



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Consent

F.3.

4/5/2022

Subject:

Approval. Re: FY2022-2023 Sports Event Grant Program Funding, Guidelines, Application and Committee Score Sheet.

Fiscal Impact:

FY2022-2023: \$220,000 with an estimated \$46,000.00 in matching state funds for the grants to be awarded 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 2022-2023 Sport Events Grant Program Guidelines, Application and Committee Score Sheet.

It is also requested that the Board approve funding for the grant cycles for the FY 2022-2023 Sports & Events Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences.

Further, request that the Board 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, it requested that the Tourism Development Office Director be authorized to negotiate and sign all necessary grant agreements and related documents upon County Attorney Office, Risk Management and Purchasing Services approval.

Summary Explanation and Background:


The Sport Events Grant Program provides grants to sports-related organizations to support and enhance athletic events seeking financial assistance for events held on Florida's Space Coast. The grants are administered by the Sports Committee of the Tourist Development Council. The goal of the grant program is to assist the County in attracting and growing high quality sporting events that generate significant economic impact through the attraction of out-of-county participants, related room nights and spending in the local economy. Reimbursement grants up to \$20,000 are available to support events that benefit sports tourism on the Florida's Space Coast. Qualifying grants are also subject to partial reimbursement to the TDO from the Florida Sports Foundation.

The Sports Committee at their March 9, 2022 meeting, and the Tourist Development Council at their March 23, 2022 meeting, voted unanimously to recommended the Board approve the FY 2022-2023 Sports & Events Grant Funding, Guidelines, Application and Committee Score Sheet as well as make the necessary legislative findings. A summary of the revisions to the Guidelines are:

- Applicants are required to disclose revenue and expenses in their budget attachments;
- Applicants will be disqualified for failure to provide a detailed budget at the time of application.

Clerk to the Board Instructions:

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





April 6, 2022

MEMORANDUM

TO: Peter Cranis, Tourism Development Office Director

RE: Item F.3., Approval of FY2022-2023 Sports Event Grant Program Funding, Guidelines, Application, and Committee Score Sheet

The Board of County Commissioners, in regular session on April 5, 2022, approved the Tourist Development Council FY2022-2023 Sports Events Grant Program Funding, Guidelines, Application, and Committee Score Sheet; approved funding for the grant cycles for the FY2022-2023 Sports and Events Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences; granted 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; and authorized you to negotiate and sign all the necessary grant agreements and related documents upon County Attorney Office, Risk Management, and Purchasing Services approval.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

for Donna Scott
Kimberly Powell, Clerk to the Board

/pp

cc: Purchasing Services
Risk Management
County Attorney
Finance
Budget



**BREVARD COUNTY
OFFICE OF TOURISM**

**Guidelines
SPORTS & EVENTS
GRANT PROGRAM**

FISCAL YEAR 2022-2023

SPORTS & EVENTS GRANT PROGRAM

FISCAL YEAR 2022-2023

1.0 INTRODUCTION & BACKGROUND

Tourist 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."

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. Event applications must score a 70 or higher to be considered eligible for funding. Any applicant must be in good standing with any prior event funding awards, post-event reporting requirements, room night reports, and/or reimbursement requests in order to qualify for this application. If an applicant has previously been awarded a grant in any cycle and has not fulfilled their contractual obligations under that grant, they are immediately disqualified for future sports event grant funds. If an applicant forfeits prior funding due to their inability to comply with post-event reporting, the Sports

Committee may reinstate their eligibility on a case-by-case basis.

Lodging Room Nights	Funding Levels
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 complete Post-Event Report must be submitted within 60 days after the completion of the event. The report must include **verifiable** tracking statistics. The lodging/room night report attached hereto as **“Attachment A”** shall include the participants

name, lodging location name, and the participants home city and state. Grantees must use the provided room report or submit official hotel block room reports in their post-event reports. If the grantee uses a registration or ticketing system to capture and export event attendance data, all data fields contained in **“Attachment A”** are required in the grantees reporting. All grant funds awarded may be subject to audit.

To qualify for reimbursement, **proof of insurance is required no less than 30 days prior to event start date**, which lists the Brevard County as an additional insured, “Florida Sports Foundation” (if a foundation grant is also awarded), and/or any Brevard Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.

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, 2022 – March 31, 2023 shall submit their application by May 3, 2022, and will be evaluated on a case-by-case basis. Those events that will occur between April 1, 2023 – September 30, 2023, shall submit their application by July 20, 2022. Annual funding of this program is subject to the full funding of the TDC Sports Budget line item. In the event that applicant funding requests exceed the total budget of the sports grant program, funding awards may be reduced proportionately in order to stay within the total budget amount allocated to the program.

Up to \$170,000.00 may be available for the fiscal year 2022-2023, 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 Tourism Development Office (“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 Sports Committee Advisory Council, TDC, and/or Brevard County Board of County Commission recommendations, not meeting at least 100% of room night projections, funding availability, or number and quality of event applications submitted.

4.0 ELIGIBLE USE OF FUNDS

- Funds are to be used for the event 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 produce a minimum of 200 room nights 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 event organizer has the responsibility to document each room night related to its event using the attached Lodging/Room Night Report. 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.
- The Event Organizer/Grantee must submit an Event Budget detailing their event revenue, expenses, and any sponsorships (which may be listed as a single line item without disclosing the sponsor entity), costs as well as any Marketing Plan used to promote the event to participants. If the applicant fails to provide any of the required attachments with their application the applicant will be deemed disqualified and their application will not be reviewed by the Sports Committee or be considered for funding through this program.
- 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 scored based on application quality, event quality, and hotel room revenue brought in by the event as well as the marketing reach of the event which benefits Brevard

County Tourism.

Hotel room nights will be determined by completed Room Night Report 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. Lodging booked outside of Brevard County shall not count toward the qualifying event's total room night count.

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.

6.0 APPLICATION SUBMITTAL PROCEDURES

The event organizer/grantee must complete the on-line application and attachments. 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 and post-event reports 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
150 Cocoa Isles Blvd., Suite 401
Cocoa Beach, FL 32931
Ph: 321-349-2992
Email: 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 events 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 based upon the attached Sports Grant Score Sheet labeled as “**Attachment B**”. 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 prominently 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 and/or vector 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 the online 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 all post-event reports, room/lodging reports, or other requirements set forth by this grant program shall bar the applicant/event organizer from applying for future funding. Failure to comply with the reporting requirements will also result in forfeiture of any funding award.

If a Tourism Development Council grant is awarded, the Grantee must reach 100% of projected total room nights in order to receive the **full** award amount. **If total room nights**

are less than 100%, the final grant amount will be proportional to the total number of room nights achieved. 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.

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

11.0 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.

Full, editable version available through grant application portal or from Space Coast Office of Tourism Staff.

[illegible]

ATTACHMENT B
FY 22-23 Sports Event Grant Program
Score Sheet

Event Name: _____ Committee Member Name: _____

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (15-20 points total)

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

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

Did the event organizer include a detailed budget?....._/510

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

Quality of Proposed Event (20-25 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand?/1510

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

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

Soundness of Event Plan (25 points total)

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

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

Total _____/100

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

ATTACHMENT C

Tourist Development Office Grant Reimbursement Procedures

General Introduction – Grantee Please Read

As a government entity, these grants are under strict State and County guidelines and requirements related to disbursement of Tourist Development Tax (TDT) revenue dollars.

Before you prepare your reimbursement, please ensure that the items you are requesting reimbursement are consistent with your grant application and grant agreement. Also, please note all Tourism Development Office Grants are reimbursement based. They ARE NOT direct payments or pre-payments.

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

Please submit your grant reimbursement request form in Excel and the backup in Adobe PDF format.

Please begin submitting grant reimbursement submitting package as soon as your event or season is complete. **Deadline for ALL grant reimbursement requests for FY 22-23 is October 13, 2023.**

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

Before you prepare your reimbursement, please ensure that the items you are requesting reimbursement are consistent with your grant application and grant agreement. Also, please note all Tourism Development Office Grants are reimbursement based. They ARE NOT direct payments or pre-payments.

1. **The Grant Reimbursement Request Form** (cover sheet, an Excel document provided to you). **A)** Vendor invoices must be listed line by line. **B)** Please include the vendor name, vendor invoice #, description of grant related service and amount of reimbursement being requested. **C)** Invoice numbers on Grant Reimbursement Request Form for reimbursement are not the 1, 2, 3...they are the actual vendor invoice number.
2. **Vendor Invoices and Receipts for Allowable Expenses.** **A)** Invoices and receipts must have the line # on the top of each page of backup that corresponds with line # on the Grant Reimbursement Request Form in #1. **B)** This includes invoice or receipt from web and software-based services like Zoom, Adobe or other website(s).
3. **Proof of Goods and Services purchased with grant funding** in the form of cancelled checks (front and back copy), credit card receipts and statements. ALL account numbers, bank routing number, social security numbers, authorizing signatures and other credit card transactions **MUST** be redacted (blacked out).

4. 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
- 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.
- Missing receipts require a form memo

5. Allowable expenses shall include 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 (contract help, rentals, insurance)
- Rights and sanction fees for the governing body of the sport.
- Non-monetary awards (medals, ribbons, plaques, etc.)

6. Unallowable expenses:

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

If you have any questions or need additional information, please contact the grant administrator via email or in writing to:

Brevard County Office of Tourism

Attn: Erinn Stranko, Operations Manager & Sports Commissioner

Address: 150 Cocoa Isles Blvd., Suite #401 Cocoa Beach, FL 32931

321-349-2992

Email: Erinn.Stranko@VisitSpaceCoast.com

Sports & Events Grant Program Application FY22-23

(untitled)

1. Applicant Information-

What is the event title? *

(untitled)

2. Applicant Contact Information- *

Organization Name

First Name

Last Name

Job
Title

Mailing Address

Apt/Suite/Office

City

State

Zip

Email Address

Phone Number

Mobile
Phone

Website URL

(untitled)

3. Event Information-

How many days will your event be held? *

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15+

4. Event Information-

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

Event Dates 

(untitled)

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

(untitled)

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

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

☐ Yes

☐ No

Estimated Event Attendance

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

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

Out-of-State Participants

Overnight In-State Participants

Day Trip In-State Participants

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

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

Out-of-State
Spectators

Overnight In-State
Spectators

Day Trip In-State
Spectators

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

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

Out-of-State Media

Overnight In-State Media

Day Trip In-State Media

(untitled)

11. How much event grant support are you requesting?

\$

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

All funding requested shall be expended upon allowable expenses and shall be reimbursed upon submission to the Space Coast Office of Tourism in accordance with all Grant Guidelines and Reimbursement Procedures if funding is awarded to the applicant.

- ☐ Paid advertising and media buys outside of Brevard County
- ☐ Site fees/costs (contract help, etc)
- ☐ Marketing and public relations
- ☐ Non-monetary awards (medals, ribbons, plaques, etc)
- ☐ Promotions
- ☐ Rights fees
- ☐ Sanction fees
- ☐ Other - please specify

*

(untitled)

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

If your event is a tournament, please be sure to include any anticipated team/participant drop off expected throughout the entire event. If you do not reach 100% of your projected room nights, please note that pursuant to the grant guidelines, funding will be reduced based upon the percentage of room nights actually produced.

#

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

- ☐ Yes
- ☐ No

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



(untitled)

16. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights *

Browse...

(untitled)

17. As the event organizer, have you secured liability insurance for your event?

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

*

☐ Yes

☐ No

(untitled)

18.

ATTESTATION

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

*

Clear

Sign name using mouse or touch pad

Signature of

(untitled)


19. SPECIAL MESSAGE:

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

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

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

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



(untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

1. Label as Attachment (1) - Event Location Map
2. Label as Attachment (2) - Event Plan, Timeline or Schedule
3. Label as Attachment (3) - Event Budget
4. Label as Attachment (4) - Event Marketing Plan

*

Browse...