



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.2.

11/10/2020

Subject:

Approval of the FY 2020-2021 Sport Events Grant Program Guidelines and Grants.

Fiscal Impact:

FY2020-2021: \$94,000.00 for the listed grants is budgeted in the Marketing fund #1441/293050

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Board of County Commissioners approve the Tourist Development Council FY 2020-2021 Sport Events Grant Program Guidelines including insurance requirements language and anti-lobbying statement. It is also recommended that the Board approve funding of the following FY 2020-2021 Sports Grant applications as well as make the necessary legislative findings:

- \$12,000.00 to Florida Sports Foundation Senior Games (12/3/2020 - 12/14/2020)
- \$10,500.00 to Swish Baseball Spring League (2/21/2021 - 3/7/2021)
- \$9,000.00 to the 57th Annual Easter Surf Festival 4/2/2021 - 4/4/2021)
- \$20,000.00 to the Eastern Surf Association's Southeast Regional Surfing Championship (4/16/2021 - 4/18/2021)
- \$5,000.00 to the 12th Annual Cocoa Beach Triathlon & Duathlon (4/18/2021)
- \$2,500.00 to the Florida Flag Football Association Tournament (5/1/2021 - 5/2/2021)
- \$20,000.00 to Thunder of Cocoa Beach Super Boat Race (5/20/2021 - 5/23/2021)
- \$5,000.00 to the Florida Flag Football Association AAU National Championships (7/10/2021 - 7/11/2021)
- \$2,500.00 to the Florida Flag Football Association Tournament (8/7/2021 - 8/8/2021)
- \$7,500.00 to the Rich Salick Pro-Am Surf Fest (9/4/2021 - 9/6/2021)

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

Summary Explanation and Background:

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

The Sports Committee at their October 21, 2020 meeting and the Tourist Development Council at their October 28, 2020, meeting recommended the Board approve the recommended FY 2020-2021 Sports & Events Grant Program Guidelines including insurance requirements language and anti-lobbying statement addition and the recommended FY 2020-2021 Sports & Events Grant Cycle #2 Awards as well as make the necessary legislative findings. Due to event cancellations related to COVID-19, a total of \$29,883.00 awarded during Cycle #1 is being forfeited by event organizers and has been reallocated to events awarded during Cycle #2. Matching grants from the Florida Sports Foundation will be applied for which may account for up to \$28,000.00 in additional funding to be reimbursed to the Tourism Development Office.

Clerk to the Board Instructions:

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





November 12, 2020

MEMORANDUM

TO: Peter Cranis, Tourism Development Director

RE: Item J.2. Approval of the FY 2020-2021 Sport Events Grant Program Guidelines and Grants

The Board of County Commissioners, in regular session on November 10, 2020, approved the Tourist Development Council FY 2020-2021 Sport Events Grant Program Guidelines, including insurance requirements language and the anti-lobbying statement; approved the legislative finding that Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3, §, and Section 102-119(3)a, (5)a, and (6)a of the Brevard County Code of Ordinances; approved legislative findings, approved funding of the following FY 2020-2021 Sports Grant Applications:

- \$12,000 to the Florida Sports Foundation Senior Games (12/3/2020 – 12/14/2020)
- \$10,500 to the Swish Baseball Spring League (2/21/2021 – 3/07/2021)
- \$9,000 to the 57th Annual Easter Surf Festival (4/2/2021 – 4/4/2021)
- \$20,000 to the Eastern Surf Association's Southeast Regional Surfing Championship (4/16/2021 – 4/18/2021)
- \$5,000 to the 12th Annual Cocoa Beach Triathlon and Duathlon (4/18/2021)
- \$2,500 to the Florida Flag Football Association Tournament (5/1/2021 – 5/2/2021)
- \$20,000 to the Thunder of Cocoa Beach Super Boat Race (5/20/2021 – 5/23/2021)
- \$5,000 to the Florida Flag Football Association AAU National Championships (7/10/2021 - 7/11/2021)
- \$2,500 to the Florida Flag Football Association Tournament (8/7/2021 – 8/8/2021)
- \$7,500 to the Rich Salick Pro-Am Surf Fest (9/4/2021 – 9/6/2021);

and authorized you to negotiate and sign all necessary grant agreements, upon County Attorney and Risk Management approval, and related documents to support the grants.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK


Kimberly Powell, Clerk to the Board

/cld

cc: County Attorney
Risk Management
Budget Office
Finance



**BREVARD COUNTY
OFFICE OF TOURISM**

**Guidelines
SPORTS & EVENTS
GRANT PROGRAM**

FY 2020-2021

SPORTS & EVENTS GRANT PROGRAM

FISCAL YEAR 2020-2021

1.0 INTRODUCTION & BACKGROUND

Tourism Development Council Mission Statement:

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

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

2.0 ELIGIBILITY

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

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

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

Funding may be used for the following:

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

Funding may not be used for the following:

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

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

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

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

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

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

3.0 AVAILABLE FUNDING

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

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

The TDO reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on TDC recommendations, not meeting at least 80% of room night projections, funding availability, or number and quality of requests submitted.

4.0 ELIGIBLE USE OF FUNDS

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

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

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

5.0 GRANT IMPACT, SUPPORT & BIDDING

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

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

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

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

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

6.0 APPLICATION SUBMITTAL PROCEDURES

The event organizer/grantee must complete the on-line application and attachments. Grant

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

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

7.0 EVALUATION PROCEDURES

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

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

8.0 FLORIDA'S SPACE COAST BRAND INCLUSION

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

Space Coast logo must be included in all display advertising, printed collateral, email marketing, etc... The logo must be easily legible and should be displayed in a manner which does not distort or warp the original logo file. Logo usage standards will be provided to grantees/event organizers as well as high resolution logo files to be included in event materials.

9.0 REPORTING REQUIREMENTS

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

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

Post- Event Reporting

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

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

10.0 REIMBURSEMENT & PAYMENT REQUIREMENTS

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

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

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

11.0 ANTI-LOBBYING STATEMENT

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

| SPORTS GRANT CYCLE #2 FY20-21 | | | | |
|--|--|-------------------------|------------------------------|-------------------------------|
| Name of Event | Event Organizer | Date(s) of Event | Projected Room Nights | Sports Committee Award |
| 2-1 Swish Baseball Spring League | Prospect Dugout, LLC | 2/21/2021 - 3/7/2021 | 1550 | \$10,500.00 |
| 2-2 57th Annual Easter Surf Fest | Brevard Humane Society | 4/2/2021 - 4/4/2021 | 600 | \$9,000.00 |
| 2-3 ESA Southeast Regional Surfing Championship | Eastern Surfing Association | 4/16/2021 - 4/18/2021 | 3880 | \$20,000.00 |
| 2-4 12th Annual Cocoa Beach Triathlon & Duathlon | Smooth Running, LLC | 4/18/2021 | 200 | \$5,000.00 |
| 2-5 Florida Flag Football | Florida Flag Football | 5/1/2021 - 5/2/2021 | 400 | \$2,500.00 |
| 2-6 Thunder on Cocoa Beach Super Boat Race | Space Coast Super Boat LLC | 5/20/2021 - 5/23/2021 | 1600 | \$20,000.00 |
| 2-7 Florida Flag Football AAU National Championships | Florida Flag Football | 7/10/2021 - 7/11/2021 | 1000 | \$5,000.00 |
| 2-8 Florida Flag Football | Florida Flag Football | 8/7/2021 - 8/8/2021 | 300 | \$2,500.00 |
| 2-9 National Kidney Foundation Rich Salick Pro-Am Surf Fest | National Kidney Foundation of Florida, Inc | 9/4/2021 - 9/6/2021 | 450 | \$7,500.00 |
| | | | | \$82,000.00 |

FY20-21 Sports Grant Cycle #2 Scoring

| | 2-1 Swish Baseball Spring League | 2-2 57th Annual Easter Surf Festival | 2-3 ESA Southeast Regional Surf Championships | 2-4 12th Annual Cocoa Beach Triathlon & Duathlon | 2-5 Florida Flag Football May 2021 | 2-6 Thunder on Cocoa Beach Super Boat Race | 2-7 Florida Flag Football AAU Nat'l Championship | 2-8 Florida Flag Football August 2021 | 2-9 National Kidney Foundation Rich Salick Pro-Am Surf Fest |
|---|----------------------------------|--------------------------------------|---|--|------------------------------------|--|--|---------------------------------------|---|
| Michelle Martindale | 50 | 86 | 82 | 86 | 55 | 95 | 80 | 77 | 89 |
| Brian Anderson | 82 | 93 | 93 | 93 | 91 | 97 | 83 | 83 | 100 |
| Kevin Cedik | 52 | 75 | 66 | 58 | 62 | 76 | 60 | 62 | 75 |
| Bill Jurgens | 87 | 90 | 93 | 93 | 89 | 93 | 85 | 89 | 100 |
| Jelma Teixeira | 64 | 65 | 71 | 62 | 45 | 70 | 46 | 44 | 67 |
| Jeff Whitehead | 60 | 89 | 91 | 89 | 67 | 97 | 67 | 67 | 96 |
| Joe Shanks | 57 | 84 | 68 | 84 | 58 | 88 | 74 | 70 | 71 |
| Abstained: Rusty Buchanan & Kayla Herston | | | | | | | | | |
| Score Total | 452 | 582 | 564 | 565 | 407 | 616 | 495 | 492 | 598 |
| Average Score | 64.57 | 83.14 | 80.57 | 80.71 | 66.71 | 88.00 | 70.71 | 70.29 | 85.43 |

2020 Florida Senior Games





The Florida Senior Games allows participants, age 50 and over, the opportunity to become a more fit and healthy person through athletic competition.

Besides the fitness opportunity, senior athletes are able to spend time with others on the field of play and create a new social network and friends.





The Florida Senior Games offers 22 sports and events with a wide range of talents and skills.

| | | |
|----------------------------|-----------------------|------------------------|
| Archery | Golf | Shuffleboard |
| Badminton | Pickleball | Softball |
| Bag Toss | Powerlifting | Swimming |
| Basketball 3-on-3 | Power Walk | Table Tennis |
| Basketball Shooting | Race Walk | Tennis |
| Bowling | Racquetball | Track and Field |
| Cycling | Road Race – 5K | Volleyball |

Events in red are hosted in Brevard County in 2020.



Based on the last three Senior Games, these are the projected number of athletes to compete:

- **Bowling (Team & Individual): 225**
- **Golf: 150**
- **5000-meter Race Walk/ Power Walk: 50**
- **5K Road Race: 130**
- **Swimming: 160**
- **Track and Field: 300**



Working Together for a Bigger Cause

Partnership Benefits:

- **The Foundation maintains a nationwide database of participants.**
- **Communities that host games will have athletes from around the nation visiting their communities, staying in hotels and utilizing local amenities.**
- **Some events are scheduled on weekdays, which increases local business during non-peak times.**



Working Together for a Bigger Cause

Partnership Benefits:

- The Foundation values our relationships with local communities and will often return to communities to host future events.
- Providing high quality sports experiences for athletes of ages, in communities throughout Florida, in central to our mission.

Florida's sports industry creates over \$57.4 billion in economic impact, provides over 580,000 jobs for its citizens, and attracts 16 million out of state visitors every year.

Competition and Motor Skills

Focus and Accuracy

**Archery, Bag Toss, Basketball Shooting, Bowling, Golf,
Shuffleboard**

Stamina

**Cycling, Power Walk, Race Walk, Road Race, Swimming,
Track and Field**

Competition and Motor Skills

Racquet Sports

Badminton, Pickleball, Racquetball, Table Tennis, Tennis

Strength

Powerlifting, Track and Field

Team Sports

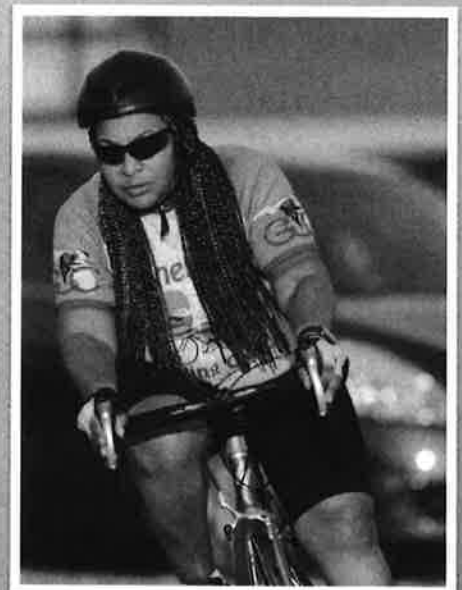
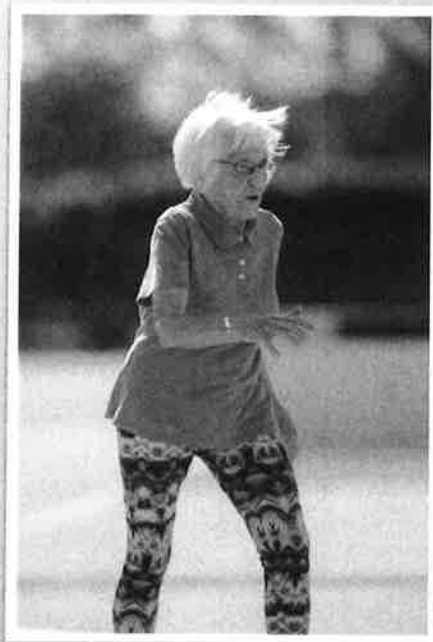
3-on-3 Basketball, Team Bowling, Softball, Volleyball



**COME PLAY
IN FLORIDA**

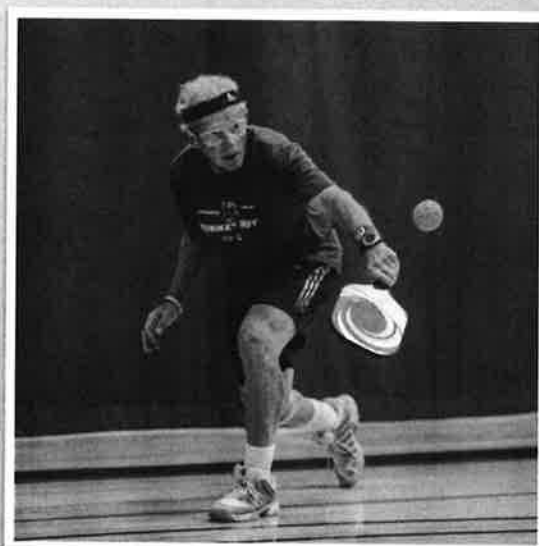
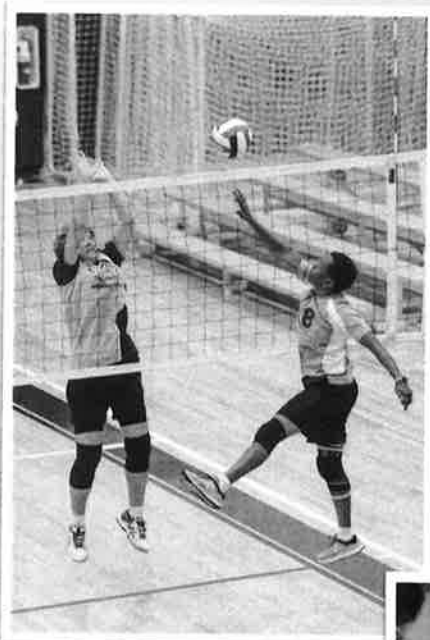
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**Be a more fit and healthy person through
athletic competition.**



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**COME PLAY
IN FLORIDA**
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Florida Senior Games Locations 1992-2020

1992-94: Bradenton

1995-96 / 1999-2000: Kissimmee/St. Cloud

1997-98: Sarasota

2001-02 / 2011-12: Polk County

2003-05: The Villages

2006-10 / 2013-14: Lee County

2015-18: Clearwater/Pinellas County

2019: Greater Fort Lauderdale/Broward County

Over 50,000 athletes since 1992



Recent National Senior Games Locations

2021: Fort Lauderdale, Florida

2019: Albuquerque, New Mexico

2017: Birmingham, Alabama

2015: Minneapolis, Minnesota

2013: Cleveland, Ohio

2011: Houston, Texas

2009: San Francisco Bay Area

2007: Pittsburgh, Pennsylvania

2005: Louisville, Kentucky

2003: Hampton Roads, Virginia

2001: Baton Rouge, Louisiana.



Connect with others socially on the field of play.



The Florida Senior Games give our senior aged athletes the ability to continue pursuing a healthy and active lifestyle throughout competition.





**COME PLAY
IN FLORIDA**

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**Competitors have the opportunity to travel
to other sites and compete with friends and
make new friends that last a lifetime.**



PLAYINFLORIDA.COM



Thank You for Your Support!!!

Questions??

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