



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## Consent

F.5.

8/4/2020

### Subject:

Approval, Re: FY 2020-2021 Sport Events Grant Program Guidelines and funding recommendations for the first of two grant cycles of listed FY 2020-2021 Sport Events Grant Applications.

### Fiscal Impact:

FY2020-2021: \$120,058.10 for the listed grants is budgeted in the Marketing fund #1441/293050.

### Dept/Office:

Tourism Development Office

### Requested Action:

It is requested the Board of County Commissioners approve the Tourist Development Council FY 2020-2021 Sport Events Grant Program Guidelines. It is also recommended that the Board approve funding of the following FY 2020-2021 Sports Grant applications as well as make the necessary legislative findings: \$17,970.00 is awarded to Beach 'n Boards Festival; \$12,471.00 is awarded to Florida Marathon Weekend; \$12,277.50 is awarded to Softball Magazine's Spring Training; \$10,604.10 is awarded to the Cocoa Beach Half Marathon; \$8,014.00 is awarded to the Phoenix Cup Soccer Tournament; \$11,913.00 is awarded to the Cape Canaveral Lighthouse Half Marathon; \$15,628.00 is awarded to the Cancun Challenge/Space Coast Challenge Division I Basketball Tournament; \$5,742.75 is awarded to Softball Magazine's Senior Softball Camp; \$5,271.00 is awarded to the Moon Golf Invitational; \$3,507.00 is awarded to the Florida Flag Football State Championship; \$5,217.75 is awarded to the American Cancer Society Gateway 2 Space 5k/10k Race; \$5,121.00 is awarded to ChiroGames; \$3,307.00 is awarded to Florida Flag Football Adult Tournament; \$3,014.00 is awarded to Florida Flag Football National Qualifier.

Further, request the BOCC make the legislative finding that Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a. of the Brevard County Code of Ordinances, because each grant supports an activity or event which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists from outside Brevard County. Additionally, grant the Executive Director, Tourism authority to negotiate and sign all necessary grant agreements and related documents to support the grants, upon County Attorney and Risk Management approval and authorized the County Manager to execute necessary budget change requests.

### Summary Explanation and Background:

121

The Sport Events Grant Program is for sports-related organizations to support and enhance athletic events seeking financial assistance for events held on Florida's Space Coast. The grants are administered by the Sports Committee of the Tourist Development Council. The goal of the grant program is to assist the County in attracting and growing high quality sporting events in order to generate significant economic impact through participant spending. Reimbursement grants up to \$20,000 are available to support events or bids that benefit Florida's Space Coast.

The Sports Committee at their May 12, 2020 meeting and the Tourist Development Council at their May 28, 2020, meeting recommended the Board approve the recommended FY 2020-2021 Sports & Events Grant Program Guidelines. The Sports Committee at their July 14, 2020 meeting and the Tourist Development Council at their July 22, 2020, meeting unanimously recommended the Board approve the recommended FY 2020-2021 Sports & Events Grant Cycle #1 Awards. It is also recommended that the Board approve funding for the first of two grant cycles for the following FY 2020-2021 Sports & Events Grant Program applications as well as make the necessary legislative findings.

**Clerk to the Board Instructions:**

Please return a memo of the Board's action to Tourism 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

August 5, 2020



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

TO: Peter Cranis, Tourist Development Director

RE: Item F.5. Approval for FY 2020-2021 Sport Events Grant Program Guidelines and Funding Recommendations for the First of Two Grant Cycles of Listed FY 2020-2021 Sport Event Grant Applications

The Board of County Commissioners, in regular session on August 4, 2020, approved the Tourist Development Council FY 2020-2021 Sports Grant Program Guidelines; and approved funding of the following FY 2020-2021 Sports Grant Applications, as well as make the necessary legislative findings:

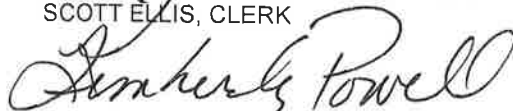
- \$17,970 is awarded to Beach and Boards Festival
- \$12,471 is awarded to Florida Marathon Weekend
- \$12,277.50 is awarded to softball Magazine's Spring Training
- \$10,604.10 is awarded to the Cocoa Beach Half Marathon
- \$8,014 is awarded to the Phoenix Cup Soccer Tournament
- \$11,913 is awarded to the Cape Canaveral Lighthouse Half Marathon
- \$15,628 is awarded to the Cancun Challenge/Space Coast Challenge Division I Basketball Tournament
- \$5,742.75 is awarded to Softball Magazine's Senior Softball Camp
- \$5,271 is awarded to the Moon Golf Invitational
- \$3,507 is awarded to the Florida Flag Football State Championship
- \$5,217.75 is awarded to the American Cancer Society Gateway 2 Space 5k/10k Race
- \$5,121 is awarded to ChiroGames
- \$3,307 is awarded to Florida Flag Football Adult Tournament
- \$3,014 is awarded to Florida Flag Football National Qualifier

The Board has also granted request that of the legislative findings that Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a. of the Brevard County Code of Ordinances as each grant supports an activity or event which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists from outside Brevard County; granted you authority to negotiate and sign all necessary grant agreements and related documents to support the grants upon Risk Management and County Attorney approval; and authorized the County Manager to execute necessary budget change requests.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK

  
Kimberly Powell, Deputy Clerk

/cld

cc: County Attorney  
Budget  
Finance

| Event Name               | Event Date  | Score Total | Score Average | Funding Requested | Score Based Award |
|--------------------------|---|-------------|---------------|-------------------|-------------------|
| Beach 'n Boards Fest     | 3/11/2021 - 3/14/2021                                   | 629         | 89.85%        | \$20,000.00       | \$17,970.00       |
| FL Marathon Wknd         | 2/6/2021 - 2/7/2021                                     | 582         | 83.14%        | \$15,000.00       | \$12,471.00       |
| SB Mag Spring Training   | Week 1: 3/10/2021 - 3/13/2021 Week 2: 3/17/21-3/20/2021 | 573         | 81.85%        | \$15,000.00       | \$12,277.50       |
| CB Half Marathon         | 10/11/2020  | 571         | 81.57%        | \$13,000.00       | \$10,604.10       |
| Phoenix Cup Soccer       | 11/14/2020 - 11/15/2020                                 | 561         | 80.14%        | \$10,000.00       | \$8,014.00        |
| CC Half Marathon         | 11/8/2020   | 556         | 79.42%        | \$15,000.00       | \$11,913.00       |
| Cancun Challenge         | 11/23/2020 - 11/29/2020                                 | 547         | 78.14%        | \$20,000.00       | \$15,628.00       |
| SB Mag Sr. Softball Camp | 11/18/2020 - 11/21/2020                                 | 536         | 76.57%        | \$7,500.00        | \$5,742.75        |
| Moon Golf Invitational   | 2/19/2021 - 2/16/2021                                   | 492         | 70.28%        | \$7,500.00        | \$5,271.00        |
| FL FF State Championship | 3/6/2021 - 3/7/2021                                     | 491         | 70.14%        | \$5,000.00        | \$3,507.00        |
| ACS Gateway2Space 5k     | 3/6/2021  | 487         | 69.57%        | \$7,500.00        | \$5,237.75        |
| ChiroGames               | 11/6/2020-11/8/2020                                     | 478         | 68.28%        | \$7,500.00        | \$5,121.00        |
| FL FF Adult Tournament   | 12/5/2020 - 12/6/2020                                   | 463         | 66.14%        | \$5,000.00        | \$3,307.00        |
| FL FF National Qual      | 11/7/2020-11/8/2020                                     | 422         | 60.28%        | \$5,000.00        | \$3,014.00        |
|                          |   |             |               |                   |                   |
|                          |   |             |               |                   |                   |
|                          |   |             |               | \$153,000.00      | \$120,058.10      |



**BREVARD COUNTY  
OFFICE OF TOURISM**

**Guidelines  
SPORTS & EVENTS  
GRANT PROGRAM**

**FY 2020-2021**

## **SPORTS & EVENTS GRANT PROGRAM**

### **FISCAL YEAR 2020-2021**

#### **1.0 INTRODUCTION & BACKGROUND**

Tourism Development Council Mission Statement:

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

The Brevard County Tourist Development Council is pleased to offer the Sports & Event Grant Program for tourism or sports-related organizations to support and enhance athletic events seeking financial assistance for events held on Florida's Space Coast. The grants are administered by the Sports Committee of the Tourist Development Council. The goal of the grant program is to assist the County in attracting and growing high quality sporting events in order to generate significant economic impact through participant spending. Reimbursement grants up to \$20,000 are available to support events or bids that benefit Florida's Space Coast.

#### **2.0 ELIGIBILITY**

The Sports Committee allocates funds from its annual budget to a grant program for Event Owners, Rights Holders, Tournament Directors, Groups and Organizations that coordinate events with a demonstrated history of visitor impact or the significant potential to draw visitors to the area. The Sports & Events Grant Program is administered by the Tourist Development Council with recommendations from the Sports Committee.

| <b>Lodging Room Nights</b> | <b>Funding Levels</b> |
|----------------------------|-----------------------|
| 200 (minimum)              | Up to \$5,000         |
| 201 - 500                  | \$5,001 - \$7,500     |
| 501 – 1,000                | \$7,501 - \$15,000    |
| 1,001+                     | \$15,001 - \$20,000*  |

Funding is not intended to support administrative costs or non-public events. Funding is intended to support marketing, promotional efforts, and/or venue or event site rentals.

**Funding may be used for the following:**

- Sports Facilities (i.e. fields, gyms, etc.)
- Required Sports Personnel (i.e. referees)
- Marketing and programming expenses for the event
- Paid advertising, and media buys outside of Brevard County for the event
- Site fees/costs, rentals
- Rights and sanction fees for the governing body of the sport
- Non-monetary awards (medals, ribbons, plaques, etc.)

**Funding may not be used for the following:**

- General and administrative expenses
- Contests or giveaways
- Marketing within Brevard County
- Building, renovating and/or remodeling expenses
- Permanent equipment purchases
- Debts incurred prior to after grant request
- Programs which solicit advertising or sponsorships
- Non-sports personnel wages or salaries
- Event Insurance

To be eligible for payment, a completed Post-Event Report must be submitted within 60 days after the completion of the event. The report must include **verifiable** tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. All grant funds awarded may be subject to audit.

To qualify for reimbursement, **proof of insurance prior to event start date**, which lists the Brevard County Tourist Development Council and Brevard County as an additional insured, with a minimum liability of \$1,000,000 per occurrence must be provided.

The Sports Committee may choose to lend assistance or administer grant funds approved in

the form of advertising, public relations and promotions through its respective agency of record on behalf of the applicant.

The applicant must comply with all Center for Disease Control (CDC) and/or federal guidelines regarding hosting events.

### **3.0 AVAILABLE FUNDING**

Events that will occur between October 1, 2020 – March 31, 2021 shall submit their application by June 3, 2020, and will be evaluated on a case-by-case basis. Those events that will occur between April 1, 2021 – September 30, 2021, shall submit their application by September 29, 2020. Annual funding of this program is subject to the full funding of the TDC Sports Budget line item.

Up to \$100,000.00 may be available for the fiscal year 2020-2021, for a competitive grant program to fund sporting projects/events that demonstrate a positive impact to Brevard County tourism, as described more fully in Section 1.0 of these guidelines.

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, not meeting at least 80% of room night projections, funding availability, or number and quality of requests submitted.

### **4.0 ELIGIBLE USE OF FUNDS**

- Funds are to be used for the project as proposed in the applicant's grant application.
- The sports event must be held at a facility or venue located in Brevard County.
- The sports event must book a minimum of 200 room nights and all participants must stay in Brevard County accommodations with a Tourism Tax Account.
- The TDC provides sports event support in a "Stay-To-Play" model, meaning the event organizer must, to the best of their ability, ensure all participants book their rooms in Brevard County accommodations. The organizer has the responsibility to document each room night related to his event using the attached Room Night Form. This must be completed by each



participant. Alternatively, if the organizer is using specified hotels, a room block report from each hotel will suffice to document room nights. Regardless of the booking method all room nights must be verifiable by the Tourism Development Office staff.

- Thirty (30) days prior to the event start date the Event Organizer/Grantee must provide proof of insurance which names "Brevard County", "Florida Sports Foundation" (if a foundation grant is also awarded), and/or any Brevard Municipality affected as additionally insured, with a minimum liability of \$1,000,000 per occurrence.
- The Event Organizer/Grantee must submit an Event Budget detailing costs as well as any Marketing Plan used to promote the event to participants.
- The Tourism Development Office strongly recommends all event organizers purchase "event insurance" in the event of bad weather, catastrophic event or other contingency.

## **5.0 GRANT IMPACT, SUPPORT & BIDDING**

Any bid fees or event support associated with securing an event and using Tourist Development Tax revenue will be considered on a case-by-case basis.

All events will be judged based on hotel room revenue brought in by the event and the marketing reach of the event which benefits Brevard County Tourism.

Hotel room nights will be determined by completed Room Night Forms submitted by the Event Organizer, or Room Block Reports from host hotels submitted to the Tourism Development Office by the Event Organizer/Grantee. All room reservations tied to the sports event are required to be documented. If the Event Organizer/Grantee allows participants to reserve accommodations outside of Brevard County, they may forfeit their grant.

If an event already has a hotel housing bureau/system under contract, that company must give the Event Organizer proof of room night stays to submit to the Tourism Development Office.

Events that fall into Brevard's "shoulder seasons" including the months September, October or November may be eligible for additional support.

## **6.0 APPLICATION SUBMITTAL PROCEDURES**

The event organizer/grantee must complete the on-line application and attachments. Grant 128  
Page 5 of 8

applications will be reviewed twice each year; August for events that will be held between October 1, 2020 and March 31, 2021 and in November for events that will be held between April 1, 2021 and September 30, 2021. If you have questions about the online application or are unable to upload the required supporting documentation within the online application please contact the Grant Administrator listed below. All applications must be completed online. Questions regarding the Sports and Events Grant program should be made via email or in writing and may be directed to:

Visit Space Coast Office of Tourism  
Attn: Erinn M. Stranko, Operations Manager  
520 Brevard Ave Suite 150  
Cocoa, FL 32922  
Ph: 321-349-2992  
Email: [erinn.stranko@visitspacecoast.com](mailto:erinn.stranko@visitspacecoast.com)

## **7.0 EVALUATION PROCEDURES**

Tourist Development Office staff will receive and review all grant applications to ensure:

- Applications are submitted by the deadline.
- Applications are complete and contain all required information.
- Applications are for eligible projects.
- Tourism Development Office staff will forward complete applications for eligible projects to the Sports Committee of the Tourist Development Council for review and evaluation.
- Individual members of the Sports Committee will evaluate, rank and validate applications using the currently approved evaluation criteria while attending the ranking meeting. Applications are then reviewed by the Tourism Development Council, and if approved go to the Brevard County Board of County Commissioners for final approval and funding.

## **8.0 FLORIDA'S SPACE COAST BRAND INCLUSION**

Grantees/event organizers must agree to recognize Florida's Space Coast Office of Tourism as an event sponsor in all marketing materials, advertising, website and other marketing related communications promoting the event both in and out of the local market. The Visit

Space Coast logo must be included in all display advertising, printed collateral, email marketing, etc...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 logo files to be included in event materials.

## **9.0 REPORTING REQUIREMENTS**

Within sixty (60) days after the completion of the event, the Grantee must submit a Post-event Report as provided by the grant administrator. **If the event occurs near the end of the fiscal year, post-event reports must be received by no later than the second Friday of October following the fiscal year in which the grant was awarded.** The report must include **verifiable** tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy.

**Failure to submit a post-event report will disqualify the grantee/event organizer from receiving funding. Failure to comply with the reporting requirements will result in forfeiture of the funding award.**

### **Post- Event Reporting**

Final reports must be completed by event organizer/grantee online and must be completed 60 days post event. The post-event report information will be provided to you via email from the grant administrator.

If a Tourism Development Council grant is awarded, the Grantee must report at least 80% of projected total room nights in order to receive the full award amount. If total room nights are less than 80%, the final grant amount will be proportional to the total number of room nights. Natural disasters and other incidents that may affect the impact generated by the event will be considered on a case-by-case basis. If the event is cancelled for any reason, there shall be no grant payment made to the Grantee regardless of any expenditure the Grantee has made. Force Majeure may apply.

## **10.0 REIMBURSEMENT & PAYMENT REQUIREMENTS**

When funding is awarded, you will be contacted by the grant administrator with the funding

award amount and a review of the grant requirements and payment procedures. Event Organizers are required to submit a completed W-9 Form to the grant administrator as soon as they are notified of their grant award. Full reimbursement and payment instructions and procedures will be provided to each of the grantees. All reimbursement requests must be submitted within 60 days after the completion of the event to the grant administrator. **If the event occurs near the end of the fiscal year, request for reimbursement must be received by no later than the second Friday of October following the fiscal year in which the grant was awarded.**

Failure to submit both a post-event report and proper reimbursement request(s) in accordance with the attached payment/reimbursement procedures (Attachment A), will disqualify the grantee/event organizer from receiving funding. Failure to comply with the reporting requirements will result in forfeiture of the funding award.