



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Consent

F.5.

7/19/2022

Subject:

Approval, Re: Funding recommendations for FY 2022-2023 Sport Events Grant

Fiscal Impact:

FY2022-2023: \$94,252.25 for the listed grants is budgeted in the Marketing fund #1441/293050.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners approve funding the following FY 2022-2023 Sports Grant applications:

1. Cocoa Beach Half Marathon (10/15/2022 - 10/16/2022) \$13,076.25;
2. Space Coast Cup Soccer Tournament (11/11/2022 - 11/13/2022) \$12,675.00;
3. Softball Magazine Senior Softball Camp (11/16/2022 - 11/19/2022) \$3,725.00;
4. Florida Marathon Weekend (2/11/2023 - 2/12/2023) \$14,895.00;
5. Moon Golf Invitational (2/19/2023 - 2/21/2023) \$5,841.00;
6. Space Coast Showdown Soccer Tournament (3/2/2023 - 3/6/2023) \$15,750.00;
7. Beach 'n Boards Festival (3/8/2023 - 3/12/2023) \$17,160.00;
8. ACS Gateway to Space Race (3/11/2023) \$5,310.00;
9. Softball Magazine Spring Training (3/15/2023 - 3/18/2023) \$5,820.00.

Further, based on the facts specified, request the Board make the following legislative finding by approving each grant listed above: 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, request authority for the Director, Tourism Development Office to negotiate and sign all necessary agreements and related documents upon County Attorney's Office, Risk Management and Central Services approval and authorized the County Manager to execute necessary budget change requests.

Summary Explanation and Background:

The Sport Events Grant Program is to provide 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 May 18, 2022 meeting, and the Tourist Development Council at their May 25, 2022 meeting, voted unanimously to recommended the Board approve the FY 2022-2023 Sports & Events Grant Cycle #1 Awards as well as make the necessary legislative findings.

Clerk to the Board Instructions:

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





July 20, 2022

MEMORANDUM

TO: Peter Cranis, Tourism Development Director

RE: Item F.5., Funding Recommendations for FY 2022-2023 Sport Events Grant

The Board of County Commissioners, in regular session on July 19, 2022, approved funding the following FY 2022-2023 Sports Grant applications:

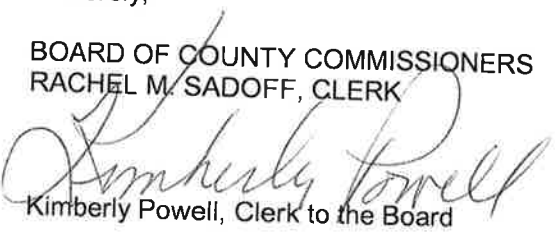
1. Cocoa Beach Half Marathon (10/15/2022-10/16/2022) \$13,076.25;
2. Space Coast Cup Soccer Tournament (11/11/2022-11/13/2022) \$12,675.00;
3. Softball Magazine Senior Softball Camp (11/16/2022-11/19/2022) \$3,725.00;
4. Florida Marathon Weekend (2/11/2023-2/12/2023) \$14,895.00;
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6. Space Coast Showdown Soccer Tournament (3/2/2023-3/6/2023) \$15,750.00;
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8. ACS Gateway to Space Race (3/11/2023) \$5,310.00;
9. Softball Magazine Spring Training (3/15/2023-3/18/2023) \$5,820.00;

Further, based on the facts specified, approved the Board make the following legislative finding by approving each grant listed above: 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; approved authority for you to negotiate and sign all necessary agreements and related documents upon County Attorney, Risk Management, and Central Services approval; and authorized the County Manager to execute necessary Budget Change Requests.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

/tr

cc: County Manager
County Attorney
Finance
Budget

Event Name	Score Total	Score Average	Funding Requested	Score Based Award
Cocoa Beach Half Marathon	634	79%	\$16,500.00	\$13,076.25
Space Coast Cup Soccer	676	85%	\$15,000.00	\$12,675.00
Softball Magazine Senior				
Softball Camp	596	75%	\$5,000.00	\$3,725.00
Florida Marathon Weekend	662	83%	\$18,000.00	\$14,895.00
Moon Golf Invitational	623	78%	\$7,500.00	\$5,841.00
Space Coast Showdown Soccer	700	88%	\$18,000.00	\$15,750.00
Beach 'n Boards Festival	687	86%	\$20,000.00	\$17,160.00
ACS Gateway to Space Race	567	71%	\$7,500.00	\$5,310.00
Softball Magazine Spring Training	621	78%	\$7,500.00	\$5,820.00
			\$115,000.00	\$94,252.25

FY22-23 Sports Grant Cycle #2 Scoring

	Cocoa Beach Half Marathon	Space Coast Cup Soccer	Softball Magazine Senior Softball Camp	Florida Marathon Weekend	Moon Golf Invitational	Space Coast Showdown Soccer	Beach 'n Boards Festival	ACS Gateway to Space Race	Softball Magazine Spring Training
Larry James	87	100	94	77	94	98	100	94	88
Michelle Martindale	84	91	82	82	87	94	88	89	89
Ruby Daniel	80	76	80	82	80	75	89	78	77
Connie Denaburg	60	80	59	59	81	71	96	86	76
Jalme Tejeiro	76	77	67	67	78	69	79	81	67
Fred Poppe	86	96	75	75	86	71	83	91	73
Lynne Mims	83	89	80	80	86	72	76	91	84
Paul O'Leary	78	67	74	74	70	73	89	77	67
Score Total	634	676	596	596	682	623	700	687	621
Average Score	79.25	84.50	74.50	74.50	82.75	77.88	87.50	85.88	77.63

SPORTS GRANT CYCLE #1 FY22-23				
Name of Event	Event Organizer	Date(s) of Event	Projected Room Nights	Sports Committee Award
Cocoa Beach Half Marathon	Smooth Running, LLC	10/15/2022 - 10/16/2022	1050	\$13,076.25
Space Coast Cup Soccer	Space Coast United Soccer Club	11/11/2022 - 11/13/2022	1100	\$12,675.00
Softball Magazine Senior Softball Camp	Brevard Softball Magazine	11/16/2022 - 11/19/2022	500	\$3,725.00
Florida Marathon Weekend	Smooth Running, LLC	2/11/2023 - 2/12/2023	1100	\$14,895.00
Moon Golf Invitational	University of Louisville	2/19/2023 - 2/21/2023	400	\$5,841.00
Space Coast Showdown Soccer	Gorges Classic Soccer Tournaments	3/2/2023 - 3/6/2023	1100	\$15,750.00
Beach 'n Boards Festival	Beach 'n Boards Fest, LLC	3/8/2023 - 3/12/2023	2000	\$17,160.00
ACS Gateway to Space Race	American Cancer Society	3/11/2023	201	\$5,310.00
Softball Magazine Spring Training	Brevard Softball Magazine	3/15/2023 - 3/18/2023	750	\$5,820.00
				\$94,252.25

Event Name	Event Organizer	Amount Requested	Event Date(s)	# of TDC Grants Rec'd in Past for this Event	Projected Room Nights	Estimated Out of County Attendance	Event Length	Estimated Economic Impact*
Cocoa Beach Half Marathon	Smooth Running, LLC	\$16,500.00	10/15/2022 - 10/16/2022	7	1050	2,604	2	\$583,296.00
Space Coast Cup Soccer	Space Coast United Soccer Club	\$15,000.00	11/11/2022 - 11/13/2022	1	1100	2475	3	\$3,358,401.75
Softball Magazine Senior Softball Camp	Brevard Softball Magazine	\$5,000.00	11/16/2022 - 11/19/2022	4	500	275	4	\$497,541.00
Florida Marathon Weekend	Smooth Running, LLC	\$18,000.00	2/11/2023 - 2/12/2023	14	1100	3502	2	\$784,448.00
Moon Golf Invitational	University of Louisville	\$7,500.00	2/19/2023 - 2/21/2023	2	400	204	3	\$276,813.72
Space Coast Showdown Soccer	Gorges Classic Soccer Tournaments	\$18,000.00	3/2/2023	1	1100	5265	5	\$11,907,060.75
Beach 'n Boards Festival	Beach 'n Boards Fest, LLC	\$20,000.00	3/8/2023 - 3/12/2023	8	2000	35610	5	\$80,533,795.50
ACS Gateway to Space Race Softball Magazine Spring Training	American Cancer Society	\$7,500.00	3/11/2023	3	201	401	1	\$44,912.00
	Brevard Softball Magazine	\$7,500.00	3/15/2023 - 3/18/2023	4	750	575	4	\$1,040,313.00
		\$115,000.00						\$99,026,581.72
Scoring Guidelines								
	Lodging Room							
	Nights							
	Funding Levels		TOTAL SUPPORT REQUESTED (CYCLE #1 FY22-23)	\$ 115,000.00				
	Up to \$5,000		TOTAL ESTIMATED FUNDING FY22-23 (2 GRANT CYCLES)	\$ 170,000.00				
	200 (minimum)							
	201 - 500		EST. FSF Match CYCLE #1	\$ 40,000.00				
	501 - 1,000							
			EST. REMAINING FUNDS FOR CYCLE #2	\$ 95,000.00				
	1,001+							

FY 22-23 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Half Marathon 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?4/10

(Use points scale below for scoring guidance)

0-2 times: 10 points

3-5 times: 7 points

X 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 (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?...../10

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

Quality of Proposed Event (20 points total)

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

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 ____

Sports & Events Grant Program Application FY22-23

Response ID:4 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Cocoa Beach Half Marathon & 10k

3. (untitled)

2. Applicant Contact Information-

Organization Name

Smooth Running, LLC

First Name

Mitch

Last Name

Varnes

Job Title

Principal

Mailing Address

660 Cinnamon Ct.

Apt/Suite/Office

n/a

City

Satellite Beach

State

Florida

Zip

32937

Country

Email Address

mitchvarnes@gmail.com

Phone Number

13217597200

Mobile Phone

3217597200

Website URL

www.runcocoabeach.com

Website URL

4. (untitled)

3. **Event Information-**

How many days will your event be held?

2

4. **Event Information-**

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

10/15/2022

5. (untitled)

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

The 8th Annual Cocoa Beach Half Marathon & 10k is the largest participant sporting event held completely on the Space Coast's beachside. It is a Signature event for Cocoa Beach and enjoys tremendous community support. The primary age of our runners is between 35 to 55 years, and more than half of the runners come from outside of Brevard County.

6. (untitled)

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

A1A in Cocoa Beach

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

Yes

7. **Estimated Event Attendance**

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

How many total participants are expected to attend your event?

Out-of-State Participants : 800

Overnight In-State Participants : 200

Day Trip In-State Participants : 400

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 1200

Overnight In-State Spectators : 400

Day Trip In-State Spectators : 800

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

How many total Media are expected to attend your event?

Out-of-State Media : 2

Overnight In-State Media : 2

Day Trip In-State Media : 2

8. (untitled)

11. How much event grant support are you requesting?

16,500

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

Marketing and public relations

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

Sanction fees

9. (untitled)

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

1050

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

No

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

10. (untitled)

15. 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

11. (untitled)

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

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

Yes

12. (untitled)

17.

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.

A handwritten signature in black ink that reads "M. Varnes". The letters are slightly slanted and connected, with a clear "M." followed by "Varnes".

Signature of: G Mitchell Varnes Jr.

13. (untitled)

18. **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.

The pandemic has impacted all participant sporting events and significantly added to production costs. Barricade and coning costs are one of the largest costs of a road race producer, and they are up about 200% since 2019 as are shipping costs. The Cocoa Beach Half Marathon is a Signature sporting event for both the Space Coast and Cocoa Beach. Our "Icons of the Space Coast" theme represents our area in a way matched by few other events in our area. The Space Coast Tourism office has been a partner of this event since its inception. These grants have helped enable this race to continue and to enjoy one of the best reputations of any race in Central Florida. Runners generally spend one to four nights at destination races, and there is no question that this race provides an economic impact to the beachside in October -- a time of year that has typically been a shoulder month for tourism.

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[Cocoa_Beach_Half_Map.jpg](#)

[Cocoa_Beach_Half_Marathon_2022_Projected_Budget_for_Tourism_Grant_Application.docx](#)

[CB_half_2022_marketing_initiatives.docx](#)

[CB_Half_2022_timeline_and_schedule.docx](#)

15. Thank You!

New Send Email

Apr 22, 2022 11:24:25 Success: Email Sent to: mitchvarnes@gmail.com

Previous location & dates
Reference name & contact information
Total out-of-county participants
Total number of room nights *

8th Annual Cocoa Beach Half Marathon & 10k

October 16, 2022

- Previous location & dates:

This event has always been held in October and based in or adjacent to Lori Wilson Park and I Dream of Jeannie Lane. The race course utilizes A1A and portions of the beach.

- Reference name & contact information:

Mitch Varnes / Smooth Running, LLC mitchvarnes@gmail.com / 321-759-7200

Event Director

- Total Out of County Participants:

This event typically draws more than 65% of its field from out of this area.

Based on the past four years, this would amount to:

2018: 1,200 + out of area entrants

2019: 850 + out of area entrants

2020: 700 + out of area entrants

2021: 700 + out of area entrants

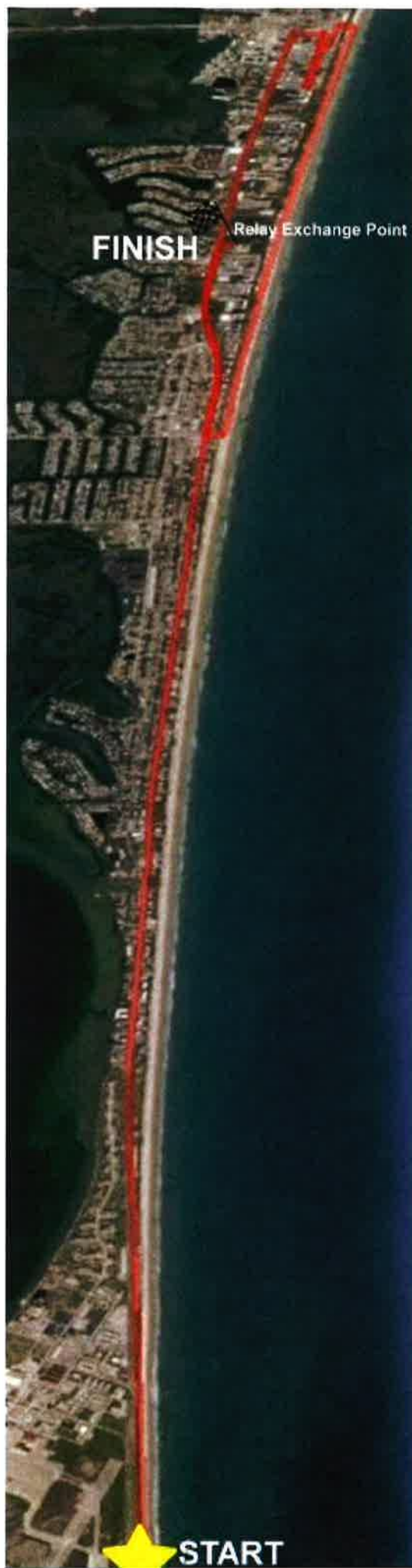
- Total Number of Room Nights:

2018 – 1,400 room nights

2019 – 1,200 room nights (664 verified hotel) + Airbnb, VRBO, etc..

2020 – 1,350 room nights (fewer overall and destination runners due to pandemic, but those who came to the race stayed more nights than usual).

2021 – 1,100 room nights



Easternmost Northbound lane of A1A closed for race route from Hangar's Beach. (PAFB to SR-520)

1. Start at Hangar's Beach opposite PAFB Runway
2. A1A North to Hernando Ln. (Block south of SR-520)
3. Turn East on Hernando Ln.
4. Turn South on Ocean Beach Blvd.
5. Follow Ocean Beach Blvd. South to its dead-end loop just past Wakulla
6. Follow Ocean Beach Blvd. back North to Marion Ln.
7. East on Marion to swing gate leading to Shepard Park
8. In Shepard Park, follow the loop through lot and to ramped walkway to beach
9. South 2.9 miles on hard packed sands to Minutemen Causeway
10. West off beach onto Minutemen by Coconuts and then turn North onto A1A
11. Follow A1A to South entrance of Lori Wilson Park
12. East on South entrance of Lori Wilson Park to finish on I Dream of jeannie Lane



8th Annual Ron Jon Cocoa Beach Half Marathon & 10K!

Sunday, October 16, 2022

0630 a.m. Start time for Half Marathon

Hangar's Beach (Table's Beach Parking)

745 S Atlantic Ave, Patrick AFB, FL 32925

10K: At I Dream of Jeannie Lane (same as finish for all), 0740am Start time

Off the coast you are very likely to see fishing boats, giant cruise ships, porpoises and diving birds. Once off the beach, you will head back onto A1A and a fabulous finish on I Dream of Jeannie Lane!

Amenities will include a few musical acts along the course, tech shirts to all pre-registered runners, and a one-of-a-kind custom made and big and bold medals depicting the "Iconic Vehicle Assembly Building" on the Kennedy Space Center.

NO WALKERS IN HALF. WALKERS ONLY ALLOWED IN 10K AS STATE ROAD A1A NEEDS TO BE REOPENED AS SOON AS POSSIBLE.

Race Day - Sunday, October 16, 2022

EXPO & PACKET PICK-UP

SATURDAY, OCTOBER 15, 2022

Carib Brewery (formerly Florida Beer Company)

200 Imperial Blvd. Cape Canaveral FL 32920

FOOD TRUCK + BEER AVAILABLE!

11 a.m. – 5 p.m.

Entrants Must Have A Copy of Photo ID to pick up or another entrant's packets.

No Exceptions.

RACE DAY PACKET PICKUP IS AVAILABLE FROM 5AM – 630AM IN THE INTERNATIONAL PALMS RESORT PARKING LOT

CONTACT US

Registration or packet pickup questions? Email us at support@thefloridamarathon.com



All the information needed for the race will be in the athlete's packet. Athletes already signed up for the race will receive the packet via e-mail provided, 2 weeks prior to race date.

RACE INFO

SUNDAY, OCTOBER 31, 2021 – RACE DAY

7 30 a.m. start at Hangars Beach on A1A

RACE DAY

5 a.m. – 7:15 a.m.

- Morning packet pickup at the parking lot of the international palms resort. 1300 N Atlantic Ave

7:30 a.m.

- Race Start

9:45 a.m.

- Awards Ceremony

11 a.m.

- Official Course Closure. Hard 2.5-hour time limit.

2022 Cocoa Beach Half Marathon / 10k

PROPOSED BUDGET

\$10,000 – Advertising and Marketing

\$7,000 – Police support

\$11,000 – Barricades, Cones and traffic support

\$600 – Permits

\$1,000 – Sanctioning and insurance

\$3,500 – Food and course amenities

\$3,000 – On Course entertainment and emcees

\$14,000 – Shirts provided to entrants and volunteers

\$5,000 – Race caps provided to entrants

\$2,000 – New signage and banners

\$1,500 – Tents for course and finish line

\$400 – Chair and table rentals

\$700 – Light tower rentals

\$9,000 – finisher medals

\$3,500 – Awards

\$3,000 – Finish line structure and fencing rental, balloons, red carpet, etc.. for start and finish line.

\$4,000 – Timing fee

\$2,000 – Miscellaneous/Unexpected

\$81,200 Estimated Costs

Projected Revenues: \$80,000 - \$110,000.

****Dependent on entrants and sponsorships.**

Key Marketing Initiatives Executed For October 16, 2022

Cocoa Beach Half Marathon/10k

- Eblasts to Smooth Running email list of more than 22,000 verified athletes.
- Scores of organic and sponsored Face Book and Instagram posts targeted at runners in Florida and especially the Southeastern United States.
- Online calendar listings in over 20 running sites.
- 5 monthly ads in Runner's World Magazine (3 million + viewership per month)
- Sponsored goody bag marketing inserts in 17 different running races and triathlons throughout Florida and Georgia.
- 80,000 marketing cards printed and distributed via mail to running stores throughout Florida, the Southeastern United States, Chicago, New York, Boston and elsewhere.
- Expo booth at annual "The Running Event" in Austin, Texas.
- Expo booth at Orlando's OUC Half Marathon.
- Expo booth at Disney's Wine & Dine Half Marathon Weekend.
- Expo booth at Tampa's Gasparilla Half Marathon.
- Expo booth at Atlanta's Marathon Weekend.
- Billboard signage on SR-192 in Melbourne.
- Sponsorship of two key running influencers – one in Orlando and one in Tampa.
- Advertising through national "Half Fanatics" running group.
- Advertising through Orlando Runner's Club
- Advertising via "Run Tampa" club.
- Advertising via Black Runners Connection.
- Advertising via Latinos Run.
- Other random marketing and advertising initiatives.

FY 22-23 Sports Event Grant Program

Score Sheet

Event Name: Space Coast Cup Soccer Tournament 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?10/10

(Use points scale below for scoring guidance)

X 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 (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?...../10

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

Quality of Proposed Event (20 points total)

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

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 ____

Sports & Events Grant Program Application F Y 22-23

Response ID:12 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Space Coast Cup

3. (untitled)

2. Applicant Contact Information-

Organization Name

Space Coast United Soccer Club

First Name

Lisa

Last Name

Girard

Job Title

SCUSC Board / Tournaments & Grants

Mailing Address

P.O. Box 410301

Apt/Suite/Office

City

Melbourne

State

Florida

Zip

32941

Country

Email Address

lisa.girard@spacecoastsoccer.org

Phone Number

8609043119

Mobile Phone

8609043119

Website URL

<https://www.spacecoastsoccer.org/>

Website URL**4. (untitled)****3. Event Information-****How many days will your event be held?**

3

4. Event Information-**Please indicate your desired first day of the event.....**

11/11/2022

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

Junior division competitive soccer tournament for youth ages 8 to 14 years old, competition in U9 through U14 soccer divisions, within age groups there may be multiple levels of play depending on registrations.

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

Viera Regional Park

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

Yes

7. Estimated Event Attendance**8. Total Participants (competitors, coaches, trainers, officials, etc...)****How many total participants are expected to attend your event?**

Out-of-State Participants : 0

Overnight In-State Participants : 1100

Day Trip In-State Participants : 500

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 0

Overnight In-State Spectators : 1375

Day Trip In-State Spectators : 750

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

How many total Media are expected to attend your event?

Out-of-State Media : 0

Overnight In-State Media : 0

Day Trip In-State Media : 2

8. (untitled)

11. How much event grant support are you requesting?

15000

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

9. (untitled)

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

1100

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

Yes

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

Traveling Sports Teams to handle room block booking at Brevard hotels, scusc@travelingsportsteams.com, 480-515-9767

10. (untitled)

16. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

[Attachment_\(5\)_-2022_Space_Coast_Cup_Event_History.docx](#)

11. (untitled)

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

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

Yes

12. (untitled)

18.

ATTESTATION

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

A handwritten signature in black ink, appearing to read "Lisa Girard", written in a cursive style.

Signature of: Lisa Girard

13. (untitled)

19. SPECIAL MESSAGE:

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

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

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[Attachment_\(1\)_.pdf](#)

[Attachment_\(2\)_\(1\).docx](#)

[Attachment_\(3\).xlsx](#)

[Attachment_\(4\)_\(1\).docx](#)

15. Thank You!

New Send Email

May 03, 2022 13:37:47 Success: Email Sent to: lisa.girard@spacecoastsoccer.org



SPACE COAST CUP SOCCER TOURNAMENT

2022 Event History

2020 Space Coast Cup:

- November 7th and 8th 2020 – Viera Regional Park and Wickham Park Soccer fields
- Tournament Director and tournament staff, Cheryl Roe and Lisa Girard:
spacecoastcup@spacecoastsoccer.org
- Scott Armstrong, doc@spacecoastsoccer.org, 321.693.3739 – Executive Director of Space Coast United Soccer Club
- <https://www.spacecoastsoccer.org/spacecoastcup/>
- 100 teams participated across 17 divisions, approximately 1500+ players along with parents, siblings, and extended family members (approximately 30 local teams or 450 local players)
- No Grant money solicited.

2021 Space Coast Cup:

- November 6th and 7th 2021 – Viera Regional Park and Wickham Park Soccer fields
- Tournament Director and tournament staff, Joey Messina, Cheryl Roe, and Lisa Girard:
spacecoastcup@spacecoastsoccer.org
- Scott Armstrong, doc@spacecoastsoccer.org, 321.693.3739 – Executive Director of Space Coast United Soccer Club
- <https://www.spacecoastsoccer.org/spacecoastcup/>
- 102 teams participated across 21 divisions, approximately 1100+ players along with parents, siblings, and extended family members (approximately 30 local teams or 450 local players)
- \$12,990 Tourism Development Office Grant awarded.

2022 Space Coast Clash:

- April 9th and 10th 2022 – Viera Regional Park and Wickham Park Soccer fields
- Tournament Director and tournament staff, Joey Messina, Cheryl Roe, and Lisa Girard: clash@spacecoastsoccer.org
- Scott Armstrong, doc@spacecoastsoccer.org, 321.693.3739 – Executive Director of Space Coast United Soccer Club
- <https://www.spacecoastsoccer.org/clash/>
- 68 teams participated across 15 divisions, approximately 1000+ players along with parents, siblings, and extended family members (approximately 30 local teams or 450 local players)
- 180+ room nights captured through Traveling Sports Teams, additional 20+ rooms captured through team manager disclosure. Data still in the process of being audited for accuracy and completeness. Event review still in process for completion within 60 day post-event reporting window.



SPACE COAST UNITED
SOCCER CLUB

VIERA REGIONAL PARK FIELD MAP

2300 JUDGE FRAN JAMIESON WAY
MELBOURNE, FL 32940

ARTIFICIAL TURF FIELDS

SPECTATORS: Please remain on the Sidewalks surrounding the fields.

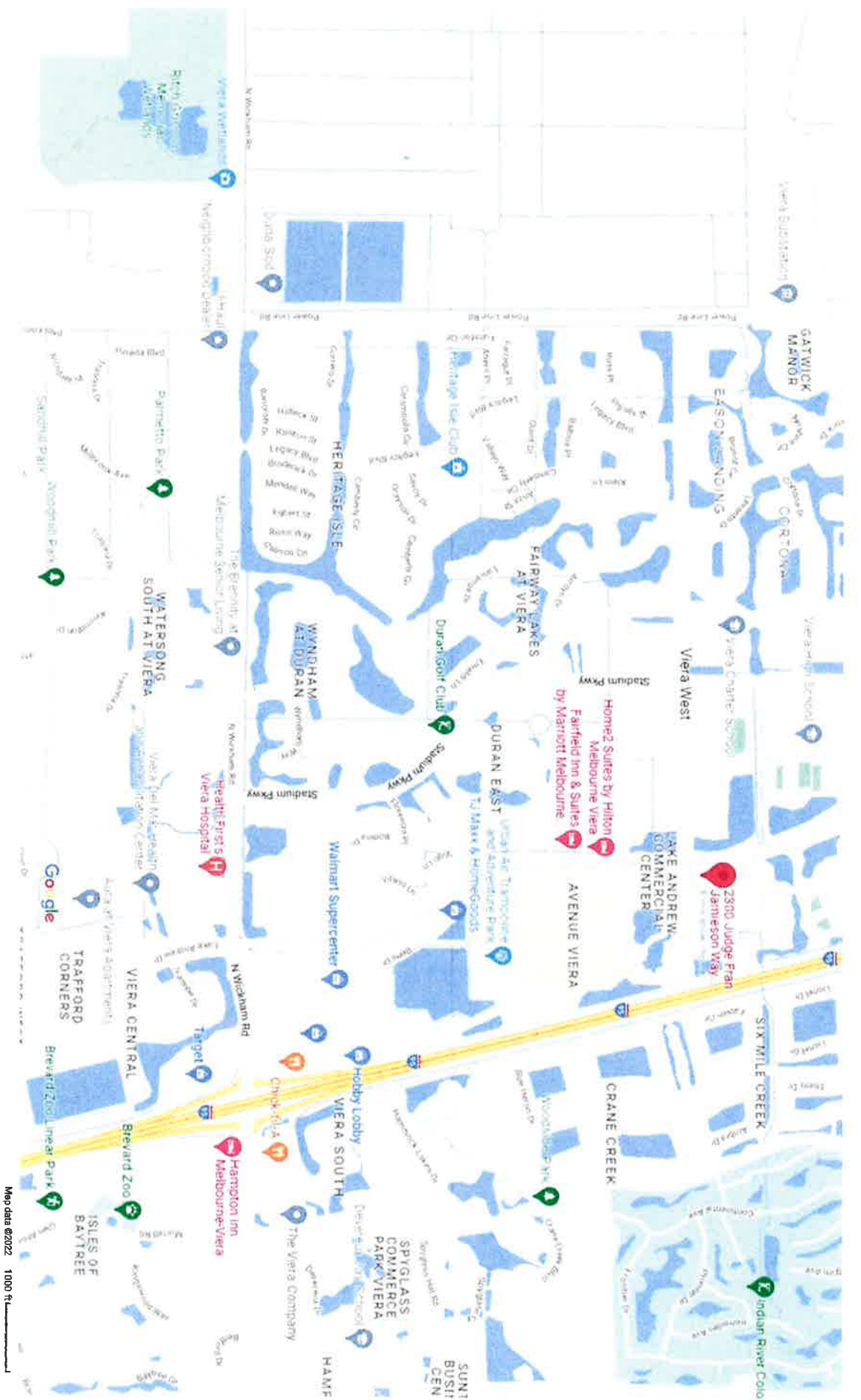
TURF RULES: No Chairs, Tents or Canopies placed onto Turf. No Gum, No Metal Cleats, No Seeds or Nut Shells. No Pets. Please clean up bench area after play.

-  RESTROOM
-  CONCESSIONS
-  MEETING ROOM
-  PICNIC TABLE
-  PAVILION
-  PARKING

SPACECOASTSOCCER.ORG



2300 Judge Fran Jamieson Way





SPACE COAST UNITED SOCCER CLUB
WICKHAM PARK FIELD MAP

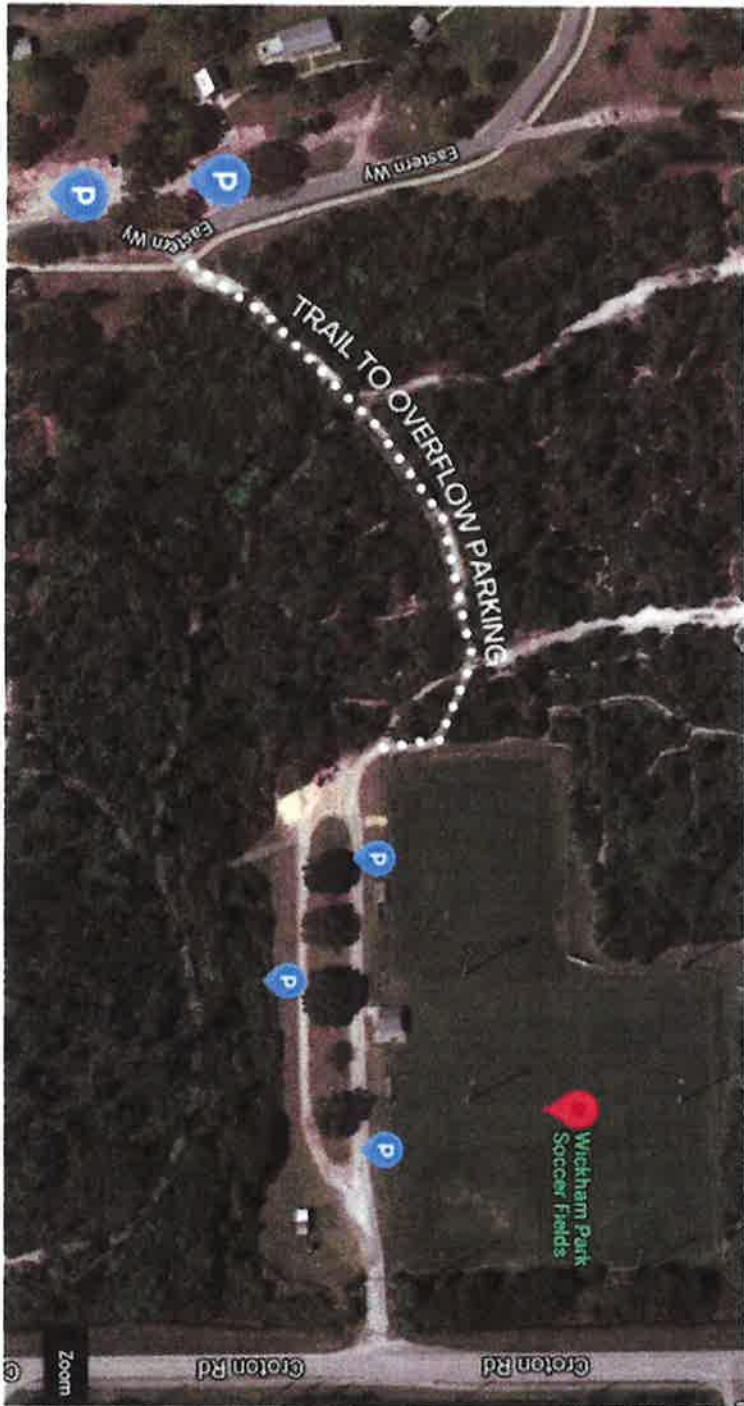
3500 CROTON ROAD, MELBOURNE, FL 32935

THE SPACE COAST CUP

 RESTROOM  CONCESSIONS  PARKING



Wickham Park Overflow Parking





Wickham Park Overflow Parking





SPACE COAST CUP SOCCER TOURNAMENT

2022 Event Plan

Background Information:

- The Space Coast Cup is an annual soccer tournament, hosted by Space Coast United Soccer Club (SCUSC), in which competitive division soccer teams, boys and girls, in the U9 through U14 age groups (8-year-olds to 14-year-olds youth) compete. In the inaugural year, 2020, 100 teams participated across 17 divisions. 1000+ players along with parents, siblings and extended family attended the 2020 tournament hosted at Viera Regional Park and Wickham Park. Teams attended from greater Miami, Jacksonville, Gainesville, and Orlando areas.
- In 2021, the second year of the Space Coast Cup soccer tournament, amid continued COVID-19 restrictions, the number of participating teams increased slightly to 102 teams, across 21 divisions. Tournament feedback continued to be favorable, with many returning teams. Teams attended from greater Miami, Jacksonville, and Orlando areas primarily.
- Space Coast United Soccer Club has 623 players currently enrolled in competitive soccer programs and 1024 players participating in recreational soccer programs. Youth ages two through 19 years old participate in multiple levels of soccer play, from beginner to competitive / college prep. SCUSC players are primarily from Brevard County ranging from Mims to Grant.

Objective:

- Provide a premier soccer tournament experience which builds brand loyalty to all Space Coast United soccer tournament events and Space Coast United Soccer Club directly.
- Create an annual destination event which other Soccer Organizations commit to attending year after year and families look forward to attending year after year.
- Provide an opportunity for SCUSC teams and other local Brevard County soccer clubs, such as Central Brevard Soccer and Indialantic Youth Soccer Association, to compete in high-level tournaments without travelling outside of the county.
- Host a Spring and Fall tournament event with reciprocal agreements in place with two larger soccer Clubs of Florida Elite Soccer Academy (Jacksonville/Palm Coast and Tallahassee areas, approximately 11,000 club players) and Florida Kraze Krush Soccer Club (Greater Orlando areas, approximately 1,600 club players), both of which host 2+ tournament annually, guaranteeing traveling teams and a quality level of competition across all age groups.
- Space Coast United Soccer Club strives to provide a safe, friendly environment, conducive to soccer competition in compliance with all Federal, State, County, and League requirements.
- SCUSC endeavors to increase access to the sport of soccer regardless of gender, race, and/or socio-economic situations to all youth in Brevard County.
- Space Coast Unites Soccer Club strives to be a premier soccer destination, centrally located on the East Coast of Florida, an easy drive from Greater Orlando and Central Florida, premium astro-turf fields allowing for greater weather flexibility of play, proximity to family friendly activities in Brevard County, and one of the highest levels of competitive soccer competition in the country.

Goal:

- Host a successful Space Coast Cup Soccer Tournament, measured by attendance numbers, participant feedback both at an individual player and parent level, and a Club level, and the quality of soccer competition.
- Continue to grow the size of the Space Coast Cup Soccer Tournament with greater numbers of teams attending and expand our reach with teams attending from further outside of Brevard County, including non-Florida teams.
- Make the Space Coast Cup a premier destination soccer tournament experience for soccer families to attend from outside of Brevard County.
- Proceeds from the tournament are primarily reserved for the proposed futsal court additions to Brevard County. Proceeds will be used primarily to enhance our Brevard County playing experience with the addition of futsal courts and to add our Club scholarship and administration funds, both to allow a greater number of youths to participate in our program. Futsal play is also a tool to raise the caliber of play our athletes compete at.
- Increase SCUSC's ability to impact more Brevard County youth through accessible, affordable programs for every family.
- Increase SCUSC's ability to impact female athlete participation in youth soccer.

Timeline:

- Publish Tournament Dates in July to all previously attended Soccer Clubs/Teams.
- Open Registration in August 2022 for the November 2022 tournament (US Youth Soccer rules state formation of teams is not allowed prior to August for the season).
- Marketing and recruitment begin in August 2022. Weekly tournament committee meetings to coordinate registration, scheduling, merchandise, food vendors, referees, volunteers, etc.
- Early bird pricing in August 2022 through middle of September 2022 with registration to close mid-October 2022.

Event Budget for

2022 Space Coast Cup
Soccer Tournament

EXPENSES

TOTAL EXPENSES		Estimated	Actual
		\$38,100.00	\$0.00
Site	Estimated	Actual	Other
Venue/Facility	\$1,400.00		
Site staff (Refs & Staff	\$25,000.00		
Required Sports Perso	\$1,500.00		
Rentals	\$1,300.00		
Total	\$29,200.00	\$0.00	\$0.00
Supplies	Estimated	Actual	Program
Referee Support	\$500.00		Event Software Platform
			Sanction/Rights Fees
			\$1,700.00
			\$500.00
Total	\$500.00	\$0.00	\$2,200.00
			\$0.00
Marketing/Media	Estimated	Actual	Prizes
POS Signage	\$300.00		Ribbons/Plaques/Trophies
Photocopying/Printing	\$300.00		Non-Monetary Gifts
Electronic Promotion	\$100.00		
Total	\$700.00	\$0.00	\$3,500.00
			\$0.00
Miscellaneous	Estimated	Actual	
Agreement Support	\$2,000.00		
Total	\$2,000.00	\$0.00	

Event Budget for

2022 Space Coast Cup Soccer Tournament

INCOME

TOTAL INCOME		Estimated	Actual
		\$66,550.00	\$0.00

ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
40		U8-U10 Teams @	\$575.00	\$23,000.00	\$0.00
32		U11-U12 Teams @	\$600.00	\$19,200.00	\$0.00
34		U13-U14 Teams @	\$625.00	\$21,250.00	\$0.00
Total				\$63,450.00	\$0.00

SPONSORSHIPS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
		Platinum Level (\$5000+)		\$0.00	\$0.00
2		Gold Level (\$750-\$5000)	\$750.00	\$1,500.00	\$0.00
		Silver Level (<\$750)		\$0.00	\$0.00
Total				\$1,500.00	\$0.00

EXHIBITORS/VENDORS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
Total				\$0.00	\$0.00

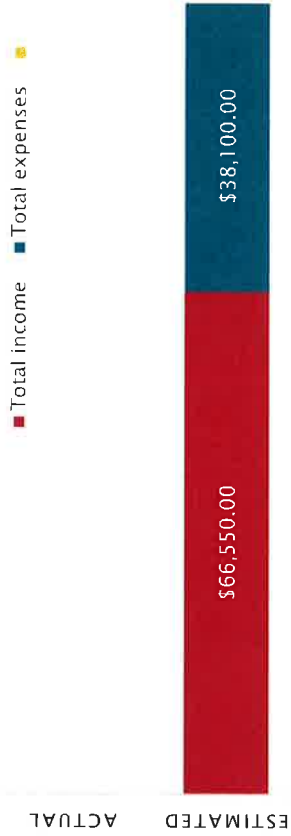
SALE OF ITEMS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
1		Design Merchandise % @	\$1,000.00	\$1,000.00	\$0.00
1		Photography Merchandise % @	\$500.00	\$500.00	\$0.00
1		Concessions % @	\$100.00	\$100.00	\$0.00
		Items @		\$0.00	\$0.00
Total				\$1,600.00	\$0.00

Event Budget for 2022 Space Coast Cup Soccer Tournament

PROFIT Loss Summary

	Estimated	Actual
Total income	\$66,550.00	\$0.00
Total expenses	\$38,100.00	\$0.00
Total profit (or loss)	\$28,450.00	\$0.00





SPACE COAST CUP SOCCER TOURNAMENT

2022 Marketing Plan

Background Information:

- The Space Coast Cup is an annual soccer tournament, hosted by Space Coast United Soccer Club (SCUSC), in which competitive division soccer teams, boys and girls, in the U9 through U14 age groups (8-year-olds to 14-year-olds youth) compete. In the inaugural year, 2020, 100 teams participated across 17 divisions. 1000+ players along with parents, siblings and extended family attended the 2020 tournament hosted at Viera Regional Park and Wickham Park. Teams attended from greater Miami, Jacksonville, Gainesville, and Orlando areas.
- In 2021, the second year of the Space Coast Cup soccer tournament, amid continued COVID-19 restrictions, the number of participating teams increased slightly to 102 teams, across 21 divisions. Tournament feedback continued to be favorable, with many returning teams. Teams attended from greater Miami, Jacksonville, and Orlando areas primarily.
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Objective:

- Provide a premier soccer tournament experience which builds brand loyalty to all Space Coast United soccer tournament events and Space Coast United Soccer Club directly.
- Create an annual destination event which other Soccer Organizations commit to attending year after year and families look forward to attending year after year.
- Provide an opportunity for SCUSC teams and other local Brevard County soccer clubs, such as Central Brevard Soccer and Indialantic Youth Soccer Association, to compete in high-level tournaments without traveling outside of the county.
- Host a Spring and Fall tournament event with reciprocal agreements in place with two larger soccer Clubs of Florida Elite Soccer Academy (Jacksonville/Palm Coast and Tallahassee areas, approximately 11,000 club players) and Florida Kraze Krush Soccer Club (Greater Orlando areas, approximately 1,600 club players), both of which host 2+ tournament annually, guaranteeing traveling teams and a quality level of competition across all age groups.
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- Proceeds from the tournament are primarily reserved for the proposed futsal court additions within Brevard County. Proceeds will be used primarily to enhance our Brevard County playing experience with the addition of futsal courts and to add our Club scholarship and administration funds, both to allow a greater number of youths to participate in our program. Futsal play is also a tool to raise the caliber of play our athletes compete at.
- Increase SCUSC's ability to impact more Brevard County youth through accessible, affordable programs for every family.
- Increase SCUSC's ability to impact female athlete participation in youth soccer.

Strategy:

- Build upon successful past tournaments, both the fall season Space Coast Cup and spring season Space Coast Clash – encouraging past tournaments' participants to return, leverage inter Club partnerships – specifically reciprocal tournament attendance agreements with Florida Elite Soccer Academy (approx. 11,000 players) and Florida Kraze Krush Soccer Club (approx.. 1,600 players), and our National League affiliations with the Elite Clubs National League and Elite Clubs National Regional Leagues. We are also in talks with Palm Beach United Soccer Club and South Orlando Soccer Club about possible reciprocal tournament agreements.

- Increase advertising sponsorship through a branding of the Space Coast United Soccer Club, Space Coast Cup (fall), Space Coast Clash (spring), and Space Coast Challenge (Recreational).
- Leverage uniqueness of Viera Regional Park seven full size astro-turf soccer fields. Few Florida venues have turf fields and fewer still have such a large number of turf fields. Leverage also the large number of soccer fields available in close proximity to each other in Brevard County.
- Promote and provide the Space Coast Cup as a family event. Most youth athletes attend events with their parents and immediate family. A successful tournament experience provides off-field activities attractive to the non-athlete family members as well. Families have easy access to the Brevard Zoo, Kennedy Space Center, beaches, shopping, and restaurants. Space launches can also be viewed directly from the soccer playing fields. Visiting team handout includes highlights of Brevard County area attractions.
- Highlight Viera infrastructure – brand-new hotels walking distance from the fields, abundant food options within 5-mile radius of the fields, and easy on/off access from I-95, all add to the easy and convenience of attending.

ANNUAL CAMPAIGN

- Space Coast Cup tournament - Stay-to-Play Youth Soccer Tournament Friday, November 11th through Sunday, November 13th, 2022, for Junior Division (U9 to U14 boys and girls) teams. Primarily utilizing the Viera Regional Park soccer fields and Wickham Park soccer fields, with other Brevard County field locations used if needed. 2022 will be the 3rd year Space Coast United Soccer Club is running this annual Fall tournament. 2022 is the second year SCUSC is requesting a grant for the Space Coast Cup soccer tournament.

Creative Brief:

- Space Coast United Soccer Club endeavors to teach youth ages two through 19 years old, the skills of soccer and a love of the lifelong sport of soccer, offering levels of soccer play, from beginner to college prep, at competitive and recreational competitions.
- Space Coast Cup is the title soccer tournament in Space Coast United Soccer Club's branding of our youth athletic programs.

Targeting:

- Youth soccer players, ages 8 years old to 14 years old, travelling with their families (parents and siblings) from outside of Brevard County competing in the Florida Youth Soccer Association, and/or the National US Club Soccer Association, specifically the Elite Clubs National League (ECNL) and Elite Clubs National Regional League (ECNLR). ECNL teams compete in twelve conference leagues throughout the United States.

Campaign Strategy:

- Build upon a successful prior year tournament – encouraging past participants to return, leverage inter Club partnerships, and National League affiliations. Increase advertising sponsorship through a branding of the Space Coast United Soccer Club, Space Coast Cup, and Space Coast Recreational Challenge.

- Utilize hashtag #spacecoastcup and #spacecoasttournament on social media and encourage our youth team participants to use the hashtag as well, along with the #ecnI hashtag when appropriate.
- Promote Space Coast Cup at tournaments attended by Space Coast United Soccer Club teams, especially ECNL conference events out of state.
- Increase Space Coast destination point advertising with inclusion of local area attractions advertised on our Club website and in our visiting team reference handouts. Leverage the SCUSC's partnership with Traveling Sports Teams travel agency hotel and area outings bookings and advertising.

Key Message:

- Space Coast United Soccer Club is a premier destination for youth soccer.
- Space Coast Cup is a premier youth soccer tournament.
- Space Coast Florida is a premier destination for soccer play.

KPIs:

- Increased year-over-year team registration.
- Increased number of girls' teams' participation.
- 1001+ lodging room nights.

Tactics:

- Leverage the advantages our Club employs. Seven turf fields at Viera Regional Park allow the tournament to continue in wet weather. Lightning detection devices with audio, visual, and internet notifications increase the safety of youth players. By November 2022 all seven fields will be lit fields at the Viera Regional Park - increasing the hours fields can be open for tournament play. Field proximity to hotels, food, tourist attractions, and shopping locations is conducive to the full family experience of youth soccer players, who travel with parents, siblings, and often extended family. Field proximity to major highway for easy navigation.

- Entry fees by age group are slightly less than other larger Club tournaments, which start at \$650 per U8-U10 teams but slightly more than smaller Club tournaments, which start at \$00 per U8-U10 team. Entry fees for the Space Coast Cup are planned at the following levels: U8-U10 teams \$625 per, U11-U12 \$650 per, and U13-U14 \$675 per. Offering early bird pricing incentives at U8-U10 teams \$575 per, U11-U12 \$600 per, and U13-U14 \$625 per. Leveraging existing reciprocal attendance agreements with Florida Elite Soccer Academy and Florida Kraze Krush Soccer Club, should generate revenue of approximately \$27,000.

Annual Campaign	Markets	Notes	Budget
Required Sports Personnel (Referees)	Greater Florida – word of mouth, 100+ referees working across the State	2020 actual \$18,585 2021 actual \$21,843	\$25,000
Marketing and Programming Expenses	Seen by visiting Soccer Clubs located throughout Florida State	POS Signage 2021 actual \$225	\$300
Non-monetary Awards (medals and trophies)	Advertise on Social Media Awards – Finalist and Champion medals, 1 trophy per division, Greater Florida Market – include footage in video recap of event for future advertisements	2020 actual - \$2,992 2021 actual - \$3,144 for champion medals, finalist medals, and 21 division winner trophies	\$3,500
Required Sports Personnel (Trainer)	Trainer word of mouth at other tournaments he/she works	2021 expense \$1,200 actual	\$1,500

Seasonal Campaign

- Space Coast Cup tournament - Stay-to-Play Youth Soccer Tournament Friday, November 11th through Sunday, November 13th, 2022, for Junior Division (U9 to U14 boys and girls) teams. Primarily utilizing the Viera Regional Park soccer fields and Wickham Park soccer fields, with other Brevard County field locations used if needed. 2022 will be the 3rd year Space Coast United Soccer Club is running this annual Fall tournament. 2022 is the second year SCUSC is requesting a grant for the Space Coast Cup soccer tournament.

Creative Brief

- Space Coast United Soccer Club endeavors to teach youth ages two through 19 years old, the skills of soccer and a love of the lifelong sport of soccer, offering levels of soccer play, from beginner to college prep, at competitive and recreational competitions.
- Space Coast Cup is the title soccer tournament in Space Coast United Soccer Club's branding of our youth athletic programs.

Targeting

- Youth soccer players, ages 8 years old to 14 years old, traveling with their families (parents and siblings) from outside of Brevard County competing in the Florida Youth Soccer Association, and/or the National US Club Soccer Association, specifically the Elite Clubs National League (ECNL) and Elite Clubs National Regional League (ECNLR). ECNL teams compete in twelve conference leagues throughout the United States.

Campaign Strategy

- Build upon a successful prior year tournament – encouraging past participants to return, leverage inter Club partnerships, and National League affiliations. Increase advertising sponsorship through a branding of the Space Coast United Soccer Club, Space Coast Cup, and Space Coast Recreational Challenge.

- Utilize hashtag #spacecoastcup and #spacecoasttournament on social media and encourage our youth team participants to use the hashtag as well, along with the #ecn1 hashtag when appropriate.
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Key Message

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- Space Coast Cup is a premier youth soccer tournament.
- Space Coast Florida is a premier destination for soccer play.

KPIs

- Increased year-over-year team registration.
- Increased number of girls' teams' participation.
- 1001+ lodging room nights.

Tactics

- Leverage the advantages our Club employs. Seven turf fields at Viera Regional Park allow the tournament to continue in wet weather. Lightning detection devices with audio, visual, and internet notifications increase the safety of youth players. By November 2022 all seven fields will be lit fields at the Viera Regional Park - increasing the hours fields can be open for tournament play. Field proximity to hotels, food, tourist attractions, and shopping locations is conducive to the full family experience of youth soccer players, who travel with parents, siblings, and often extended family. Field proximity to major highways for easy navigation.

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Campaign	Markets	Notes	Budget
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Non-monetary Awards (medals and trophies)	Advertise on Social Media Awards – Finalist and Champion medals, 1 trophy per division, Greater Florida Market	2020 actual \$2,992 2021 actual \$3,144 – cost includes champion medals, finalist medals and 21 division winner trophies	\$3,500
Required Sports Personnel (Trainer)	Trainer word of mouth at other tournaments he/she works	2022 actual \$1,200	\$1,500

FY 22-23 Sports Event Grant Program

Score Sheet

Event Name: Softball Magazine Senior Softball Camp 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?7/10

(Use points scale below for scoring guidance)

0-2 times: 10 points

X 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 (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?...../10

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

Quality of Proposed Event (20 points total)

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

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 ____

Sports & Events Grant Program Application F Y22-23

Response ID:6 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Senior Softball Camp

3. (untitled)

2. Applicant Contact Information-

Organization Name

Softball Magazine

First Name

Gene

Last Name

Smith

Job Title

President

Mailing Address

398 Barton Blvd.

Apt/Suite/Office

Office

City

Rockledge

State

FL

Zip

32955

Country

Email Address

gene.smith@softballmag.com

Phone Number

321-453-3711

Mobile Phone

321-432-4444

Website URL

www.sseniorsoftballcamp.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

4

4. Event Information-

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

11/16/2022

5. (untitled)

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

Softball magazine's Senior Softball Camp is for adult 50 years of age and older. The event is an instructional event with clinics, scrimmage games, contest and softball fun. Player attend from all over the nation, Canada and Europe. It is four days of fun, sun and softball here in Brevard County.

6. (untitled)

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

Space Coast Complex - Viera, FL

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

Yes

7. Estimated Event Attendance

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

How many total participants are expected to attend your event?

Out-of-State Participants : 150

Overnight In-State Participants : 25

Day Trip In-State Participants : 10

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 75

Overnight In-State Spectators : 25

Day Trip In-State Spectators : 10

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

How many total Media are expected to attend your event?

Out-of-State Media : 0

Overnight In-State Media : 0

Day Trip In-State Media : 0

8. (untitled)

11. How much event grant support are you requesting?

5000.00

12. What is the purpose of the financial support?

Paid advertising and media buys outside of Brevard County

Site fees/costs (contract help, etc)

Marketing and public relations

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

Promotions

9. (untitled)

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

500

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

No

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

10. (untitled)

15. 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

[Event_History_Temp_File.pdf](#)

11. (untitled)

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

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

Yes

12. (untitled)

17.

ATTESTATION

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



Signature of: Gene Smith

13. (untitled)

18. **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.

Not sure what happened Erinn but when I tried to upload the event history pdf it said it was too big? I had just loaded the same exact file when I did the spring training application and had no issues. I'm sure it something I did on mu end but I will email the PDF. If the the next four required document do not upload I will email them to you as well. Thank you!

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[SSC22_Event__Marketing__Plan.pdf](#)

[SSC22_Event_History.pdf](#)

[SSC22_Event_Location.pdf](#)

[SSC22_Event_Plan.pdf](#)

[SSC22_Proposed_Event_Budget.pdf](#)

15. Thank You!

New Send Email

Apr 24, 2022 13:02:38 Success: Email Sent to: gene.smith@softballmag.com



Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

April 21, 2022

Re: Softball Magazine's Senior Senior Softball Camp Event History:

Softball Magazine's 2020 Adult Softball Senior Camp hosted in Viera, FL,
November 19-21, 2020.

The event was open to adult men and women of ages 50 and older who
play softball and are looking to improve their softball skills and enjoy a week away in
beautiful Brevard County, Florida.

Event Facts:

Event Date: Novemebr 19-21, 2020

Participants = Adult men & women from all over the nation.

Camp Participants = 60

Total Room Nights = 229 Room Nights

Softball Magazine's 2021 Adult Softball Senior Camp hosted in Viera, FL,
November 16-19, 2021

The event was open to adult men and women of ages 50 and older who
play softball and are looking to improve their softball skills and enjoy a week away in
beautiful Brevard County, Florida.

Event Facts:

Event Date: Novemebr 16-19, 2021

Participants = Adult men & women from all over the nation.

Camp Participants = 130

Total Room Nights = 458 Room Nights



Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

April 21, 2022

Re: Softball Magazine's 2022 Senior Senior Softball Camp Location

Location: Space Coast Complex
5800 Stadium Parkway
Melbourne, FL 32940





Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

April 21, 2022

Re: Softball Magazine's 2022 Senior Senior Softball Camp Event Plan

We start promoting the event as soon as the prior years events wrap up. So since last November (2021) we have been advertising this years event in print and digital advertising in our publication, websites and all other avenues of media available to us.

We have been and will continue to invest more resources in our digital as we have found this past year's growth double. With the recent times more players have been receiving their information on line.

Along with the digital ad placements of the event we link the story and photo gallery to one of Eblast sends to our base of 53k and we have seen very good results. We will begin a monthly leading into a bi-weekly Eblast sends as we get closer to the event .

We will continue to market the event through all of media sources including print, digital, email blast sends, social media, website marketing along with partnering with industry vendors to reach out to their base as well.

This years event date is November 16-19,2022

Overall plan is to do what has been successful for both Softball Magazine and Brevard County for the past 25 years while introducing thousands a year to all the Space Coast has to offer.

SSC'22
Gene Smith



Senior Softball Camp 2023 budget:

Description:	Expense
Field Cost	\$4,000.00
Lunches & Drinks	\$6,000.00
Insurance	\$750.00
Sprg T-Shirts	\$1,200.00
Truck lease	\$250.00
Instructor Exp	\$500.00
Instructor Labor	\$2,000.00
Instructor Room	\$1,200.00
Staff Rooms	\$1,900.00
Copies	\$125.00
Truck Gas	\$150.00
Labor	\$5,000.00
Home Depot	\$200.00
Awards Hats & Visors	\$250.00
Dudley Award Balls	\$200.00
Tickets & Wrist Bands	\$125.00
Freight	\$500.00
Advertising	\$5,000.00
Cost	Totals \$29,350.00

Income:	
Entry Fees	\$46,800.00
County Spon	TBD
Apparel Sales	\$350.00
Income:	Totals \$47,150.00

Event has no sponsorship or additional income.

Revenues are from camp entries/registrations and apparel sales in our vendor booth.



Media Exposure Summary:

Softball Magazine's Senior Softball Camp was the events 5th year! The promotion and media exposure for the event is year round. Since the event is one of the publications and industries premier events there is exposure from all of the supporting partners/vendors as well.

Through websites, social media, photo galleries, event advertising and email sends the event is promoted worldwide annually.

Media Links:

www.softballspringtraining.com

www.softballmag.com

www.seniorsoftballcamp.com

<https://www.facebook.com/groups/SoftballMagazineCamps/>

<https://www.bluetoad.com/publication/?i=666047&ver=html5&p=16>

FY 22-23 Sports Event Grant Program

Score Sheet

Event Name: Florida Marathon Weekend 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?4/10

(Use points scale below for scoring guidance)

0-2 times: 10 points

3-5 times: 7 points

X 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 (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?...../10

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

Quality of Proposed Event (20 points total)

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

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 ____

Sports & Events Grant Program Application F Y22-23

Response ID:7 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Florida Marathon Weekend

3. (untitled)

2. Applicant Contact Information-

Organization Name

Smooth Running, LLC

First Name

Mitch

Last Name

Varnes

Job Title

Principal

Mailing Address

PO Box 33100

Apt/Suite/Office

n/a

City

Indialantic

State

Florida

Zip

32903

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

www.thefloridamarathon.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

2

4. Event Information-

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

02/11/2023

5. (untitled)

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

The Florida Marathon Weekend is the largest participant sporting event in Melbourne and all of South Brevard. The event includes a 5k, 10k, 1/2 marathon and marathon. It has hosted the USA Track & Field Masters Championship Half Marathon in past years and has named by Runner's World Magazine as, "One of America's Top 10 Bucket List Waterfront Races." The event's various race distances attract runners of all ages. More than 60% of its average amount of 2,500 runners each year come from outside the Space Coast. This race is all waterfront and showcases some of the most beautiful locales in Brevard County. Melbourne has declared it to be the City's Signature Sporting Event.

6. (untitled)

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

Melbourne's Front Street Park

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

Yes

7. Estimated Event Attendance

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

How many total participants are expected to attend your event?

Out-of-State Participants : 1000
Overnight In-State Participants : 600
Day Trip In-State Participants : 1000

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 1000
Overnight In-State Spectators : 900
Day Trip In-State Spectators : 1500

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

How many total Media are expected to attend your event?

Out-of-State Media : 1
Overnight In-State Media : 1
Day Trip In-State Media : 4

8. (untitled)

11. How much event grant support are you requesting?

18,000

12. What is the purpose of the financial support?

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)
Sanction fees

9. (untitled)

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

1100

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

Yes

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

Melby Hotel, Melbourne / Residence Inn, Melbourne / Courtyard by Marriott, Melbourne / Crowne Plaza, Indialantic

10. (untitled)

16. EVENT HISTORY (REQUIRED)

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

Please provide the following information on your three most recent events regardless of location. Please create and

upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

[Florida_Marathon_2023_TDC_grant_historic_info_and_room_projections.docx](#)

11. (untitled)

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

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

Yes

12. (untitled)

18.

ATTESTATION

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

M. Varnes

Signature of: G. Mitchell Varnes Jr.

13. (untitled)

19. **SPECIAL MESSAGE:**

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

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

This is one of the premiere sporting events in all of Central Florida and has year after year drawn thousands of non-Space Coast residents to our area, our hotels and our restaurants. It is a legacy event for the City of Melbourne and our area and one supported by the thousands of Indialantic and Melbourne area along its running route.

The Space Coast Office of Tourism has supported this event from its inception in 2009. Lower entrant and sponsorship revenues in addition to sharply rising labor and event production costs have made this support more important than ever. As an example, two of the biggest costs of this event -- traffic management and control and bulk shipping costs -- are now individually up more than 300% over 2021 numbers.

Thank you for the ongoing support. It has paid off for the Space Coast and Melbourne.

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[Florida_Marathon_Map_and_Route.pdf](#)

[Florida_Marathon_2023_schedule_and_timeline.docx](#)

[florida_marathon_2023_budget_attachment_3.docx](#)

[Florida_Marathon_2023_marketing_plan_and_ads.docx](#)

15. Thank You!

New Send Email

May 01, 2022 12:20:01 Success: Email Sent to: mitchvarnes@gmail.com

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 *

www.thefloridamarathon.com

- Since its inception in 2009, the Florida Marathon Weekend has always been based in downtown Melbourne, with the start and finish line occurring there.
- The event has always been held on either the first or second weekend of February.

- Event Director: Mitch Varnes

mitchvarnes@gmail.com

info@thefloridamarathon.com

321-759-7200

- The February 2021 and 2022 event attendances was largely affected by the pandemic with over 30% fewer runners than on previous average years. Our 2022 race had approximately 900 out of area participants
- 906 area room nights were generated in February 2021 event, according to data supplied by entrants at the time of their online registration.
- 1,113 room nights were generated from the February 2022 event.
- Nearly 1,200 room nights were generated by the 2020 race.
- The pre-pandemic 2019 Florida Marathon Weekend had about 2,500 total runners.

The 2019 race weekend saw 1,375 runners from out of the county, with almost half of these runners coming from out of state.

- Based on registration polls, over 1,500 room nights were generated by the 2019 race.
-

Over its 14 year history, the race has annually generated an average of 1,200 room nights.

At its peak from 2009-2018, the race regularly generated more than 2,000 room nights a year.

Outside of the pandemic year of 2020, the event has never previously generated less than 1,000 room nights.

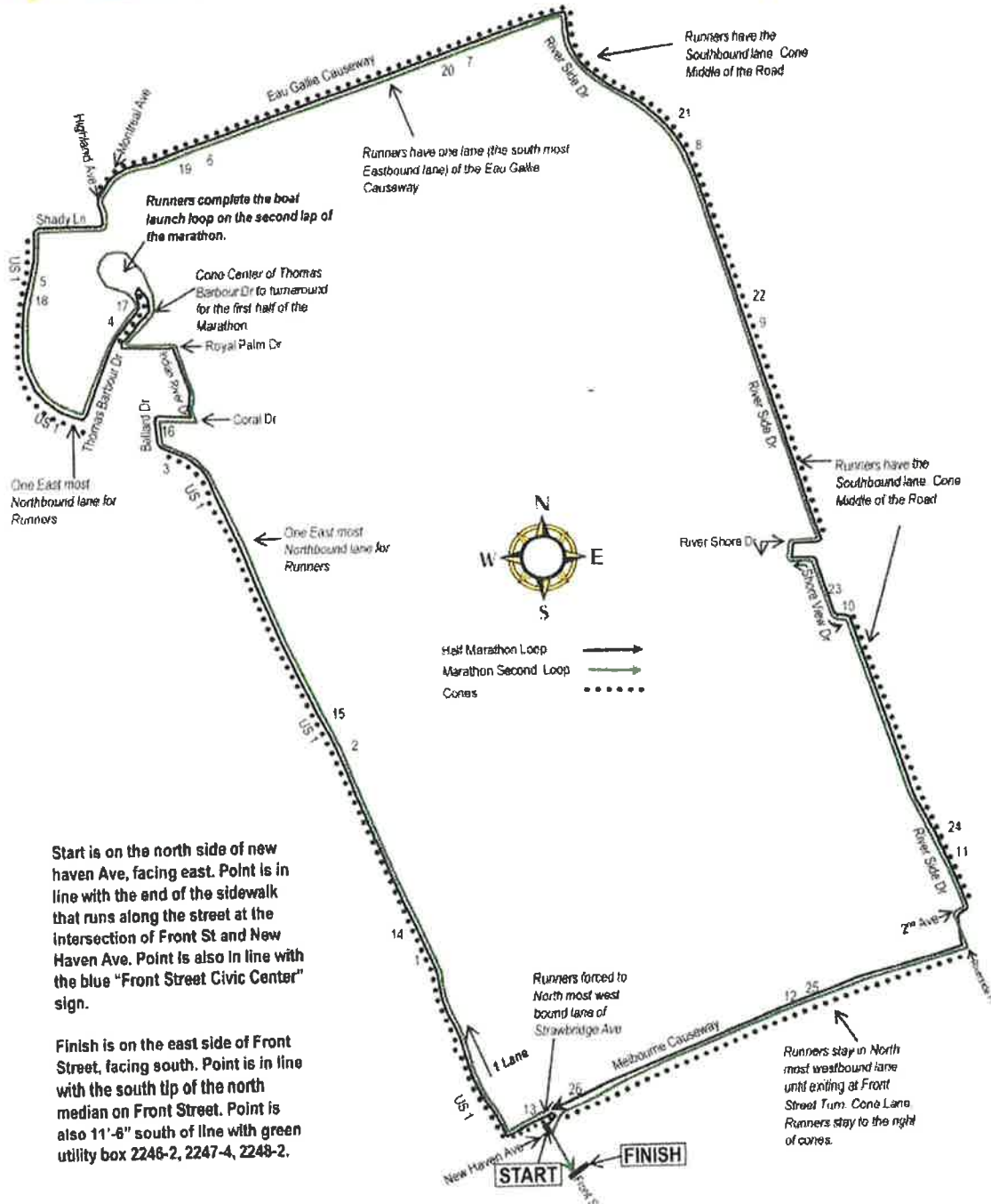
Runners are increasingly coming back to races, but all short of national races are still having smaller fields than their pre-pandemic numbers.

We are optimistic that entry numbers of regional races will continue increasing through this year and then possibly getting back to pre-pandemic numbers sometime in 2023.

The Florida Marathon is a fantastic course that showcases some of the most scenic areas of Brevard County. The race enjoys a very good reputation. It is Melbourne's Signature Sporting Event.

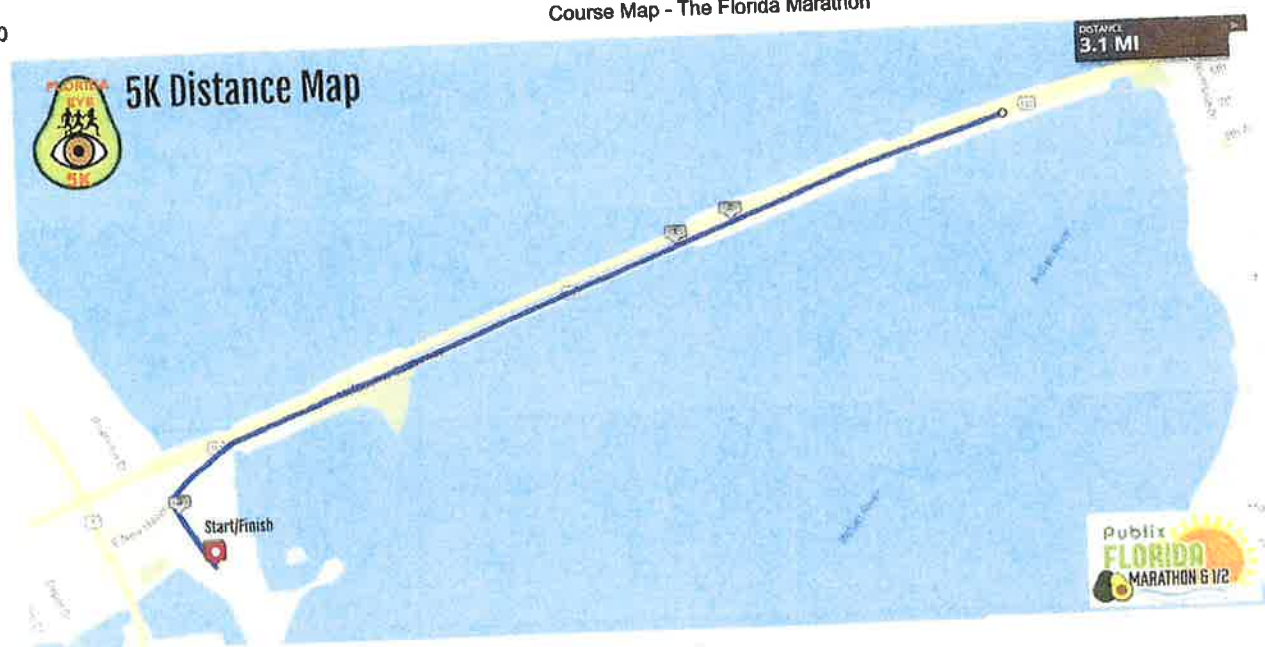


Florida Marathon



5/31/2020

Course Map - The Florida Marathon



Copyright 2017 The Florida Marathon | All Rights Reserved | Site by Troika Studio

Florida Marathon Weekend – Feb. 11 & 12, 2023

www.thefloridamarathon.com

Event At A Glance

SAT – February 11th, 2023

Health + Fitness Expo

10:00am – 6:00pm – Packet Pick-Up

Marathon & 1/2 Marathon, 10K & 5K

Location –

FRONT STREET PARK AUDITORIUM

FOR GPS: 2205 Front Street, Melbourne FL 32901

SUN – February 12th, 2023

5:00am-6:00am(hard close) Packet Pickup for Full

5:00am-6:20am(hard close) Packet Pickup for Half

6:00am-6:50am(hard close) Packet Pickup for 5K & 10k

Avg. Race day Temp.

Typical race day temperatures range from upper 40s to the mid 70s

Course Profile

Very scenic and mostly flat with four bridge crossings for the full and two for the 1/2 marathon. 12 musical acts. 20 miles of flat straight away route for marathoners and 9 for half-marathoners. Potentially ideal running weather. 7 hour time limit for the marathon, and 6 hour time limit for the half marathon.

Start Times

SUN

6:10am – Full Marathon

6:30am – Half Marathon

6:50am – 5K + 10K

Times may change closer to event

FLORIDA MARATHON WEEKEND / FEBRUARY 11& 12 , 2023 / MELBOURNE & INDIALANTIC

Attachment 3 / Planned Event Budget Costs

**** Based on past years and expected price increases for 2023**

\$6,600 – Site Fee

\$12,600 – Melbourne & Sheriff's police support, EMT & Medical Support

\$5,400 – Stage & tent rentals

\$1,500 – Melbourne facility rentals

\$14,600 – Coning & barricading

\$1,600 –Florida Department of Transportation fees/MOT traffic control plans

\$1,200 – Insurance

\$8,000 – Announcer, DJs and on course entertainment

\$24,000 – Shirts, hats to all runners and volunteers

\$8,000 – Finisher medals

\$3,000 – Bus rentals

\$22,000 – Advertising and marketing

\$5,000 – Signage and marketing cards

\$4,000 – Awards

\$6,800 – Timing

\$600 – Private overnight security

\$8,000 – Event Staffing

\$1,600 – Staff and Official Judges Lodging

\$5,300 – Post-race food for athletes and volunteers

\$1,100 – USA Track & Field Sanction fee

\$6,160 – Equipment, generators, light towers PODS & vehicle rentals

\$5,000 – Miscellaneous expenses

\$600 – Course officials

\$600 – Waste Management

\$153,260 – Total Projected fees* (Excluding all pre-event, event and post-event staffing fees)

Projected Revenues: \$135,000 - \$170,000

****Dependent on entrants and any sponsorships.**

February 11 & 12, 2023 Florida Marathon Marketing/Advertising Plan

Printed Material:

Smooth Running shall obtain placement in regional magazines, national publications and the following media:

- * Race applications
- * Promotional flyers
- * Publication inserts
- * Rack cards

- * 100,000+ race flyer inserts to be included in athlete goody bags to be distributed through premiere events including:

Disney's Wine & Dine Half Marathon (25,000 runners and attendees)

Disney Marathon Weekend (25,000 runners)

Gasparilla Half Marathon (15,000 runners)

Atlanta Half Marathon (15,000 runners)

Miami Marathon (15,000 runners)

Orlando OUC Half Marathon (6,000 runners)

Cocoa Beach Half Marathon (2,400 runners)

USA Beach Running Championships (800 runners)

Great Floridian Triathlon (600 triathletes)

Cocoa Beach Triathlon (800 triathletes)

Shark Bite Half Marathon (1500 runners)

Track Shack series races; Orlando (8,000 runners)

Space Coast Triathlon (400 triathletes) and others.

Outdoor Signage:

* Event signage on SR-192 in downtown Melbourne from October 1, 2022 –February 12, 2023. (48,000 daily impressions for total of 5.7 million impressions).

Florida Marathon Expo Attendance at Other Races:

December 2022 -- OUC Orlando Half Marathon
January 2023 -- Disney Marathon Weekend
November 2022 -- Disney Wine & Dine Half Marathon
October 2022 -- Cocoa Beach 10k/Half Marathon
October 2022 -- Great Floridian Triathlon
January 2023 -- Shark Bite Half Marathon
Other local and regional races

Print Media Placement

Smooth Running shall obtain placement in regional magazines,
national publications and local newspapers including, but not limited to the media as listed below:

* Runner's World (July 2022 – February 2023) Cumulative circulation with pass-through of 6 million readers.

* Race Place Magazine -- (Full page ad in winter issue/
Circulation of 33,000)

Digital Placements:

* www.floridamarathon.com

* USA Track & Field website

* Facebook

(Florida Marathon, Cocoa Beach Half Marathon, USA
Beach Running Championships, Run Florida).

* Instagram (Smoothrunningorg)

* Marathon Maniacs & Half Fanatics (banner ads and
advertised Face Book buys) August 2022 – February 2023

* Orlando Runners Club (1,200 members) website and
newsletter ads (Summer 2022 – February 2023)

* Tampa Runner's monthly newsletter and website (Late
summer 2022 through February 2023)

* Track Shack (Orlando) newsletter ads and website

* Race Place Magazine (Southeastern U.S.) eblasts
(Confirmed 33,000 email list June 2022 – January 2023).

FY 22-23 Sports Event Grant Program

Score Sheet

Event Name: Moon Golf Invitational 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?10/10

(Use points scale below for scoring guidance)

X 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 (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?...../10

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

Quality of Proposed Event (20 points total)

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

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 ____

Sports & Events Grant Program Application FY22-23

Response ID:11 Data

2. (untitled)

1. Applicant Information-

What is the event title?

2023 Moon Golf Invitational

3. (untitled)

2. Applicant Contact Information-

Organization Name

University of Louisville (women's golf)

First Name

Whitney

Last Name

Young

Job Title

Head Women's Golf Coach

Mailing Address

1670 S. Floyd St.

Apt/Suite/Office

NA

City

Louisville

State

KY

Zip

40208

Country

Email Address

whitney@gocards.com

Phone Number

2707797367

Mobile Phone

2707797367

Website URL

www.gocards.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

3

4. Event Information-

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

02/19/2023

5. (untitled)

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

Collegiate women's golf tournament bringing the best players and teams to Melbourne, Florida. It is a three day event, with a practice round the day before the event starts.

6. (untitled)

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

Suntree Country Club

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

Yes

7. **Estimated Event Attendance**

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

How many total participants are expected to attend your event?

Out-of-State Participants : 97

Overnight In-State Participants : 15

Day Trip In-State Participants : 0

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 50-75

Overnight In-State Spectators : 15

Day Trip In-State Spectators : 100

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

How many total Media are expected to attend your event?

Out-of-State Media : 2

Overnight In-State Media : 0

Day Trip In-State Media : 2

8. (untitled)

11. How much event grant support are you requesting?

5,000-7,500

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

9. (untitled)

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

400

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

Yes

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

Home2Suites and Fairfield Inn and Suites in Melbourne, Florida.

10. (untitled)

16. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

[Moon_Golf_Invitational_-_Event_History_\(2023\).docx](#)

11. (untitled)

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

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

Yes

12. (untitled)

18.

ATTESTATION

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



Signature of: Whitney Young

13. (untitled)

19. **SPECIAL MESSAGE:**

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

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

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[EventLocationMapSuntree.pdf](#)

[Moon_Golf_Invitational_-_2023_Budget.pdf](#)

[2023MoonGolfMarketingPlan.docx](#)

[2023MoonGolfInv.ScheduleofEvents.docx](#)

15. Thank You!

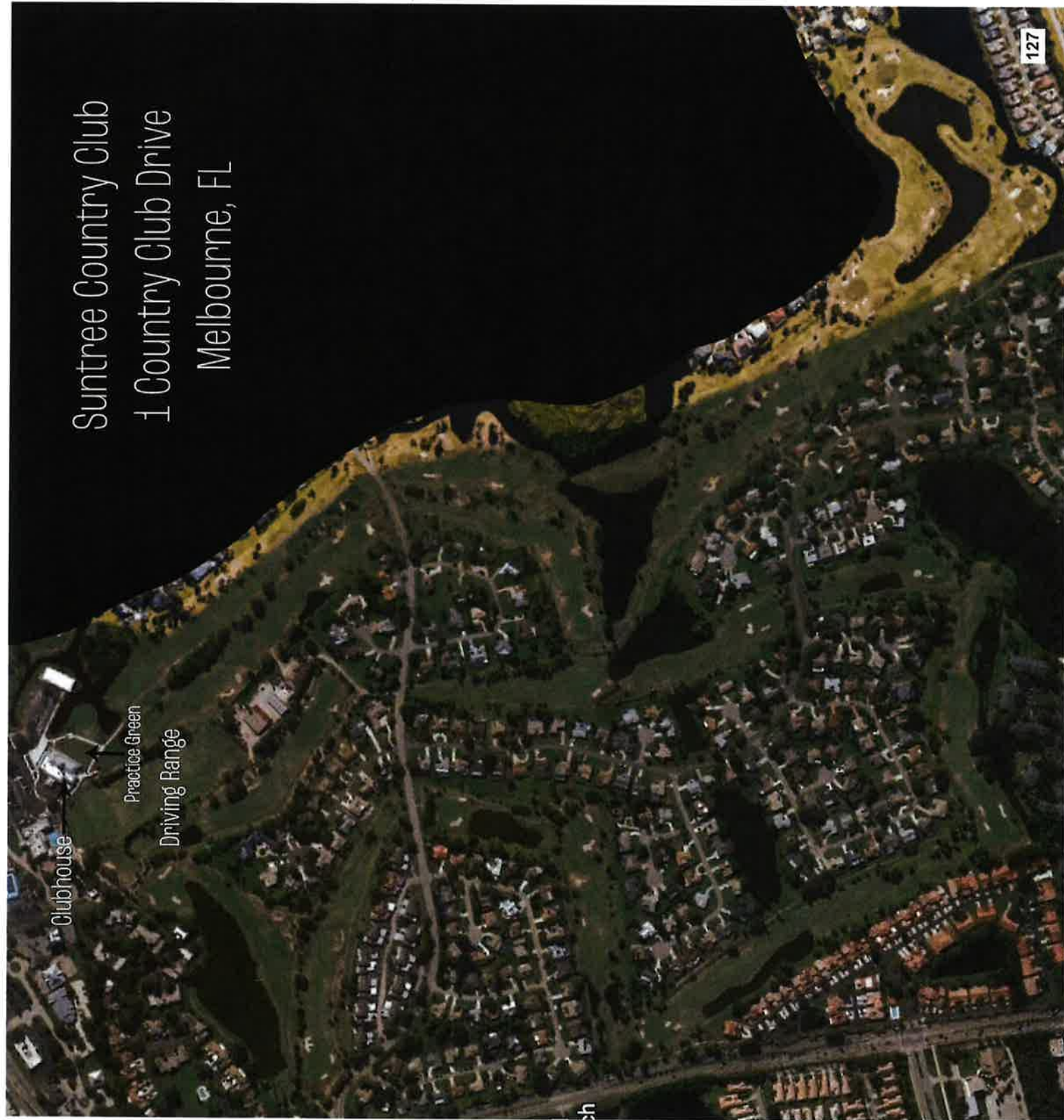
New Send Email

May 03, 2022 11:30:59 Success: Email Sent to: whitney@gocards.com

Moon Golf Invitational

2023 will be the 5th Consecutive year we have hosted this collegiate women's golf event. As managing organization and University, it is a trip we look forward to along with all other teams. The number of teams, participants, out of county guests/hotel rooms, etc. have run (the last four years) very similar to the projections for 2023. (The room nights are higher this year and will be around the same for the future as we added a third day to our event) We have had great success in attendance & representation from all out of state (and in state) universities as February is a great time to escape weather from a lot of our out of state teams. Please see previous dates, locations and participants below.

2019- February 18-19 event dates at Duran Golf Club- 96 Participants – 300 Room Nights
2020- February 17-18 event dates at Duran Golf Club- 96 Participants- 300 Room Nights
2021- February 15-17 event dates at Duran Golf Club- 96 Participants- 325 Room Nights
2022- February 19-21 event dates at Suntree Country Club- 84 Participants- 350 Room Nights
2023- February 18-20 event dates at Suntree Country Club- 84 participants



Suntree Country Club
1 Country Club Drive
Melbourne, FL

Clubhouse

Practice Green

Driving Range

Schedule of Events

Saturday, February 18

6:30 a.m.	Breakfast at hotel
7:00 a.m.	Range Opens
7:15 a.m.	Tournament Registration begins
8:00 a.m.	Practice Round
1:00 p.m.	College-Am
	No Coaches Meeting
5:30 p.m.-6:00 p.m.	"Cookout" dinner at Suntree Country Club for all players & coaches after College-Am play.

Sunday, February 19

6:30 a.m.	Breakfast at hotel
7:00 a.m.- 5:00 p.m.	Athletic Trainer available
7:00 a.m.	Range Opens
8:30 a.m.	First round begins (off #1 and #10)
11:00 a.m.	Lunch boxes available
5:30 p.m. -7:00 p.m.	Grab-n-Go Dinner provided by Moon Golf in Home2Suites lobby (Shares parking lot with Fairfield Inn)

Monday, February 20

6:00 a.m.	Breakfast at hotel
7:00 a.m.- 5:00 p.m.	Athletic Trainer available
7:00 a.m.	Range Opens
8:30 a.m.	Second round begins (off #1 and #10)
11:00 a.m.	Lunch boxes available
	Dinner on your own

Tuesday, February 21

6:00 a.m.	Breakfast at hotel
6:30 a.m.-2:30 p.m.	Athletic Trainer available on back patio of clubhouse
6:45 a.m.	Range Opens
8:00 a.m.	Final Round begins (off #1 and #10)
11:00 a.m.	Lunch boxes available inside clubhouse
3:30 p.m.	Awards following play

University of Louisville Women's Golf		
2023 Moon Golf Inviational		
4/1/22		
	2023 Budget	2023 Final
Revenues	\$ 35,000.00	
Entry Fees	\$ 35,000.00	
Moon Golf	\$ -	
Local Sponsors	\$ -	
Expenses	\$ 44,500.00	
tournament lunches for staff	\$ 5,000.00	
Banquet/Welcome Dinner	\$ 3,500.00	
Printing - Scorecards, Pamphlets	\$ 1,500.00	
Rules Officials	\$ 1,200.00	
Signage & Electronic scoreboard	\$ 8,000.00	
Site Fee	\$ 17,000.00	
Staff Food & Beverage	\$ 1,500.00	
Tournament Expenses	\$ 6,000.00	
Trophies	\$ 800.00	
FINAL	-\$9,500.00	

2023 Moon Golf Invitational

Marketing Plan

- **On-Site Advertising & Promotional**
 - **Signage:** We will use a sign vendor to have onsite signage during the event week. The signage welcomes players, coaches, parents and spectators to the event at Duran Golf Club. Having a prominent banner onsite, on the 1st and 10th tee boxes is important to create the atmosphere and aesthetics for a top notch event. ESTIMATED COST: \$2,000
 - **Official Tournament Program:** Our tournament program will be the main distributed piece on-site during event week. In the program, we will have space dedicated to all the teams, Moon Golf, SpaceCoast Florida, and Suntree Country Club. Teams will use this program as a resource during their time in FL, so we hope to create a detailed (as budget allows) and functional program. In addition, the program will provide spectators and fans the opportunity to know more about teams, coaches, and golf course. ESTIMATED COST: \$500
 - **Official Tournament Apparel:** Depending on budget and available funds we hope to be able to outfit our volunteer staff with Moon Golf logo'd t-shirts, jackets, and/or hats for tournament week. ESTIMATED COST: \$2,500- \$3,500
- **Digital Advertising**
 - **Tournament Scoring Website:** We purchase a live scoring software called GolfStat, a preferred scoring partner, to 'score' our event during tournament week. The scoring link will be located on the main webpage which has thousands of views during fall/spring golf seasons. Our Tournament Logo and site information (i.e. Suntree Country Club, Melbourne FL) will be listed prominently on the main page and have it's own landing page that will be viewed consistently during the event week by teams, parents, fans of each university, and golf enthusiasts around the world. ESTIMATED COST: \$350

FY 22-23 Sports Event Grant Program

Score Sheet

Event Name: Space Coast Showdown Soccer Tourn 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?10/10

(Use points scale below for scoring guidance)

X 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 (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?...../10

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

Quality of Proposed Event (20 points total)

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

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 ____

Sports & Events Grant Program Application F Y22-23

Response ID:10 Data

2. (untitled)

1. Applicant Information-

What is the event title?

SPACE COAST SHOWDOWN

3. (untitled)

2. Applicant Contact Information-

Organization Name

GORGES CLASSIC SOCCER TOURNAMENT

First Name

Ibe

Last Name

Jonah

Job Title

Director

Mailing Address

P. O. Box 6881

Apt/Suite/Office

#6881

City

Ithaca

State

NY

Zip

14851

Country

Email Address

ibe@gorgesclassic.com

Phone Number

607-339-1988

Mobile Phone

607-339-1988

Website URL

www.gorgesclassic.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

5

4. Event Information-

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

03/02/2023

5. (untitled)

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

Full-field 11v11 adult soccer tournament for both men and women ages 18 - 70 years. Tournament is open to all recreational and competitive teams from anywhere in the world who want to come and enjoy the warm weather and wonderful facilities and amenities of Space Coast Florida while playing the beautiful game of soccer outdoors.

6. (untitled)

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

Mitch Ellington Park, Merritt Island FL & other locations in Brevard County FL.

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

Yes

7. Estimated Event Attendance

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

How many total participants are expected to attend your event?

Out-of-State Participants : 3000

Overnight In-State Participants : 1100

Day Trip In-State Participants : 300

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 800

Overnight In-State Spectators : 300

Day Trip In-State Spectators : 200

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

How many total Media are expected to attend your event?

Out-of-State Media : 50

Overnight In-State Media : 15

Day Trip In-State Media : 5

8. (untitled)

11. How much event grant support are you requesting?

18,000

12. What is the purpose of the financial support?

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

Other - please specify: Potter Johns

9. (untitled)

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

1100

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

Yes

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

Team Travel Source (TTS) will be making arrangements with local Brevard County hotels. This was previously done by EPN Travel Services.

10. (untitled)

16. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates
Reference name & contact information
Total out-of-county participates
Total number of room nights

[PREVIOUS_EVENTS.docx](#)

11. (untitled)

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

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

Yes

12. (untitled)

18.

ATTESTATION

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

A handwritten signature in black ink, appearing to read 'Ibe Jonah', with a stylized, cursive script.

Signature of: Ibe Jonah

13. (untitled)

19. SPECIAL MESSAGE:

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20. Required Attachments:

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Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[Map_of_Space_Coast_Showdown_locations.pdf](#)

[Space_Coast_Showdown_Plan_&Schedule_2023.docx](#)

[Space_Coast_Showdown_Budget.xlsx](#)

[MARKETING_PLAN.docx](#)

15. Thank You!

New Send Email

May 02, 2022 20:18:02 Success: Email Sent to: ibe@gorgesclassic.com

PREVIOUS EVENT (TOURNAMENT)

NAME OF EVENT: SpaceX Showdown Soccer Tournament

LOCATION: Mitch Ellington Park, 575 W. Hall Road, Merritt Island, FL 32953

DATES: March 19-21, 2021

REFERENCE NAME: John Mackor, Florida Beer Co; Phone # 321-223-2033

TOTAL OUT-OF-COUNTY PARTICIPANTS: 1900

TOTAL NUMBER OF ROOM NIGHTS: 237

NAME OF EVENT: Space Coast Showdown Soccer Tournament

LOCATION: Mitch Ellington Park, 575 W. Hall Road, Merritt Island, FL 32953

DATES: March 18-20, 2022

REFERENCE NAME: Nathan Trout, Central Brevard SC; Phone # 828-400-3661

TOTAL OUT-OF-COUNTY PARTICIPANTS: 3500

TOTAL NUMBER OF ROOM NIGHTS: 1005

NAME OF EVENT: Showdown in Vegas Soccer Tournament

LOCATION: Heritage Park, 350 Race Track Rd, Henderson NV

DATES: November 5-7, 2021

REFERENCE NAME: Roger Rennels, Ph.D, College of Southern Nevada ; Phone # 702-351-1085

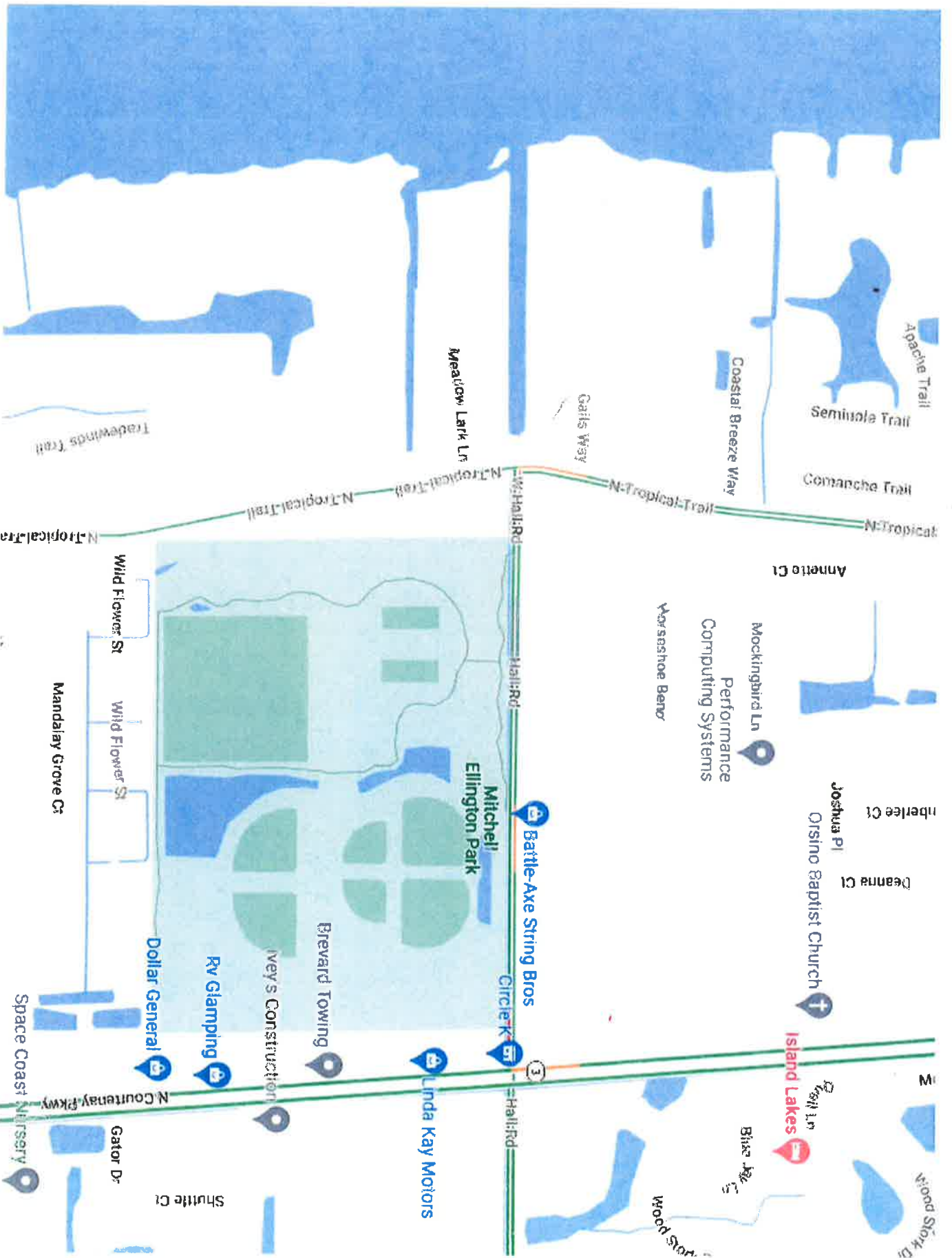
TOTAL OUT-OF-COUNTY PARTICIPANTS: 3900

TOTAL NUMBER OF ROOM NIGHTS: 1100

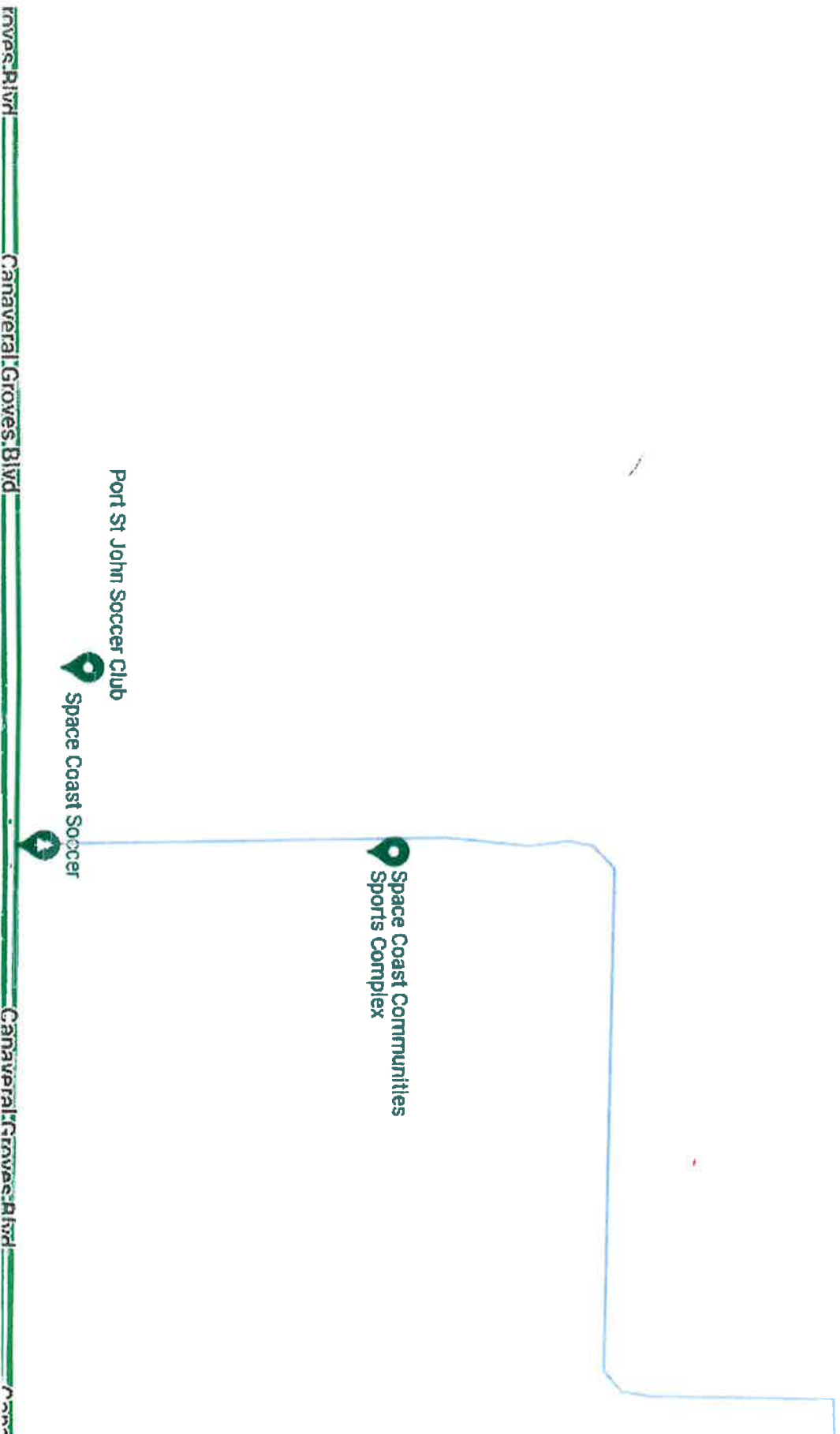
Attachment (1)

MAP OF SPACE COAST SHOWDOWN LOCATIONS

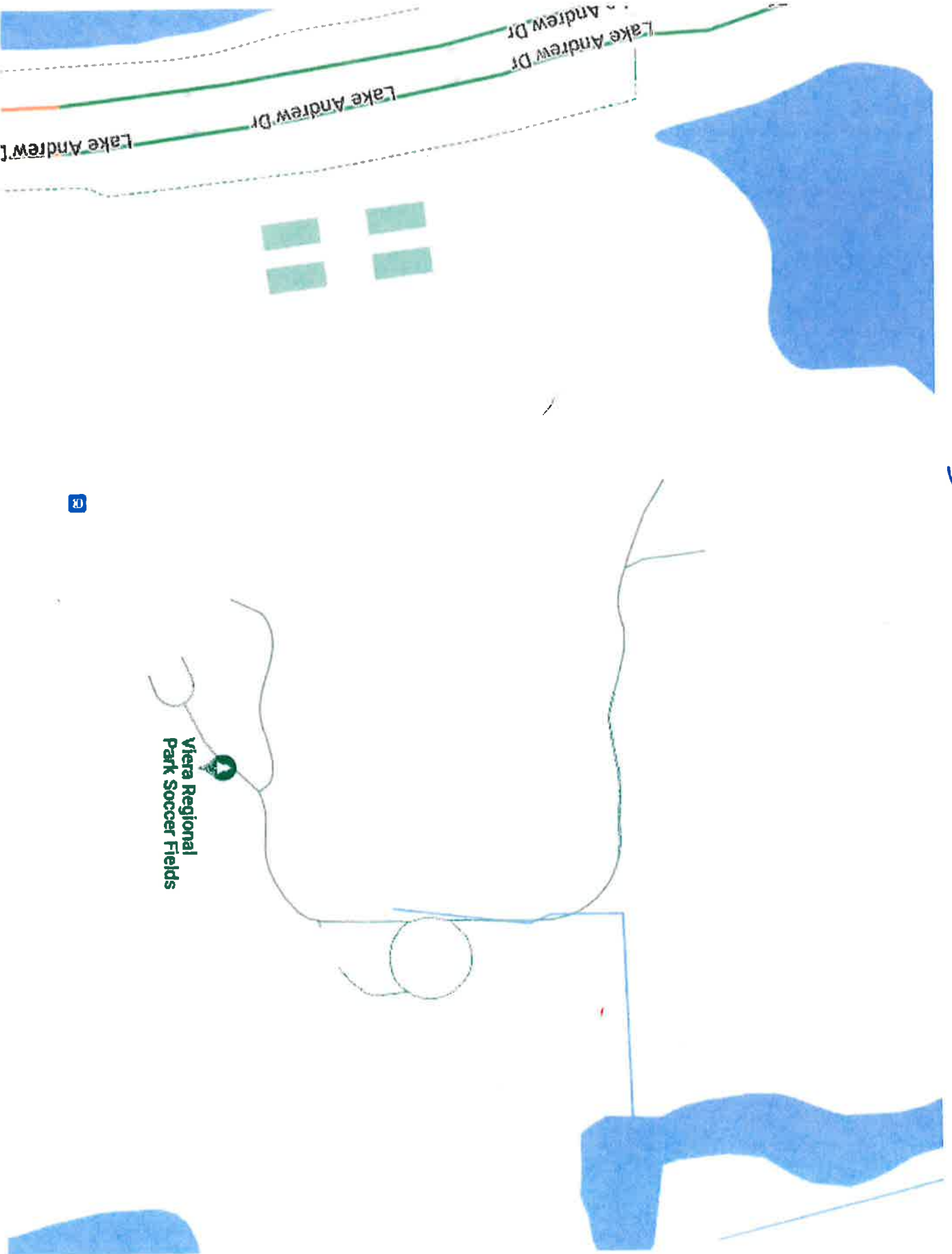
- A. Map of Mitch Ellington Park, 577 W Hall Rd, Merritt Island, FL 32953
- B. Map of Kelly Park West, 2455 N. Banana River Dr, Merritt Island, FL 32952
- C. Map of Space Coast Communities Sports Complex, 662 Canaveral Groves Blvd, Cocoa FL 32926
- D. Map of Viera Regional Park, 2300 Judge Fran Jamieson Way, Melbourne FL 32940







J.



Attachment (2)
Space Coast Showdown, March 2 – 5, 2023
Adult Soccer Tournament in Space Coast (Brevard County, FL)
Prepared by [Gorges Classic Soccer Tournament]

Plan & Rationale

Gorges Classic will be organizing a carefully crafted adult age-bracket soccer tournament using fields at various locations in the Florida Space Coast including the Mitch Ellington Park, Space Communities Sports Complex, Kelly Park West & Viera Regional Park. This will be done in a manner that maximizes positive economic impact for the Space Coast area of Florida. The program of events began in March 2021 with 34 teams (1500 participants) in men's open, O-30, O-40, & O-50 divisions that came from all over the United States. We'll expand this program to include other brackets and begin to draw teams from more US States and from Europe and South America. We plan to have a multiday tournament event March 2 -5, 2023 that will capitalize on the success of the previous tournaments and make this the pre-eminent soccer tournament destination in the country. Teams will arrive on Wednesday and play from Thursday to Sunday thereby spending a minimum of 5 nights in the Space Coast.

Goal

To secure 100 team registrations (4,000+ participants) to have a fantastic and economically impactful tournament twice a year in the Space Coast area of Florida. We will get teams from across the United States, Canada, Europe & South America.

Mission

Our mission is to organize a recreational fun and fair competition in a safe atmosphere that is most inviting for the participants while also being highly beneficial to the Space Coast area. We expect tournament participants will avail themselves of the opportunity to stay longer and visit local places of interest including the Kennedy Space Center & beautiful Brevard beaches.

Vision

Our shared vision is the promotion of the game of soccer through robust and healthy competition that simultaneously promotes and benefits the region by way of increased tourism.

Unique Value Proposition

The Gorges Classic is a tournament like no other. We stage the finest & fun-nest tournament for adults that combine a festival-like atmosphere with good quality soccer which is most appealing to teams/players. Working with local businesses and organizations, we provide good entertainment for the participants, and we also have cash prizes that elevate the level of competition.

Strategic Priorities

- ✓ Effective implementation of the tournament marketing plan to reach out to all adult teams in the United States, Canada, Mexico, South America & Europe, and to convince a significant number of them to sign up for the Space Coast Showdown tournament on March 2 -5, 2023.
- ✓ Secure sponsors/sponsorship deals to make it easier to market the tournament and entice teams to register.
- ✓ Liaise and collaborate with local businesses to have a smooth & successful tournament.
- ✓ Make all the necessary arrangements on critical matters like putting in place adequate refereeing pool, and revising plans as the situation warrants.

Tournament Priorities

- *Implement tournament best practices*

- *Greater emphasis on recruiting over 30, 40 & 50 teams.*
- *Efficient and effective tournament marketing.*
- *Identify & contact potential sponsors (for funds & in-kind contributions).*
- *Recruitment of paid staff & volunteers.*
- *Using adequate & appropriate tools and resources.*
- *Diversify team outreach and tailor to specific region & age group.*
- *Evaluate efforts & resource allocation in light of results.*
- *Quickly establish good rapport with key constituents: teams, area businesses, sponsors, referees, volunteers & governmental officials.*

Tournament Experience

Gorges Classic Soccer Tournament (GCST) is pleased to submit this grant application. Our organization has an unparalleled wealth of experience organizing soccer, and adult soccer tournaments in particular. The Gorges Classic Soccer Tournaments have been staged in several cities in the last 10 years that continuously attract teams from across the United States & Canada.

We have organized well over 70 tournaments. These have been done yearly for the last 10 years and comprise our tournament "Viagra in Niagara" (Niagara Falls, NY), "Showdown in Vegas" (Las Vegas NV), "Lonestar Showdown" (Austin TX), "Chicago Showdown" (Chicago IL) among others. As a result, we have in-depth understanding of what it takes to organize a successful tournament. We are prepared, totally committed, and have the organizational experience to put together a carefully crafted soccer tournament emphasizing fun and fair competition at the chosen Space Coast soccer complexes. We have the organizational experience to comply with applicable rules & regulations, and the knowhow to plan and execute a successful tournament.

Type of Tournament We Envision & will Execute

We started in March 2021 with men's Soccer tournament. We plan to capitalize on the inaugural success to bring in other categories including women's open and over 30 teams, and men's over 60 teams. We will essentially be working to promote soccer and the Space Coast area. We pride ourselves in organizing fun and fair competition and will strive to do so in a safe atmosphere that would be most inviting for the participants and also highly beneficial to Space Coast community. Because of our vision, capacity to plan and execute, marketing strategy, and considerable experience of the organizing team we have assembled, we anticipate we will have 100+ teams going forward. The plan is to have the teams arrive on Thursday and to have the tournament start on Friday and go to Sunday.

We recognize that the Space Coast is an ideal place to host an adult tournament. It is a wonderful place to play the beautiful game of soccer outdoors. Fully aware of this uniqueness and the amazing facilities available at the park and fueled by the desire to extend the rich legacy of Gorges Classic brand of soccer tournaments, we'll be organizing fully-fledged multiday adult soccer tournament in Space Coast FL.

Schedule of Space Coast Tournament

- ✓ March 2 - 5, 2023

Location of Space Coast Showdown Tournament

- ✓ Mitch Ellington Park, 577 Hall Rd, Merritt Island, FL 32953
- ✓ Kelly Park West, 2455 N Banana River Dr, Merritt Island, FL 32952
- ✓ Space Coast Communities Sports Complex, 662 Canaveral Groves Blvd, Cocoa, FL 32926
- ✓ Viera Regional Park, 2300 Judge Fran Jamieson Way, Melbourne, FL 32940

SPACE COAST SHOWDOWN

Soccer Tournament

EXPENSES

TOTAL EXPENSES			Estimated	Actual
			\$81,660.00	\$0.00
Site	Estimated	Actual	Refreshments	Actual
Facility Rental	\$4,000.00		Food	\$1,200.00
Support Staff	\$3,000.00		Drinks	\$500.00
Field Lining	\$1,000.00		Linens	
Referees	\$18,000.00		Staff and gratuities	\$1,500.00
Total	\$26,000.00		Total	\$3,200.00
Venue Operation	Estimated	Actual	Program	Actual
Potta John Rental	\$1,800.00		Performers	\$5,000.00
Athletic Trainers	\$2,400.00		Sound/Light	\$2,000.00
Videographers	\$1,000.00		Travel	\$1,600.00
Nets & Field Setup	\$1,400.00		Hotel	\$3,600.00
First Aid/Ice	\$160.00		Other	\$1,200.00
Total	\$6,760.00		Total	\$13,400.00
				\$0.00
Publicity	Estimated	Actual	Prizes	Actual
Graphics work	\$900.00		Ribbons/Plaques/Trophies	\$2,300.00
Posters/Flyers	\$200.00		Cash Prizes	\$14,000.00
Digital Marketing	\$9,000.00		Total	\$16,300.00
Total	\$10,100.00			\$0.00
Miscellaneous	Estimated	Actual		
Cleanup	\$500.00			
Car Rental (3 vehicles)	\$2,100.00			
Liability Insurance	\$1,500.00			
T-Shirts	\$1,800.00			
Total	\$5,900.00			

SPACE COAST SHS Soccer Tournament

INCOME

TOTAL INCOME			Estimated	Actual
			\$68,000.00	#VALUE!

ADMISSIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
70	70	Adults @	\$900.00	\$63,000.00	\$63,000.00
0	0	Children @	\$0.00	\$0.00	\$0.00
0	0	Other @	\$0.00	\$0.00	\$0.00
Total				\$63,000.00	\$63,000.00

ADS IN PROGRAM

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
0		Covers @	\$0.00	\$0.00	\$0.00
0		Half-pages @	\$0.00	\$0.00	#VALUE!
0		Quarter-pages @	\$0.00	\$0.00	\$0.00
Total				\$0.00	#VALUE!

EXHIBITORS/VENDORS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
7	7	Large booths @	\$500.00	\$3,500.00	\$3,500.00
0		Med. booths @	\$0.00	\$0.00	\$0.00
0		Small booths @	\$0.00	\$0.00	\$0.00
Total				\$3,500.00	\$3,500.00

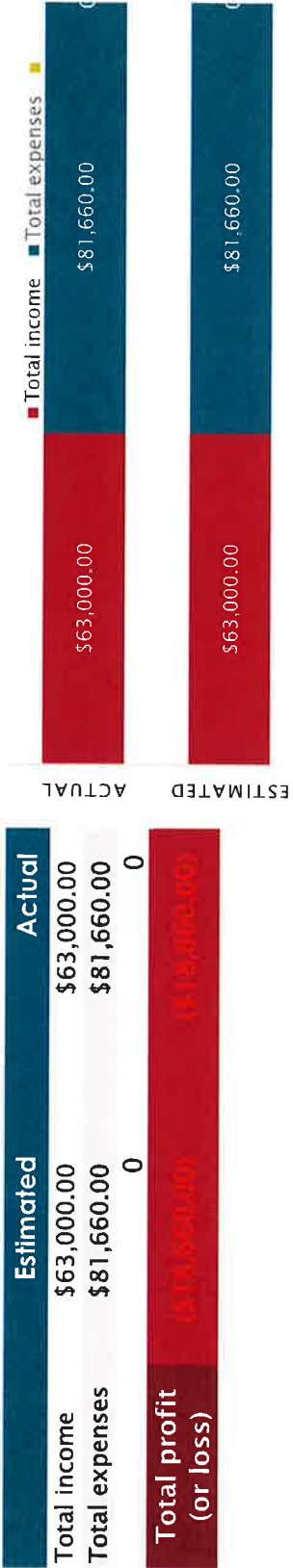
SALE OF ITEMS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
140	140	Items @	\$10.00	\$1,400.00	\$1,400.00
50	50	Items @	\$2.00	\$100.00	\$100.00

Total	0	Items @	\$0.00	\$0.00
		Items @	\$0.00	\$0.00
			\$1,500.00	\$1,500.00

SPACE COAST SH(Soccer Tournament

PROFIT
Loss Summary



Attachment (4)

MARKETING PLAN

SPACE COAST SHOWDOWN SOCCER TOURNAMENT

Tournament Marketing Strategy

Gorges Classic plans to conduct a comprehensive marketing campaign to reach a target audience of 2,000,000 people that enjoy playing soccer at both competitive and recreational level, and to have a high conversion rate (team registrations) that will come to a festive adult tournament in the Space Coast.

Gorges Classic will maintain an extensive marketing campaign that will ensure maximum visibility for the tournament in Space Coast FL while highlighting the phenomenal experiential value of being present at the tournament. Creative marketing, promotion, public relations and national-wide soccer community engagement will be at the heart of our efforts. We'll be extremely resourceful in maximizing the use of low-cost, high-impact marketing channels including traditional and digital media with a heavy dose of emphasis on the latter.

We have in place a carefully calibrated and nuanced marketing strategy to ensure we'll get 100+ teams to have a vibrant and economically impactful tournament. The theme of the tournament is "Space Coast Showdown".

How will the word be spread to get teams in the United States, Canada, Mexico, South America & Europe to sign up for the tournament? We will be adopting a multi-pronged marketing strategy that would include:

A. Extensive and intensive use of social media marketing targeting some key demographic using paid & free Facebook, Twitter, Instagram, LinkedIn, YouTube, Tik Tok, & Snapchat. We'll create an event page, invite our FB friends and draw them to our tournament website. (Please note: Ibe Jonah has 4,500 friends on FB, and belong to FB Soccer Groups whose combined total membership is 338,241). We'll also be using Google AdWords, running Google re-marketing digital campaigns, selecting effective keywords, and boosting SEO for both our Google Ads and organic search results.

B. Email marketing: sending email blasts to the over 20,000 soccer contacts in our list using Mailchimp, Constant Contact & Active Network.

C. Enlisting soccer pundits/personalities on TV to give us a mention.

D. Deploying our Tournament ambassadors from across the United States & Canada to hand out tournament printed flyers/posters & help recruit teams. We'll also have a referral commission for individuals or organizations referring teams to the tournament.

E. Submitting tournament events info to Community Calendar of TV/Radio Stations & regional newspapers. Buying TV & radio spots in designated, carefully chosen markets where necessary.

F. Direct marketing: phone calls and text messages to all soccer contacts we know including the presidents of the largest adult soccer leagues in NYC, Boston, Chicago, LA, Philly, Baltimore, Pittsburgh,

Cleveland, San Francisco, San Diego, Dallas, Houston, Atlanta, Detroit, Toronto, Ottawa, Montreal, Vancouver, Hamilton & London, Las Vegas, Boston, etc.

G. Relationship marketing to organizations like Celtic, Real Madrid, Barcelona, Chelsea FC, Juventus, Manchester United, Bayern Munich, etc. fan groups; USMNT & MLS supporters like American Outlaws & Sam's Army.

H. Banner Ad placement on soccer league websites, and in sports magazines like First Touch, Front Row Soccer, Goals, 442, Kicker, Athletic, etc.

I. Issuing press releases and getting interest stories planted in designated newspapers.

J. We'll also call upon teams/players who have ever participated in the Gorges Classic to come to our Space Coast Showdown tournament.

Selling the tournaments and attracting a large pool of teams and participants would require emphasis on the following points as well:

1. Fun and fair competition devoid of rancor and unnecessary injury.
2. Excellent atmosphere and organization.
3. Quality facilities especially smooth, well-manicured fields.
4. Good officiating (energetic, experienced and effective referees).
5. Fantastic wide range of attractions.
6. A 10+ year history and track record of past good tournaments.
7. Opening reception and concert for team managers and players.
8. Various beach hotels & dining options.
9. Massage therapists & Reiki services.
10. Beer tasting from local craft breweries.
11. Cash Prize \$5000 for every division champion
12. Tournament MVP awards & to fair play teams.

What Makes Our Tournament Unique & Set Us Apart from Others

The Gorges Classic is a tournament like no other that combines a festival-like atmosphere with quality soccer to draw teams from across the country. It has been an exemplar of what adult soccer tournaments should be: the finest & fun-nest tournament for adults that maximize benefits to local residents and businesses. Put simply, we pride ourselves in organizing fun and fair competition in a safe atmosphere that is most inviting for the participants and also highly beneficial to residents and businesses. Participants get to enjoy an impressive entertainment lineup and an abundance of food while playing good quality soccer against decent teams from the United States & Canada.

**FY 22-23 Sports Event Grant Program
Score Sheet**

Event Name: Beach 'n Boards Festival 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?4/10

(Use points scale below for scoring guidance)

0-2 times: 10 points

3-5 times: 7 points

X 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 (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?...../10

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

Quality of Proposed Event (20 points total)

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

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 ____

Sports & Events Grant Program Application F Y22-23

Response ID:9 Data

2. (untitled)

1. Applicant Information-

What is the event title?

10th Annual Beach 'n Boards Fest

3. (untitled)

2. Applicant Contact Information-

Organization Name

Beach 'n Boards Fest, LLC

First Name

Mitch

Last Name

Varnes

Job Title

Event Director

Mailing Address

3850 South Banana River Blvd.

Apt/Suite/Office

n/a

City

Cocoa Beach

State

Florida

Zip

32931

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

www.beachnboardsfest.com

Website URL

4. (untitled)

3. **Event Information-**

How many days will your event be held?

5

4. **Event Information-**

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

03/08/2023

5. (untitled)

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

Beach 'n Boards Fest is the nation's premiere active lifestyle Spring Break sporting event. Over a five-day activation period, the event features Florida's 4 largest pro surfing events (Men, Women, Jr Men, Jr Women), Florida's largest high school girls beach volleyball tournament, Florida's largest kayak and stand-up paddleboard fishing tournament, skateboard competitions on a professional half-pipe, kiteboard races, foilboard races, Stand-Up Paddleboard races, Wakeboard demonstrations on a custom made water tank fabricated in the parking lot of Shepard Park, a low-tide 5k beach run, a beach yoga clinic + sustainability and other educational activations. This is all done in an alcohol and tobacco-free environment. Beach 'n Boards Fest is a family friendly event which epitomizes most all of the watersports and outdoors activities inherent to the Space Coast.

I believe that Beach 'n Boards Fest is the single best annual event held in all of East Central Florida.

6. (untitled)

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

Shepard Park/& Aquatic Center area, Cocoa Beach

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

Yes

7. **Estimated Event Attendance**

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

How many total participants are expected to attend your event?

Out-of-State Participants : 300

Overnight In-State Participants : 300

Day Trip In-State Participants : 50

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 25000

Overnight In-State Spectators : 10000

Day Trip In-State Spectators : 10000

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

How many total Media are expected to attend your event?

Out-of-State Media : 6

Overnight In-State Media : 4

Day Trip In-State Media : 10

8. (untitled)

11. How much event grant support are you requesting?

20,000

12. What is the purpose of the financial support?

Paid advertising and media buys outside of Brevard County

Site fees/costs (contract help, etc)

Marketing and public relations

Rights fees

Sanction fees

9. (untitled)

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

2000

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

Yes

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

Courtyard by Marriott, Residence Inn, Hampton Inn, Cocoa Beach.

Inn at Cocoa Beach, Beachside Hotel Cocoa Beach, Hilton Garden Inn & Hilton Hotel, Cocoa Beach.

10. (untitled)

16. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

[Beach_n_Boards_Fest_Historical_Data_for_2023_TDC_application.docx](#)

11. (untitled)

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

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

Yes

12. (untitled)

18.

ATTESTATION

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

M. Varnes

Signature of: G. Mitchell Varnes Jr.

13. (untitled)

19. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event

location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

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

Beach 'n Boards Fest is a premiere event that brings national and International (via surfing) attention to the Space Coast. It typifies most all of the leisurely and recreational activities that are enjoyed by our residents and that draw untold thousands of tourists to our area each year. Beach 'n Boards Fest is a very expensive event to produce but yields significant returns on a local economic level and in marketing. A post event media report for this past March 2022 provided to us by the World Surfing League was analyzed by the Space Coast Tourism Office's marketing team and determined to have a publicity value of \$157,615.

While I firmly believe that Beach 'n Boards Fest should be fully funded at the \$20,000 level, I also believe it should be funded at an even greater level due to its value to the Space Coast.

People come here for a weekend for an air show or boat races, but they may come many times a year to kayak, fish, stand-up paddleboard, surf, etc..

Thank you.

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[Beach_n_Boards_Fest_Site_Plan.jpg](#)

[beach_n_boards_fest_aerial_pic.jpg](#)

[Beach_n_Boards_Fest_schedule_2022.docx](#)

[Beach_n_Boards_Fest_2023_Plan.docx](#)

[Beach_n_Boards_Fest_2023_projected_costs_and_expenses.docx](#)

15. Thank You!

New Send Email

May 02, 2022 15:57:48 Success: Email Sent to: mitchvarnes@gmail.com

Beach 'n Boards Fest Historical Data

a/o April 2022:

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:

Since its inception in 2013, Beach 'n Boards Fest has always been based at Shepard Park in Cocoa Beach. It is typically held in the days before and over the 2nd weekend in March.

Stand-up Paddleboard Races and the Fishing Tourney are held in the Banana River and to the east side of the Cocoa Beach Aquatic Center.

Reference name & contact information:

Mitch Varnes, Event Director

321-759-7200

mitchvarnes@gmail.com

Total out-of-county participants:

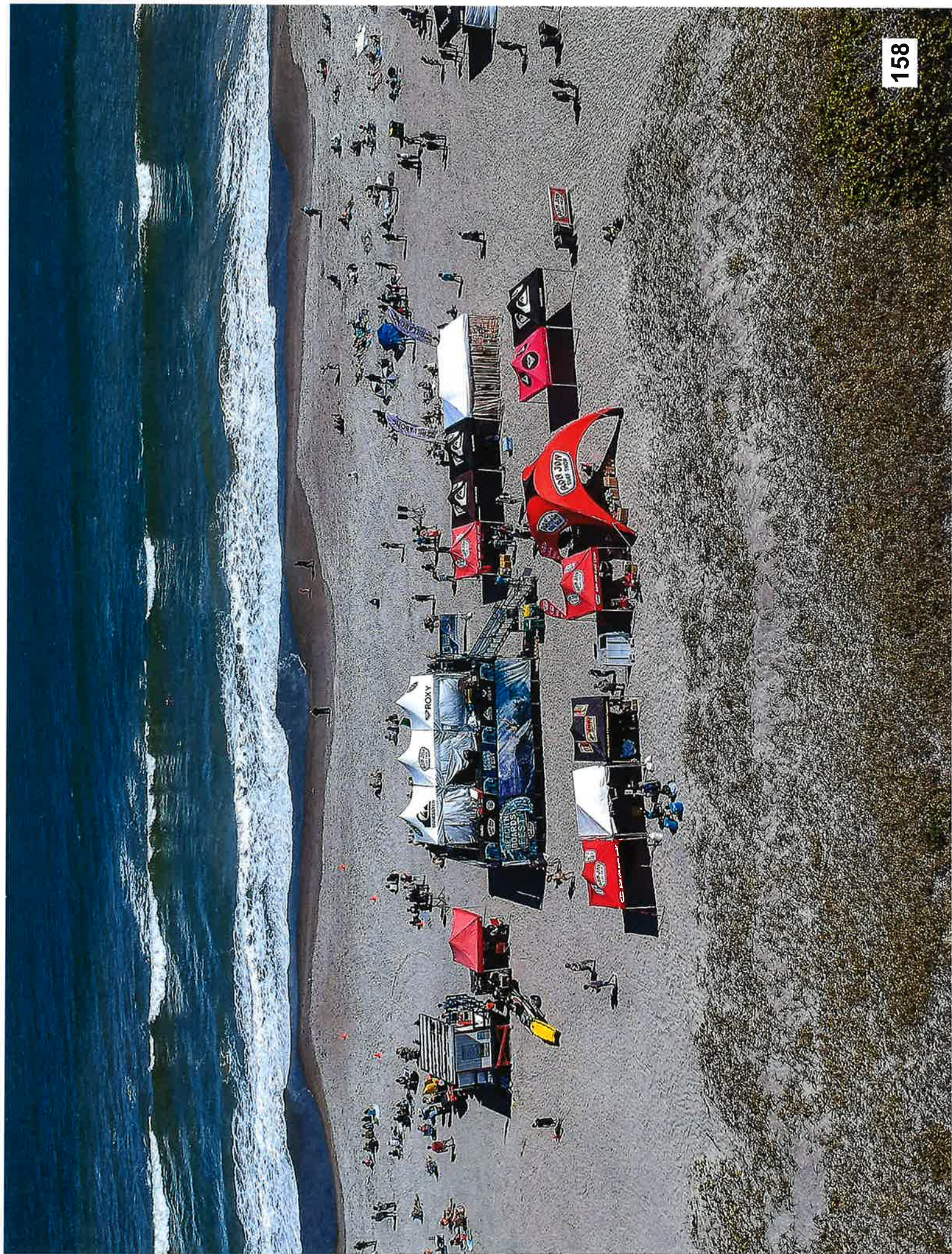
- 160 – surfing competitors over 5 days
 - 100 – kayak fishing competitors overnight
 - 80 – beach volleyball competitors + families over 3 days
 - 30 – skateboard competitors over 3 days
 - 50 – stand-up paddleboard competitors overnight
 - 50 – foil & kiteboard competitors over 2 days
 - 16 – wakeboard competitors over 3 days
 - 80 – out of county staff, volunteers, sponsors over 5 days
-

Total number of room nights

There is not a paid gate, but we conservatively estimate at least 3,000 room nights countywide over the 5 day period of Beach 'n Boards Fest.

Allocating for shared rooms among our out of area competitors, sponsors, volunteers and contractors, we can quantify approximately 900 room nights.

We average 40,000 + spectators over the course of our 5 day event.



Beach 'n Boards Fest 2022 Schedule:

Wednesday, March 9th

- 7:30am-4:00pm – Ron Jon/Quiksilver/Roxy Surf Competitions

Thursday, March 10th

- 7:30am-4:00pm – Ron Jon/Quiksilver/Roxy Surf Competitions
- 3:00pm-7:00pm – WJRR Live Broadcast with Chumley (at Ron Jon Surf Shop)

Friday, March 11th

- 7:30am-4:00pm – Ron Jon/Quiksilver/Roxy Surf Competitions
- 10:00am-3:00pm – WJRR Live Broadcast with Mel (at Ron Jon Surf Shop)
- 11:00am – Billabong Wakeboard Demo
- 11:00am-12:30pm – Open Skate
- 12:00pm-1:00pm – Salty Crew BBQ (at Ron Jon Surf Shop)
- 1:00pm – Ron Jon Women's 'Bangers 4 Bucks' Contest \$2,000
- 1:00pm-2:00pm – Salty Crew Autograph Signing with Pro Surfer, CJ Hobgood (at Ron Jon Surf Shop)
- 1:30pm – Billabong Wakeboard Demo
- *2:30pm – Roxy Meet & Greet with Lisa Andersen & Izzi Gomez (at Ron Jon Surf Shop)
- 3:00pm – RVCA Men's 'Bangers 4 Bucks' Skate Contest \$2,000
- *Afternoon Time TBA – Quiksilver Boardriders Club Surf Off
- 4:00pm – Billabong Wakeboard Demo

Saturday, March 12th

- 4:30am Check-In Begins/ 6:00am-2:00pm – Ron Jon SUP & Kayak Fishing Tournament (at Cocoa Beach Country Club)
- 7:00am-8:30am – Roxy 5K Run/Walk
- 7:30am-4:00pm – Ron Jon/Quiksilver/Roxy Surf Competitions
- 8:00am Check-In/ 9:00am-3:00pm – Foil Surf Races
- 8:30am-10:00am – Roxy Beachy Yoga
- 9:00am-3:00pm – Oakley/Reef Beach Volleyball High School Challenge

- 10:30am-1:15pm – Billabong Girls Get Out There
- *11:00am-2:00pm – Red Bull Foam Wreckers
- 11:00am – Billabong Wakeboard Demo
- 11:00am-12:30pm – Open Skate
- 12:00pm – Volcom Sea Oat Planting–MOVED TO SUNDAY
- 1:00pm – Ron Jon Women's 'Bangers 4 Bucks' Contest \$2,000
- 12:30pm – Salty Crew Autograph Signing with Pro Surfer, CJ Hobgood (at Ron Jon Surf Shop)
- 1:30pm – Billabong Wakeboard Demo
- 2:00pm-4:45pm – Billabong Girls Get Out There
- 2:00pm-5:00pm – Guy Harvey Meet & Greet (at Ron Jon Surf Shop)
- 3:00pm – RVCA Men's 'Bangers 4 Bucks' Skate Contest \$2,000
- 4:00pm – Billabong Wakeboard Demo

2023 Beach 'n Boards Fest Projected Costs & Expenses:

***Costs are representative of 2022 event. Actual 2023 costs are expected to be higher due to inflation.**

\$3,745 – Accounting

\$30,000 – Advertising

\$50,000 – Prize money

\$1,500 – Charitable donations for event operational support

\$2,800 – Staff, volunteers, athletes meals

\$14,800 – Event Insurance

\$32,000 – Permitting, City Costs, Police Support, Event Sanctioning & Licensing fees

\$14,200 – General Event Supplies, physical prizes, competition apparel and equipment, etc..

\$6,730 – Staging/Sound for Surf Tower

\$1,000 – Equipment maintenance

\$20,844 – Equipment Rentals (skateboard ramp, wakeboard tank, ATVs, Storage PODS, etc..)

\$30,000 – Staffing/Professional fees

\$10,900 – Hotel costs for staff, judges, referees, surfing officials

\$7,500 – Miscellaneous costs

\$226, 019.00 -- Projected Costs

Projected Revenue Range: \$110,000 -- \$140,00

****This event has no gate and is dependent on sponsorships.**

Attachment #2

Beach 'n Boards Fest Plan / March 8-12, 2023

2023 marks the 10th year that Beach 'n Boards Fest will be held in Cocoa Beach.

The five-day-long event is held Wednesday through Sunday and is the nation's premiere Active Lifestyle Spring Break Destination Event. It is an alcohol and tobacco-free event, has no admission fee and is family friendly.

Beach 'n Boards Fest has always been held at Shepard Park and at the Cocoa Beach kayak launching areas by the Aquatic Center and showcases many of the recreational activities and sports that can be enjoyed along the Space Coast. These include the following:

- Richest and largest World Surfing League-sanctioned professional surfing contests in Florida
- (One Elite Male Qualifying Event, One Elite Female Qualifying Event, One Male Junior Pro and One Female Junior Pro). The Junior Pro events are the biggest on the U.S. East Coast and on par with the biggest and richest in the United States. Athletes travel from the East Coast, California, Hawaii, Japan, Europe and Central and South America to compete in our events.
- The biggest high school girls beach volleyball tournament in the state.
- The biggest and richest Kayak and Stand-up Paddleboard fishing tournament in Florida.
- The only hydrofoil board race on the East Coast.
- Kiteboard races.
- Stand-Up Paddleboard races and demos.
- Wakeboard exhibitions with many of the world's top wakeboarders. We build a 240' x 40' tank with ramps and rails in the parking lot of Shepard Park.
- High School and Collegiate skateboard competitions featuring both half-pipe and street skating.
- A low-tide 5k beach run and walk.
- Yoga clinic with 200 participants.

Target markets for Beach 'n Boards Fest are not only high schools and colleges throughout Florida and the Southeastern United States but also families as Beach 'n Boards Fest is completely alcohol and tobacco-free.

The event has a strong focus on sustainability and is timed to coincide with the most popular week for college Spring Breaks, with an emphasis placed on schools such as UCF, USF and UF.

Several types of media are used to market Beach 'n Boards Fest; including:

- Billboards
- Banner-flying airplanes
- Digital and print college newspaper ads
- Target digital marketing via Face Book, Instagram, SnapChat and other social media.
- Geo Targeted ads in days before and during the event
- More than 100,000 marketing cards are also distributed throughout Central Florida months before the actual event.

Beach 'n Boards Fest is held during a busy time of the year on the Space Coast, but it provides something for people to not only make a special visit to attend but also something to do for those who are already here on holiday or those who live here. Over the past few years, the event has each year attracted about 40,000 to 50,000 attendees.

FY 22-23 Sports Event Grant Program

Score Sheet

Event Name: ACS Gateway to Space Race

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?7/10

(Use points scale below for scoring guidance)

0-2 times: 10 points

X 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 (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?...../10

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

Quality of Proposed Event (20 points total)

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

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 ____

Sports & Events Grant Program Application FY22-23

Response ID:3 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Gateway to Space 5K/10K

3. (untitled)

2. Applicant Contact Information-

Organization Name

American Cancer Society

First Name

Cheryl

Last Name

Sullivan

Job Title

Senior Development Manager

Mailing Address

12810 USF Magnolia Dr

Apt/Suite/Office

SK# 3MK7Y6

City

Tampa

State

FL

Zip

33612

Country

Email Address

Cheryl.Sullivan@cancer.org

Phone Number

3863373952

Mobile Phone

7725300677

Website URL

<https://runsignup.com/Race/FL/MerrittIsland/GatewaytoSpaceRace5K10K>

Website URL

4. (untitled)

3. **Event Information-**

How many days will your event be held?

1

4. **Event Information-**

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

03/11/2023

5. (untitled)

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

The American Cancer Society brings the fight against cancer to the historic Launch and Landing facility (formerly known as the Shuttle Landing Facility) at Kennedy Space Center through Gateway To Space 5k and 10k. Race participants will be escorted to the LLF from the KSC Visitors Complex. Participants must be 12 years of age on race day and a US citizen. No spectators are allowed at this time. All participants will receive a t-shirt, finisher medal and age group awards will be given out. This event draws participants from all over the US.

6. (untitled)

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

Space Florida Launch and Landing Facility, KSC

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

Yes

7. **Estimated Event Attendance**

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

How many total participants are expected to attend your event?

Out-of-State Participants : 200
Overnight In-State Participants : 200
Day Trip In-State Participants : 600

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 0
Overnight In-State Spectators : 0
Day Trip In-State Spectators : 0

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

How many total Media are expected to attend your event?

Out-of-State Media : 0
Overnight In-State Media : 1
Day Trip In-State Media : 1

8. (untitled)

11. How much event grant support are you requesting?

7500

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)
Marketing and public relations
Non-monetary awards (medals, ribbons, plaques, etc)
Promotions

9. (untitled)

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

201

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

Yes

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

To date, TownePlace Suites by Marriott Titusville.

10. (untitled)

16. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

[2022_-_3-Event_History.pdf](#)

11. (untitled)

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

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

Yes

12. (untitled)

18.

ATTESTATION

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

A handwritten signature in black ink, appearing to read "Cheryl Sullivan". The signature is fluid and cursive, with the first name "Cheryl" and last name "Sullivan" clearly distinguishable.

Signature of: Cheryl Sullivan

13. (untitled)

19. **SPECIAL MESSAGE:**

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

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

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[G2S_Site_Maps.pdf](#)

[GTS_2023_Event_Plan.pdf](#)

[GTS_2023_Event_Budget.docx](#)

[G2S_Marketing_Plan.pdf](#)

15. Thank You!

New Send Email

Apr 21, 2022 18:36:13 Success: Email Sent to: Cheryl.Sullivan@cancer.org

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 – **2022 Gateway to Space 5K/10K, LLF, Kennedy Space Center**

Reference name & contact information –

Jimmy Moffitt

Senior Director, Launch and Flight Operations Space Florida

JMoffitt@spaceflorida.gov

Total out-of-county participates - 515

Total number of room nights – per surveys, 188 hotel, 76 Air BNB, 42 Friend/Family or would not state hotel

Previous location & dates – **Making Strides of Brevard Cancer Walk, The Avenue Viera 10/22/2022**

Reference name & contact information –

Michelle Reyes

Marketing Director

2261 Town Center Ave, Ste 113

Viera, FL 32940

O: 321-634-5390 x9

Total out-of-county participates 90

Total number of room nights - Do not track for this event as this is primarily a local event.

Previous location & dates – **2021 Gateway to Space 5K/10K, 09/18/2021**

Reference name & contact information –

Jimmy Moffitt

Senior Director, Launch and Flight Operations Space Florida

JMoffitt@spaceflorida.gov

Total out-of-county participates - 642

Total number of room nights - per surveys, 136 hotel, 40 AirBNB, 48 Friend/Family, 7 would not specify hotel, just city.

Parking and Registration – KSC Visitor Complex. Participants will catch bus here to LLF



Start/Finish Line and Sponsor Area



Race Route – on Shuttle Landing Strip



2023 Gateway to Space

Event Plan

April 2, 2022

- NEW Website launches and Registration Opens for 2023 event
- Incentive to register for 2023 at the 2022 event – Discount and branded item

June 1, 2022

- Direct mail campaign to past participants and Running Clubs in the Southeast

November 2022 – Exact dates to TBD

- Nationwide Social Media Campaign #1 - 2-3 promotional videos created with \$1500 budget

February 2023 – Exact dates to TBD

- Nationwide Social Media Campaign #2 - 2-3 promotional videos created with \$1500 budget
- SMS text messaging campaign to Nationwide Endurance participants (20,000+)

March 09, 2023

- 10:00am-6:30pm – Packet Pick Up Opens, light food and Mission information booth. Raffles throughout the day

March 10, 2022

- Addition of group dinner/social hour this year – in planning stages, details to come

Saturday, March 11, 2023 – Gateway to Space 5K-10K

- 4:30 AM: Set Up Begins (LLF and KSCVC)
- 5:30 AM: Packet Pickup Opens (Kennedy Space Center Visitor Complex)
- 6:00 AM: Park and Security Check-in Opens (KSCVC)
- 7:00 AM: Last Bus to Launch and Landing Facility Departs
- 8:00 AM: 5K/10K Start
- 9:00 AM: Awards and Busses begin to transport participants back to KSCVC
- 11:00 AM: Clean up

March 11, 2022

- Addition of group add-on package this year – Tour of KSC Visitor Complex. Tickets good for 1 week to encourage additional time in the area.

2023 Gateway to Space

Event Budget

EXPENSE	Est. Cost	Actual Cost
Race Medals	\$6,000	
Participant Shirts	\$6,000	
Transportation and Security	\$10,000	
Portable Toilets /Tables /Tents	\$2,000	
Printed Marketing Materials	\$1,000	
Online Marketing and Ads	\$5,000	
Race Management Fees	\$7,500	
Staff Hotel	\$1500	
Estimated Total	\$39000	
REVENUE		
Race Fees	\$64,000	
Fundraising	\$13,000	
Matching Gift	\$2,000	
Sponsorship	\$20,000	
Grants/Other	\$10,000	
Estimated Gross Total/Goal	\$109,000	

American Cancer Society



GATEWAY TO SPACE 5K/10K

2023 Marketing Plan

Background Information:

- This will be the 7th year of this event. ACS partners with Space Florida to hold this exclusive event on the Shuttle Landing Site. While numbers were down slightly due to COVID, we still averaged 1000 participants. Pre-COVID averaged 1500 participants and raised \$100,000 each year.

Objective:

- The Gateway to Space 5K/10K is a fundraising event to raise money to support the American Cancer Society's mission: to save lives, celebrate lives and lead the fight for a world without cancer. Our fundraising events are key to fighting for our mission and building a supportive cancer community. Our community events and patient services are funded entirely by donations, sponsorships and grants.

Goal:

- The Goal for 2023 is to raise \$109,000 gross with 1200 participants.

Strategy:

- Implemented 3 and 5 year plans to return to pre-covid numbers and increase to a 2500 participant event (max allowed by Space Florida). Marketing efforts will increase from a Regional to National level and we have transitioned into the ACS Determination (Endurance) Division giving us more national exposure. ACS Determination partners with major events such as the Boston, Chicago and New York marathons, the Disney Series and more. In addition to our past email, social media and direct mail campaigns, we will add SMS and TV and Video media campaigns. Initial 2023 campaign will start with a \$2500 budget with adjustments as needed based on results of trials in other areas and open slots needing to be filled.
- Plan to add additional events on Friday and throughout the weekend to encourage families participation. We will offer an add-on for discounted tickets to Kennedy Space

Center Visitors Complex that will be good for one week. Additionally, a group social and light dinner will take place on Friday evening prior to the event making this a destination weekend, not just a morning race.

FY 22-23 Sports Event Grant Program

Score Sheet

Event Name: Softball Magazine Spring Training 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? 7/10

(Use points scale below for scoring guidance)

0-2 times: 10 points

X 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 (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?..... /10

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

Quality of Proposed Event (20 points total)

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

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 ____

Sports & Events Grant Program Application FY22-23

Response ID:5 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Softball Spring Training

3. (untitled)

2. Applicant Contact Information-

Organization Name

Softball Magazine

First Name

Gene

Last Name

Smith

Job Title

President

Mailing Address

398 Barton Blvd.

Apt/Suite/Office

Office

City

Rockledge

State

FL

Zip

32955

Country

Email Address

gene.smith@softballmag.com

Phone Number

321-453-3711

Mobile Phone

321-432-4444

Website URL

www.softballspringtraining.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

4

4. Event Information-

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

03/15/2023

5. (untitled)

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

Softball Magazine's Spring Training is an event open to adults from 18 years of age and up. It is four (4) days of softball instruction, scrimmage games, contest and overall softball fun for all the attend. We have all the major vendors of the bat and ball industry attend along with their factory players and representatives. We call it sun fun and softball for four days in beautiful Brevard County!

6. (untitled)

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

Space Coast Complex - Viera, FL

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

Yes

7. Estimated Event Attendance

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

How many total participants are expected to attend your event?

Out-of-State Participants : 300

Overnight In-State Participants : 50
Day Trip In-State Participants : 25

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 200
Overnight In-State Spectators : 25
Day Trip In-State Spectators : 25

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

How many total Media are expected to attend your event?

Out-of-State Media : 0
Overnight In-State Media : 0
Day Trip In-State Media : 0

8. (untitled)

11. How much event grant support are you requesting?

7500.00

12. What is the purpose of the financial support?

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

9. (untitled)

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

750

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

No

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

10. (untitled)

15. 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

[SST23_3Years.pdf](#)

11. (untitled)

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

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

Yes

12. (untitled)

17.

ATTESTATION

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



Signature of: Gene Smith

13. (untitled)

18. **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.

Hi Erinn! If I missed anything please let me know.

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[SST23_Event_Location_Map.pdf](#)

[SST23_Event_Marketing_Plan.pdf](#)

[SST23_Event_Plan_Timeline.pdf](#)

[SST23_Event_Budget.pdf](#)

15. Thank You!

New Send Email

Apr 24, 2022 12:03:48 Success: Email Sent to: gene.smith@softballmag.com



Re: Softball Magazine's 2020 Softball Spring Training

This report is for Softball Magazine's 2020 Adult Softball Spring Training hosted in Viera, FL, March 4-7 & March 11-14, 2020. The event was open to adult men and women of ages 18 to 80 who play softball and are looking to improve their softball skills and enjoy a week away in beautiful Brevard County, Florida.

Event Facts:

Event Date: Wk#1 March 4-7 & Wk#2 March 11-14, 2020

Participants = Adult men & women from all over the nation.

Camp Participants = 300

Total Room Nights = 996 Room Nights

Brevard County's Space Coast Office of Tourism logos/marks on all promotional material, electronic media and print media related to the events.

Re: Softball Magazine's 2021 Softball Spring Training

This report is for Softball Magazine's 2021 Adult Softball Spring Training hosted in Viera, FL, March 10-13 & March 17-21, 2021. The event was open to adult men and women of ages 18 to 80 who play softball and are looking to improve their softball skills and enjoy a week away in beautiful Brevard County, Florida.

Event Facts:

Event Date: Wk#1 March 10-13 & Wk#2 March 17-21, 2021

Participants = Adult men & women from all over the nation.

Camp Participants = 150

Total Room Nights = 686 Room Nights

Brevard County's Space Coast Office of Tourism logos/marks on all promotional material, electronic media and print media related to the events.

Re: Softball Magazine's 2022 Softball Spring Training

This report is for Softball Magazine's 2022 Adult Softball Spring Training hosted in Viera, FL, March 16-19, 2022. The event was open to adult men and women of ages 18 to 80 who play softball and are looking to improve their softball skills and enjoy a week away in beautiful Brevard County, Florida.

Event Facts:

Event Date: Wk#1 March 16-19, 2022

Participants = Adult men & women from all over the nation.

Camp Participants = 200

Total Room Nights = 582 Room Nights

Brevard County's Space Coast Office of Tourism logos/marks on all promotional material, electronic media and print media related to the events.



Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

April 21, 2022

Re: Softball Magazine's 2023 Softball Spring Training Location

Location: Space Coast Complex
5800 Stadium Parkway
Melbourne, FL 32940





Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

April 21, 2022

Re: Softball Magazine's 2023 Softball Magazine's Event Plan

We start promoting the event as soon as the prior years events wrap up. We started last week (April 18) by sending everyone who attended the SST22 events a link to the photo gallery from the week they attended. It allows them to relive their experience, use and share the photos as they wish and it begins the promotional push towards next years events. Registration for the 2023 event will open early September but we continue to advertise and promote to our base leading up to the day registration opens. We actually turn the first day registration opens into a fun day of “Opening Day” winners. We do fun stuff and giveaways to the first person to register or the first coupe to sign up or the person traveling the furthest to spring training. We will continue to advertise and promote the 2023 events to our current base along with utilizing resources and partnerships within our industry and event partners to maximize the events exposure.

We have been and will continue to invest more resources in our digital as we have seen this past year's growth double. With the recent times more players have been receiving their information on line.

Along with the digital ad placements of the event we link the story and photo gallery to one of Eblast sends to our base of 53k and we have seen very good results. We will begin a monthly leading into a bi-weekly Eblast sends as we get closer to the event .

Spring Training 2023 Event Date:
March 15-18, 2023

Overall plan is to do what has been successful for both Softball Magazine and Brevard County for the past 25 years while introducing thousands a year to all the Space Coast has to offer.

SST'23
Gene Smith



Spring Training 2023 budget:

Description:	Expense
Field Cost	\$4,000.00
Lunches & Drinks	\$6,000.00
Insurance	\$750.00
Sprg T-Shirts	\$1,200.00
Truck lease	\$250.00
Instructor Exp	\$500.00
Instructor Labor	\$2,000.00
Instructor Room	\$1,200.00
Staff Rooms	\$2,500.00
Copies	\$125.00
Truck Gas	\$150.00
Labor	\$5,000.00
Home Depot	\$200.00
Awards Hats & Visors	\$250.00
Dudley Award Balls	\$200.00
Tickets & Wrist Bands	\$125.00
Freight	\$650.00
Advertising	\$7,500.00
Cost	Totals \$32,600.00

Income:	
Entry Fees	\$54,000.00
County Spon	TBD
Apparel Sales	\$350.00
Income:	Totals \$54,350.00

Event has no sponsorship or additional income.

Revenues are from camp entries/registrations and apparel sales in our vendor booth.



Media Exposure Summary:

Softball Magazine's Adult Softball Spring Training 2022 was the events 18th year! The promotion and media exposure for the event is year round. Since the event is one of the publications and industries premier events there is exposure from all of the supporting partners/vendors as well.

Through websites, social media, photo galleries, event advertising and email sends the event is promoted worldwide annually.

Media Links:

www.softballspringtraining.com

www.softballmag.com

www.seniorsoftballcamp.com

<https://www.facebook.com/groups/SoftballMagazineCamps/>

<https://www.bluetoad.com/publication/?i=666047&ver=html5&p=16>