



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Consent

F.11.

5/26/2022

Subject:

Approval, Re: Tourist Development Council (TDC) FY 2022-2023 Tourism + Lagoon Grant Program Funding, Guidelines, Application and Committee Scoresheet.

Fiscal Impact:

FY 2022-2023: Program funding of \$1,000,000 (less \$60,657 for multi-year commitment for a total of \$939,343 available funding) from the TDC Beach Improvement fund # 1442

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Brevard County Board of County Commissioners approve the Tourist Development Council FY 2022-2023 TDC Tourism + Lagoon Grant Program Guidelines, Application and Committee Scoresheet.

It is also requested that the Board approve funding of the FY 2022-2023 Tourism + Lagoon Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences.

Further, request that the Board make the legislative findings: (1) the Indian River Lagoon is an estuary with multiple public access points for tourism purposes and a long history of use by tourists, and (2) each project specifically improves, maintains, re-nourishes, restores, protects or assists with erosion control in either the Indian River, the Banana River, or the Mosquito Lagoon (all part of the Indian River Lagoon); and (3) each project is authorized purpose for the expenditure of Tourist Development Tax revenue under section 125.0104 (5)(a)5, Florida Statutes and section 102119(4)(a) of the Brevard County Code of Ordinances.

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

Summary Explanation and Background:

These funds are put in place each fiscal year for projects approved by the TDC Beach Improvement Committee, the Tourist Development Council, and the Brevard County Board of County Commissioners. These Tourism + Lagoon Grant projects are verified by the County Attorney's Office to be viable projects to receive support with Tourist Development Tax dollars per State Statute and local ordinance. Reimbursable grant awards are available to support projects that benefit tourism on the Space Coast and promote the health of the Indian River Lagoon. Tourism + Lagoon Grant Program projects are approved and supported through the Beach Improvement Committee plan will serve as safe, world-class projects to support the health of the Indian

River Lagoon and promote tourism to the Space Coast and are open and available to tourists, visitors and the community.

The Beach Improvement Committee at their March 29, 2022 meeting, and the Tourist Development Council at their April 27, 2022 meeting, voted unanimously to recommend the Board approve the FY 2022-2023 TDC Tourism + Lagoon Grant Program Funding, Guidelines, Application and Committee Scoresheet as well as make the necessary legislative findings. A summary of the revisions to the Tourism + Lagoon Grant Program Application, Guidelines and Scoresheet are:

- Page 6 of the TDC Tourism + Lagoon Grant Program Guidelines - Addition - 9.0 Terms and Conditions of Grant Awards, #5 & 6
- Fiscal year date changes on pages 1,2,3,5, and 6 of the TDC Tourism + Lagoon Grant Program Guidelines.
- Fiscal year date changes on pages 1,4, 6 of the TDC Tourism + Lagoon Grant Program Application.
- Fiscal year date change on page 1 of the TDC Tourism + Lagoon Grant Program Scoresheet.

Clerk to the Board Instructions:

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





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

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

May 27, 2022

MEMORANDUM

TO: Peter Cranis, Tourism Development Office Director

RE: Item F.11., Tourist Development Council (TDC) FY 2022-2023 Tourism + Lagoon Grant Program Funding, Guidelines, Application, and Committee Scoresheet

The Board of County Commissioners, in regular session on May 26, 2022, approved the Tourist Development Council FY 2022-2023 TDC Tourism + Lagoon Grant Program Guidelines, Application, and Committee Scoresheet; approved funding of the FY 2022-2023 Tourism + Lagoon Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences; granted the legislative findings: (1) the Indian River Lagoon is an estuary with multiple public access points for tourism purposes and a long history of use by tourists, (2) each project specifically improves, maintains, re-nourishes, restores, protects, or assists with erosion control in either the Indian River, the Banana River, or the Mosquito Lagoon (all part of the Indian River Lagoon), and (3) each project is authorized purpose for the expenditure of Tourist Development Tax revenue under Section 125.0104(5)(a)5, Florida Statutes and Section 102-119(4)(a) of the Brevard County Code of Ordinances; and authorized you to negotiate and sign all necessary grant agreements and related documents upon County Attorney Office, Risk Management, and Purchasing Services approval.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

for Donna Scott
Kimberly Powell, Clerk to the Board

/pp

cc: Risk Management
County Attorney
Purchasing
Finance
Budget



**BREVARD COUNTY
SPACE COAST OFFICE OF
TOURISM**

Guidelines

**TOURISM + LAGOON
GRANT PROGRAM**

Fiscal Year 2022-2023

FISCAL YEAR 2022-2023

TOURISM + LAGOON GRANT PROGRAM

1.0 INTRODUCTION & BACKGROUND

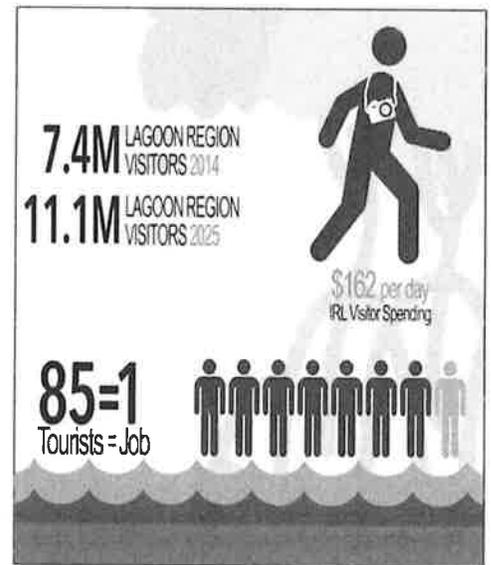
Tourist Development Council (TDC) Mission Statement:

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

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

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

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



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

- Pounds of nutrients (nitrogen/phosphorous/etc.), pollutants, sediments or trash removed from water or land
- Number of/or pounds of derelict vessels removed from the water or shoreline
- Acres or linear feet or habitat restored
- Species and number of fishes, wildlife or plants restocked or recovered
- Number of invasive exotic species removed
- Number of people served by improved public access
- Estimates of economic benefits of project to tourism economy
- Scale of improved public access (area or linear feet), including quantified improvements for ADA

access

The Tourist Development Council (TDC) Beach Improvement Committee will monitor the grant program, with annual approval by the Tourist Development Council. The Tourist Development Council will review and approve the grant program policies, procedures and recommended grant awards. The program will be administered by the Tourism Development Office (TDO) staff.

2.0 APPLICATION PROCESS AND KEY DATES

May 27, 2022	Application Opens
June 1, 2022	Non-Mandatory Virtual Information meeting for applicants, 10am
June 22, 2022	Application Closes NLT 9am
June 22-24, 2022	TDO staff review applications for completeness
June 24, 2022	Applications & Scoresheets submitted to Committee for review & scoring
June 28, 2022	Beach Committee meeting #2, Space Coast Office of Tourism at 2pm
July 15, 2022	Beach Committee Completed Scoresheets due, NLT 9am
July 18, 2022	Beach Committee meeting #3, Space Coast Office of Tourism at 2pm
July 27, 2022	Tourist Development Council meeting, Recommendation + Funding Awards
August 16, 2022	Brevard County Board of County Commissioners Approval
August 17, 2022	Funding notification + execute contracts
October 1, 2022	FY 2022-2023 Project Start Date
September 30, 2023	FY 2022-2023 Project Completion Date

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

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

3.0 ELIGIBILITY

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

1. Be a non-government, non-profit, tax-exempt Florida corporation, as follows:
 - a. Be registered as a not-for-profit corporation pursuant to Chapter 617, Florida Statutes,
 - b. Be established as a tax-exempt organization as defined in Section 501c (3) or (6) of the Internal Revenue Code of 1954,
 - c. Confirm compliance with 5.170 of the Internal Revenue Code, as evidenced by a copy of the IRS determination letter provided by the applicant confirming federal tax-exempt status,
 - d. Provide a copy of organization's certificate of incorporation, or
2. Be a local government within Brevard County, (City, Town and/or the County), or
3. Be an academic institution.

Applicants must also supply required documentation – updated W-9, Certificate of Insurance (COI), and

Proof of Registration with E-Verify.

Note: As envisioned, non-profit and academic organizations are more likely to be awarded grants for smaller projects that are requesting \$50,000 and under. Local governments are envisioned to be more likely to submit larger projects which require a .75:1 match.

4.0 AVAILABLE FUNDS

Tourism + Lagoon Grant Program funds will be available for the fiscal year 2022–2023 for a competitive grant program to fund projects that demonstrate a benefit to the health of the Indian River Lagoon and a positive impact to Brevard County tourism, as described more fully in Section 1.0 of these guidelines.

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

The TDO reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on TDC recommendations, funding availability, or number and quality of requests submitted.

5.0 ELIGIBLE USE OF FUNDS

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

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

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

- Funds may **not** be used to finance projects that are already fully funded and underway, unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may **not** be used for grant applications or routine maintenance.

6.0 MATCH REQUIREMENTS

Eligible projects with a total expected cost that exceeds fifty thousand dollars (\$50,000.00) must provide matching funds at a minimum ratio of .75:1, or \$.75 match for every \$1.00 of grant funding. For example:

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

Cash is preferred but in-kind match will be considered with sufficient documentation. Volunteer labor can be counted as a match at the rate of \$28.54 per hour. Donations of materials can also be counted as a match. Grants requesting \$50,000 or less will be ranked and a level of match will be considered.

7.0 EVALUATION CRITERIA

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

8.0 APPLICATION SUBMITTAL PROCEDURES

Complete the on-line application and attachments (scope of work, project location, budget and schedule). All documentation must be received at the Tourism Development Office no later than June 20, 2022 at 9am to be considered for funding. If you are unable to upload the required supporting documentation within the online application please contact Deborah Webster at Deborah.Webster@VisitSpaceCoast.com. All applications must be completed online. Questions should be made in writing and may be directed to Deborah Webster via email at Deborah.Webster@VisitSpaceCoast.com until the proposal deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held at May 23, 2022 at 10am.

Join Zoom Meeting
<https://us06web.zoom.us/j/84851796576>

Meeting ID: 848 5179 6576
+1 929 205 609

9.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may submit more than one application
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities and expenses must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The start and end dates of the program are intended to be the entire period during which the grant related project is completed and expenses may be spent. Allowable expenses that were incurred from October 1, 2022-September 30, 2023 may be submitted for reimbursement.
4. All projects funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. To qualify for reimbursement, **proof of insurance is required no less than 30 days prior to event start date**, which lists the Brevard County as an additional insured and/or any Brevard County Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.
6. Additional benefits to organizations who are awarded funding;
 - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
 - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
 - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.

Credit Line Usage and Logo Requirement: Any publicity or publications related to projects funded by the Tourism + Lagoon Grant Program shall recognize funding to include Brevard County and Florida's Space Coast Office of Tourism logos and/or the following statement: **Sponsored in part by the Brevard County Board of County Commissioners and the Florida's Space Coast Office of Tourism.**



FUNDED BY
BREVARD COUNTY TOURISM DEVELOPMENT COUNCIL

10.0 ANTI-LOBBYING STATEMENT

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

Tourism + Lagoon Grant Program application 2022-2023

Section #1 – Applicant Information

(1) What is the Project Title? *

(2) Contact Information*

Organization Name: _____

First Name: _____

Last Name: _____

Job Title: _____

Street Address: _____

Apt/Suite/Office: _____

City: _____

State: _____

Zip: _____

Email Address: _____

Phone Number: _____

Mobile Phone: _____

Website URL: _____

(3) Which best describes your organization....*

Government

Non-Profit

Academic Institution

Other - Please specify: _____

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

() Yes

() No

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

Partner Organization Name

(A): _____

Partner Role (A): _____

Match Amount (A): _____

Partner Organization Name

(B): _____

Partner Role (B): _____

Match Amount (B): _____

Partner Organization Name

(C): _____

Partner Role (C): _____

Match Amount (C): _____

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

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

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

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

Yes

No

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

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

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

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

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

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

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

(13) Will your project be 'shovel ready' by October 1, 2022? *

Yes

No

14) Is the design complete?

Yes

No

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

Section #3 - Applicant Capacity and Performance

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

(17) Please provide examples of similar successful projects completed. *

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

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

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

Total Project Cost: _____

Total Grant Request: _____

Total Match: _____

(20) Attestation

(21) SPECIAL MESSAGE:

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

Please label each attachment with the correct attachment number.

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

It is mandatory that all applications are completed online and the required (6) attachments are submitted by uploading with the application or delivered to the Tourist Development Office by 9am on Monday, June 20, 2022. No late arrivals will be accepted.

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

Required Attachments:

Please label each with appropriate Attachment number.

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

**Tourism Development Council
FY 2022-2023 Tourism + Lagoon Grant Program – Evaluation Form**

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

REVIEWER (SIGNATURE):

REVIEWER (PRINT):

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

Project Title:

Project Number:

Project Applicant:

Total Project Cost:

Requested Funding from TDC:

Applicant Match Amount:

Evaluation Criteria	Points Available	Points Earned
---------------------	------------------	---------------

Section 2 - Project Specifics

A. Need and Urgency

Proposal clearly demonstrates the need to implement the project, articulates the project location, why the location was chosen and why the location will achieve success. Is the project location shown on the IRL Watershed Map? Is the project boundary map included?

15

Reviewer: Use the following scoring rubric as a guide

Poorly presented/poor location: 1 - 3 points

Adequate: 4 - 6 points

Good: 7- 9 points

Very Good: 10 – 12 points

Excellent: 13 - 15 points

B.1. Project Alignment with Tourist Development Council Tourism Mission

Project specifically demonstrates a positive impact on Brevard County Tourism. Proposal clearly cites the methodology used to quantify the project’s benefit to tourism.

15

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 1 - 3 points

Adequate: 4 - 6 points

Good: 7 - 9 points

Very Good: 10 – 12 points

Excellent: 13 - 15 points

B.2. Project Alignment with Indian River Lagoon Mission		
Project specifically demonstrates a positive benefit to the health of the Indian River Lagoon. Proposal clearly cites the methodology used to quantify the project’s benefit to the health of the Indian River Lagoon.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
C.1. Project Deliverables and Outcomes – Brevard County Tourism		
Deliverables & outcomes to benefit Brevard County Tourism are clearly stated & achievable. What will be provided at completion of the project? What is being done, how, and by whom?	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
C.2. Project Deliverable and Outcomes – Indian River Lagoon		
Deliverable & outcomes to benefit the Indian River Lagoon are clearly stated & achievable. What will be provided at completion of the project? What is being done, how, and by whom?	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
D. Project Readiness		
Did the applicant clearly address all of the following components: <ul style="list-style-type: none"> • Status of required regulatory permits/approvals • Readiness to seek contract bids and start work • Project start and completion dates, critical project milestones and deliverable dates are identified • Ability to complete within grant period • Project timeline showing the start and completion dates of the project tasks and milestones • Detailed project budget 	15	

Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Section 3 – Applicant Capacity Performance		
Applicant clearly demonstrates expertise, experience and capacity to implement a successful project. Evaluate the qualifications of the project team who will undertake the proposed project. Have examples of similar successful projects been articulated? If there is a match, are letters of commitment for each of the funding partners included? Is the applicant capable of deliverables and reporting requirements?	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1-3 points		
Adequate: 4 - 6 points		
Good: 7-9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
PROPOSAL SCORE (Maximum 105 points)	105	
Section 4 - Project Funding		
A. Leveraging with Matching Funds – Bonus Points		
If project request is less than \$50,000, no match is required and there are no bonus points. There is a 5-point bonus for project requests of less than \$50,000 if there is a match of more than 25%. There is a 10-point bonus for project requests less than \$50,000 if the match is more than 50%. If a project is over \$50,000 there must be a match, the minimum match is 0.75:1. There is a 15-point bonus for project requests over \$50,000 if the match is 1:1. There is a 20-point bonus if the match is over 1.5:1.	20	
Proposal Score	105	
Bonus Points Total	20	
TOTAL	125	