fund projects that demonstrate a benefit to the health of the Indian River Lagoon and a positive impact to Brevard County tourism, as described more fully in Section 1.0 of these guidelines.

Annual funding of this program is subject to the full funding of beach improvement and maintenance projects.

The TDO 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 TDC recommendations, funding availability, or number and quality of requests submitted.

5.0 ELIGIBLE USE OF FUNDS

Funds are to be used for the project as proposed in the applicant's grant application.

Funds must be used to implement projects that demonstrate a benefit to the health of the Indian River Lagoon and a positive impact to Brevard County tourism. Projects must be located in the Indian River Lagoon watershed within Brevard County (see attached map for watershed).

Funds may be used for feasibility studies. Studies should request \$50,000 or less and shall be completed within 12 months after executed contract. The study must demonstrate the impact to the health of the lagoon and the benefit to tourism in the application and subsequent required reporting.

- Funds may **not** be used to finance projects that are already fully funded and underway, 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.

6.0 MATCH REQUIREMENTS

Eligible projects with a total expected cost that exceeds fifty thousand dollars (\$50,000.00) must provide matching funds at a minimum ratio of 0.75:1, or **\$0.75 match** for every \$1.00 of grant funding. For example:

Total Eligible Project Cost:	\$175,000
Grant Request:	\$100,000
Minimum Match:	\$75,000

Cash is preferred but in-kind match will be considered with sufficient documentation. Volunteer labor can be counted as a match at the rate of \$27.20 per hour. Donations of materials can also be counted as a match. Grants requesting \$50,000 or less will be ranked and a level of match will be considered. **If matching funds (direct or in-kind) are committed from a project partner, a letter signed by an executive officer or authorized fiscal representative must be provided by the supporting organization.**

7.0 EVALUATION CRITERIA

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

8.0 APPLICATION SUBMITTAL PROCEDURES

Complete the on-line application and attachments (scope of work, project location, budget and schedule). All documentation must be received at the Tourist Development Office no later than June 21, 2021 at 9am to be considered for funding.

If you are unable to upload the required supporting documentation within the online application please contact Deborah Webster at Deborah.Webster@VisitSpaceCoast.com. All applications must be completed online. Questions should be made in writing and may be directed to Deborah Webster via email at Deborah.Webster@VisitSpaceCoast.com until the proposal deadline.

A non-mandatory pre-application meeting to answer any questions you may have about the process or application will be held on May 20, 2021 at 10am via Zoom.

<https://zoom.us/j/99678829438>

Meeting ID: 996 7882 9438
+19292056099

9.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An ~~applicant~~ organization may ~~not~~ submit more than one application. ~~apply under more than one organization.~~
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The ~~project~~ start and end dates are not intended to be project dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2021-Sept 30, 2022 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. **Credit Line Usage and Logo Requirement:** Any publicity or publications related to programs or projects funded by the Tourism + Lagoon Grant Program or recognizing funders or sponsors shall prominently include Brevard County and Florida's Space Coast Office of Tourism logos and/or the following statement: **Sponsored in part by the Brevard County Board of County Commissioners and Florida's Space Coast Office of Tourism.**

Acknowledgement: At the outset of the project, the applicant shall erect a permanent sign, approved by the TDC, in a prominent location at the project site that indicates the TDC participation in the project. This sign shall contain the TDC Tourism + Lagoon logo (see logo below). Please contact TDO Staff for hi-res logo or additional file type.



10.0 ANTI-LOBBYING STATEMENT

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

Tourism Development Council
FY 2021-2022 Tourism + Lagoon Grant Program – Evaluation Form

Requests must achieve a minimum of 75% of possible to points to be considered for funding

REVIEWER (SIGNATURE):

REVIEWER (PRINT):

Section 1 – Applicant Information (TDO staff will complete this section)

Project Title:

Project Number:

Project Applicant:

Total Project Cost:

Requested Funding from TDC:

Applicant Match Amount:

Evaluation Criteria	Points Available	Points Earned
Section 2 - Project Specifics		
A. Need and Urgency		
Proposal clearly demonstrates the need to implement the project, articulates the project location, why the location was chosen and why the location will achieve success. Is the project location shown on the IRL Watershed Map? Is the project boundary map included?	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented/poor location: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7- 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
B.1. Project Alignment with Tourist Development Council Tourism Mission		
Project specifically demonstrates a positive impact on Brevard County Tourism. Proposal clearly cites the methodology used to quantify the project's benefit to tourism.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		

Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
B.2. Project Alignment with Indian River Lagoon Mission		
Project specifically demonstrates a positive benefit to the health of the Indian River Lagoon. Proposal clearly cites the methodology used to quantify the project's benefit to the health of the Indian River Lagoon.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
C.1. Project Deliverables and Outcomes – Brevard County Tourism		
Deliverables & outcomes to benefit Brevard County Tourism are clearly stated & achievable. What will be provided at completion of the project? What is being done, how, and by whom?	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
C.2. Project Deliverable and Outcomes – Indian River Lagoon		
Deliverable & outcomes to benefit the Indian River Lagoon are clearly stated & achievable. What will be provided at completion of the project? What is being done, how, and by whom?	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
D. Project Readiness		

<p>Did the applicant clearly address all of the following components:</p> <ul style="list-style-type: none"> • Status of required regulatory permits/approvals • Readiness to seek contract bids and start work • Project start and completion dates, critical project milestones and deliverable dates are identified • Ability to complete within grant period • Project timeline showing the start and completion dates of the project tasks and milestones • Detailed project budget 	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Section 3 – Applicant Capacity Performance		
<p>Applicant clearly demonstrates expertise, experience and capacity to implement a successful project. Evaluate the qualifications of the project team who will undertake the proposed project. Have examples of similar successful projects been articulated? If there is a match, are letters of commitment for each of the funding partners included? Is the applicant capable of deliverables and reporting requirements?</p>	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1-3 points		
Adequate: 4 - 6 points		
Good: 7-9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
PROPOSAL SCORE (Maximum 100 points)	105	
Section 4 - Project Funding		
A. Leveraging with Matching Funds – Bonus Points		
<p>If project request is less than \$50,000, no match is required and there are no bonus points. There is a 5-point bonus for project requests of less than \$50,000 if there is a match of more than 25%. There is a 10-point bonus for project requests less than \$50,000 if the match is more than 50%. If a project is over \$50,000 there must be a match, the minimum match is 0.75:1. There is a 15-point bonus for project requests over \$50,000 if the match is 1:1. There is a 20-point bonus if the match is over 1.5:1.</p>	20	
Proposal Score	105	

Bonus Points Total	20	
TOTAL	125	

Tourism + Lagoon Grant Program application 2020 - 2021

1) Section #1 - Applicant Information

What is the Project Title?*

2) Section #1 - Applicant Information

Contact Information*

Organization Name: _____

First Name: _____

Last Name: _____

Job Title: _____

Street Address: _____

Apt/Suite/Office: _____

City: _____

State: _____

Zip: _____

Email Address: _____

Phone Number: _____

Mobile Phone: _____

Website URL: _____

3) Section #1 - Applicant Information

Which best describes your organization....*

☐ Government

☐ Non-Profit

☐ Academic Institution

☐ Other - Please specify: _____ *

4) Section #1 - Applicant Information

Do you have Partners for the project that are contributing funds, in-kind donations or labors?*

☐ Yes

☐ No

5) Section #1 - Applicant Information

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

Partner Organization Name (A): _____

Partner Role (A): _____

Match Amount (A): _____

Partner Organization Name (B): _____

Partner Role (B): _____

Match Amount (B): _____

Partner Organization Name (C): _____

Partner Role (C): _____

Match Amount (C): _____

6) Section #2 - Project Specifics: (A.) Need and Urgency

What Indian River Lagoon (IRL) problem will the project address? Please clearly articulate the need for the project.*

7) Section #2 - Project Specifics: (A.) Need and Urgency

Where is the project location? Please identify the project location, articulate why the location was chosen and why this location will achieve success.*

8) Section #2 - Project Specifics: (A.) Need and Urgency

Does the project enhance an important ongoing Tourism + Lagoon Grant Project (not routine maintenance)?*

☐ Yes

☐ No

9) Section #2 - Project Specifics: (B.) Project Alignment with Tourism + Lagoon Grant Program mission

Please demonstrate how the project will have a positive impact on Brevard County tourism and cite the methodology used to quantify the success of the project.*

10) Section #2 - Project Specifics: (B.) Project Alignment with Tourism + Lagoon Grant Program mission

Please demonstrate how the project will benefit the health of the Indian River Lagoon and cite the methodology used to quantify the success of the project.*

11) Section #2 - Project Specifics: (C.) Project Deliverables and Outcomes

Please clearly describe the project deliverables - what will be provided at the completion of the project? (Please provide examples)

**12) Section #2 - Project Specifics: (C.) Project Deliverables and Outcomes
(Please provide examples)**

Describe what is being done, how, and by whom.*

13) **Section #2 - Project Specifics: (D.) Project Readiness**

Will your project be 'shovel ready' by October 1, 2021?*

☐ Yes

☐ No

14) **Section #2 - Project Specifics: (D.) Project Readiness**

Is the design complete?

☐ Yes

☐ No

15) **Section #2 - Project Specifics: (D.) Project Readiness**

Please list required permits and provide status. You will be required to upload copies of permits (if they are available) and/or approval letters at the end of the application. If project must go to bid, state when the bid documents will be complete.*

16) **Section #3 - Applicant Capacity and Performance**

Clearly outline who the project team will be and their capability/expertise in implementing the successful completion of the project. NOTE: Letters of commitment from all funding partners must be submitted for Attachment #5.*

17) **Section #3** - Applicant Capacity and Performance

Please provide examples of similar successful projects completed.*

18) **Section #3** - Applicant Capacity and Performance

Indicate capacity to complete the project and meet grant reporting requirements.*

19) **Section #4** - Project Funding; Summary (A.) Leveraging with Matching Funds

If project request is less than \$50,000, no match is required and there are no bonus points. There is a 5-point bonus for project requests less than \$50,000 if there is a match of more than 25%. There is a 10-point bonus for project requests less than \$50,000 if there is a match of more than 50%. If the project is over \$50,000 there must be a match. There is a 15-point bonus for project requests over \$50,000 if the match is 1:1. There is a 20-point bonus if the match is over 1.5:1.*

Grant Request: _____

Total Project Cost: _____

Total Match: _____

21) SPECIAL MESSAGE:

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

Please label each attachment with the correct attachment number.

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

It is mandatory that all applications are completed online and the required (6) attachments are submitted by uploading with the application or delivered to the Tourist Development Office by June 21, 2021 by 9am. No late arrivals will be accepted.

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

22) Required Attachments:

Please label each with appropriate Attachment number.

- 1. Label as Attachment (1) - Indian River Lagoon Watershed Map**
- 2. Label as Attachment (2) - Project Boundary Map**
- 3. Label as Attachment (3) - Project Timeline with Milestones and Deadlines**
- 4. Label as Attachment (4) - Detailed Budget Table**
- 5. Label as Attachment (5) - Letter(s) of Commitment from Funding Partner(s) if you have a match**
- 6. Label as Attachment (6) - Copies of Permits (if available) and/or Letter(s) of Approval to demonstrate 'shovel ready' status**
