



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - Community Services Group

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J.3.

4/6/2021

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### Subject:

Approval, re: FY 2021-2022 Sport Events Grant Program Funding, Guidelines, Application and Committee Score Sheet and approve two event date postponements from the FY20-21 grant cycle

### Fiscal Impact:

FY2021-2022: \$250,000 with an estimated \$50,000 in matching state funds for the grants to be awarded is budgeted in the Marketing fund #1441/293050.

### Dept/Office:

Tourism Development Office

### Requested Action:

It is requested the Board of County Commissioners approve the Tourist Development Council FY 2021-2022 Sport Events Grant Program Guidelines, Application and Committee Score Sheet

It is also requested that the Board approve funding for the grant cycles for the FY 2021-2022 Sports & Events Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences, as well as make the necessary legislative findings (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).

Further, it is requested that the Director, Tourism Development Office (TDO) be authorized to negotiate and sign all necessary grant agreements and related documents to support the grants for applications that receive future approval as the grant cycle commences for FY21-22.

In addition, it is requested that the Director, TDO be authorized to negotiate and sign all necessary grant agreements and related documents for two events from the FY20-21 grant cycle which were previously approved, but postponed their event dates due to COVID-19. Those events are the Phoenix Cup Soccer Tournament and the Gateway2Space 5k footrace.

### 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 March 3, 2021 meeting and the Tourist Development Council at their March 24, 2021, meeting recommended unanimously that the Board approve the recommended FY 2021-2022 Sports & Events Grant Program Guidelines, Application and Score Sheet. The attached PowerPoint highlights the major changes in the Guidelines from last year. A quick summary includes:

- Applicants must score a 70 or higher to be considered for a grant award. Previously there was no minimum requirement.
- All reporting requirements must be complied with and the grantee must be in good standing to apply for future grants. Funds are forfeited if reporting requirements are not fulfilled.
- If disqualified for failure to comply with reporting requirements, grantee must be reinstated by the Sports Committee to be in good standing.
- Grantee must provide necessary room night reports for audit purposes and TDO may use a formula to calculate room nights based on the number of participants.
- Non-Brevard participants won't be counted, but they do not penalize the grantee.
- Insurance requirements were updated by Risk Management Dept.
- Grant awards may be reduced proportionally to total budget if all grant requests exceed the total budget for the program.
- Grants must meet 100% of projected room nights or grant award will be reduced proportionally to the percentage they are under the room night projection (previously they could still get 100%, even if they ended up at 80% of their projection).
- Devoting \$50,000 to secure brand-new events.

In addition, the Board, during regular session on August 4, 2020, approved Sports Event Grants for \$8,014 to the Phoenix Cup Soccer Tournament and \$5,217.75 to the Gateway2Space 5k/10k race. Those events were impacted due to COVID-19 and event organizers were forced to postpone event dates. The Sports Committee at their March 3, 2021 meeting and the Tourist Development Council at their March 24, 2021, approved the new event dates of May 15-16, 2021 and September 18, 2021 respectively. In order to accommodate those two events, for which approval from the Board is necessary in order to make the grant contract revisions due to the date changes.

### **Clerk to the Board Instructions:**

Please return a memo of the Board's action to 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

April 7, 2021

**MEMORANDUM**

**TO:** Peter Cranis, Tourism Development Office Director


**RE:** Item J.3., Fiscal Year 2021-2022 Sport Events Grant Program Funding, Guidelines, Application and Committee Scoresheet, and Two Event Date Postponements from the Fiscal Year 2020-2021 Grant Cycle

The Board of County Commissioners, in regular session on April 6, 2021, approved the Tourist Development Council Fiscal Year 2021-2022 Sport Events Grant Program Guidelines, Application, and Committee Scoresheet; approved the funding for the grant cycles for the Fiscal Year 2021-2022 Sports and Events Grant Program, with applications coming before the Board for final funding approval as the grant application cycle commences, as well as making the necessary Legislative findings (Section 125.0104(5)(a)3, §, and Section 102-119(3)a, (5)a, and (6)a of the Brevard County Code of Ordinances); authorized you to negotiate and sign all necessary grant agreements and related documents to support the grants for applications that receive future approval as the grant cycle commences for Fiscal Year 2021-2022; and authorized you to negotiate and sign all necessary grant agreements and related documents for two events from the Fiscal Year 2020-2021 grant cycle which were previously approved, but postponed the event dates due to COVID-19 for Phoenix Cup Soccer Tournament and the Gateway2Space 5K Footrace.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS  
RACHEL M. SADOFF, CLERK

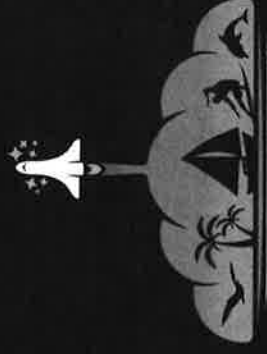
  
Kimberly Powell, Clerk to the Board

/ds

cc: County Attorney  
Budget  
Finance

# SPORTS EVENT GRANT SUPPORT PROGRAM

FY21-22 Guideline Revisions



*Space Coast*  
FLORIDA

## MINIMUM SCORE & REPORTING REQUIREMENTS

- Applications must score a 70 or higher to be considered for a grant award. Previously, there was no minimum score in place.
- All reporting requirements as set forth in the grant guidelines & grant contract must be complied with and the grantee in good standing to apply for future award funding.
- Funds are forfeited if reporting requirements are not fulfilled.
- If disqualified for failure to comply with reporting requirements, grantee must be reinstated by the Sports Committee to return to “good standing” and become eligible to apply for future funding.

## LODGING REQUIREMENTS & REPORTING

- Grantee must provide necessary participant or room night reports with all data that would be required for audit purposes. TDO may use a formula to determine actual room nights.
- Non-Brevard lodging does not disqualify an event, but it does not count toward total room count for funding purposes.

## GENERAL REVISIONS

- Insurance requirements changed pursuant to Risk Department revisions.
- Grant awards may be reduced in proportion to total budget in the event that applicant requests exceed total budget for the Sports Event Grant Program.
- Grantees must meet 100% of projected room nights to receive 100% of awarded funding (previously 80% room nights = 100% funding). Funding would be reduced by the percentage below the projected room nights.

## OTHER ITEMS

- Prospecting events for FY21-22 by working with event organizers, universities, and other partners. Devoting \$50,000 to securing new events.
- Attend Sports Events & Tourism Symposium to meet with sports event organizers.
- Facilities Guide for all Brevard County Sports facilities in progress.
- Working with Parks & Rec on facility booking and availability access.



## FY 21-22 Sports Event Grant Program

### Score Sheet

Event Name: \_\_\_\_\_ Committee Member Name: \_\_\_\_\_

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

#### Event Maturity, Growth Potential & Overnight Visitation

##### (35 points total)

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

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (15 points total)

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

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

Did the event organizer include a detailed budget?.....\_/5

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

#### Quality of Proposed Event (25 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? \_\_\_\_\_/15

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 FY21-22

(untitled)

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### 1. Applicant Information-

What is the event title? \*

(untitled)

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### 2. Applicant Contact Information- \*

Organization Name

First Name

Last Name

Job Title

Mailing Address

Apt/Suite/Office

City

State

Zip

Email Address

Phone Number

Mobile Phone

Website URL

**(untitled)**

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### 3. Event Information-

How many days will your event be held? \*

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

### 4. Event Information-

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

Event Dates

(untitled)

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

(untitled)

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

(untitled)

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**7. Please provide the following anticipated numbers for in person attendees (please do not include virtual or streaming participants or spectators). \***

# of Out-of-State ADULT Participants	<input type="text"/>
# of Out-of-State YOUTH Participants	<input type="text"/>
# of Out-of-County ADULT Participants (In State, Overnight Stay)	<input type="text"/>
# of Out-of-County YOUTH Participants (In State, Overnight Stay)	<input type="text"/>
# of Out-of-State ADULT Spectators/Fans	<input type="text"/>
# of Out-of-State YOUTH Spectators/Fans	<input type="text"/>
# of Out-of-County Spectators/Fans (In State, Overnight Stay)	<input type="text"/>
# Of Day Trippers/Local Attendees (No Overnight Stay)	<input type="text"/>
# of Out-of-State Coaches, Officials, Staff, etc...	<input type="text"/>
# of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay)	<input type="text"/>
# of Out-of-State Media	<input type="text"/>
# of In-State Media (In State, Overnight Stay)	<input type="text"/>
# of Day Trip/Local Media (No overnight stay)	<input type="text"/>
Total Estimated Attendance	<input type="text"/>

(untitled)

**8. How much event grant support are you requesting?**

\$

**9. What is the purpose of the financial support? \***

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

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

\*

(untitled)

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

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

#

(untitled)

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## 11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights \*

Browse...

(untitled)

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

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

☐ Yes

☐ No

(untitled)

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13.

## 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 \_\_\_\_\_

**(untitled)**

#### **14. 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](mailto: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 April 2, 2021, no late arrivals will be accepted.**

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



**(untitled)**

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**15. Required Attachments:**

Please label each with appropriate attachment number.

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

\*

Browse...



**BREVARD COUNTY  
OFFICE OF TOURISM**

**Guidelines  
SPORTS & EVENTS  
GRANT PROGRAM**

**FISCAL YEAR 2021-2022**

## **SPORTS & EVENTS GRANT PROGRAM**

### **FISCAL YEAR 2021-2022**

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

Tourist Development Council ("TDC") Mission Statement:

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

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

#### **2.0 ELIGIBILITY**

The Sports Committee allocates funds from its annual budget to a grant program for Event Owners, Rights Holders, Tournament Directors, Groups and Organizations that coordinate events with a demonstrated history of visitor impact or the significant potential to draw visitors to the area. The Sports & Events Grant Program is administered by the Tourist Development Council with recommendations from the Sports Committee. Event applications must score a 70 or higher to be considered eligible for funding. Any applicant must be in good standing with any prior event funding awards, post-event reporting requirements, room night reports, and/or reimbursement requests in order to qualify for this application. If an applicant has previously been awarded a grant in any cycle and has not fulfilled their contractual obligations under that grant, they are immediately disqualified for future sports event grant funds. If an applicant forfeits prior funding due to their inability to comply with post-event reporting, the Sports

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

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

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

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

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

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

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

To be eligible for payment, a completed Post-Event Report must be submitted within 60 days after the completion of the event. The report must include **verifiable** tracking statistics, ~~regarding out-of-town visitors and their overall impact on the local economy, particularly on~~

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

To qualify for reimbursement, **proof of insurance is required no less than 30 days prior to event start date**, which lists the ~~Brevard County Tourist Development Council and Brevard County~~ as an additional insured, “Florida Sports Foundation” (if a foundation grant is also awarded), and/or any Brevard Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant. 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, 2021 – March 31, 2022 shall submit their application by April 16, 2021, and will be evaluated on a case-by-case basis. Those events that will occur between April 1, 2022 – September 30, 2022, shall submit their application by August 27, 2021. Annual funding of this program is subject to the full funding of the TDC Sports Budget line item. In the event that applicant funding requests exceed the total budget of the sports grant program, funding awards may be reduced proportionately in order to stay within the total budget amount allocated to the program.

Up to \$190,000.00 may be available for the fiscal year 2021-2022, for a competitive grant

program to fund sporting projects/events that demonstrate a positive impact to Brevard County tourism, as described more fully in Section 1.0 of these guidelines.

The Tourism Development Office ("TDO") reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Sports Committee Advisory Council, TDC, and/or Brevard County Board of County Commission recommendations, not meeting at least ~~80%-100%~~ of room night projections, funding availability, or number and quality of ~~requests-event applications~~ submitted.

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

- Funds are to be used for the ~~project-event~~ as proposed in the applicant's grant application.
- The sports event must be held at a facility or venue located in Brevard County.
- The sports event must ~~book-~~produce 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 event organizer has the responsibility to document each room night related to his its event using the attached Lodging/Room Night FormReport. ~~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~~ scored based on application quality, event quality, and hotel room revenue brought in by the event ~~and~~ as well as the marketing reach of the event which benefits Brevard County Tourism.

Hotel room nights will be determined by completed Room Night ~~Forms~~ Report submitted by the Event Organizer, or Room Block Reports from host hotels submitted to the Tourism Development Office by the Event Organizer/Grantee. All room reservations tied to the sports event are required to be documented. ~~If the Event Organizer/Grantee allows participants to reserve accommodations outside of Brevard County, they may forfeit their grant. Lodging booked outside of Brevard County shall not count toward the qualifying event's total room night count.~~

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

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

Visit Space Coast Office of Tourism

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

## 7.0 EVALUATION PROCEDURES

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

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

## 8.0 FLORIDA'S SPACE COAST BRAND INCLUSION

Grantees/event organizers must agree to prominently recognize Florida's Space Coast Office of Tourism as an event sponsor in all marketing materials, advertising, website and other marketing related communications promoting the event both in and out of the local market. The Visit Space Coast logo must be included in all display advertising, printed collateral, email marketing, etc...The logo must be easily legible and should be displayed in a manner which does not distort or warp the original logo file. Logo usage standards will be provided to grantees/event organizers as well as high resolution and/or vector logo files to be included in event materials.

## 9.0 REPORTING REQUIREMENTS

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

**Failure to submit all post-event reports, room/lodging reports, or other requirements set forth by this grant program shall bar the applicant/event organizer from applying for future funding. will disqualify the grantee/event organizer from receiving funding.** **Failure to comply with the reporting requirements will also result in forfeiture of the any funding award.**

~~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%~~reach 100% of projected total room nights in order to receive the **full** award amount. **If total room nights are less than 80%,100%, 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~~Grant Reimbursement Procedures ("**Attachment C**"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.

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

[illegible]

**ATTACHMENT B**  
**FY 21-22 Sports Event Grant Program**  
**Score Sheet**

Event Name: \_\_\_\_\_ Committee Member Name: \_\_\_\_\_

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

**Event Maturity, Growth Potential & Overnight Visitation**  
**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ...../10  
(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators...../25  
(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (15 points total)**

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

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

Did the event organizer include a detailed budget?...../5

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

**Quality of Proposed Event (25 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ...../15

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

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

**Soundness of Event Plan (25 points total)**

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

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

**Total** ...../100

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

## **ATTACHMENT C**

### **Tourist Development Office Grant Reimbursement Procedures**

#### **General Introduction – Grantee Please Read**

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

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

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

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

Please begin submitting grant reimbursement submitting package as soon as your event or season is complete. **Deadline for ALL grant reimbursement requests for FY 20-21 is October 8, 2021.**

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

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

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

bank routing number, social security numbers, authorizing signatures and other credit card transactions MUST be redacted (blacked out).

**4. Proof of Completed Grant Related Goods and Services which focus on promoting Brevard County tourism to Include:**

- Copies of any advertising whose purpose is to drive tourism to Brevard County
- Photos of rental tents or equipment
- Screenshots of website and social media
- Copies of the printed material
- Copies or photos of the signs to ensure they were not used for some other purpose
- If payroll is being requested for reimbursement, the line on reimbursement cover sheet requires an abbreviated personnel description that is grant related along with the pay period dates. Leave the invoice field blank for payroll items.
- Missing receipts require a form memo

**5. Allowable expenses shall include the following:**

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

**6. Unallowable expenses:**

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

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

**Brevard County Office of Tourism**

**Attn: Erinn Stranko, Operations Manager & Sports Commissioner**

**Address: 430 Brevard Avenue, Suite #150 Cocoa, FL 32922**

**321-349-2992**

**Email: [Erinn.Stranko@VisitSpaceCoast.com](mailto:Erinn.Stranko@VisitSpaceCoast.com)**